

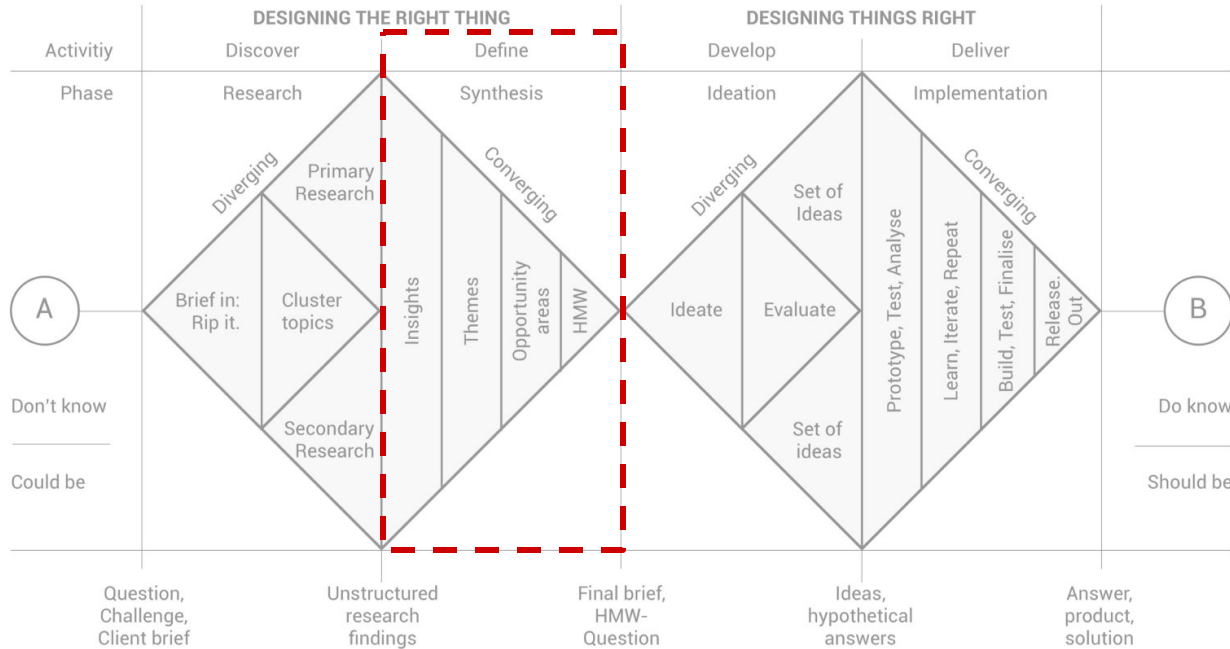
Lecture 5: Analysis II

Wednesday 06.03

AALTO BA SERVICE DESIGN 2019

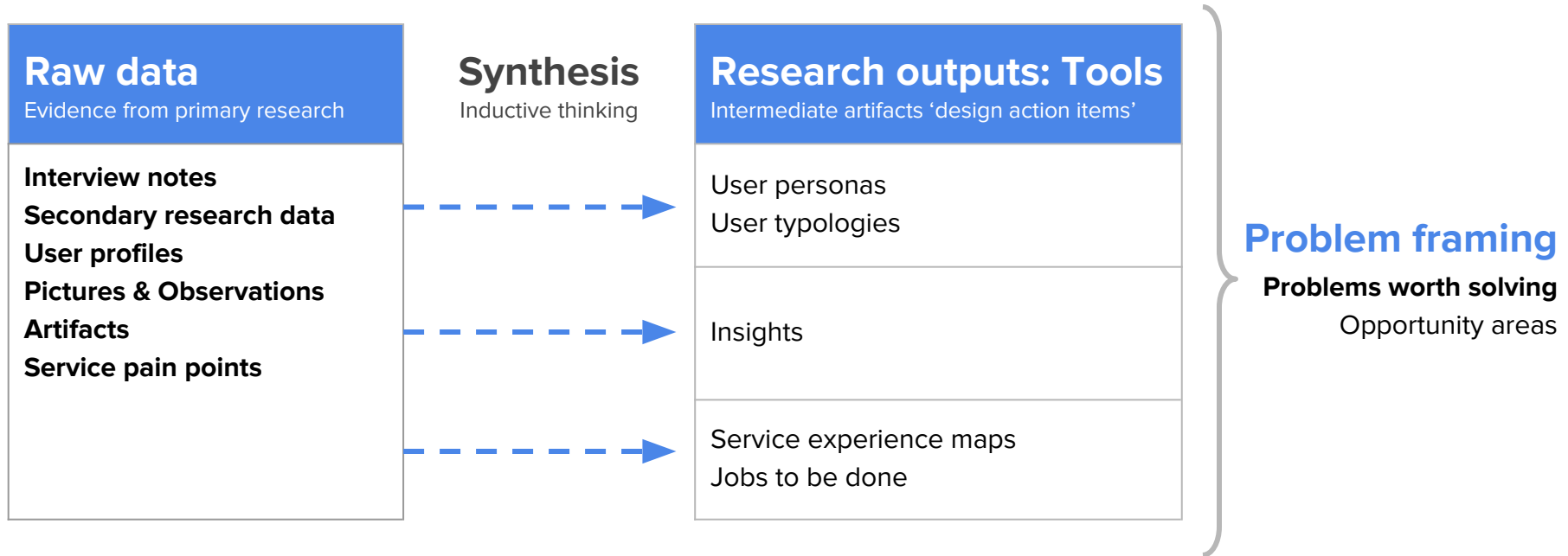
Nuria Solsona

Analysis & Synthesis



Double diagram Dan Nessler

Analysis process



**What is an
insight?**

What is an insight?

- Insights are the synthesised research compressed into a set of **meaningful conclusions**. They are the result of analysing raw data with inductive thinking methods.
- They uncover the **root cause of behavior** and provide an understanding of **cause and effect** based on identification of relationships and behaviors within a model, context, or scenario (Wikipedia, 2018)
- They often include **a situational context**, an intended outcome, as well a restriction, obstacle or friction (This is service design doing, 2018)
- **An insight is not an observation**. It is the synthesis of what I learned; what I heard, what I saw, and your own intuition.
- Insights reflect your research, and are **supported by raw data**, like quotes from fieldwork or figures from other sources.
- They are **not solutions** or suggestions on how to fix a problem, instead they **frame a problem space** that can lead to strategic opportunities.
- Insights are actionable. They work like **design briefs** for others to act upon. Good insights lead to designing the right thing. Bad insights lead to designing the thing wrong.

Is this an insight?

*Drivers get stressed and angry
when they don't find a parking slot*

Is this an insight?

**Drivers get stressed and angry
when they don't find a parking slot**

Observation

Is this an insight?

*Informed activists are knowledgeable and opinionated,
they want to see change and value for the community*

Is this an insight?

*Informed activists are knowledgeable and opinionated,
they want to see change and value for the community*

Insight: It gives a situational context and an intended outcome

Is this an insight?

People want better predictive information

Is this an insight?

People want better predictive information

Solution - Opinion

Is this an insight?

*The bitterest aspect of a fine is often the stress,
not the financial cost*

Is this an insight?

*The bitterest aspect of a fine is often the stress,
not the financial cost*

Insight: It provides a new or surprising understanding about how people go about paying fines

**Insights
as a research output**

Insights as a research output

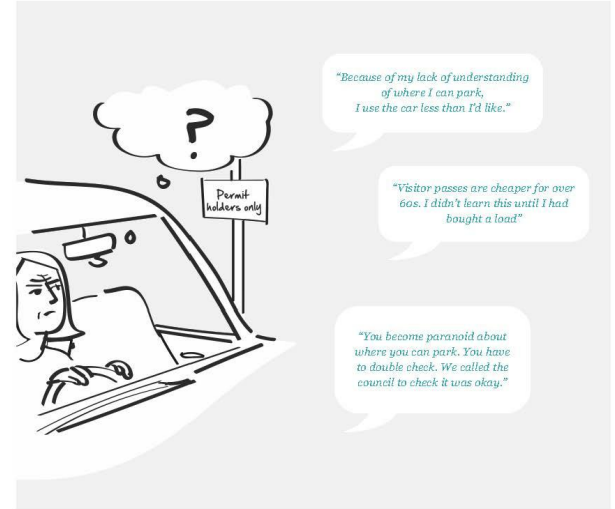
Insights are usually documented in one page including:

- Theme
- Insight statement, 'the insight'
- Quotes or other raw data that supports that insight
- A brief description of what it means

They are usually part of a **Research report** including raw data from fieldwork such as: participants sample overview, observations and pictures, user profiles, user journeys, description of the analysis process, theme descriptions and opportunity areas.

Image by Livework studio

Learning by doing



There's no tube map for parking

It's hard to know when or where to look when learning about parking in the borough, especially if you're new. When you get the information, it isn't that clear.

Some residents lack valuable information that could make their lives better at no cost. New residents from outside London aren't having an easy time.

The bitterest aspect of a fine is often the stress, not the financial cost

Being fined often happens when you're under stress, in an unfamiliar situation or doing someone a favour. The extra stress adds to the financial pain.

Insights as a research output

Show (and tell) me what you've done

Customers expressed need **to be informed** when something happens with their elevator as well as what happens (entrapment, planned maintenance or repairs) and when it will be fixed.

The biggest challenge for customers is **not being able to provide information** to their customers. Tenants are frustrated, facility managers are overloaded with phone calls and lose their credibility.

Customers stressed the importance of the service being **considerably proactive**. Some customers get annoyed if they don't see there is a good reason for supplier to get their attention.



Image by Livework studio

Insights as a research output



Image by Livework studio

To find out more about unlocking potential, get in touch with Tom.Bradley@bbc.co.uk

BBC KNOWLEDGE & LEARNING

**Insights
method**

Inductive thinking: Insights method

1 DOWNLOAD

Build the 'detective wall' with all your evidence from fieldwork. Organize & filter raw data from different sources.

2 CLUSTER INTO THEMES

Identify patterns and relationships that connect data into a set of common themes 'topics'.

3 INSIGHTS

Synthesise themes into key insights. Provide an interpretation of what is happening in a descriptive way with words, in a concise statement



The analysis process (CIID): <https://vimeo.com/157994576>

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Assignments

Assignment: Finalise fieldwork & Observations

Due on Monday 11.03

- Finalise interviews a total of 8 (minimum, it can be more max.12)

Assignment: Parallel research

Due on Monday 11.03

- Identify 5 best practice examples of existing services that caters learning experiences specific to your life stage
- These will be used as references for inspiration
- Document with images and descriptions about the experience and why you think these are good examples. Format can be Word doc., Sketch book, blog, pinterest board, etc,...

Assignment: Initial insights & Typologies

Due on Wednesday 13.03

- Initial insights 1 page per insight including:
Statement ('the insight')
Description
Evidence (quote, picture...)
- Define 4 User typology categories based on your research (1 page)
- Write 4 persona/user profiles that tells the story of a user archetype for each typology (1 page per profile/archetype)