Tools for Analysis

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Overview

A variety of tools are available for analysing the data gathered through your research. These analysis tools help identify key themes, patterns, and insights, providing a deeper understanding of the problem or challenge—including its root cause and the stakeholders involved.

What Are Analysis Tools?

Analysis tools are useful for evaluating data derived from your research – specifically patterns in interview responses, pain and gain points in customer journey maps (in the analysis of observation research) and root cause analysis. By carefully analysing this data you can start to identify patterns in responses and findings. As outlined in ISO 56002, information analysis and the management of knowledge are important aspects of the Innovation Management process.

Analysing Data

Data comes in many forms, and during the research phase, you may gather thousands of bits of data from various sources. Systematically collecting this data ensures that we capture the valuable knowledge and insights for future use by your team and your organisation - this can relate to processes, services, products, systems and any elements of the business model. Gathering and analysing evidence leads to the identification of patterns.
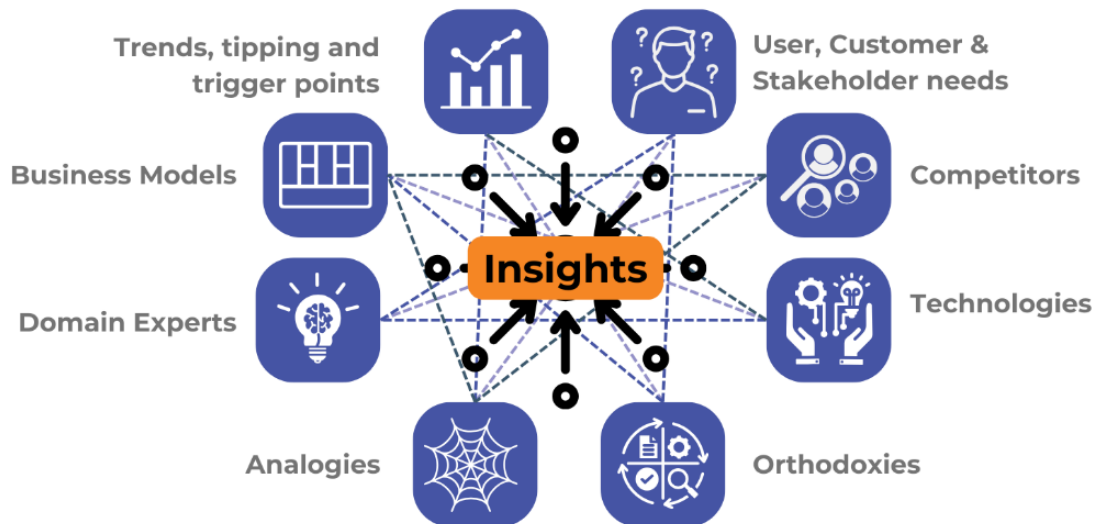
Data captured and analysed using the tools in this section (and any other analysis tools) can be saved as 'evidence' linked to a specific Need Statement. The quality and quantity of evidence collected should enhance your confidence in the identified opportunity.

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