

## PHASE 1 DEFINE

# Behavioral Insights

Effort ●●○○○

### Objective

To develop a set of insights that view the challenge in a new light. These insights will be used during the design and test phase.

An insight is likely a new way of viewing a challenge that prompts us to reexamine existing conventions and challenge the status quo. It is not data nor a solution. Instead, it is a penetrating observation which results in seeing fresh perspectives.



### Time needed

3–4 hours



### Participants

Design and research team

### How to use this tool

Generating insights is an intensive, rapid, and creative process. It starts with the raw data (e.g., observations, notes, stories, quotes, and images) from the research, generating themes and connections, which lead to opportunities that inspire the next phase in the process. Use this template to develop your insights.

- 1. Code and clean raw data.** Rich with real detail, and real words used by participants. What does the existing qualitative and quantitative research say? What was important to the research participants?
- 2. Create themes and connections.** Look at different ways you can make common patterns from your research. What are the common words you hear? What are the common themes of findings we have uncovered? Which themes are related? Why?
- 3. Identify insights.** These re-perceive the current state. They are statements that provoke. What does each theme mean for us? What are the implications of these themes?

[Explore the Insights 101 Playbook for an in-depth description of the insight-building process!](#)

**PHASE 1: DEFINE**

**Behavioral Insights**

**INSIGHT NAME**

*(One- or two-word description of what the insight is about)*

**The Insight**

*What is something new that the research, together with the lived experience, has uncovered?  
Remember to describe the current state—no “we should” or “we could”—but rather, present solution ideas.*

**Supporting Quotes or Other Data**

*What did people say that supports/reinforces this insight?*

**Description**

*What else should we know in order to understand the insight?*

---

## Citations

---

Breakthrough ACTION. (n.d.) *Insights Playbook* [Document in preparation].