Space Saturate and Group

The Space Saturate and Group method's goal is to get all of your observations and finding into one place: Immerse yourself in the chaos of information you've gathered in your research and Empathise phase. Get all of the information out in the open and get visual.

Here's how to use the Space Saturate and Group method:

1 As the name suggests, the idea is to saturate a wall or board with a collage of all of your pictures, observations, data, experiences, interviews, thoughts, insights, and stories. To do so, write your experiences and stories on post-its, and paste them onto a wall or board together with pictures from the field.

2 Group your findings into themes by trying to find patterns. For example, you might find that efficiency is a major consideration among users. If so, group the findings related to efficiency together spatially, and try to categorize all the other findings.

3 From the groups, try to draw deeper insights. Probe deeper into each theme, and try to find any underlying motivations. See if there are any connections between groups. For instance, if users are not price-sensitive, then maybe they are willing to pay more for higher efficiency products.

The end goal is to synthesize findings and insights about your users that will help you generate potential solutions for them.

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