Arriving at Insight

- Research
- Transcription
- Utterances
- Patterns & Anomalies
- Interpretation
- Insights
- Principles
- Value Promise
- Stories

**Ethnography**

- Immersion in the cultural context of a wicked problem

**Synthesis**

- Making meaning through inference and reframing

**Prototyping**

- Hypothesis validation through generative, form-giving activities
Why are we driving through this process?

Insights

We’re trying to get to insights: provocative statements of truth about human behavior (that may be wrong, but is stated as fact).

Insights act as the foundation for great products, systems, and services.
Our Formula

I saw this + I know this = Insight
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Data gathered through ethnography, contextual inquiry, questionnaires, and interviews
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I saw this + \textbf{I know this} = \textbf{Insight}

Guided by ethics & morals, intellectual prowess, and the accumulation of world view and breadth of experience
Our Formula

I saw this + I know this = Insight

A provocative statement of truth about human behavior (that may be wrong, but is stated as fact)
Back to our pattern groups...

**MD01**
I'm addicted to technology. I'm on it 24/7. I try not to be on it during social situations, like family, because I think it's rude. I know that teenagers have that stereotype of being so addicted, and I am, but I don't like to be the typical on Facebook on the time, not being able to communicate in person.

**MD02**
I'm a teenager, but I can be an adult if I need to. Teenagers don't get listened to that often - they only care about their social life and what not, but I know when to put social life away. [An adult] means knowing when to disengage from the social stuff like drama, it's not going to consume my whole day.

**MD03**
It's sad that social life is all about technology. I like to try and communicate without it - so I don't end up like those people who can't communicate in person. I guess I learned a lot of that from my mom because she points that out to me.

**MD04**
My parents are paying for all of my school. I don't have any financial aid or anything. I applied for some scholarships, but I didn't get any of those. I also applied for the Texas state general application but I didn't get any of that either. I feel guilty about that a lot of times.

**MD05**
When I was first looking up what I wanted to do [before switching to business] I was searching careers in business. I searched administrative assistant and stuff - my mom talked about that - she said there is so many jobs for this. I wanted to see what other jobs were out there; how much they make and how in demand they are.

**MD06**
I haven't discovered what I'm passionate about. It's disappointing. I've discovered the things that I'm not passionate about, so I guess that is good. Next semester I'm taking my first marketing course, so I hope that ends up well.

**MD07**
I'll get an internship somewhere after picking my major. That happens sometime next year.

**MD08**
I think getting an A or a B - keeping on the deans list - having above a 3. Something - I have a 3.6 right now and If I fail this class [calc] it will all be for nothing. It will make my GPA plummet. I'm working so hard and I'm not getting good results. It makes me feel not good about myself.

**MD44**
If I don't get good grades, I'm not sure how I would get a good job. Here, look at my transcript, see that B? It's terrible.

**MD22**
The school sometimes sends me a bill like this, but I don't usually open it, I just send it to my parents…

**MD09**
I do my homework in the student learning center at the library. I also go to my prof office hours and stuff. I tell them I'm working hard, but sometimes it doesn't click for me.

**MD35**
This is my assignment pad, I use it for keeping track of homework. Like, this is what I have to do for tomorrow (shows) but I haven't started any of it yet.

**MD47**
Yea, it's hard, because there's so much pressure on you. I mean, like, it's just pressure all the time, and everyone else seems like they have it figured out…
She's worried about how technology is diminishing her human to human relationships.

Why?

Her parents have shielded her from financial responsibilities.

Why?

She's aware of good study practices, but doesn't follow them.

Why?

She feels overwhelmed with pressure to succeed.

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I'm addicted to technology. I'm on it 24/7. I try not to be on it during social situations, with like family, because I think it's rude. I know that teenagers have that stereotype of being so addicted, and I am, but I don't like to be the typical one on Facebook on the time, not being able to communicate in person.

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She's worried about how technology is diminishing her human to human relationships.

She seems to be following a “script” of life events.

Why does she feel technology minimizes actual human relationships?

Why does she feel like her life is scripted?

Why have her parents felt it important to minimize her financial responsibility while in school?

She feels overwhelmed with pressure to succeed.

Why doesn't she follow through on what she knows to be effective studying habits?

Why does she feel so much pressure to succeed, rather than live in the moment?
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Children are told an idealized narrative of coming-of-age by society, and it's damaging to them as they grow older.

MD09
There's no obvious short-term incentive to follow arduous long-term best practices, so students don't.

MD07
Higher education has an enormous hidden cost: guilt.
Technology lacks rich emotional nuance, and shouldn't be used in educational settings.

Children are told an idealized narrative of coming-of-age by society, and it's damaging to them as they grow older.

Financial responsibility is seen as “real”, while education is seen as “ideal”. This sets students up for failure.

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These are insights – provocative statements of truth about human behavior, that may be wrong.
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- Insights are framed as universal truths, even though they are based on a small, biased data set.
- Insights make statements about generalized behavior at a cultural level.
- A good insight is provocative: it should cause debate, potentially offend some readers, and make people uncomfortable.
- Insights should challenge accepted norms and conventional thinking.
- Insights are concise.
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These insights are valuable – this is abductive reasoning!
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