



InsightsNow Announces Availability of New Behavioral Research Approach: PlayFULL Insights®

Innovative qualitative approach supports consumer-driven product development ideation and facilitated problem-solving for marketing and brand strategy research

CHICAGO, IL, USA, August 28, 2018 /EINPresswire.com/ -- 28 August 2018 –Chicago, IL—InsightsNow, a [behavioral research](#) firm, has added an innovative new approach to the qualitative research toolbox offered to their clients, [PlayFULL Insights®](#) (PFI). PFI is an application of the LEGO® SERIOUS PLAY® method—a facilitated thinking, communication and problem-solving technique where participants use LEGO® bricks to build stories in response to a trained moderator’s carefully-crafted questions.

PlayFULL Insights® fosters “[prospective thinking](#)”—a mode of thinking identified by psychologists as “System 3”—which is one of three ways to make decisions. Two other types of thinking are “System 1” where people make decisions fast using intuitive, more impulsive mental processes and System 2 where decisions are made more slowly using rational processes. Prospective “System 3” thinking involves remembering the past to anticipate future outcomes—where motives for decisions are based on anticipatory emotions such as desire, hope, fear and intrigue.

“PlayFULL Insights allows participants to use fresh new thinking as they build, share and reflect upon their personally created 3-D models,” said Karen Lynch, Senior Director of Qualitative Insights at InsightsNow and original co-creator of PFI. “Stories about their models becomes the basis for group discussion. By using this unique and innovative method, new and actionable insights are uncovered, and clients can amplify the wisdom they seek for their market research initiatives.”

With PFI, participants cycle through rounds of play—using Lego® bricks to create models that represent anticipated outcomes and feelings about projected use moments; describe how conceptual products and anticipated solutions might be applied; illustrate what products and solutions might look like; or indicate point and counter points to various positioning or statements of logic. This play-based, behavioral methodology helps accelerate the discovery of solutions to business challenges.

PFI was developed by Karen Lynch, and Siri Lynn of Idea Exchange, in 2016. That same year, PlayFULL Insights was awarded the Next Gen Market Research (NGMR) Disruptive Innovator Award—an award that recognizes the demonstration of harnessing disruptive innovation to drive research industry progress.

“We are thrilled to welcome PlayFULL Insights into the InsightsNow toolbox of unique, behavioral and psychological research approaches,” said Dave Lundahl, Founder and CEO of InsightsNow. “The approach correlates with and enhances our other agile techniques, all with the goal of getting to insights faster for our clients.”

About InsightsNow

InsightsNow, a behavioral research firm utilizing agile approaches to uncover insights faster,

partners with clients across a wide array of industry verticals to grow marketing, branding and product development through custom, cutting-edge research technologies and innovative techniques. The company specializes in finding answers quickly, improving speed-to and success-in market, and changing the way we all look at humans and human behavior. InsightsNow was named one of the most innovative market research firms in the world by Greenbook's 2018 Grit Report, and recently received the NGMR award for "Industry Change Agent of the Year" based on the company's work with Clean Label research.

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Michelle Andre
InsightsNow
4155778634
email us here

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