Insight Combination

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| Ethnography | Synthesis | Prototyping |

Synthesis

Making meaning through abductive sensemaking and reframing

Combining data in new ways
Identifying patterns and anomalies
Judging, and learning

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Insights

An insight is a clear, deep, meaningful perception into human behavior in a particular design context.

It's a provocative statement of truth.

* And it may be wrong.

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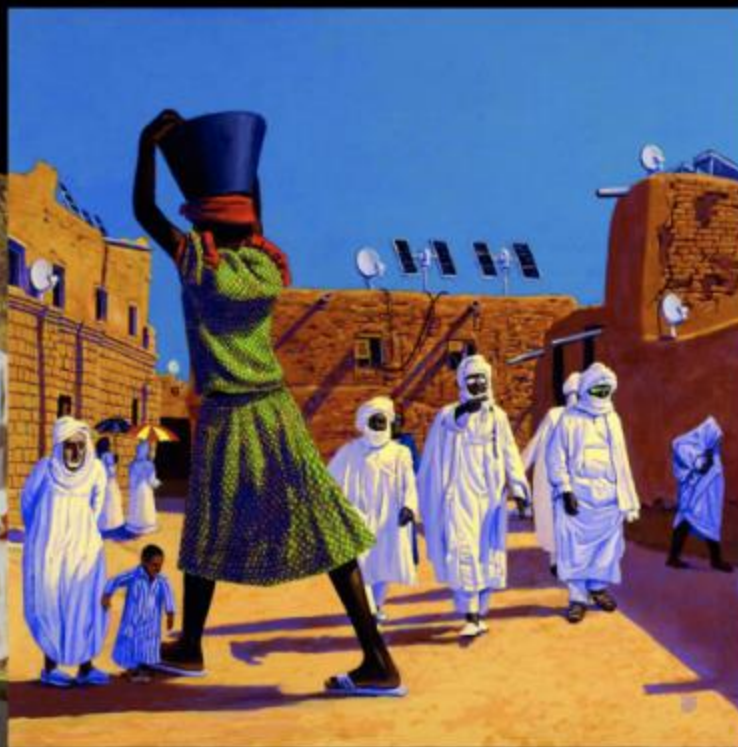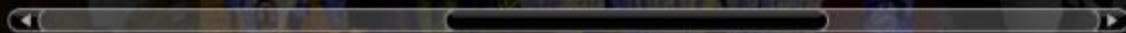
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Design Patterns

A design pattern describes a possible solution to a problem, based on problem / solution sets in other contexts.

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The Bedlam in Goliath
The Mars Volta

Insight Combination

A method of building on insights and established design patterns in order to create initial design ideas.

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INSIGHT COMBINATION/

1. Is detailed
2. Is divergent
3. In nonlinear
4. Is generative
5. Is biased

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I saw this + I know this = Insight

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Data gathered through
ethnography, contextual
inquiry, questionnaires,
and interviews

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Data gathered through
ethnography, contextual
inquiry, questionnaires,
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Guided by ethics & morals,
intellectual prowess, and the
accumulation of world view
and breadth of experience

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A trending paradigm that describes
invariant qualities, referencing
history and similar solutions

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23

I saw this + I know this = Insight + Design Pattern = Design Idea

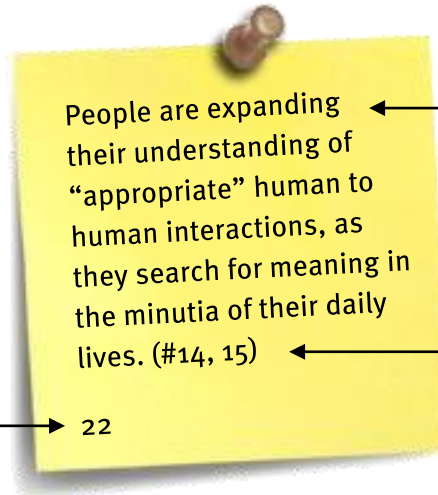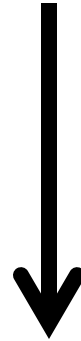Data gathered through ethnography, contextual inquiry, questionnaires, and interviews

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Clear, deep, meaningful perception into human behavior in a particular design context

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A new, creative concept, somewhat facilitated by existing design paradigms

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Insights go on yellow cards.

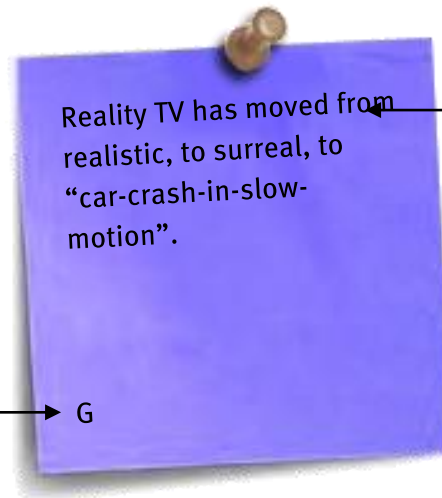People are expanding their understanding of "appropriate" human to human interactions, as they search for meaning in the minutia of their daily lives. (#14, 15)

22

Provocative statement of truth

Evidence from a transcript (citation)

Unique insight number

Patterns go on blue cards.

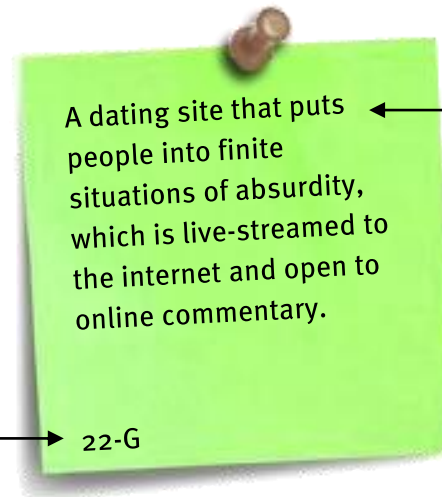Reality TV has moved from realistic, to surreal, to "car-crash-in-slow-motion".
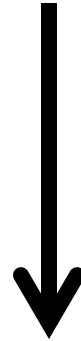
Pattern, or trending piece of culture and society

Unique pattern letter → G

Design ideas go on green cards.

A dating site that puts people into finite situations of absurdity, which is live-streamed to the internet and open to online commentary.

22-G

Design idea, built on the combination of an insight and a pattern

Unique insight and pattern identifier

Insight Combination...

... with boring old enterprise configuration software ...

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only when

le avoided talking
til it was absolutely
ool should allow for
terials where
dded or removed
, 199)

Support the increasingly detailed nature of a configuration.

As a configuration moves through the sales cycle, it will become increasingly detailed and complicated. The tool should afford all levels of detail in the configuration process. (#14, 15)

22

Allow for an iterative configuration process.

Even a simple configuration will exist in multiple states throughout the configuration process, and the user will try several variations before identifying an ideal and final solution. The configuration tool should support this. (#44, 123)

17

Provide both offline and online access.

Salespeople work in disconnected environments – like airplanes – and the tool should work in those environments too. (#98, 99)

87

an "invalid"

d engineers will
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Allow users to create multiple "what if" scenarios.

Salespeople frequently work through multiple configurations in parallel, in an attempt to understand all of the possible solutions to their problems.

(#123-144)

Allow for a visual configuration.

Salespeople frequently sketch out a configuration on a whiteboard or a piece of paper during the sales cycle; allow the tool to help them work in a visual manner.

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Direct manipulation, drag and drop tools on the web are increasingly prevalent.

R

More and more portable devices allow file management and employ some sort of data-synching.

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There seems to be a push towards online backup and recovery tools for large datasets.

D

Progressive disclosure with AJAX is an effective way to provide increasingly more granular levels of detail.

A

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(#123-144)

People are increasingly familiar with visual and playful configuration tools that allow for side by side comparison of similar items.

F

Small screen
in tandem w
operational

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More and more portable devices allow file management and employ some sort of data-synching.

G

Provide an HTML drag and drop tool that looks like an application.

Allow it to run when disconnected from the server, and provide a clear and cohesive mechanism for synching (and for displaying when things are out of synch).

87-R-G-1

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Performing Insight Combination

1. **Begin to identify insights**

   Examine the data you've gathered, and constantly ask the question "why" (and try to answer it). This is an interpretative activity: you are assigning meaning to data. Tell a credible story, but realize you may be wrong.

   Write the insights on yellow post-it notes.

   Reference the line numbers from any applicable transcripts, and give each yellow post-it note a unique numeric ID.

Performing Insight Combination

2. **Identify design patterns**

   You can use patterns that are "appropriate" to your context, in order to provoke "safe" ideas. You can use patterns that are extremely disassociated from your context, in order to provoke "wild" ideas.

   Ideally, you begin to keep a design pattern library.

   Write the patterns on blue post-it notes.

   Give each blue post-it note a unique letter ID.

Performing Insight Combination

3. **Combine insights and patterns.**

    Mingle the blue and yellow post-its, moving them around physically, and actively reflecting on potential combinations.

    Force each combination into a new design idea. Write the idea on a green post-it note.

    Give each green post-it note a unique design idea ID (referencing both the yellow and blue notes above).

    Limit yourself to 1 minute per idea; use a timer.

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HOW TO DO INSIGHT COMBINATION/

1. Begin to identify insights
2. Identify design patterns
3. Combine insights and patterns, to provoke new ideas

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Download our free book,
Wicked Problems: Problems Worth Solving,
at http://www.wickedproblems.com