INSIGHTS MATRIX

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Team Iteration 1 2 3 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



We usually pay most attention to this area. Surprising and "strong" results can be easily translated into innovative aspects of your future product, service or business model that can make a difference.

strong relevant to many

weak

relevant to some

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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