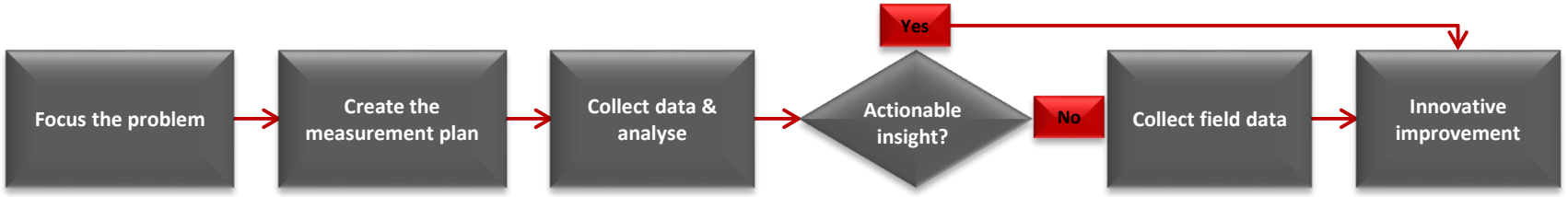
Innovation

Insight Methodology – Insight Framework

- This framework methodology is designed as a collaboration tool to develop customer insight for product and service transformations following the intelligent insight capture process
- The output can be *Actionable Insights*, *Behavioural Needs* and/or *Segmentation Pen Portraits*
- The methodology positively encourages customer observation and strives to each unspoken needs of customers
- The Insight/pen portrait templates can be completed at any point in the process if you have reached a point of illumination and gained an insight
- This framework becomes documented evidence for demonstrating the use of insight in decision making