



Australian Government

Human Centred Design 101

Theming and insights



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We'll record this session

From data to themes

Interview notes



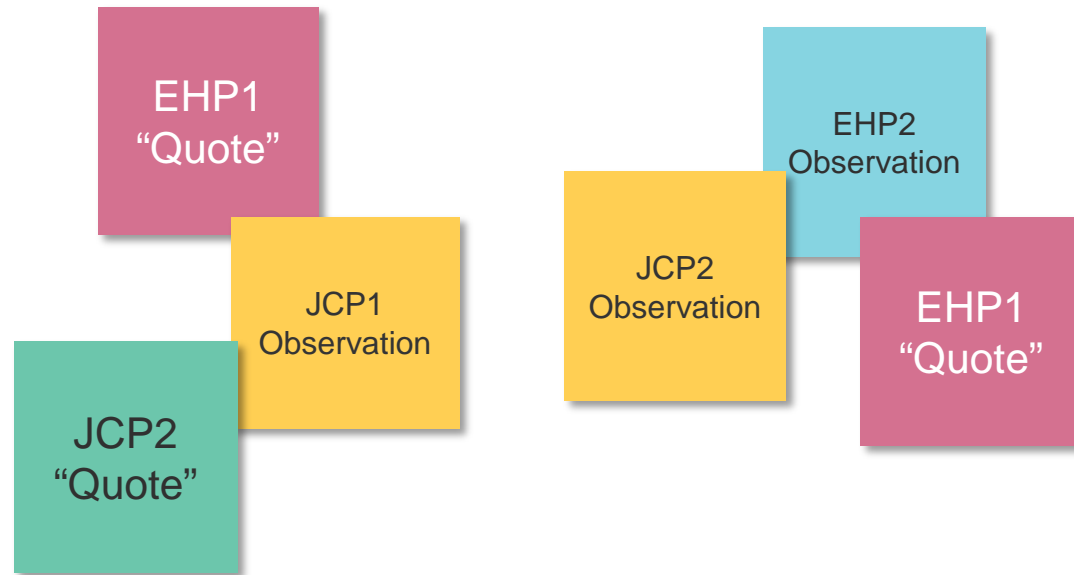
Data points



Cluster



Theme



From data to themes

Interview notes



Data points



Cluster



Theme



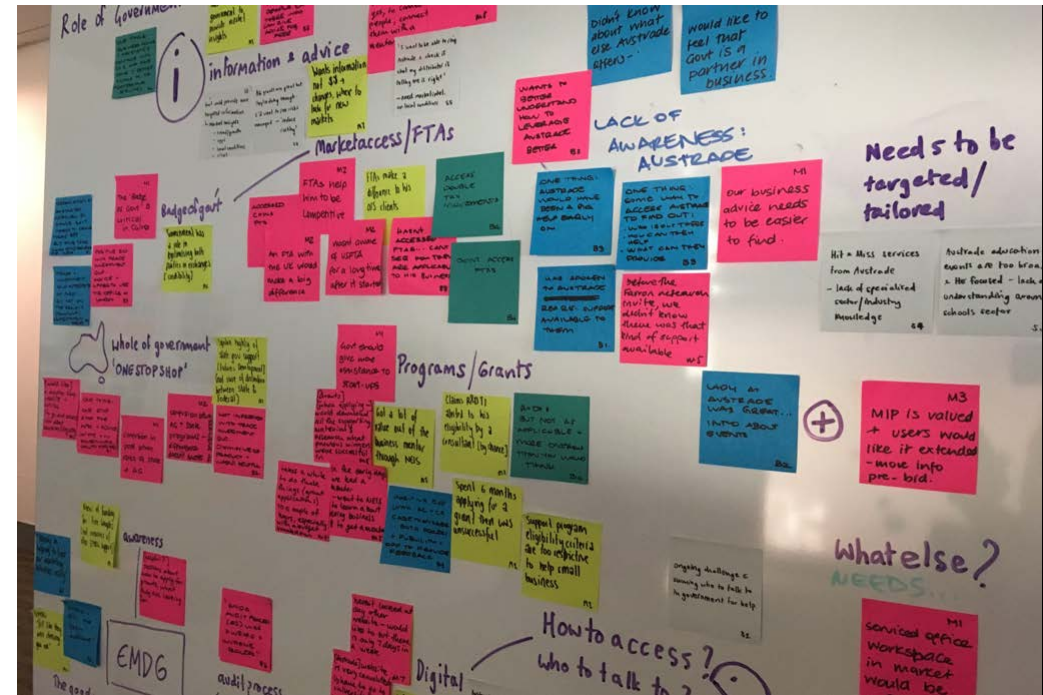


Theming / Affinity mapping

5. Using a different coloured note - give each of your themes a title.

- *For example:*
- “Training as a reward”
- “Teams are time poor”
- “On the job training”

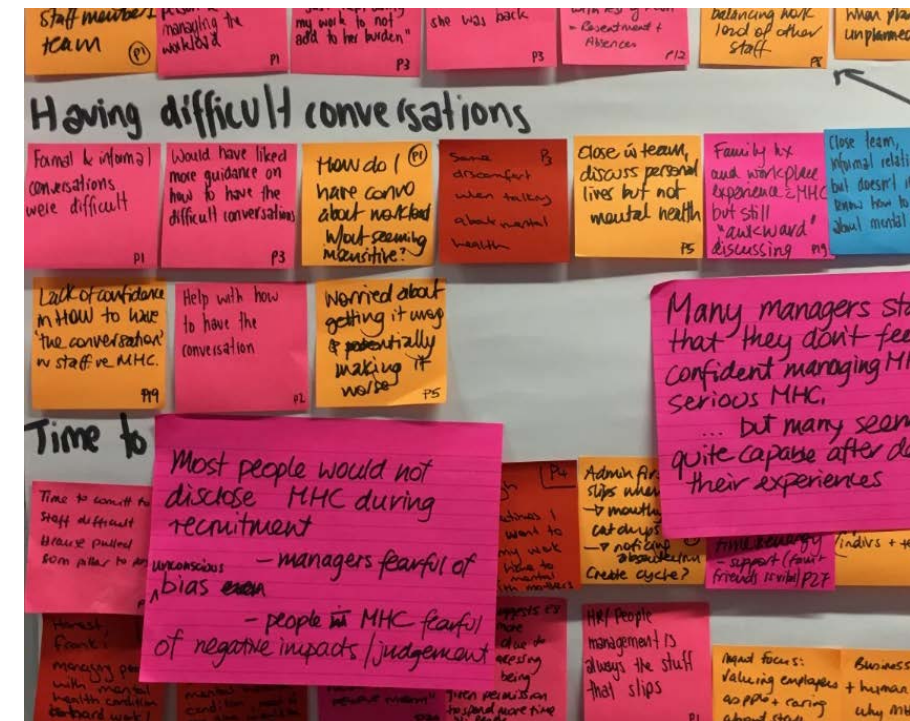
6. If the theme feels too big, see if you can split it apart, or if there are any you might combine





Activity – Insighting

1. In breakout teams, rephrase one theme into an insight
2. Ask “why” to dig deeper
3. Ensure there is a ‘so-what’ or ‘a-ha’ element to your insight
4. Check that your insight meets the principles and iterate



Putting it together

Insight: write in 2-3 sentences

1. **INFORM** Does it shed light on what people need and want?
2. **INSPIRE** Is it motivating? Does it make you FEEL something in order to DO something?
3. **MEMORABLE** Is it phrased in a way that will stick with you and be easy to share with others?



Our new residents look for companionship because they often feel isolated and lonely in their first month in the nursing home.

Reflection – Insighting



1 week +

- Objective: Communicate research findings in a way that clarifies the user, focuses on tensions and resonates with the audience; uncover underlying truths.
- Output: Statements that capture an accurate and deep understanding of something that was gained through research.

As a tool:

Shows the tension in a situation in a way that's user focused, emotive and resonates for the audience

In a project:

Gives the team a powerful starting point for considering possible solutions.



Keep insightful

- Review your Miro interview notes and tag any 'pain points'
- Optional: Refine your themes and insights



NEXT TIME

**Design questions and
research artefacts**



Thanks for watching

Don't forget:

Join the conversation on the community

Jump into Miro and have fun

