Make a summary report of your research insights

Identify key insights about your users.

## How to use this template

Use insights collected from your research to summarise key information, such as:

* service users
* how services are really used
* the impact of problems
* where things could be improved
* how well you're meeting the Local Digital Declaration principles

Consolidate your research data. Research comes in different formats, including clips you have listened to, or articles you have read.

Read all the data from beginning to end. What looks interesting?

Create labels to tag the emerging themes in your insights. For example, 'housing', 'trust’, or ‘website’. Use these to organise your research into categories.

Take a break, it's important to come back with fresh eyes.

Evaluate your themes for a good fit, if not, you may need to regroup.

Think about:

* what information have we learned?
* what patterns are we seeing?
* what does this mean?

[Find an example of a user research summary from Gateshead Council](https://digital.gateshead.gov.uk/article/11411/User-research-report)

[Check the GOV.UK Service Manual guide to sharing user research findings](https://www.gov.uk/service-manual/user-research/sharing-user-research-findings)

### Tips

* Summarise this service in a few sentences
* include any interesting stats and quotes
* don't overcomplicate it, use key headlines you can easily share
* user needs can be practical and functional tasks, as well as emotional such as confidence or reassurance

## Collect your insights

### Objectives

What did you hope to learn from your research activities?

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### Project scope

What did you plan to do for this research?

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### What the service looks like today

How is the service delivered? What systems, processes or platforms are used?

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### Key themes of the service today

What patterns do you notice in what users say? What impression do you get of the user's expectations and experiences overall?

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### Common pain points of the current experience

Think about things like time, resources, emotions, or language

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### User journeys

How do people find the service? Where do they start? What happens next? When do they complete their goals?

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### User needs

*Prioritised*: what do people need from the service that's essential?

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*Additional*: what else is important to designing the service well?

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*Potential*: what could be good to investigate further?

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## Compare insights with Local Digital Declaration principles

See how your findings relate to the commitments of the [Local Digital Declaration](https://www.localdigital.gov.uk/declaration/). Have you found evidence of things that are going well? Or areas that could be improved?

This could help when making a case for change or deciding what to prioritise.

|  | Doing well | Potential to improve |
| --- | --- | --- |
| We will go even further to redesign our services around the needs of the people using them. This means continuing to prioritise citizen and user needs above professional, organisational and technological silos. |  |  |
| We will ‘fix our plumbing’ to break our dependence on inflexible and expensive technology that doesn’t join up effectively. This means insisting on modular building blocks for the IT we rely on, and open standards to give a common structure to the data we create. |  |  |
| We will design safe, secure and useful ways of sharing information to build trust among our partners and citizens, to better support the most vulnerable members of our communities, and to target our resources more effectively. |  |  |
| We will demonstrate digital leadership, creating the conditions for genuine organisational transformation to happen, and challenging all those we work with to embrace this Local Digital Declaration. |  |  |
| We will embed an open culture that values, incentivises and expects digital ways of working from every member of our workforce. This means working in the open wherever we can, sharing our plans and experience, working collaboratively with other organisations, and reusing good practice. |  |  |