

INSIGHTS MATRIX

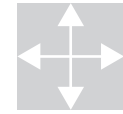
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Team

Iteration

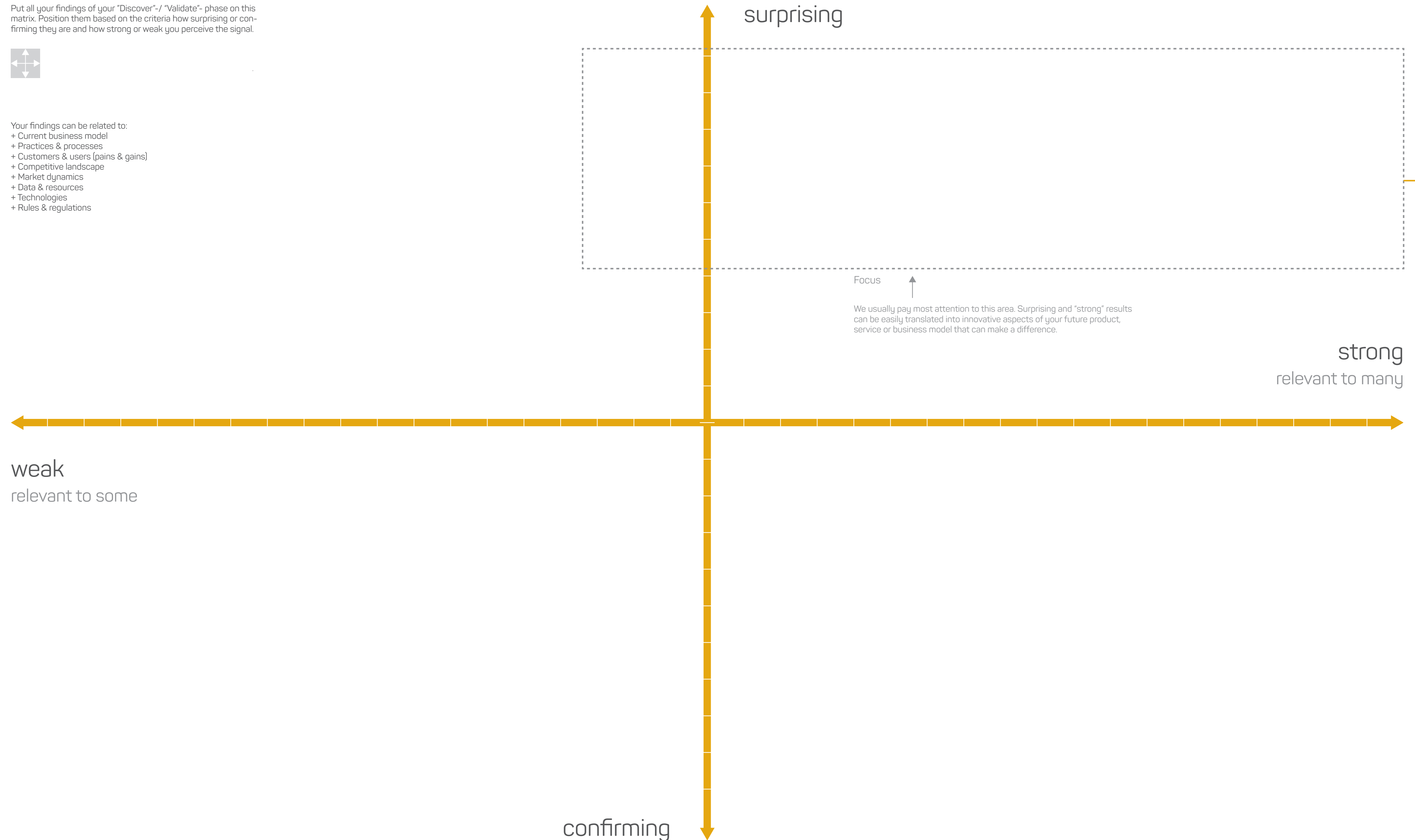
Date

Put all your findings of your "Discover"-/ "Validate"- phase on this matrix. Position them based on the criteria how surprising or confirming they are and how strong or weak you perceive the signal.



Your findings can be related to:

- + Current business model
- + Practices & processes
- + Customers & users (pains & gains)
- + Competitive landscape
- + Market dynamics
- + Data & resources
- + Technologies
- + Rules & regulations



Golden Nuggets

Translate your most surprising and relevant insights (= golden nuggets*) into proper sentences and write them down. It is highly important to be very accurate here. Every word counts.

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