

DESIGN THINKING MINDSET / DISCOVER PHASE / SYNTHESIZE

# Analyze Data and Find Insights

Use storytelling and visual diagramming to extract meaningful and actionable insights from user interviews.

# Why To Analyze Data and Find Insights

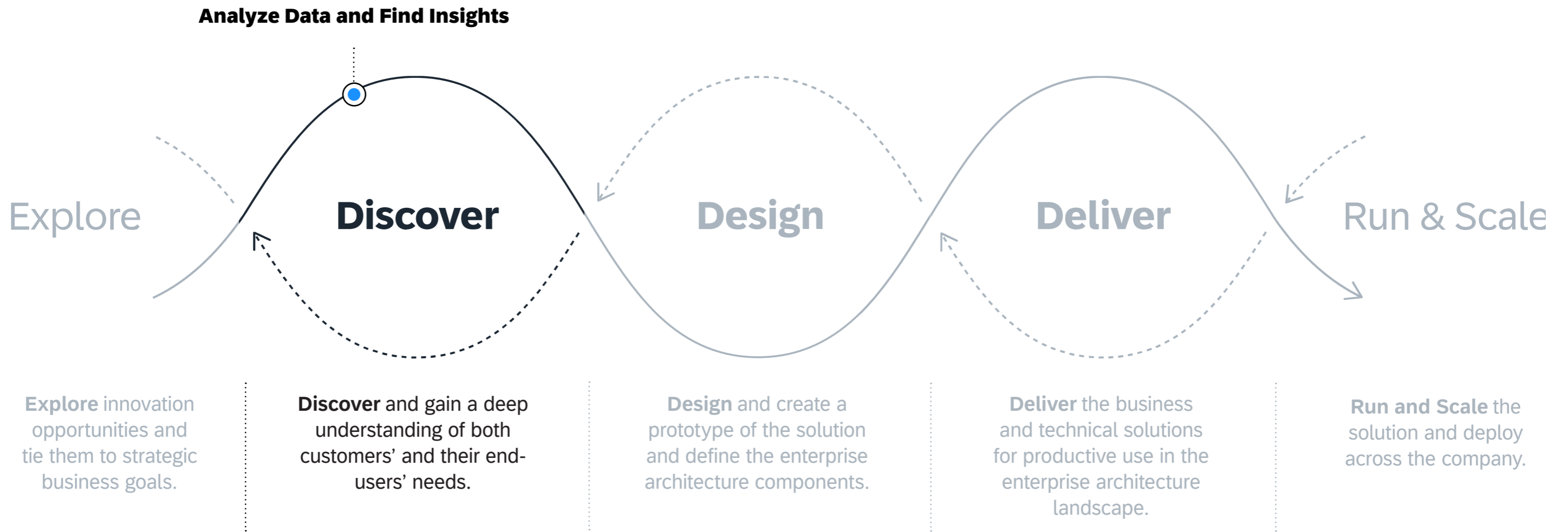
Analyzing data and finding insights, also known as creating an “Affinity Diagram”, helps the team analyze the data gathered from interviews.

Using a storytelling approach helps team members who weren’t present at the interviews gain a deeper understanding of each user’s pain points, motivations, and needs.



# When To Analyze Data and Find Insights

Analyze Data and Find Insights happens in the Discover Phase when the user interviews are completed. The team can use “Affinity Diagramming” to process and make sense of the data through stories and visual connections.



Learn more about SAP's Human-Centered Approach to Innovation: <https://apphaus.sap.com/approach>

# How To

## Analyze Data and Find Insights



Duration  
**45 - 90 Minutes**



Participation  
**5 - 6 People**



Roles  
**Designers, Business Leads**



Use Input From  
**Conduct Field Research**

### Steps

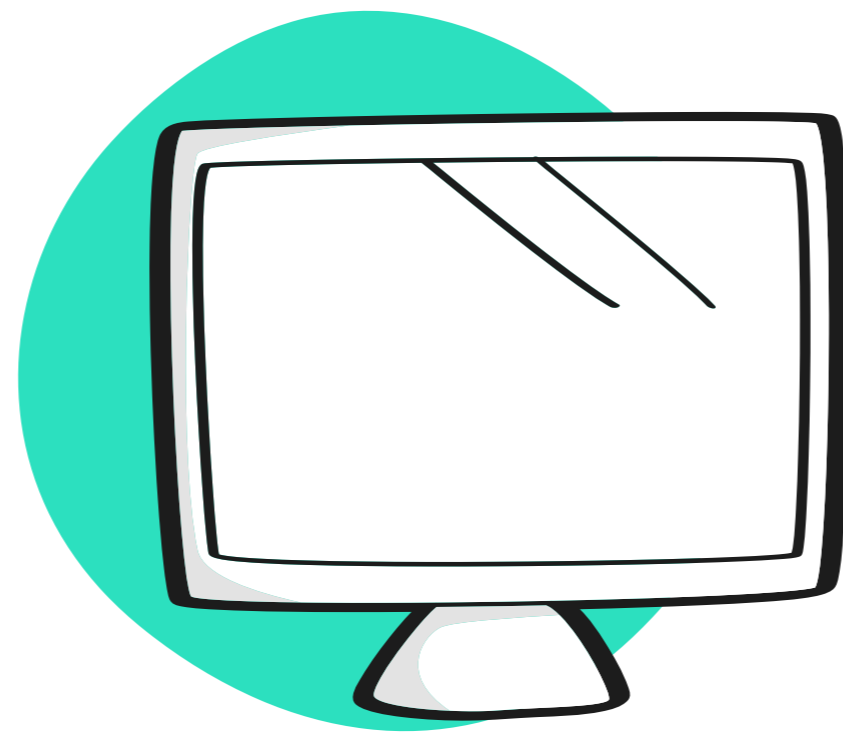
- 1** The note taker from each interview retells the story. While listening, the other participants write down key findings on post-it notes.
- 2** Once the storytelling concludes, gather the interview findings from each interviewee and begin sorting them by similarity.
- 3** Describe each cluster in detail, giving it a name and a summary that highlight the key insight and what you've learned about the challenge from this cluster.
- 4** Once all the clusters are named, review them to ensure the names are specific and actionable. Adjust as needed to improve clarity and relevance.
- 5** You can prioritize the clusters by voting on them as a group or using the Value Heatmap method.

### Expert Tips

This board may become quite large, so adjust the lines and sizes as needed.

Name the clusters as early as possible, keeping in mind that the names and content can always be refined later.

Avoid creating clusters with more than seven insights. To reduce clutter, layer similar information on top of each other. However, do not delete repeated or similar information from different interviews, as it's valuable to see if multiple interviewees shared the same or similar insights.



# Virtual Collaboration Template

# MURAL Template

## Analyze Data and Find Insights

### AFFINITY DIAGRAM

Structure your Research Results

**1. Start your Storytelling (10 min/ interview)**  
The Notetaker of each interview retells the interview, while the Notetaker is talking, the other participants note down the findings.

**2. Cluster the Interview Topics (30 min)**  
Copy the interview findings from above and start sorting them by theme.

✓	Granularity is good	Granularity is good	Granularity is good	Granularity is good	Granularity is good
✗	Granularity is bad	Granularity is bad	Granularity is bad	Granularity is bad	Granularity is bad
✗	Granularity is bad	Granularity is bad	Granularity is bad	Granularity is bad	Granularity is bad

Access the MURAL template: <https://app.mural.co/template/87105272-9bde-42c8-a553-7579b28ba576/8e197daf-7648-4bb7-9377-299538a19e4b>

\*Registration required