

Examples of perspectives that can set you up for comprehension and insight:

1. **Business Problem:**

What is the stated opportunity from the business' perspective?

- Grow market share
- Launch new product
- Establish new segment

2. **Available Data:**

Gather as much secondary research as possible:

- Government data
- Industry leader reports
- Scientific publications
- Well-recognized books by industry experts

3. **Initial Framing or Hypothesis:**

What are some main questions that come to mind after an initial review of the available data?

- What trends or patterns are you seeing?
- What are the human behaviors, social factors, or other human experiences at play here?
- Why might those be occurring?
- How might you explore the 'why' even more?

4. **In-Person Observations:**

Based on your main questions above, how might you observe or connect with people who live this human reality?

- What contexts do they live in?
- Are there local examples you could visit?
- What specifically would you like to observe about this human reality?
- If it's a bigger opportunity, how could you break it down into smaller observable experiences?

5. **Cultural Analysis:**

After reflecting on your direct observations, search for cultural artifacts around this human reality:

- **Artworks** – Paintings, sculptures, and other visual arts that often depict cultural stories, religious beliefs, historical events, or social norms.
- **Literature** – Books, poems, and plays that reflect cultural narratives, philosophies, and the heritage of a community.
- **Tools and Technology** – Objects that demonstrate the technological advancements and everyday practices of a culture, such as ancient farming tools or traditional cooking utensils.
- **Ceremonial Objects** – Items used in rituals and celebrations, such as masks, ceremonial clothing, or ritual vessels, which are deeply embedded in the cultural practices.

6. **Professional Interviews:**

Are there professions that keep coming up? Could you set up a meeting to interview them?

- Psychologists
- Scientists
- Sociologists
- Leaders