



Define Insights

Insights are a concise expression of what you have learned from your research and inspiration. They are the "aha" moments and unexpected learnings.

Sometimes, it can be helpful to write an insight in the form of a Point-of-View (POV) statement which makes an insight specific to a user or user group. A simpler way to create a POV is through the POV equation.

$$\text{user} + \text{need} + \text{interesting learning} = \text{POV}$$

INSIGHT/POV

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2-3 Frame Opportunities

Make Insights Actionable

Actionable and successful ideas start with the right question, which identifies important opportunities through great INSIGHTS. Remember, each "How might we" (HMW) question will only address a portion of your challenge so you can create multiple HMW's and prioritize them for ideation.

TIP

Avoid brainstorm questions that already imply a solution.

Is your question...



BROAD ENOUGH TO SPEAK NEW IDEAS?



NARROW ENOUGH TO FEEL MANAGEABLE?



FOCUSED ON RESPONDING TO YOUR USER-DRIVEN INSIGHT?

HOW MIGHT WE...

A series of horizontal dotted lines for writing "How might we" questions.