

Context:

We've finally reached the point where we can share our research story with our team and brainstorm solutions together.

Step 1: Sort your insights into 3 categories

Review all your insights and sort them into categories:

- Key insights: these insights directly address your research questions, lead to great opportunities, and are often surprising.
- General findings: findings that don't necessarily answer the research question, but help you understand users/the topic better.
- Usability frictions: frictions related to discoverability, findability, predictability, clarity and navigation.

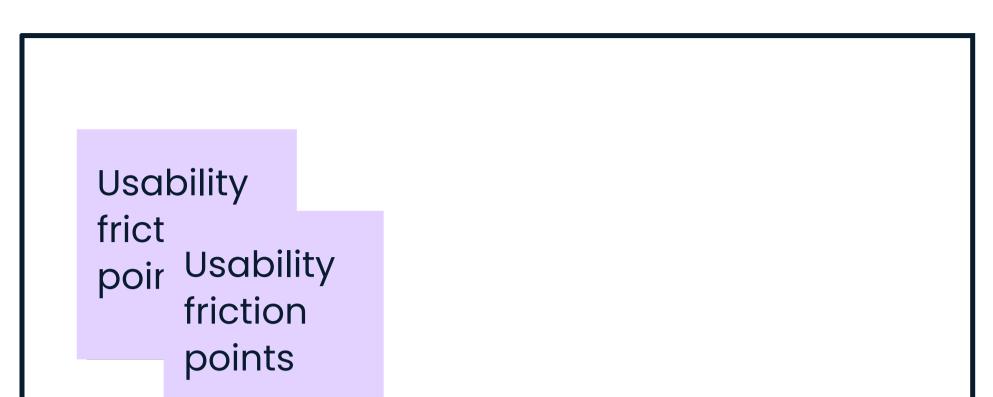
Key insights



2 General findings

Finding
Finding

3 Usability friction points



Key insights

Directly address your research questions. Lead to great opportunities. Are often surprising.

General findings

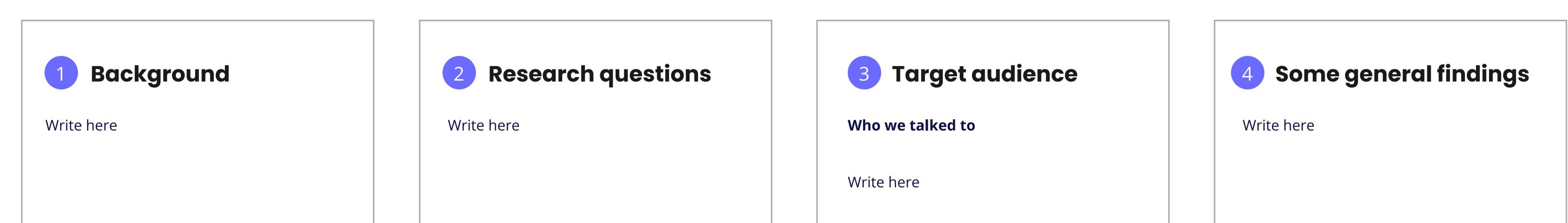
Findings that don't necessarily answer the research question, but help you understand users/the topic better.

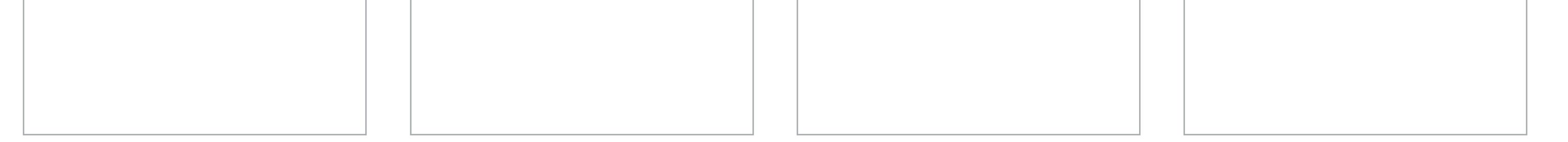
Usability friction points

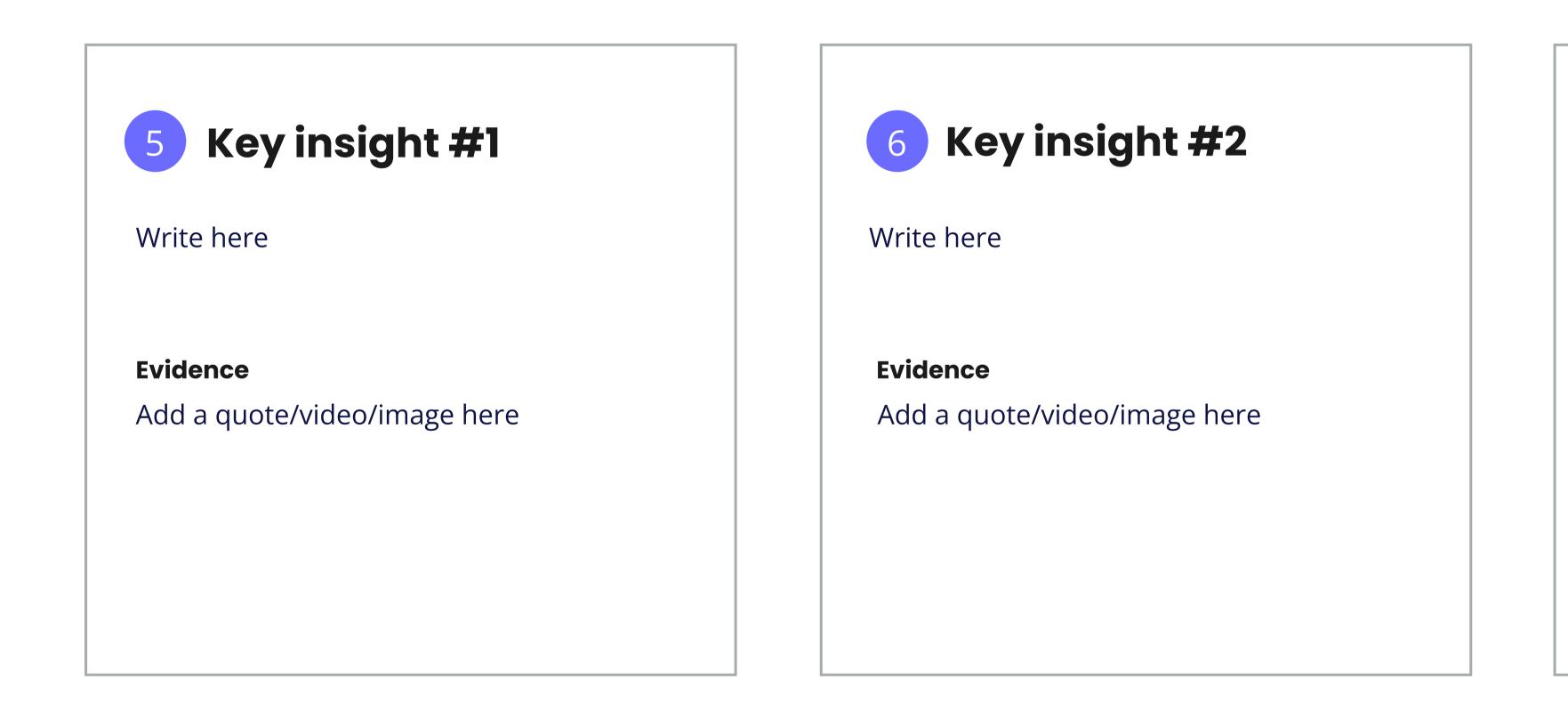
Frictions related to discoverability, findability, predictability, clarity, and navigation

Step 2: Craft your research story

Use the "research storytelling ingredients" to build an engaging presentation, and make sure to practice before doing it for real!









Write here

