

What is it for?

A sociometric 2 x 2 matrix to give people an opportunity to explore insights about a particular topic

Time & People

20 - 30 minutes

Up to 30 people, depending on space

Materials

Masking tape

A3 or A4 paper to label the ends of each axis, and for the descriptions of each quadrant

Source

And also...

This activity 'could' be done on a wall, but it is more insightful to have it on the floor and for people to move around the matrix.

Description

The insight matrix can be used to assess ideas, whether that be part of strategy or product development.

Ideas can be written individually on idea cards or paper, but not sticky notes as there are tricky to use on the floor.

Create a 2 x 2 grid on the floor, as large as space permits.

The X-axis is OBVIOUS — UNIQUE

The Y-axis is INTERESTING — DULL

This creates four quadrants:

Obvious/Interesting - where everyone else is probably playing

Interesting/Unique - something to get excited about!

Unique/Dull - Make it interesting if you can

Obvious/Dull - Nope. Forget about it!

The aim is to find ideas that are in the Interesting/Unique quadrant

Ask people to take an idea and place it in the appropriate quadrant. Or if they are championing an idea, to stand in the quadrant where they think it belongs.

Discuss what makes an idea belong in that quadrant. What changes might be required to shift it to interesting/unique?

