

FREE SYNTHESIS TOOL

Insight Synthesis Mind Map

Turn a messy pile of interview notes, survey results, and product-test feedback into a clean, decision-ready summary. One branching structure that forces raw research to organise itself into the themes that move the decision.

- 1 A six-branch mind map that sorts any research into the themes that matter
- 2 Prompts and worksheets to populate each branch from your own data
- 3 A rule for backing every theme with proof, not opinion
- 4 A three-step path from scattered notes to a published one-page summary

From raw notes to a clear decision

After a round of interviews, surveys, and product tests you're left with hundreds of fragments — quotes, ratings, screen recordings, half-formed hunches. The hard part isn't collecting it. It's turning that pile into a summary a team can actually decide from.

This mind map gives that pile a shape. Every fragment of research belongs to one of six branches: **who** said it, **what hurts**, **what pushes them to act**, **what you could do**, the **proof** behind it, and the **decision** it points to. Sort once into the right branches and the synthesis almost writes itself.

The core principle

Every theme earns its place with evidence — opinions don't make the map.

A mind map is only as trustworthy as what hangs off each branch. Don't promote a fragment to a "theme" because it felt important in the room. Promote it because a quote, a statistic, or an observed behaviour backs it up — and because it changes a decision. Themes without proof are just the loudest voices repeated back to you.

How to use this tool

- Skim **Part 1** to learn the six branches and what belongs under each.
- Work through the branch worksheets in **Parts 2-3**, dropping your own fragments into each.
- Attach **proof** to every theme using the rules in **Part 4**.
- Convert themes into **decisions** and publish your one-page summary with **Part 5**.

The six-branch map

One root — *Research Insights* — and six branches radiating out. Read it as a sentence: for each **segment**, these **pain points** and **triggers** point to these **opportunities**, backed by this **proof**, leading to these **decisions**.

Segment

Who the insight is about.
Group people by behaviour and intent, not just demographics.

- High-intent users
- At-risk users
- Power users

Pain Points

Where the current experience hurts, friction that shows up again and again.

- Time waste
- Confusing onboarding
- Missing integrations

Triggers

What pushes a person to act, buy, switch, or churn right now.

- Pricing threshold
- Feature gap
- Compliance need

Opportunities

What you could do about it, sorted by effort and payoff.

- Quick wins
- Medium-term fixes
- Strategic bets

Proof

The evidence that makes a theme real instead of a hunch.

- Quotes
- Survey stats
- Behavioural data

Decisions

The call each cluster of insight forces you to make.

- Build
- Improve
- Kill

Read the branches in order

The six branches aren't a random list — they flow. **Segment → Pain → Trigger** describes the world as it is; **Opportunity → Proof → Decision** describes what you'll do about it. Sort every fragment into the earliest branch it fits, then trace the chain rightward to a decision.

Branches 1–3 • The world as it is

Start by describing reality without judging it. Pull fragments from your notes into these three branches before you let yourself think about solutions.

Branch 1 • Segment — who is this about?

Cluster respondents by what they do and how much they want it, not only by age or industry. A single insight often applies to one segment and not others — name it.

SEGMENT	DEFINING BEHAVIOUR / INTENT	HOW MANY IN YOUR DATA
High-intent users		
At-risk users		
Power users		

Branch 2 • Pain Points — where does it hurt?

The recurring friction. A pain point earns a place on the map when more than one person hits it, or one person hits it hard enough to leave.

- ☐ Time waste — steps that cost more effort than the value they return
- ☐ Confusing onboarding — where new users stall, hesitate, or ask for help
- ☐ Missing integrations — the tools they expected to connect and couldn't
- ☐ Your own pain points, drawn from the data _____

Branch 3 • Triggers — what makes them act?

The moment a pain becomes urgent enough to do something about. Triggers tell you *when*, not just *what*.

- ☐ Pricing threshold — a cost crossing the line of what they'll tolerate
- ☐ Feature gap — a job the product can't do that finally blocks them
- ☐ Compliance need — an external rule that forces a decision by a date

Branches 4–6 • What you'll do about it

Now turn the picture into action. Each opportunity must trace back to a segment, a pain, and a trigger from Part 2 — and forward to proof and a decision.

Branch 4 • Opportunities — sorted by effort

Don't treat every idea as equal. Bucket each one by how much it costs to ship against how much it moves the needle.

Quick wins

Low effort, visible payoff.
Ship inside the current cycle.

Medium-term fixes

Meaningful work, clear value. Plan into the next quarter.

Strategic bets

Big effort, big upside, real risk. Decide deliberately.

Branch 5 • Proof — what backs each theme?

No theme reaches the decision branch without at least one form of evidence attached. Aim for two of the three.

- ☐ Quotes — a verbatim line in the respondent's own words
- ☐ Survey stats — a number with a sample size behind it
- ☐ Behavioural data — what people actually did, observed in the test

Branch 6 • Decisions — what does it force?

Every cluster of insight should resolve to one verb. If it doesn't change a decision, it doesn't belong on the map.

Build

Strong, well-proven opportunity.
Commit and ship.

Improve

Real pain, partial proof. Refine, then revisit.

Kill

Weak signal or no proof. Stop spending on it.

Attach proof to every theme

The branch that keeps the whole map honest. Before a theme can travel to a decision, pin a piece of evidence to it — and know the difference between proof and noise.

What counts as proof — and what doesn't

REAL PROOF KEEP	LOOKS LIKE PROOF DISCOUNT
A verbatim quote describing a specific event	"Everyone said they loved it" — no names, no count
A stat with its sample size ("11 of 14 testers")	A percentage with no denominator behind it
An observed action in the recording / test	What a respondent said they'd do in future
The same signal from two independent sources	One loud opinion repeated in your own notes

Triangulate before you trust

A theme backed by one quote is a hypothesis. The same theme backed by a quote **and** a statistic **and** a behaviour you watched is a finding. Stack at least two independent kinds of proof before you let a theme drive a Build decision.

Proof log — one row per theme

THEME	QUOTE	STAT	BEHAVIOUR

From map to one-page summary

A mind map is the workspace, not the deliverable. The output your team acts on is a single page: the strongest insights, each tied to a decision.

Three steps to a decision-ready page

1. **Tag your five strongest insights.** Walk the whole map and mark the five themes with the most proof and the clearest stakes. Five is the discipline — a summary that lists everything decides nothing.
2. **Link each one to a decision.** For every tagged insight, write the verb it forces — Build, Improve, or Kill — and the single owner who carries it.
3. **Publish a one-page summary.** One insight per line: the theme, its proof in a phrase, the decision, the owner. Send it the same day the synthesis is done, while the research is still warm.

Your one-page summary worksheet

TOP INSIGHT	PROOF (IN A PHRASE)	DECISION	OWNER

Get to clean insights faster

Portifer runs your product tests and turns the raw feedback into structured, decision-ready insight — segments, themes, proof, and recommended calls, without the manual sorting.

[Start synthesising with Portifer →](#)