The Tools

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Overview

There are a variety of tools that can be used to uncover insights, build knowledge and explore strategic opportunities. These tools have been segmented into three parts – Research Tools, Analysis Tools and Strategy Tools.

Research Analysis and Strategy Tools

Useful Tools as part of the EBN Process include: -

- **Research Tools:** These are tools that can be instrumental in discovering insights and gathering evidence related to a specific Need Statement. 'Exploiting insights' is one of the eight principles of Innovation Management (IS0 56002: 2019). Insights in this context can relate to knowledge about needs and expectations and relevant trends and the market landscape.
- **Analysis Tools:** These tools are useful for evaluating data derived from your research – specifically patterns in interview responses, pain and gain points in customer journey maps and root cause analysis. As outlined in ISO 56002, information analysis and the management of knowledge are important aspects of the Innovation Management process.
- **Strategy Tools:** These tools can help structure your business or solution thinking and guide organisations as they grow and accomplish their missions. 'Strategic Direction' is one of the eight principles of Innovation Management (IS0 56002: 2019). Strategic direction involves setting a clear vision and objectives for innovation activities within an organisation. It ensures that all innovation efforts are aligned with the organisation's overall goals and strategic priorities. This principle is crucial for maintaining focus, coherence, and efficiency in the innovation process.

Data captured and analysed using the above tools (and any other sources of research) 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.

Don't forget to add any research, analysis or related strategy activities to your Need Statement as 'evidence'. This can be done when you 'add' or 'edit' a Need Statement.
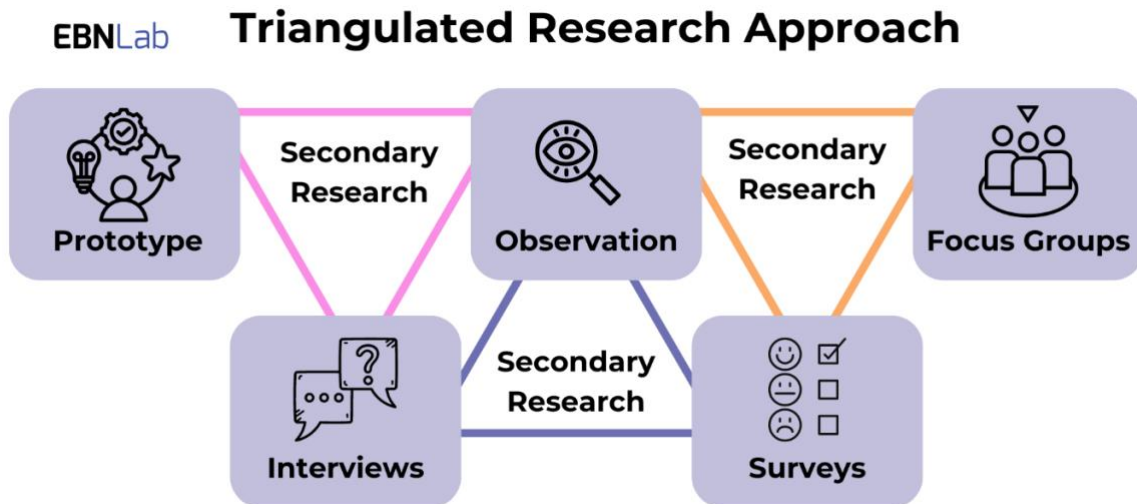
Title: **Triangulated Research Approaches: Primary and Secondary Research**

Evidence Score

An Evidence Score is calculated based on the quality and quantity of evidence gathered, linked to a particular Need Statement. Evidence should ideally be composed of multiple methods (e.g. observations, interviews and secondary research), taking a triangulated approach to exploring and validating the Need Statement.

What should Evidence cover?

Evidence gathered should support you in defining and understanding in greater detail the Problem (including the root cause), the Population (scale and related market information) and the Outcomes required. Where possible, secondary research undertaken should be verified (and explored further) through primary research, such as observations, exploratory interviews, etc.

Evidence captured may relate to the following aspects of your Need Statements:

Research area	Research prompts
The problem	• What is the problem or challenge? • What is the root cause(s) of this problem or challenge? • Map the current process/customer journey to identify what works well and what doesn't with current solutions. Identify gaps in your knowledge as part of this process.
The population	• Size of the population segment • Market value • Frequency of the problem • Degree or severity of impact

	• Stakeholder analysis
Outcome	• What is an ideal outcome? • How would success be measured? – Quantify where possible.
Market	• Regulatory environment • Market trends • Competitor analysis • Market analysis

Evidence and your Need Statements

The type and quantity of evidence available will be specific to each Need Statement.

- Some problems and challenges will arise because of gaps in current solutions or new and evolving needs or aspects of the job that could be improved. For example, the speed or accuracy in how these jobs are done as demand and volume increases.
- Some problems and challenges might be based on anticipated future needs – so there is limited evidence available. Note: where this is the case, the Need Statement can be selected as a Wildcard if it's under the threshold assessment score.
- There may be limited research available in relation to some problems and challenges, so you may need to rely more heavily on primary research (e.g. exploration and verification through interviews, observations, etc) in this case.

Title: **Uncovering Insights Through Research**