Turning findings into insights you can action

Using this activity, take your research findings and use them to help you create insights that can drive action in your project.

NSW GOVERNMENT

ACTIVITY SNAPSHOT

🕐 **Time: 1 day**	👥 **Casting: 2+ team members**	▤ **Tool: Miro**
The length of activity depends on the work already done and how well you communicate as a team. You can break up the activity in parts if necessary.	This activity works best with 2-5 team members, but can be done with more (though this will take more time).	To use Miro, you'll need computers for all participants and video conferencing (e.g. Teams) if running remotely.

ACTIVITY GUIDE

Knowing what action to take after your user research activities can be difficult. This activity will help your team go from research findings to creating insights that help your team and stakeholders decide on next steps for your product or service.

What's it for	What you'll get	When to do it
To help your team and stakeholders identify insights and understand why they're critical to action.	A list of prioritised insights to share and action with your stakeholders and team.	After your team has created findings from your research.

HOW IT WORKS

Before you start:
- Complete your user research activities.
- Synthesise research and identify your key findings.
- Understand what's motivating the decision-makers in your project.

Step 1: Identify project objectives and motivations
Step 2: Generate insights
Step 3: Identify motivations to action insights
Step 4: Prioritise insights to action

What's next:
- Walk your team or stakeholders through the activity board to show them the process.
- Share the actionable insights with your team and stakeholders in the Project update template.
- Use your insights to run an ideation workshop to brainstorm solutions.

STEP 1

Identify project objectives and motivations

🕐 **45 mins**

OUTCOME
Alignment on why taking action is important for our users, our organisation and our decision makers.

INSTRUCTIONS

1 In the PROJECT OBJECTIVE box, write down the reason your project was put into action in the first place. This objective should include the problem you're trying to solve, the group you're solving it for and how it relates to the strategic goals of your organisation.

2 Below, list out the key decision makers on the project and why they are motivated to take action on this project. This will help to understand what will inspire them to take action on your insights.

You know you're done when the group feels that they know the key motivations of anyone who could halt the project.

💡 **PRO TIP**

"If you haven't already agreed on the project objective, ask everyone to write down their version then share and combine the best elements of them all."

Rich Brophy
Department of Customer Service

PROJECT OBJECTIVE

DECISION MAKER

DECISION MAKER

DECISION MAKER

DECISION MAKER

MOTIVATIONS FOR TAKING ACTION

MOTIVATIONS FOR TAKING ACTION

MOTIVATIONS FOR TAKING ACTION

MOTIVATIONS FOR TAKING ACTION

STEP 2

Generate insights

🕐 **180 mins**

OUTCOME
New insights that change the way you think about your project

INSTRUCTIONS

Before you start, add the key findings from your research to the KEY FINDINGS column below

| 1 | As a team, review one finding at a time and on sticky notes, list the other things you know or have learned from other activities that could help explain why this finding is taking place. |

| 2 | Discuss how each of the newly-generated sticky notes could explain the key finding. If anything you discuss changes the way you think about the problem, your customer or the project in a new and interesting way, write it down and add it as a sticky note to the INSIGHTS column |

Repeat with each key finding until you've been through them all. You can reuse your sticky notes from the WHY THIS IS HAPPENING column.

| 3 | Review your insights as a group, and discuss which ones are genuinely insightful (rather than just interesting or new to you), and use the chosen insights for the next step. |

You know you're done when you have at least three insights - and each one changes the way the whole group thinks about the project, the problem or the way you'll solve it.

🔅 **PRO TIP**

"Our team has found this is the most efficient way to generates insights when collaborating with new or non-designers. Often it's the conversation we have along the way that sparks the insight!"

Natalie Chehade
Department of Customer Service

New table

KEY FINDING	WHY THIS IS HAPPENING	INSIGHT

STEP 3

Identify motivations to act on insights

🕐 **120 mins**

OUTCOME
Understanding of why each insight matters to your project, and evidence to support each one.

INSTRUCTIONS

Before you start, add the insights from the last step to the insight column.

1	First, examine your insights through the lens of the user.
	As a team, reflect on the project objective and discuss WHY each insight matters to your users and the problem you're trying to solve for them. Add your thoughts on sticky notes as you go, and pick out the most critical ones before you move on. Continue until you've covered all your insights (or decided some just aren't that important to users).
2	Next, examine each insight through the lens of your organisation.
	Reflect on the project objective and the motivations of your decision-makers and discuss WHY each insight matters to them. Add your thoughts on sticky notes as you go, and pick out the most critical ones before you move on. Again, keep going until you've covered all the insights that are relevant to the organisation.
3	Go back through your research and gather any evidence that supports each insight. This may be data, user quotes or anything else you've gathered along the way.

You know you're done when the insights feel too important for stakeholders NOT to action.

INSIGHT	WHY INSIGHT MATTERS		EVIDENCE
	USERS	ORGANISATION	
	USERS	ORGANISATION	
	USERS	ORGANISATION	
	USERS	ORGANISATION	
	USERS	ORGANISATION	

STEP 4

Prioritise insights

① 90 mins

OUTCOME
Prioritised, evidence-based insights that decision makers are motivated to act on.
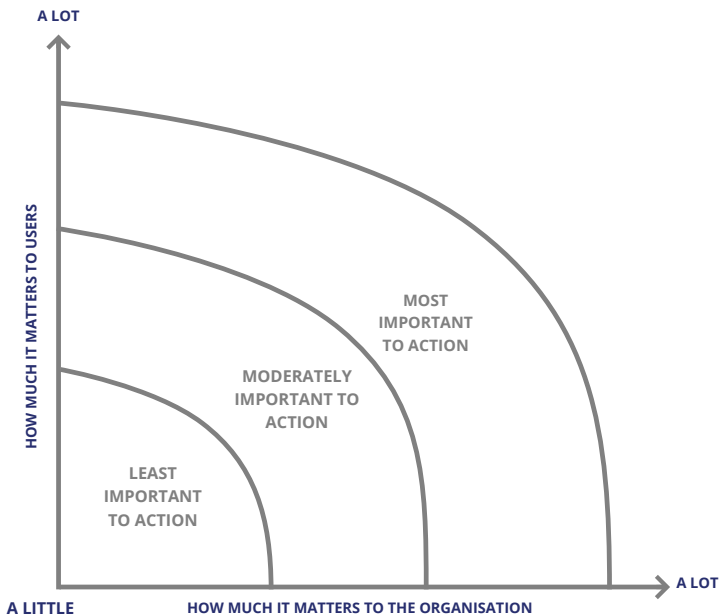
INSTRUCTIONS

1	Taking one insight at a time, reflect on why it matters to the user and the organisation and plot it on the graph where it feels right. If people have different opinions, discuss why and then find a spot that works for most of the group.
2	Continue until you've plotted all your insights. Those that matter the most to either your user, your organisation, or both, are the ones you should use to inform the way you move forward with your project.

PRO TIP

"Prioritisation is an "embodied" activity. You should prioritise according to what feels right to the group, rather than trying to reduce it to purely rational arguments. That said, the discussions you have during this exercise (about why things go where) can be the most valuable of this whole activity."

Rich Brophy
Department of Customer Service

A LOT

HOW MUCH IT MATTERS TO USERS

MOST IMPORTANT TO ACTION

MODERATELY IMPORTANT TO ACTION

LEAST IMPORTANT TO ACTION

A LOT

A LITTLE   **HOW MUCH IT MATTERS TO THE ORGANISATION**

Activity steps

STEP 1

Identify project objectives and motivations

🕐 45 mins

OUTCOME
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Rich Brophy
Department of Customer Service

PROJECT OBJECTIVE

STEP 2

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🕐 180 mins

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Natalie Chehade
Department of Customer Service

KEY FINDING	WHY THIS IS HAPPENING	INSIGHT

STEP 3

Identify motivations to act on insights

🕐 120 mins

OUTCOME
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💡 **PRO TIP**

"We always aim for about 5 key insights, but between 1 & 8 is fine. Less than 3 and you haven't done enough research or enough interrogation. More than 8 and your insights probably require a harsher analysis."

James Fehon
Department of Customer Service

INSIGHT	WHY INSIGHT MATTERS	EVIDENCE

Use the inputs from Step 1

STEP 4

Prioritise insights

🕐 90 mins

OUTCOME
Prioritised, evidence-based insights that decision makers are motivated to act on.
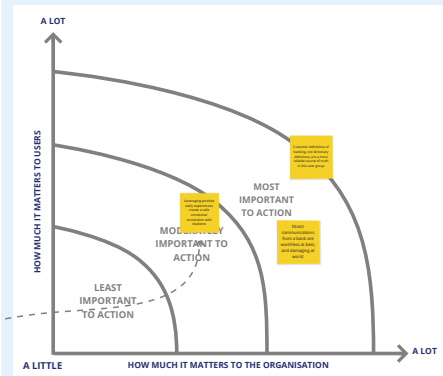
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Rich Brophy
Department of Customer Service