

..... **Another**

Insight Quiz



Put your consumer head on!

We will show you a picture of a product



Hold up the “like” if you think this product has a strong consumer insight at the heart



Hold up the “dislike” if you think it does not have a strong consumer insight at the heart





#fail







Hutzler 571 Banana Slicer





#fail

Top critical review

[See all 2,023 critical reviews](#) ›

15,303 people found this helpful

★ ★ ☆ ☆ ☆ **Angle is wrong**

By Jim Anderson on August 1, 2012

I tried the banana slicer and found it unacceptable. As shown in the picture, the slicer is curved from left to right. All of my bananas are bent the other way.

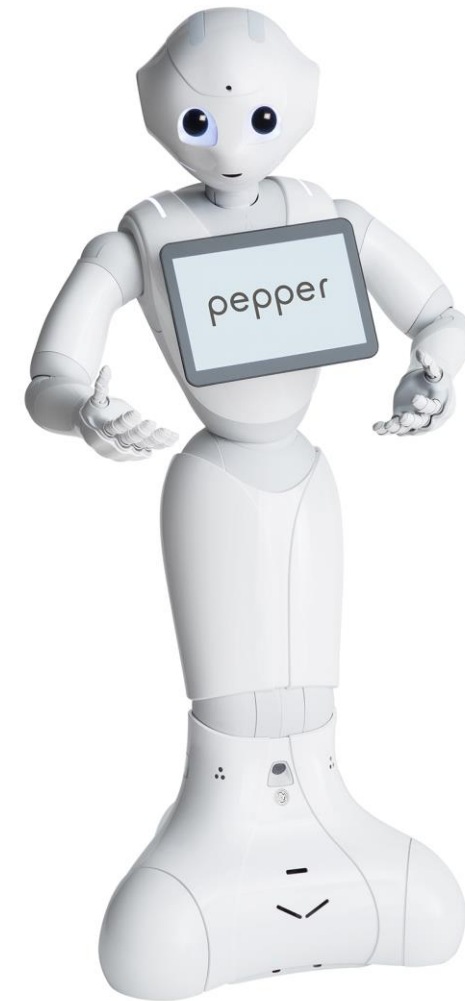


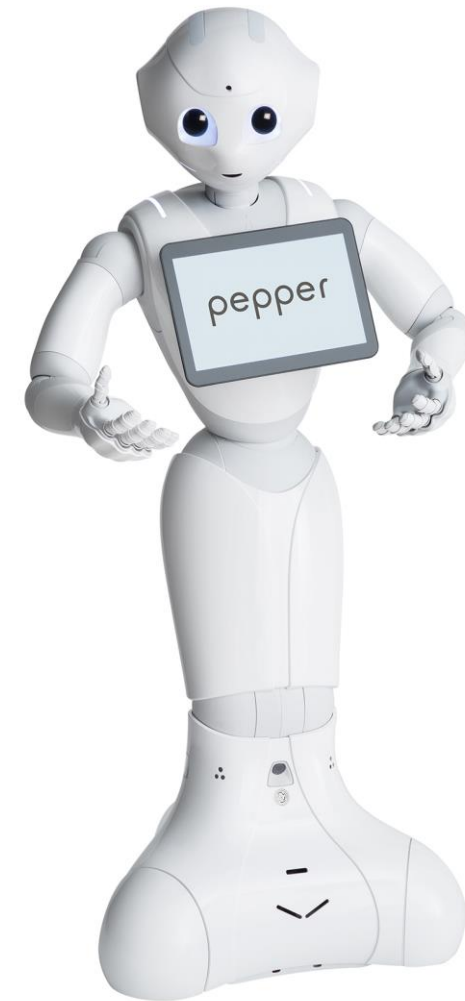


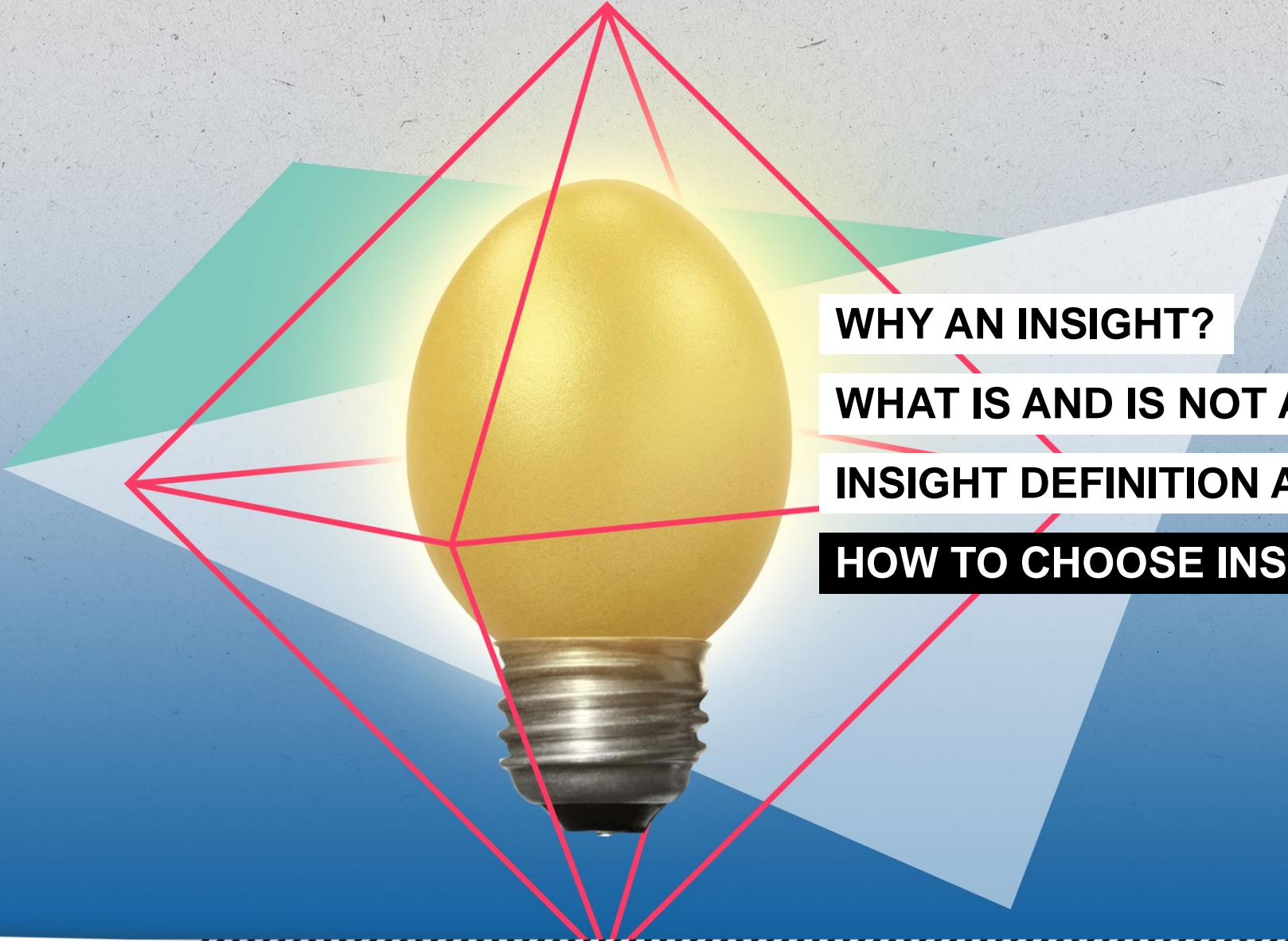
play&go
let's go playing











WHY AN INSIGHT?

WHAT IS AND IS NOT AN INSIGHT?

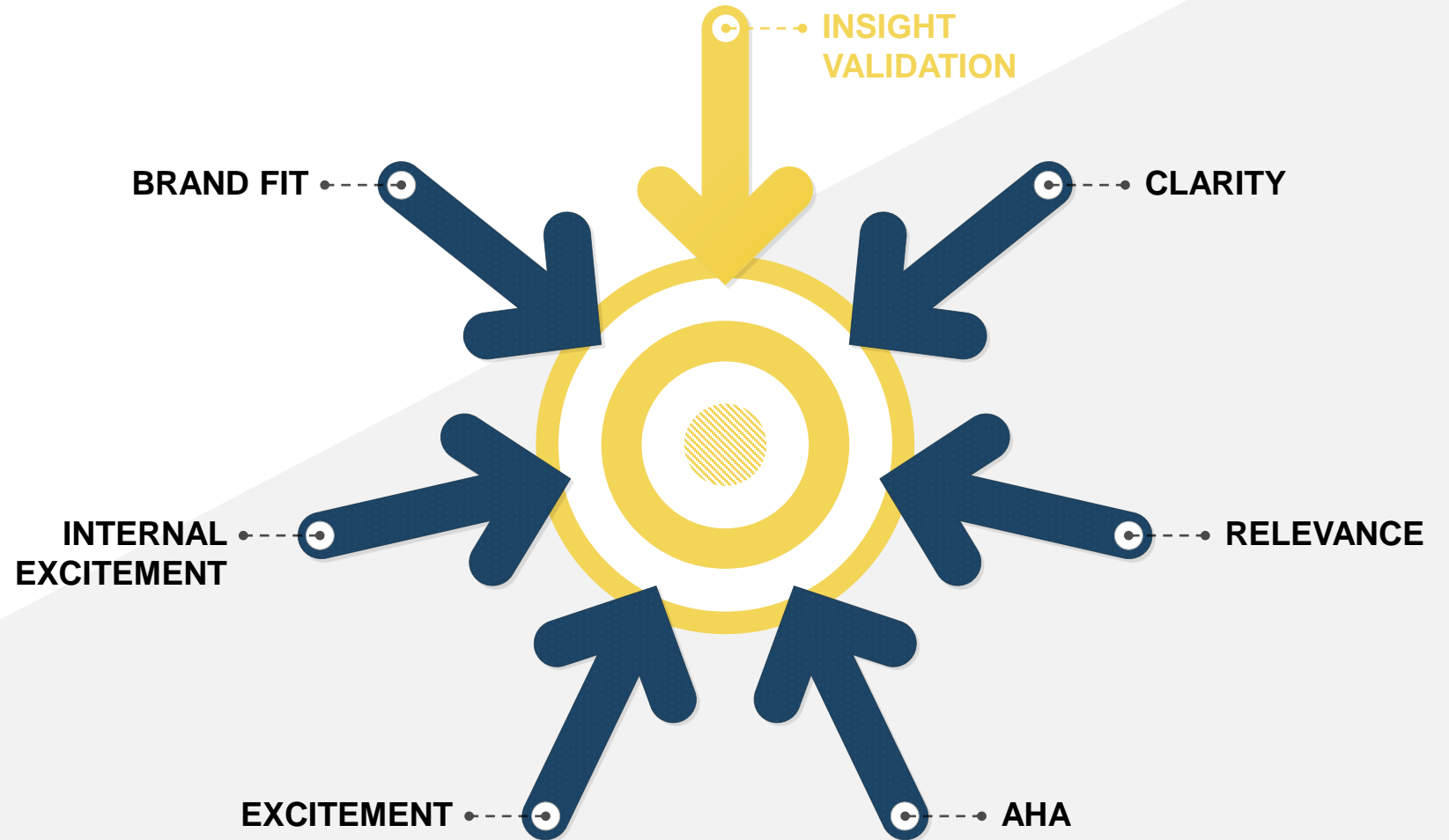
INSIGHT DEFINITION AND QUIZZES

HOW TO CHOOSE INSIGHTS



WHICH
INSIGHTS TO
USE?

PERHAPS
SOME FORM
OF INSIGHT
VALIDATION?

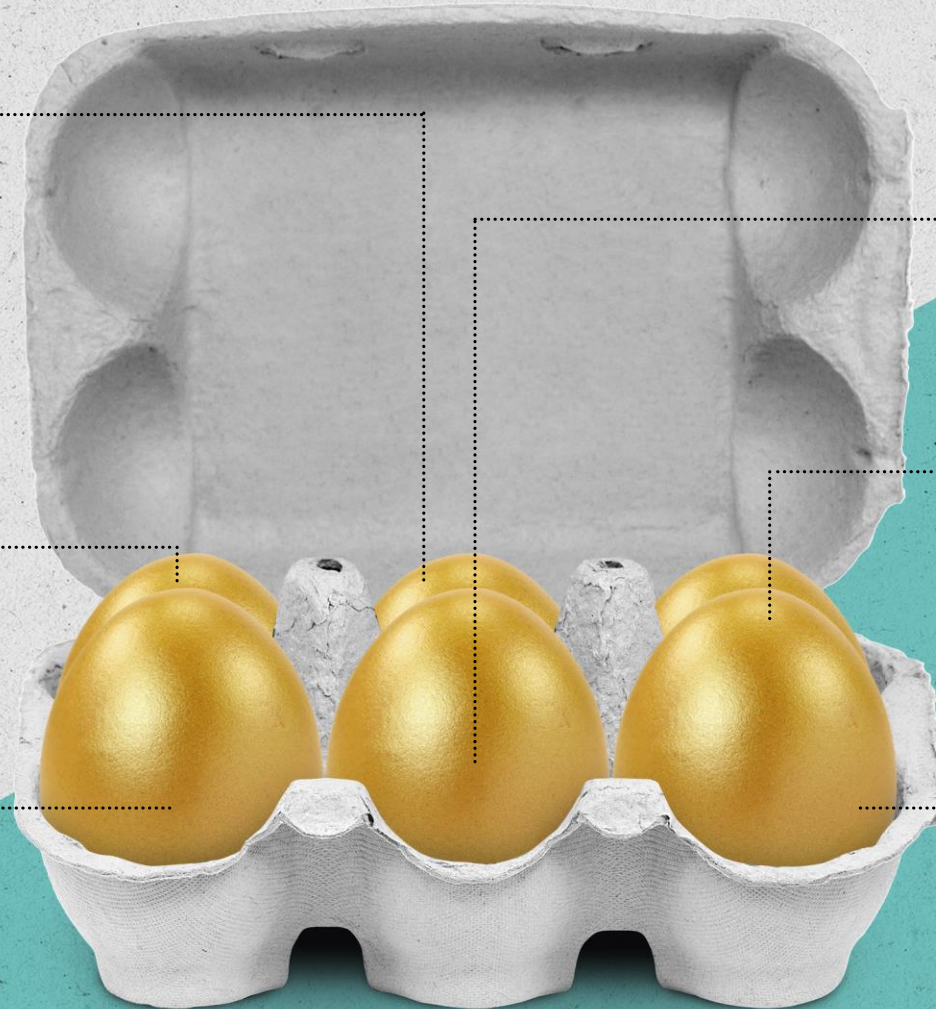


Consider some form of **validation** or screening to choose **which insights to prioritize**

There are **different kinds of insights** but with the same DNA at the core

OUR INSIGHT FORMULA

It's me × **Aha!** × ❤️ = 🔑



'**Insight led**' is becoming the new norm built around consumer 'relevance'.

Insights go beyond observations, facts and data – we need to **deeply understand motivations.**

One insight can lead to **many great products and activations.**





MODULE 3

GETTING TO GREAT INSIGHTS





WHAT ARE THE PITFALLS?

HOW DO WE OVERCOME THESE?

OBSERVATIONS

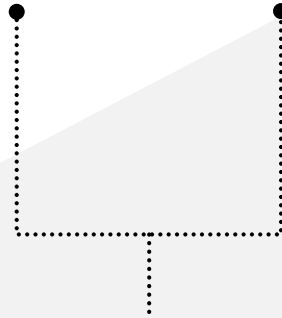
HYPOTHESES

WRITING INSIGHTS



In-sight |'in.sit|

It's me × Aha! × ♥ = 🔑



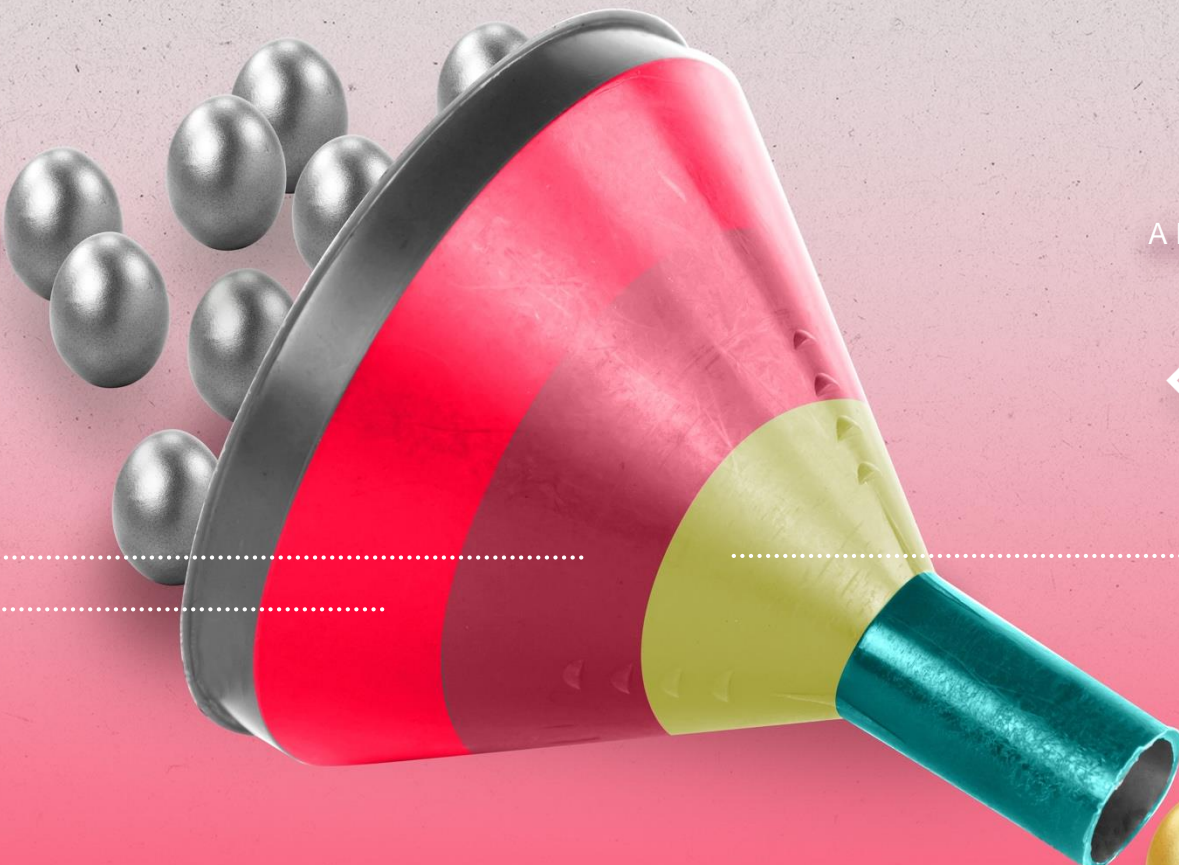
short '**consumer story**' articulating an **unmet need** that can drive (category) behavior change; ultimately leading to a competitive advantage.

We will use a framework for *building* and *writing* insights

OBSERVATIONS



MEANINGFUL
OBSERVATIONS



A HYPOTHESIS



AN INSIGHT



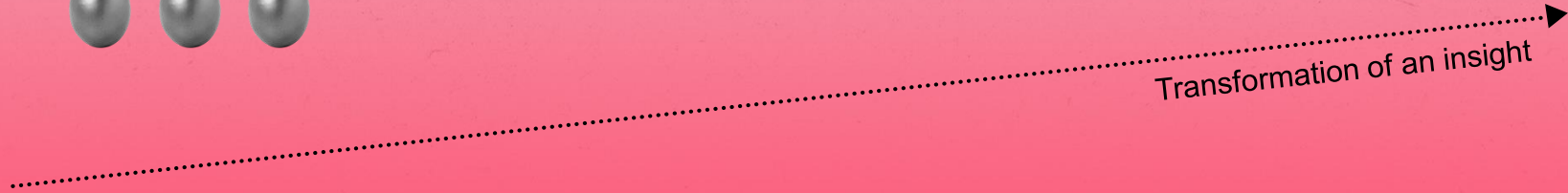
Lets start with *observations*

OBSERVATIONS

1



Transformation of an insight



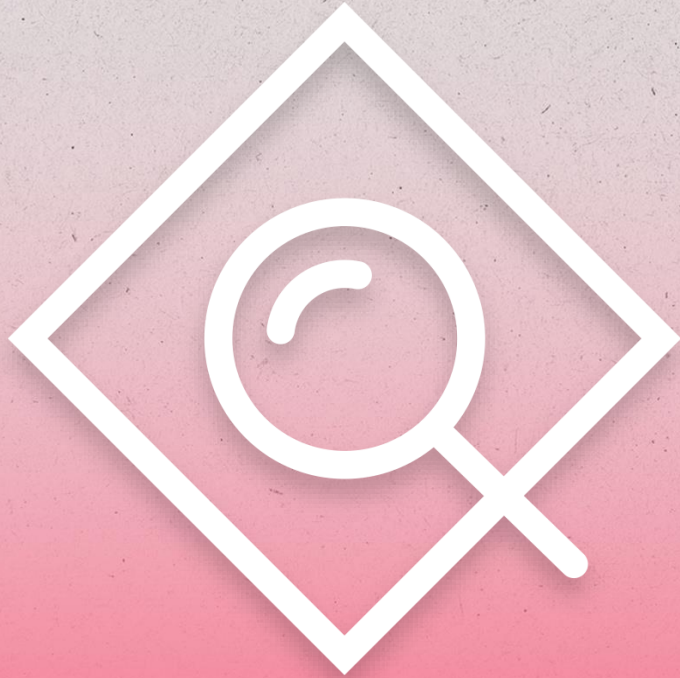
Love thy observation

DNA of a great insight

Observations (including facts, trends, big data etc) are a vital part of the insight generation process, we should not undervalue them.

They are in the DNA of a great, discriminating consumer insight.





Observation

[ob-zur-vey-shuh n]

NOUN

1. an act or instance of *noticing or perceiving*.
2. an act or instance of *regarding attentively* or watching.
3. the faculty or habit of observing or *noticing*.



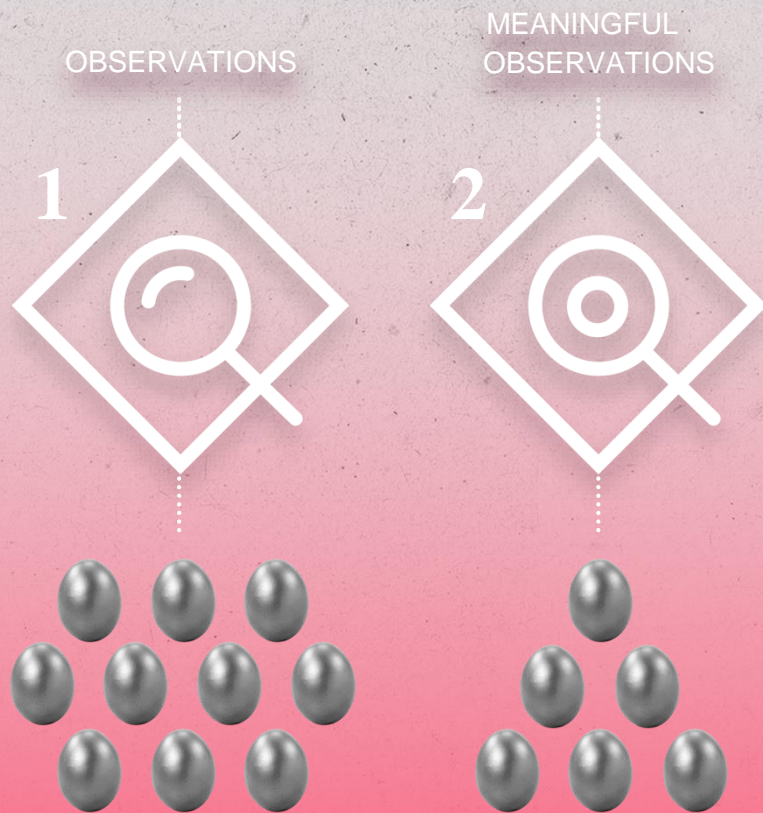
Observation is not as easy as the dictionary might suggest..



How many *changes*?

Did you notice the 21 changes?

Which observations should we focus on?



Transformation of an insight





Meaningful observation

*A striking or interesting observation based on **research data** that is **relevant for the wider business issue or project***



What can be *meaningful*?

1

EMOTION



When strong and emotional language is used in consumer quotes

“I really hate it when I have to pick up my kids from the school, its like a warzone”

2

FRICITION



When you can detect a consumer friction or frustration

“I try to buy my vegetables loose to avoid packaging but it’s difficult when you’re in a hurry”

3

REPETITION



Things that have been stated so many times before they point to a real issue.

“Beer makes you fat”

4

SAY/DO GAP

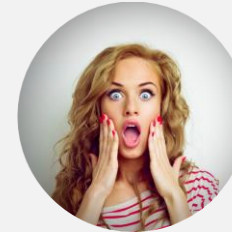


When there seems to be a ‘paradox’ in what consumers say and do

They said: “When I go shopping I stick to the items on my shopping list’
But: When you examine their shopping basket there is a lot of ‘impulse’ items in there

5

SURPRISING!



Observations that you find personally surprising

“The top aspiration of GenY is to become a parent (39%)”





OBSERVATION CARD

I have noticed that...

In ethnographic research we noticed that many consumers were putting quite some efforts into cleaning their home (floors) before receiving visitors.





WHAT ARE THE PITFALLS?

HOW DO WE OVERCOME THESE?

OBSERVATIONS

HYPOTHESES

WRITING INSIGHTS



Lets add a *hypothesis*

OBSERVATIONS

1



MEANINGFUL
OBSERVATIONS

2



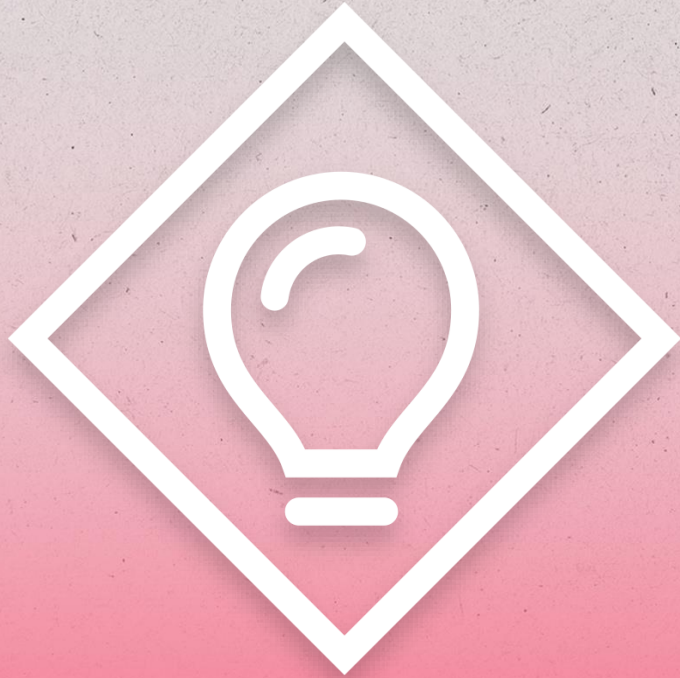
A HYPOTHESIS

3



Transformation of an insight





Hypothesis

[hahy-poth-uh-sis, hi-]

An *interpretation* of the observation explaining the *underlying cause or driver* behind the observation



.....

ADDING THE 'WHY' LAYER

.....



Keep asking *Why?*

You said that buying fresh apples is important when you buy, why is freshness so important to you?

Because I believe fresh apples have the best taste

Why is tastiness so important to you ?

If the apples are tasty, my children like to eat them as a snack, otherwise they refuse.

Why is it so important to you that your children eat apples?

Because I believe eating apples is good for their health

Why is the health of your children so important to you?

Because I want to be a good parent and take care of my family

THE REAL MOTIVATION IS NOT ALWAYS AT THE SURFACE



.....
**OBSERVATIONS
CAN HAVE
MULTIPLE
HYPOTHESES**
.....



Confirm hypotheses

Do we have evidence?

Distinguish between 'confirmed' and **IWIK** (I wish I knew) hypotheses.





HYPOTHESIS CARD

Pin or write your
observation card(s)
here

In ethnographic research we noticed that many consumers were putting large efforts into cleaning their home (floors) before receiving visitors.

Why? Why? Why?

I guess this is because (try to include motivation) ...

Consumers feel an element of shame or embarrassment if their home does not feel tidy before they have guests over. The state of the home reflects on them.

There are quite some efforts needed here.

Where?

At home.

Particularly on short term notice of visit.

Who?

Working professionals over-represented.





WHAT ARE THE PITFALLS?

HOW DO WE OVERCOME THESE?

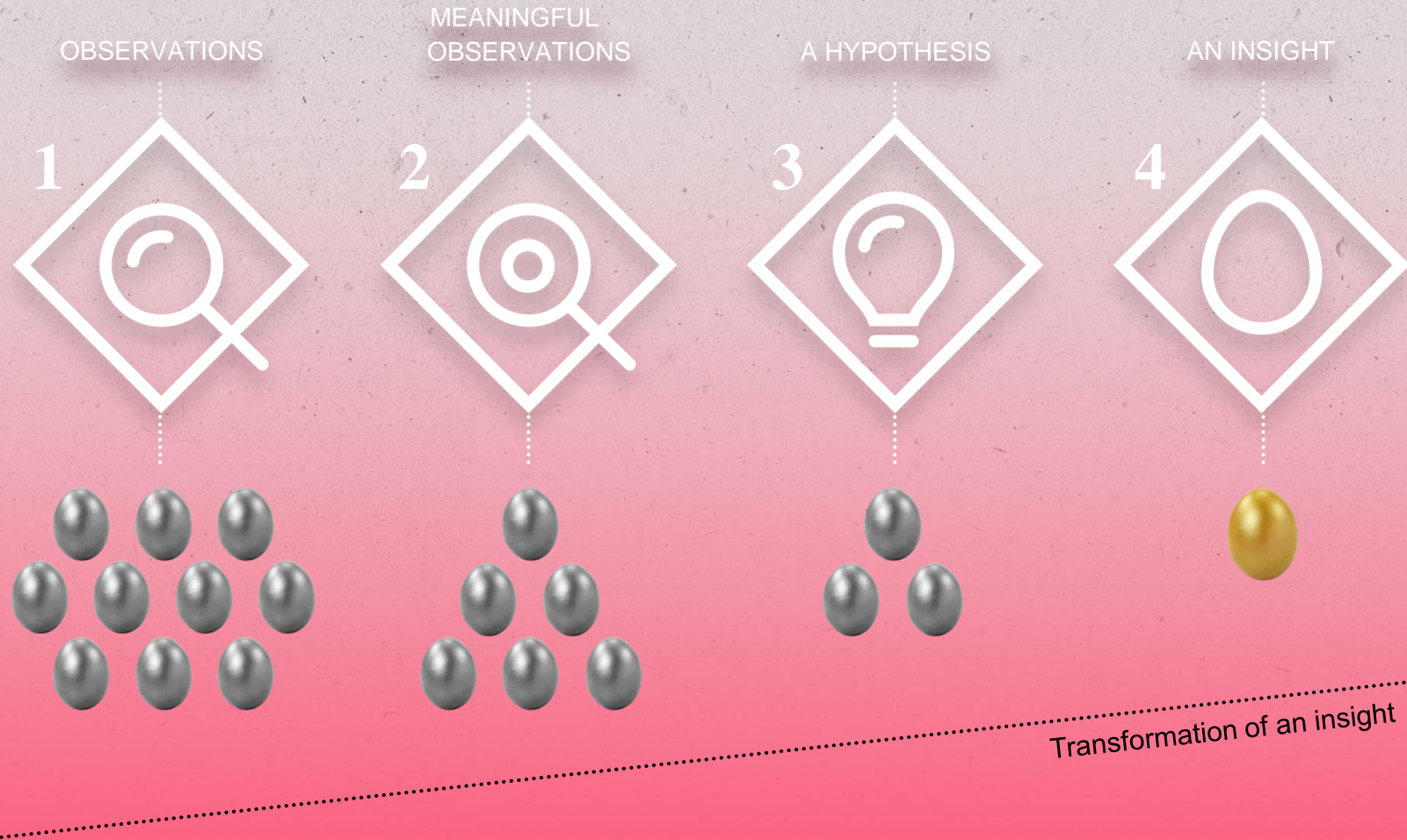
OBSERVATIONS

HYPOTHESES

WRITING INSIGHTS



Building an insight around *validated hypotheses*



In-sight |'in.sit|

It's me × Aha! × ♥ = 🔑

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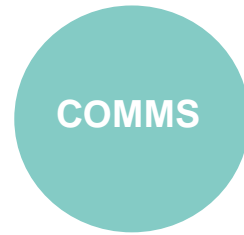
In DNA insights are all the same,
but the *content* or *story being told* can be different.



Can be category related or a general life ambition

Highly emotional

More likely aspirational



Can be category related or a general life ambition

Highly emotional



Tends to be more category related but can be general life ambition



Tends to be category related

More functional



Tends to be category related

More functional

More likely friction solving





.....

GO BROAD OR NARROW?

.....



.....

FIND YOUR FRICTION OR ASPIRATION

.....



InSites Consulting

@tomderuyck

GETTING TO *great insights*

Insight articulation

Writing an insight is a skill

Our finalized insight should read like a short story as if spoken **from the consumers lips**.





INSIGHT CARD

CONTEXT

Where an insight is situated.

BEHAVIOUR

What does the target do in this context or situation?

MOTIVATIONS

*Why do they behave this way?
What is the friction or aspiration in their behaviour?*

DESIRED OUTCOME

*What does the consumer really want? What is the best outcome?
(do not mention concrete product solutions)*





INSIGHT CARD

CONTEXT

Where an insight is situated.

At home, when I have
guests over,
especially if at short
notice

BEHAVIOUR

*What does the target do in this
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INSIGHT CARD

CONTEXT

Where an insight is situated.

At home, when I have
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BEHAVIOUR

*What does the target do in this
context or situation?*

I tend to **spend a lot
of time** cleaning the
house (floor) to
prepare for my
guests

Can also be a **rush to
be ready**

MOTIVATIONS

*Why do they behave this way?
What is the friction or aspiration in
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MOTIVATIONS

*Why do they behave this way?
What is the friction or aspiration in their behaviour?*

It's important to me that my house looks clean, **because I want them to see I am a tidy person.**

This can take more time than I have!

DESIRED OUTCOME

*What does the consumer really want? What is the best outcome?
(do not mention concrete product solutions)*



INSIGHT CARD

CONTEXT

Where an insight is situated.

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It's important to me that my house looks clean, **because I want them to see I am a tidy person.**

This can take more time than I have!

DESIRED OUTCOME

*What does the consumer really want? What is the best outcome?
(do not mention concrete product solutions)*

I wish there was a way to **quickly** and **efficiently** clean my house whenever guests drop by





INSIGHT CARD

‘When I have guests over, it’s important to me that my house looks clean, because I want them to see I am a tidy person. However thorough cleaning can take a lot of time and sometimes I get guests at short notice. I wish there was a way to quickly and efficiently clean my house whenever guests drop by’



Can you guess the product?



MEANINGFUL OBSERVATION

In ethnographic research we noticed that many consumers were putting efforts into cleaning their home (floors) before receiving visitors.



HYPOTHESIS

Consumers feel an element of shame or embarrassment if their home does not feel tidy before they have guests over. The state of the home reflects on them. There are quite some efforts needed here.



INSIGHT

'When I have guests over, it's important to me that my house looks clean, because I want them to see I am a tidy person. However thorough cleaning can take a lot of time and sometimes I get guests at short notice. I wish there was a way to quickly and efficiently clean my house whenever guests drop by'

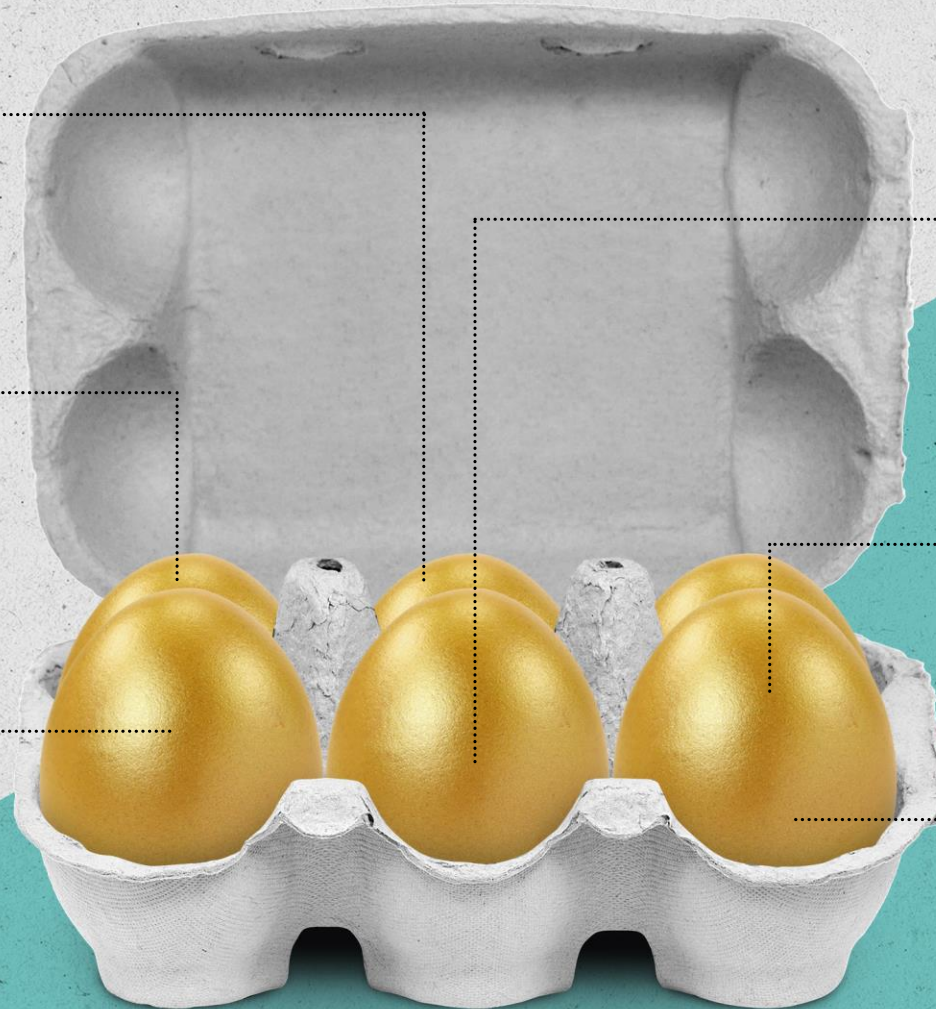




Your final insight is a **consumer story** combining context, behaviour, motivations and desired outcome.

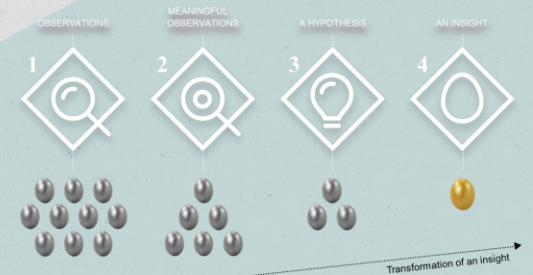
Choose whether to use a generic '**human truth**' level insight for your product versus **category linked**..

Build your insights on **validated hypotheses**.



A process for getting to insights

Building an insight around *validated hypotheses*

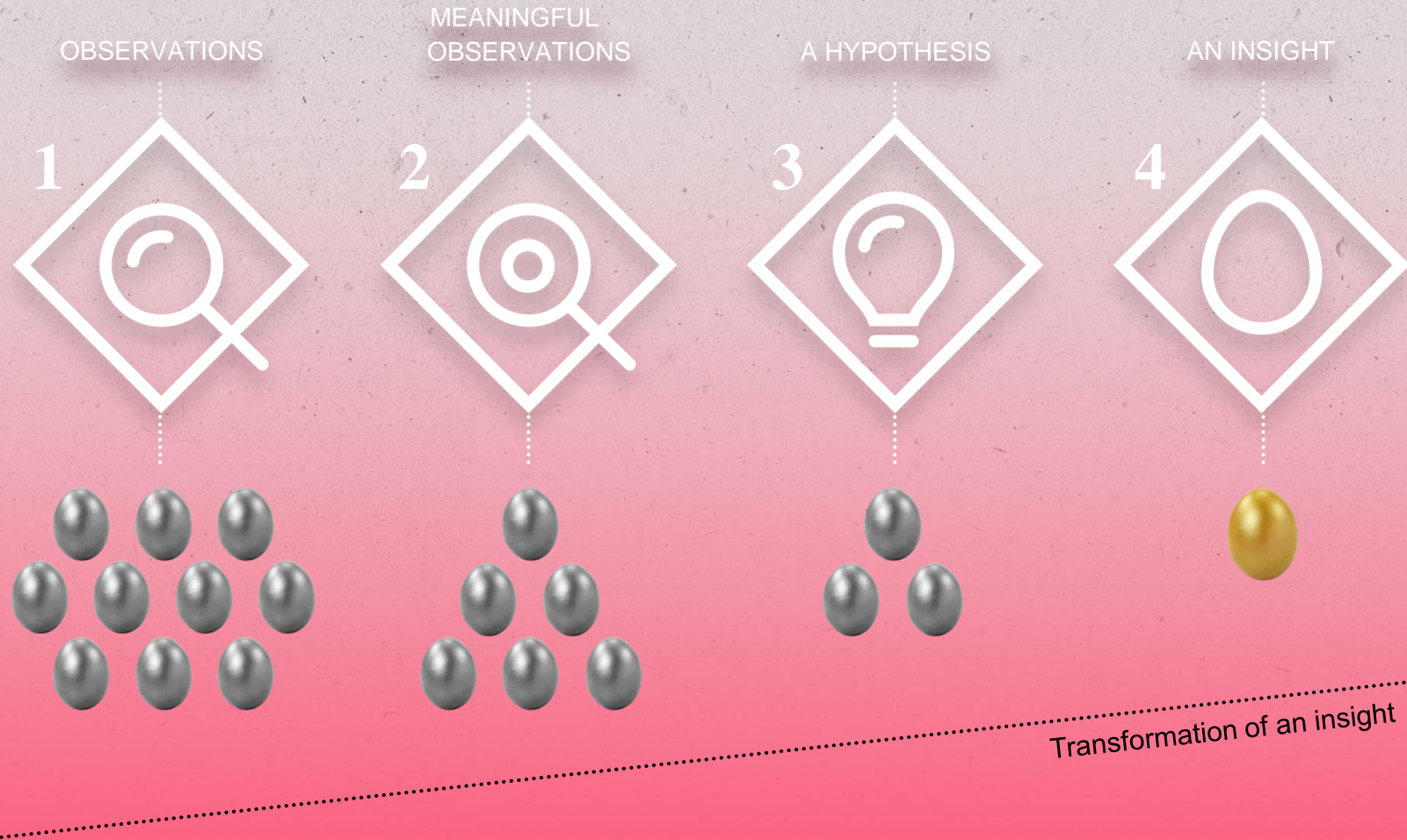


It is important to select the most **meaningful observations** from all your data.

There can be multiple layers of motivation; we need to **move away from the surface** and understand what really motivates people.



Building an insight around *validated hypotheses*



Task

INSIGHT WRITING (30 min)



It is time for the real work now: let's write some insights already!

Let's write an insight to support a product innovation team.

Join your allocated group and take a look at the **HYPOTHESIS CARD** in this pack.

Make a first draft of a CONSUMER INSIGHT paying attention to the 'building blocks'

- What's the **context**?
- How is the consumer **behaving**?
- What is their **motivation**? What is the **friction/aspiration**?
- What is their **desired 'end-state'** ?

Make use of the insight writing tips and checklist!

GOAL

Based on hypotheses start to formulate consumer insights



INSIGHT CARD

CONTEXT

Where an insight is situated.

BEHAVIOUR

What does the target do in this context or situation?

MOTIVATIONS

*Why do they behave this way?
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DESIRED OUTCOME

*What does the consumer really want? What is the best outcome?
(do not mention concrete product solutions)*





REVIEW AN INSIGHT

1.
What is the
tension to solve?

- Aspiration
- Friction

2.
Are all the
ingredients here?

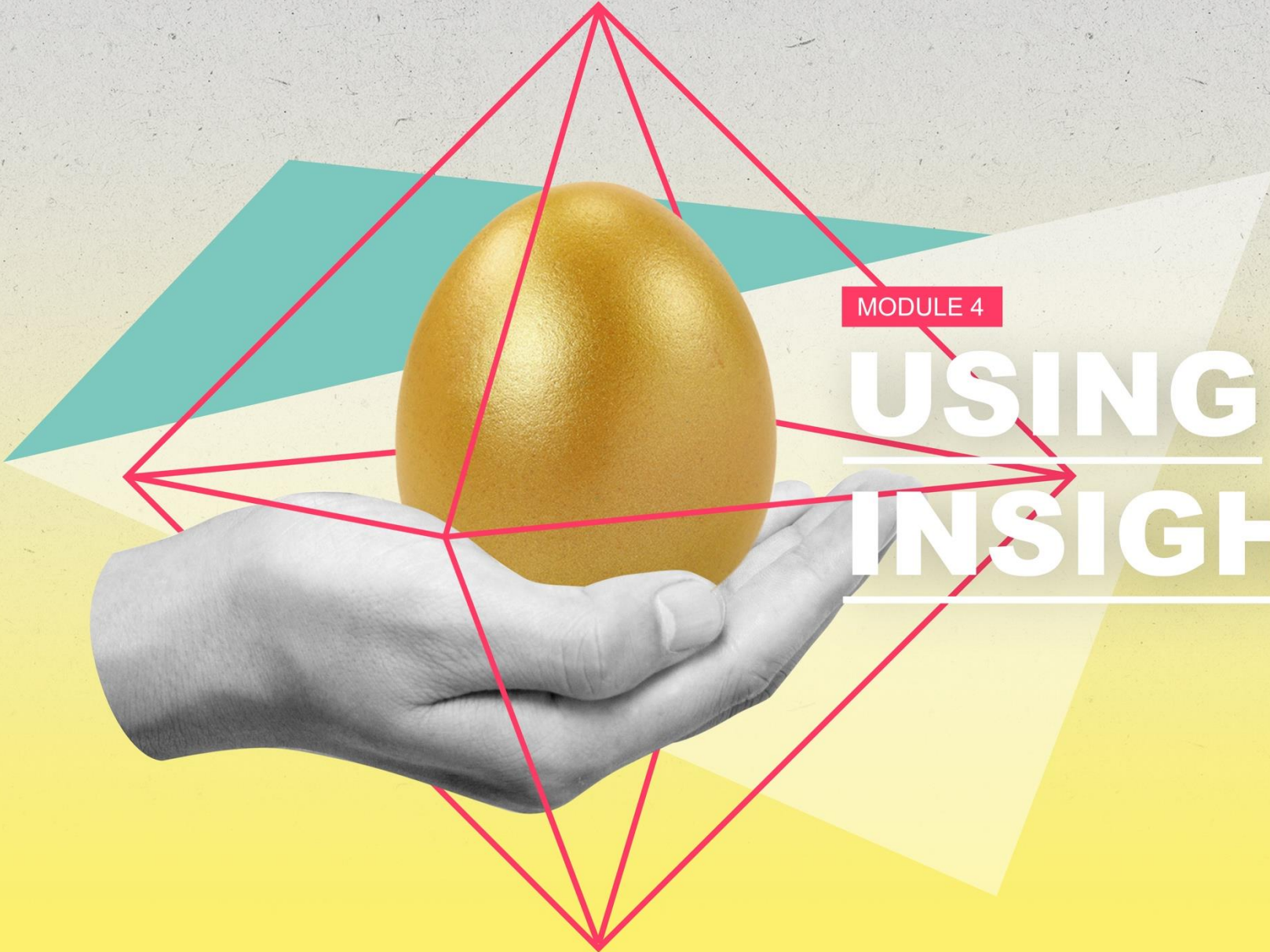
- #1 Context
*Is it clear where an
insight is situated?*
- #2 Behaviour
*What does the target do in
this context or situation?*
- #3 Motivation
*Why do they behave this way?
What is the friction or aspiration
in their behaviour?*
- #4 Desired End

3.
Review the
formula

It's me × **Aha!** × ❤️ = 🔑

- Relevance
*Is it recognisable
and real?*
- Freshness
*Is it a new way of looking
at things?*
- Emotion
*Does it create an emotional
desire to change?*





MODULE 4

USING INSIGHTS

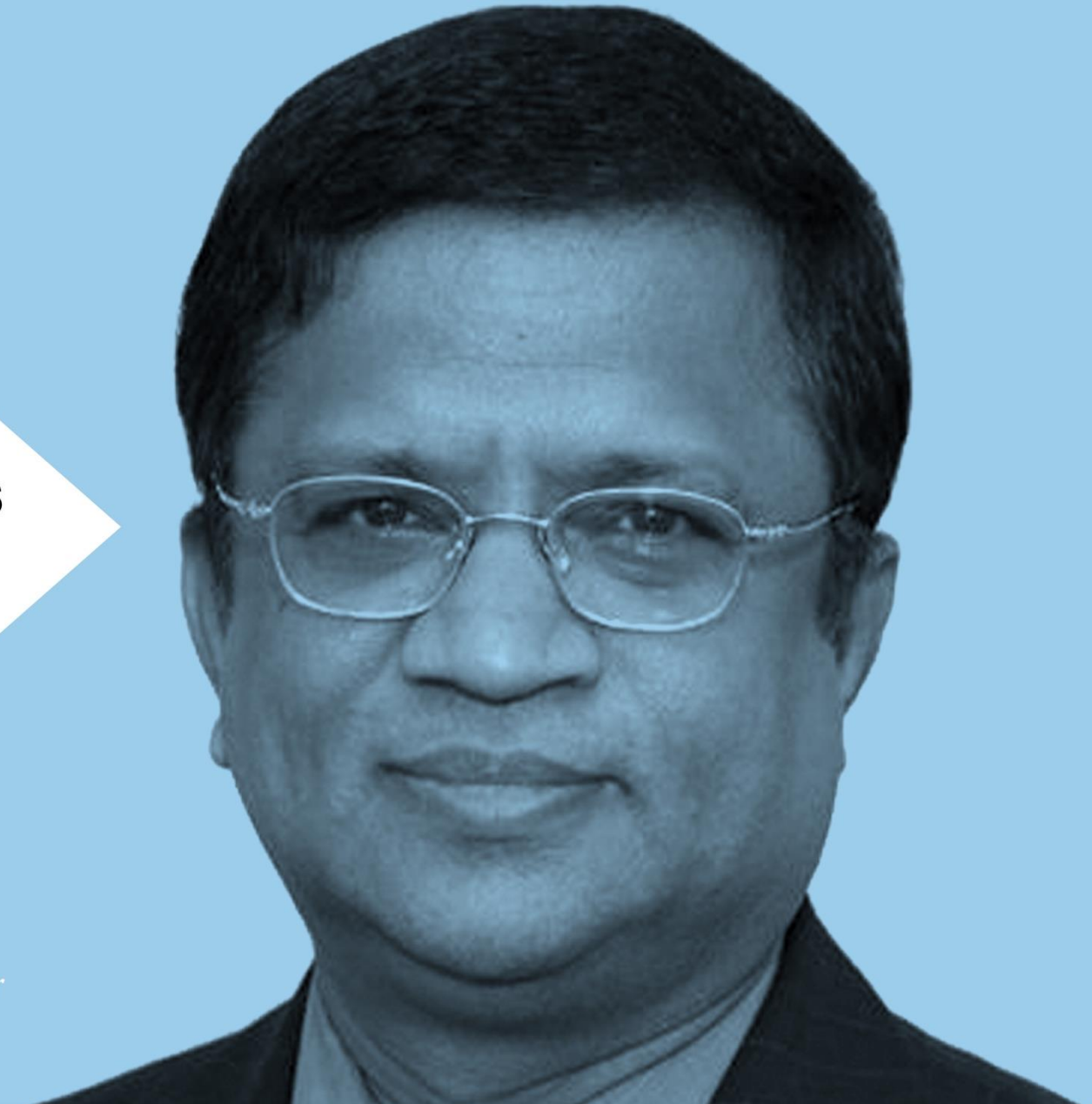


**“PROVIDE
PROVOCATION AND
INSPIRATION THAT DRIVE
TRANSFORMATION AND ACTIONS
THAT GENERATE GROWTH.**

**THE INSIGHT IS THE
HIDDEN, UNDERLYING
DRIVER”**

@ssthanunathan Senior Vice President CMI Unilever

ESOMAR CONGRESS 2015





Internal

Engage

INSPIRE

ACTIVATE

InSites Consulting

Hi there!

More than ever, InSites Consulting is **taking research forward**. Empowered consumers and the need for co-creation prove that **online research communities** are the future!

We are already experts in this matter and now it is time for us to spread our wings! We all know the **BRIC countries** are emerging countries with huge potential. Did you know that all four BRIC countries are in the top 7 of countries with the largest Internet population in the world?

Get to know the participants in each country and become a BRIC expert! Join our Journey around the world and gather points per correct answer. Are you ready to go on board?

JOURNEY AROUND THE WORLD

Go!



Internal

ENGAGE *Inspire* ACTIVATE

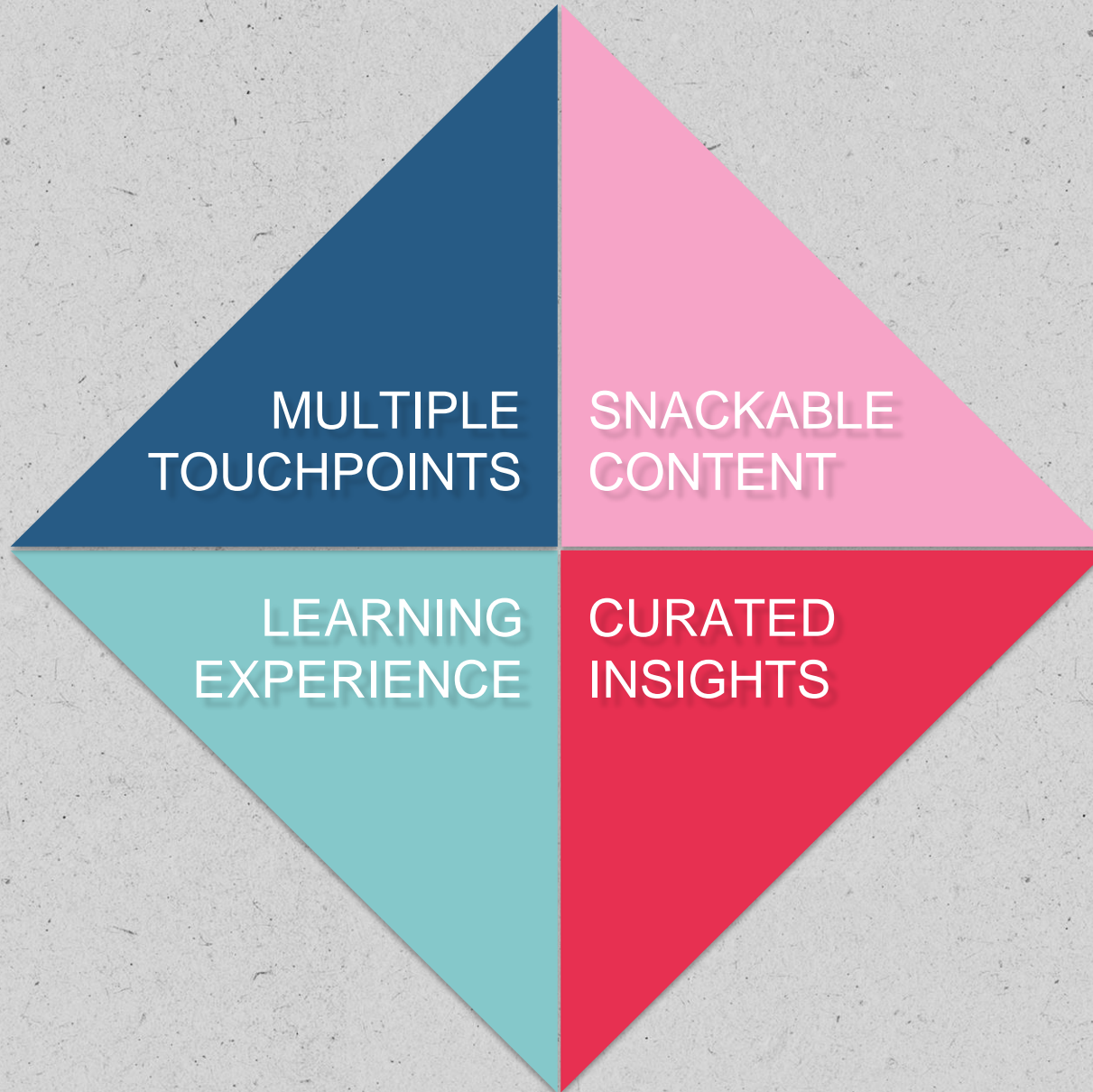




Internal

ENGAGE INSPIRE *Activate*

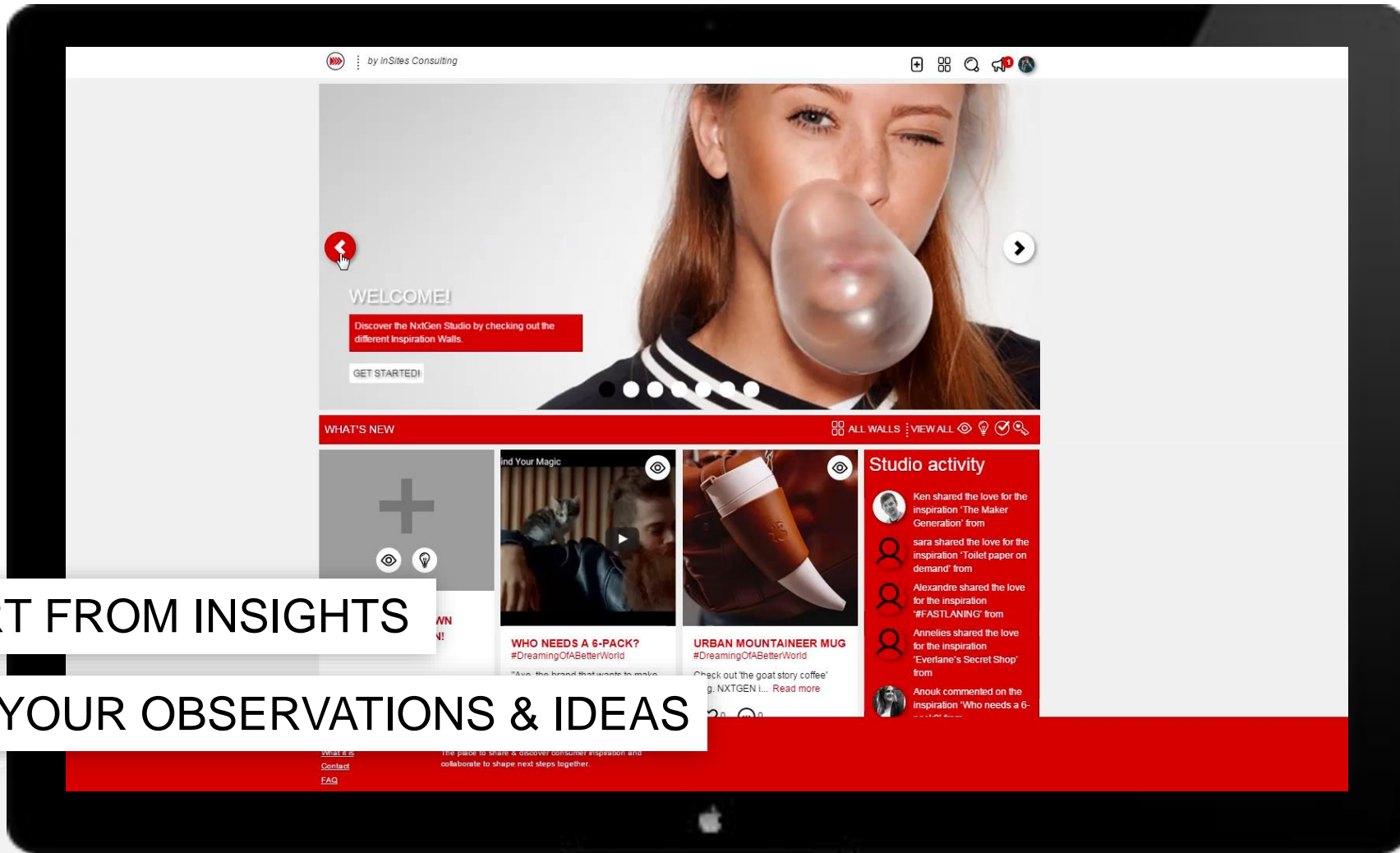






INTRODUCING THE *insight* ACTIVATION STUDIO



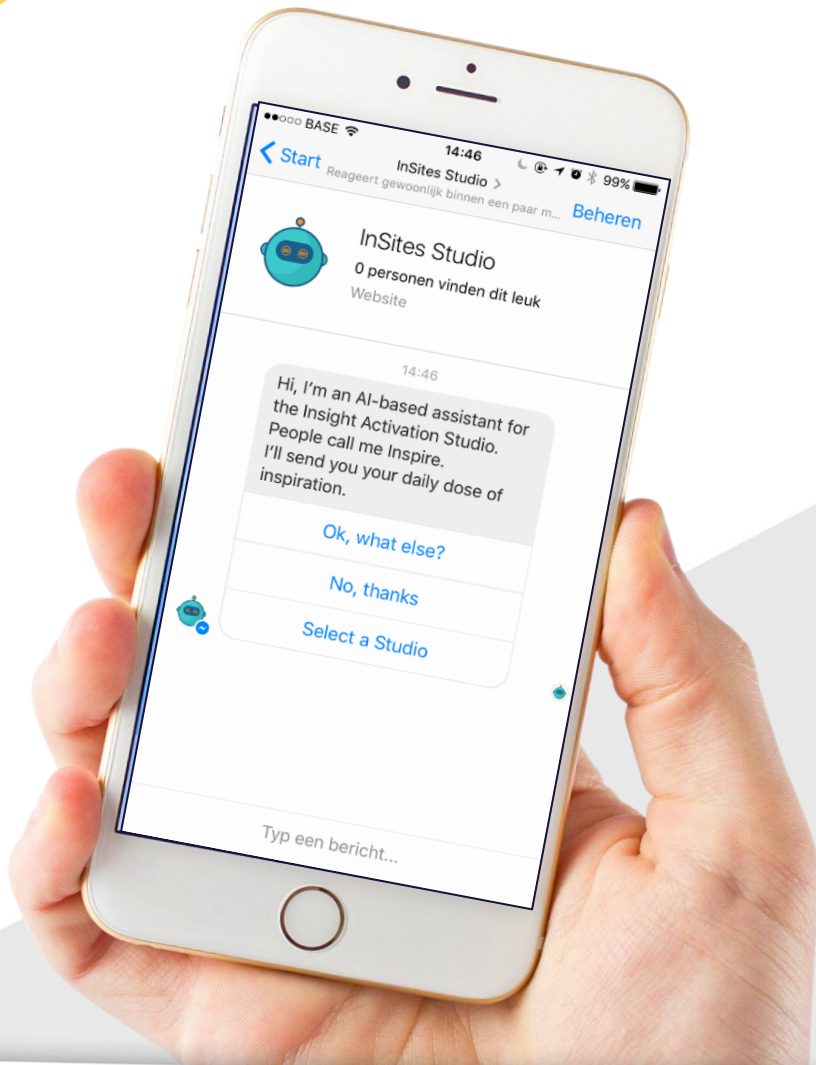


START FROM INSIGHTS

ADD YOUR OBSERVATIONS & IDEAS



Meet *Galvin* – Our AI-driven Chatbot



WHAT DOES THIS MEAN FOR MY BUSINESS?

- What **new elements** have you learned today?
- What would you **change tomorrow** in your business or function?
- Which **other people or functions** in your organization would or should hear this?

