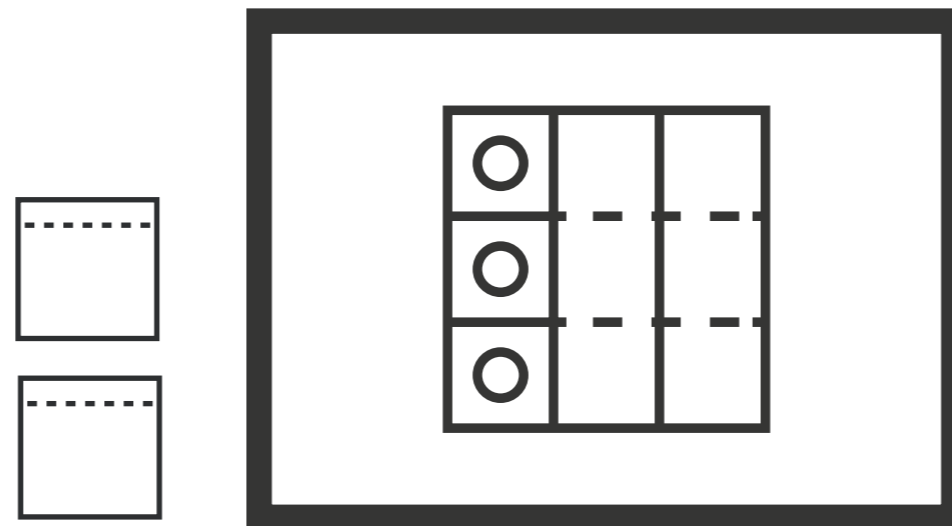


INSIGHT MATRIX



The DRLab toolkit

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For more information you can visit the website www.drlab.unitn.it or write to info-drlab@unitn.it.

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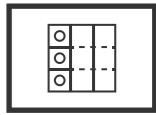
Introduction

Matrix for collecting and exploring themes inherent to the project context. A tool that works according to the logic of a matrix, carried out on the basis of information provided by the working group in the explorative phase during activities such as brainstorming. A useful tool for facilitating discussions in a divergent phase.

For a theoretical study visit the page
www.drlab.unitn.it/glossary/#insight-matrix

Usage tips

Main aim:	 Generative
Prerequisites:	Brainstorming
Process phase:	
Difficulty:	
Suggested facilitation:	 Partial
Participants:	Min. 3 people
Needed material:	Print of the model, colored post-its, blank sheet, pens and pencils



INSIGHT MATRIX

Tool template

FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES



Project title

Question

Brainstorming answers

Insight

First question that guides
the brainstorming session

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Second question that guides
the brainstorming session

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Reasoned and shared results of
what emerged from brainstorming



Instructions

1. Indicate the project title.
 2. Note the initial question that guides the first phase of brainstorming in the first column to the left.
 3. Note the replies, ideas and comments that emerged in the brainstorming phase in the central column.
 4. Repeat the same actions for the second brainstorming question and the related responses.
 5. Note intuitions in the right column, reflecting on the replies obtained through the whole brainstorming session.
- N.B.** If the brainstorming sessions have to respond to a range of questions, repeat the matrix.

INSIGHT MATRIX
Tool template

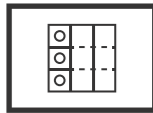
FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES

1 Project title

Question	Brainstorming answers	Insight
First question that guides the brainstorming session 2	3	Reasoned and shared results of what emerged from brainstorming
Second question that guides the brainstorming session 4		5

● ● ● DESIGN
● ● ● RESEARCH
● ● ● LAB

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Project title *Service to promote the concept of public good: the library of things*

<u>Question</u>	<u>Brainstorming answers</u>	<u>Insight</u>
<p>First question that guides the brainstorming session</p> <p><i>What do you think of sharing things with other citizens of your town / city?</i></p>	<p><i>Annual fee or free</i> <i>Precise rules are needed</i> <i>Open to everyone, even to non-residents</i> <i>A related delivery / transport service would be needed</i></p> <p><i>The oratory and some associations are already doing a similar service</i> <i>These are extra expenses for the Municipality</i> <i>Objects that the Municipality can use on other occasions</i></p> <p><i>Appliances can break easily and soon become obsolete</i> <i>Free service would have problems: people treat things badly when they are public and free</i> <i>It is based on trust and respect between people</i></p> <p><i>It's important to understand the value of sharing</i></p>	<p>Reasoned and shared results of what emerged from brainstorming</p> <p><i>City catalog of common goods</i></p> <p><i>Promote network and social support</i></p> <p><i>Reciprocal daily help</i></p> <p><i>Optimization of the system of local consumption</i></p>
<p>Second question that guides the brainstorming session</p> <p><i>What advantages and disadvantages could a sharing service have in your town / city?</i></p>	<p><i>Very high initial cost for the municipality</i> <i>Some items may have high demand in certain periods or stand still for months</i> <i>Promote the circular economy</i></p> <p><i>Citizens would save on purchases</i> <i>Fight consumerism</i> <i>Promote the social network between citizens</i></p> <p><i>The use of some objects could make the economy spin more, given the availability of some actions / activities</i> <i>Simplify some activities for people who would otherwise give up doing</i></p>	

