

Key Insights

Modules > Scoping > Understanding the user > Key insights

Key insights are short statements, based on your research findings, that identify the unique aspect to your problem that other solutions have failed to notice or solve effectively.

Key insight template

People who have [this problem] currently try to use [this solution], but this solution does not work because of [this reason].

Our key insight is that people need [new solution] to help them overcome their problem.

Example – Buzzer Buddiez

People who have problems waking up in the morning currently try to use an alarm clock, but this solution does not work because people just hit the snooze button.

Our key insight is that people DO wake up in the morning, but they just hit the snooze button and go back to sleep.

Task

In your teams, using the competitor profiles and your findings from the user interviews, discuss what key insights you have for each of your ideas.

By the end of this discussion you should update your scoping checklist with the key things you have learnt and any changes to your mini elevator pitch.