

# Guide: Pattern Analysis



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# Pattern Analysis

## Introduction

Through primary and secondary research, data is gathered in relation to a specific project area. We can then use this data to identify patterns of 'needs' focused on the application of current solutions around a set job or procedure.

## Analysing your Research

By analysing your research, you can detect patterns related to unmet, over-met, or unarticulated needs.

This data is gathered from various sources including observations, interviews, and literature reviews. Identifying these patterns helps reduce cognitive bias and uncover actionable insights.

## Steps for Identifying Patterns

1. **Undertake research, with a particular focus on primary research methods such as observation and interviews.** For example, Observe the Job to Be Done: Watch how at least five different operators carry out similar tasks across various settings (e.g., hospitals).
2. **Map Out the Data:** Organise the data in structured formats such as tables, customer journey maps, or using visual tools like Miro boards.
3. **Code the Data:** Assign labels to categorise your research, making it easier to identify and quantify patterns.
4. **Identify Patterns:** Analyse the presence or absence of recurring elements to uncover underlying needs, noting who is affected and the severity of the impact. These can be captured as Need Statements in [Stage 1](#) of the EBN Process.

A useful technique for identifying patterns is using IDEO's POINTS approach. It stands for Problems, Opportunities, Insights, Needs, Troubles and Sound. See image for further information.

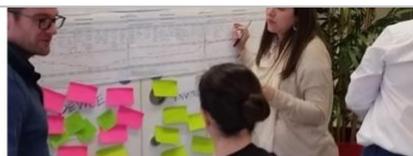
## Importance of Pattern Analysis

Identifying patterns allows for a holistic understanding of the challenges, helps avoid cognitive biases, and supports confident decision-making. This is crucial for addressing diverse cultural and regional factors that influence how tasks are performed.

When we see a pattern across several different operators/ people who undertake the same task, then you can catalogue that as a 'need' or as a supporting insight to a need.

We use POINTS? to identify patterns.

- **Problems:** things that occur frequently which the users and customers find frustrating, but which doesn't stop them from doing that job.
- **Opportunities:** validation of the issues and concerns that you had already assumed and expected to find.
- **Insights:** things heard or observed that totally surprised you and may need to be investigated/ research further.



This data can then be translated into knowledge so that we can start to build and make solid business decisions; The strength of that knowledge relates to the number of observations and semi-structured interviews. The percentage of those who have this need together with the severity of the consequence and the impacts caused, allows us to formulate a level of confidence. This confidence level relates to quantifiable data, that if we solve this 'need' we will have a % of confidence we will win in the marketplace, before we spend valuable R&D resources and capital investments in its design and development.

This builds confidence in the 'need' as it is being researched and developed into a formal Need Statement [in Stage 1](#) of the EBN Process.

Remember to add and capture your research [as Evidence](#) linked to specific Need Statements that you have developed.

We use POINTS? to identify patterns – continued

- **Needs:** wants and under-met needs with the current solution – generally these can be good incremental improvements on the existing solution. However, some needs can only be met fully with significantly better solutions.
- **Troubles:** Things that happen infrequently, but when they do, they have serious consequences for the user or others.
- **Sound:** Things that work well for people and may be worth maintaining.
- **The Question Mark:** sometimes the interviewees answers will be unclear and raise more questions. You will need to list these and raise these in the next set of interviews, or go back to that interviewee and clarify directly.

