Insights Pop-Up

Building Guide

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Areal Plan (Example)

This is a potential setup for the insights pop up exhibition.

The visitors go through the exhibit along all 19 walls with different interactions like the box, hanging poster or the dice.

You can adjust the setup according to your needs and find the perfect build-up for your location. Use movable walls for more flexibility.

This building guide takes you through all parts of the exhibition and showcases the components and their purpose.

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List of materials

Print:

Introductory Sentence 700x250mm 2000x250mm	**4**
Walls 1-19 950x2055mm	**5-12**
Poster 610x910mm	**6**
Box Prints 2x 330x229mm 305x205mm	**6**
Poster Legend A4	**6**
Hanging Poster A1	**8**
Dice 180x180mm	**10**
Floor stickers **Footprints left & right** 60x60mm (66x66)	**3**

Materials:

Box (Amazon) **Picture Frame (optional)**	**6**
Movable Walls 12 walls for the build up showed in the example above	**3**
Hooks and transparent thread to fix hanging poster to the ceiling	**8**
Voting sticker	**10**
Tables for - Dice - Prototypes	**10,12**

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Component: Introductory Sentence

The Introductory Sentence can be used to catch the interest of your audience. Place it outside your exhibition, visible for everyone.

In our example we have printed it as wall-tattoo and located it right next to the entrance.

You know all about insights.
Really?

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Components: Walls 1-3

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Components: Poster & Box

The Poster & Box interaction animates visitors to open the box and look what‘s inside it.

The legend next to the poster explains the insights concept in a bit more detail.

Material List:

- Box
- Picture Frame

Poster Legend

In today's business world customer insights are gaining more and more importance, even though user-centered approaches are not really a new thing. If you have already heard about customer insights you might also have heard about Design Thinking.

Design Thinking was developed at Stanford University and is a method helping to develop innovations that create maximum value for the intended user.

For that reason, Design Thinking radically focuses on the users' motivations, needs and problems. Design Thinkers start every projects from a user perspective and not a hypothesis.

"Design Thinking is an approach to solve complex problems, focusing on the touchpoint with the user first." - Oliver Kempkens, Global Lead Workspace Renewal, SAP

"Design thinking is a human-centered approach to innovation that grows from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." – Tim Brown, President and CEO, IDEO

Poster

Box Front

This is an oberservation.

You are looking at this box and you want to open it. Now uncover the underlying insight . › *Open.*

Box Inside Top

The insight:
You are corious!

Box Inside Bottom

Aha!

You can observe human behaviour. An insight is the real motivation behind a behaviour.

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_01 What is an insight?

Components: Walls 4-9

4

_01
What is an insight?

5

6

First
Change perspectives.

7

See the world behind the pie charts.
Spend a day in the shoes of the people you call your customers.

8

9

Steve Jobs,
Co-founder of Apple

„A lot of times, people don´t know what they want until you show it to them."

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Components: Hanging Poster

The Hanging Poster invites the visitors to change their perspective. One side represends the company perspective with some stats and the other one the customer perspective with the insight behind the stats.

The installation is supported by floor-stickers showcasing the two different perspectives with footprints.

Tip:
Feel free to exchange the two perspectives with stats and a customer insight from your industry.

Material List:

- Hooks and transparent thread to fix hanging poster to the ceiling

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_02 Why do we need insights?

Components: Walls 10 & 11

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_03 What makes a good insight?

Components: Walls 12 - 14 / Dice

The six sides of the dice represent six major criteria for good insights. Visitors are invited to roll the dice to explore the criteria and to vote on the insights on the walls. The goal is to pick the insights that best represent the criteria.

This helps to deepen the understanding of the insights concept.

Material List:

- Table for the dice
- Voting sticker

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_04 Where do good insights come from?

Components: Walls 15-18

16

Traditional market research is not well suited to generate relevant insights. This needs a different set of methods.

The goal ist to develop deep empathy.

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em·pa·thy

- Noun -

The ability to step into the shoes of another person, aiming to understand their feelings and perspectives and to use that understanding to guide our actions.

18

15

_04

Where do good insights come from?

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_05 We have good insights, what now?

Component: Wall 19

This section is a teaser for what happens after the insights generation. If you have any tools for ideation, evaluation, prototyping and realization, feel free to display them in this area.

Examples:

- Persona Templates
- Ideation Materials
- Evaluation matrix
- Prototype examples

Material List:

- Table for prototypes and material

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Good luck!

If you have questions, feel free to get in touch.

1030 Innovation Consulting
office@innovation1030.com
+4319674679
Altgasse 8-10/8
1130 Vienna, Austria

www.innovation1030.com

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