

Interview Team:

## WHAT ARE YOUR INSIGHTS?

INSIGHTS are a concise expression of what you have learned from your research and inspiration. They are the “AHA” (or even “HAHA!”) moments and unexpected learnings.

### REMINDER

POINT-OF-VIEW (POV):  
Makes an insight specific to a person or target group.  
PERSON + BARRIER/MOTIVATION + INTERPRETATION = POV

### INSIGHTS

5-10 KEY INSIGHTS FROM ALL YOUR INTERVIEWS