



INSIGHT STATEMENTS

Whereas data, findings, and observations describe the surface-level facts, behavior, and decisions, insights go one step further to describe the deeper motivation and meaning behind **why** people behave, feel, and act the way that they do.

OBJECTIVE

Insight statements help tell the story of **why** people feel and act the way that they do.

WASH-HCD CONNECTION

Creating insight statements allows WASH practitioners to base their ideas and solutions off of a shared understanding of the actual motivations, problems, and challenges that people are experiencing, rather than what practitioners observe or believe to be true.

TIMING

Quickly: 1 hour

In-depth: 1 day or more (creating accurate, powerful insight statements can be time-consuming!)

MATERIALS

- STICKY NOTES OR PAPER
- PENS OR PENCILS



STEPS

- 1. Identify the most important patterns and themes from your findings.** Review your findings (after [storytelling](#), [TOES](#), and/or [affinity mapping](#)), and select the most significant themes and trends that you discovered. These should be findings that describe **the motivation** or **why** people feel or act a certain way.
- 2. Re-write important themes as insight statements**
Start with your most important theme, and, try to write it as a complete sentence using the following five pieces of information (courtesy of [UTS Institute for Sustainable Futures qualkit](#)):
 - **[#]** How many people does this data represent? Some, all, few, several?
 - **[case type]** Who or what is represented? Women, men, entrepreneurs, government actors?
 - **[verb]** What is one action word that summarizes what you saw or heard? This is often in the past tense. Felt, identified, discussed?
 - **[observation]** What is the main take-away? This is usually the longest part of the sentence.
 - **[why]** Start with the word **because** and try to identify why this is happening.

For example: *6/10 women water entrepreneurs we interviewed identified that care work was the biggest barrier to them expanding because they don't have additional time to manage new kiosks.*



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STEPS (continuation)

3. Re-read your sentence, and compare it to your findings

Ask yourself the following questions:

- Does your sentence accurately describe the data, observations, and insight from your research? Avoid 'inventing' the **[why]** part of the insight based on your own opinion or assumptions. The **[why]** should be based directly from the findings!
- Does your sentence describe a challenge, problem, or barrier that your intended audience is facing? Some of the best insight statements are ones that get to the core tension, challenges, and barriers that people are feeling.
- Does your sentence describe an opportunity for design? Is there a call to action suggested?

For example, continuing from the above insight statement:

6/10 women water entrepreneurs we interviewed identified that care work was the biggest barrier to them expanding because they don't have additional time to manage new kiosks.

It is clear from this insight that a team could create a 'How might we?' statement or a design principle related to providing women water entrepreneurs with care support and/or additional time in their day to manage new kiosks.

