



Space Saturate and Group

The Space Saturate and Group method's goal is to get all of your observations and findings 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 categorise 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 synthesise findings and insights about your users that will help you generate potential solutions for them.

Learn more about how to use this template

Methods of using this template are taught in our online course [Design Thinking: The Beginner's Guide](#). Make full use of this template and learn more about design thinking by signing up for it today.

Design Thinking: The Beginner's Guide

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The world's leading companies, such as Apple, Google and Samsung, are already using the design thinking approach—because they know it's the way forward when it comes to innovation and product success. Through [Design Thinking: The Beginner's Guide](#), you will deep dive into the five phases of this paradigm-shifting approach to problem-solving—empathize, define, ideate, prototype, and test. By receiving detailed guidance on problem-solving activities ranging from ideation techniques—such as brainstorming and using analogies—to ways of gathering feedback from your prototypes, you'll be able to download the other templates involved and effectively use them in your work. Get ready to unpack, explore, and master design thinking—using it to set yourself apart and unlock the next stage of your professional life.

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