

Research Tools: Overview



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Research Tools:

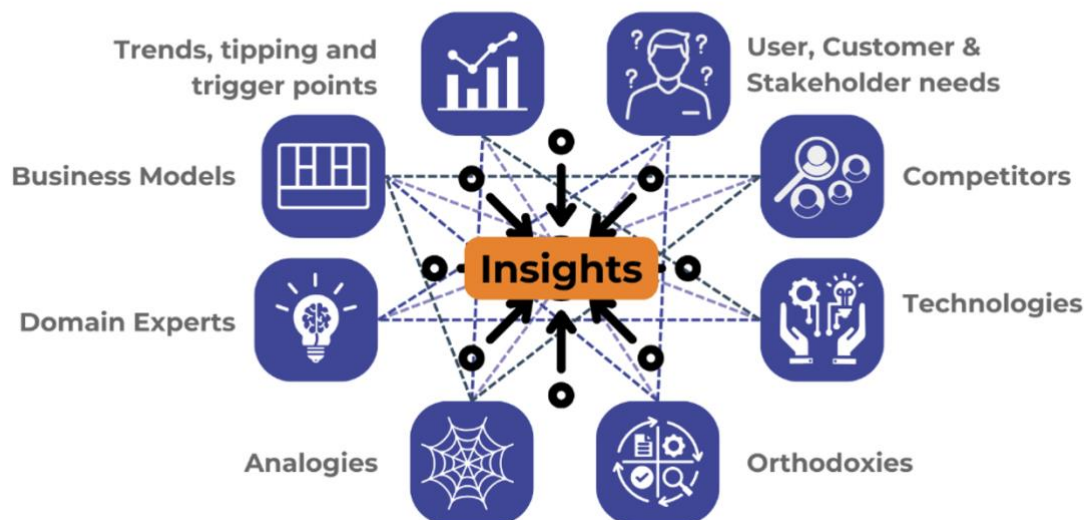
Overview

There are a variety of research approaches that can be used to uncover insights, and to investigate and verify opportunities. The quality and quantity of [evidence](#) collected should enhance your confidence in the identified opportunity.

EBNLab

Uncovering Insights

An **insight** is a profound and unique piece of knowledge that unlocks opportunities.



Title: Uncovering Insight Through Research

Research Methods

This section offers a variety of research 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 (ISO 56002: 2019). Insights in this context can relate to knowledge about needs and expectations and relevant trends and the market landscape.

A triangulated approach to research and evidence gathering is recommended, for example, a combination of observation research, interviews and a literature review.

Some recommended research methods include:

- [Semi-structured interviews](#): These can provide a deeper understanding of issues related to current solutions, processes, and systems, and help identify ideal outcomes.
- [Observation](#): This method is valuable for uncovering unarticulated needs and gaining unique insights.
- [Surveys](#): Surveys can be used to efficiently collect quantitative and qualitative data from a larger audience.
- Literature Review: Reviewing existing literature can provide context, support findings, and identify gaps in current knowledge.

Note: Don't forget to add research to your Need Statement as '[evidence](#)'. This can be done when you add or edit a Need Statement.