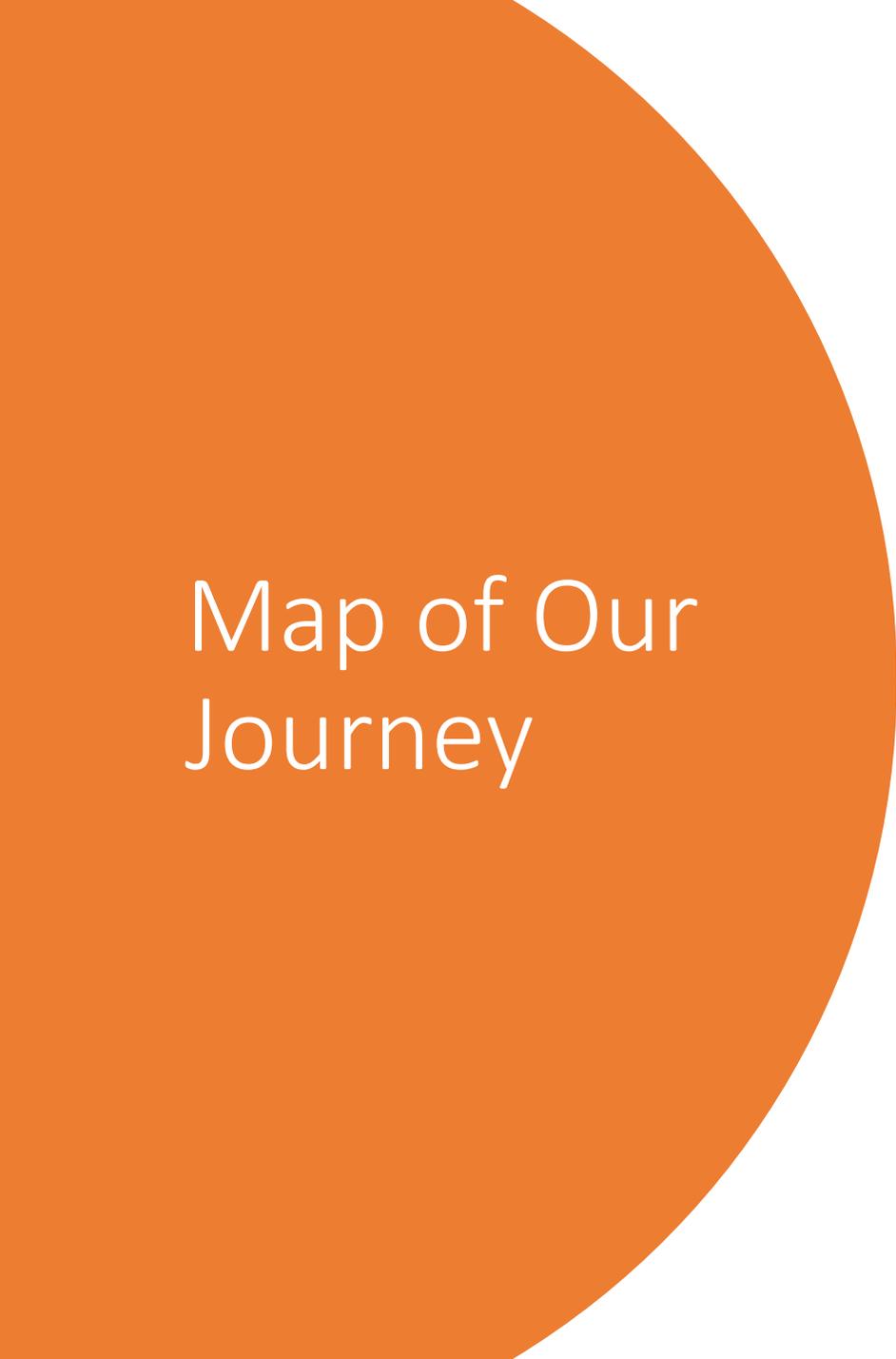




# Form Insights



Map of Our  
Journey

---

Observe

---

Listen/Interview

---

Empathize

---

Form Insights

---

Plan For Action

# Form Insights

---

What was unexpected?

---

What interesting stories did you discover?

---

What did people care about the most?

---

What were some of the most frustrating struggles?

---

Resist projecting your personal assessments too soon

---

Look for links

---

What are the themes?

---

Dig deeper

---

Look for the best of the best

---

# Form Insights

---

## Authentic

- An accurate portrayal of who you are

## Non-obvious

- Goes beyond an observation; unique

## Revealing

- Gives clarity to what you are and what you need to do

# Group Task (30 min.)

- After going over the information from your observations, form at least three insights.
- Use the questions and criteria mentioned earlier to help form your insight statements.



# Group Task

## 1. CAPTURING INDIVIDUAL DATA POINTS

On post-its, capture quotes, observations and interpretations you have from your interviews, observations, and empathy immersion.

## 2. CONNECTING THEM TOGETHER IN MEANINGFUL WAYS

Notice themes and patterns and cluster your post-its when they have similar topics. Try out a few things you might call that theme.

## 3. CRAFTING INSIGHTS TO SHARE WITH OTHERS

Work to make your insights informative, inspiring and memorable. Try and try again. Share what you are working on with others for feedback. What's working and what isn't?

## 4. STORYTELLING YOUR POINT OF VIEW THROUGH WORDS AND VISUALS

Pull your themes together into a story. Use visuals to bring your points to life for others.

# Questions and Reflections

---