User Insight Template

How to Identify an Insight?

1. **Does it say something about your users' attitude, behavior, needs, or context in general? (is it true, regardless of your product or solution?)**

   For example, cat owners give their cats more food if they go away for a more extended period than usual (Behavior of cat owners)

   Yes, you've uncovered an insight
   No: go to the next question

2. **Is it a fundamental principle you've discovered, like a behavioral or design pattern?**

   For example, users expect to find the price of cat food near the product image (Proximity principle)

   Yes, it's an insight
   No, don't give up and go to the next question

3. **Does it say something about your brand, product, or service in its entirety and not just a tiny part of it?**

   For example, owners of cats and dogs used the search function to get an overview of all products for their pets, and not per product category (i.e., "Food")(Structure of website)

What Makes a Good Insight?

Insights are the universal and comprehensive learnings distilled from research and data. Insights will make you understand more than just one use case or scenario.

Insight Template

1. What you've learned: Your key message: a problem, obstacle, challenge, need, attitude, or behavior you discovered with your research. One learning per insight; otherwise, your key message will get cluttered.

Write the answer here…

2. The context or situation: When, where, and for whom does this insight apply? Not in all cases. Be specific as needed, but don't overdo it.

Write the answer here…

3. Root cause: Make sure you know 'why did people behave this way?'. The underlying reason or motive triggering action is often more valuable to capture than the action itself.

Write the answer here…

4. The consequences of the insight you gained: Where does it lead to? What effect does it have on your brand, product or service?

Write the answer here…

5. The goal/motivations of the user: What do they want to achieve with your product/service or in their lives? What are their motivations for wanting to achieve this goal or task? What's the job they ask your product to do?

Write the answer here…

6. Recommendations and next steps. By making the next steps explicit, team members will trigger into action Make sure your user insights have more impact.

Write the answer here…