Landscape Intelligence Canvas

DESN2003: Research for Innovation

Landscape Intelligence Canvas — Blank Template

Your Name: _____ **Date:** _____

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1. My Research Topic

_____

_____

_____

2. Competitive Intelligence (5 min)

Competitor	Similar Feature?	Status	User Sentiment
Direct: _____	Yes / No / Partial	Live / Killed / Never tried	Positive / Mixed / Negative
Direct: _____	Yes / No / Partial	Live / Killed / Never tried	Positive / Mixed / Negative
Adjacent: _____	Yes / No / Partial	Live / Killed / Never tried	Positive / Mixed / Negative

_____

3. 5-Minute Stack Results

Technique	Search Term / URL	Key Finding
Reddit Mining	_____	_____
App Store Reviews	_____	_____
Google Trends	_____	Growing / Stable / Declining since _____
Wayback Machine	_____	_____

_____

4. Academic Intelligence (10 min)

Paper/Source	Key Finding	Method Used	Limitation

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5. Gap Verdict

Check one:

- ☐ **Gap Confirmed** — Nothing addresses this
- ☐ **Gap Refined** — Similar exists, but mine is different because: _____
- ☐ **Gap Invalidated** — This exists; I need to pivot to: _____

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6. Innovation Score

Circle one:

1	2	3	4	5
Exists everywhere *Iteration only*	Poor execution elsewhere *Incremental improvement*	Exists in other domain *Transfer opportunity*	Research exists, no product *Applied innovation*	Completely unstudied *Discovery research*

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7. Next Steps

Based on my landscape intelligence, I will:

1. _____
2. _____
3. _____

Landscape Intelligence Canvas — Worked Example

Your Name: Alex Chen **Date:** Week 3

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1. My Research Topic

Reducing user anxiety through hidden like counts on Instagram — investigating whether removing visible engagement metrics decreases social comparison and improves mental wellbeing among HKU students aged 18-24.

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2. Competitive Intelligence (5 min)

Competitor	Similar Feature?	Status	User Sentiment
Direct: Instagram	Yes (2019 test in Canada/Australia)	Partial rollout, then stalled	Mixed — users liked it, creators hated it
Direct: BeReal	Yes (no likes at all, only reactions)	Live	Positive but niche audience
Adjacent: TikTok	Partial (can hide like counts)	Live	Feature exists but rarely promoted

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3. 5-Minute Stack Results

Technique	Search Term / URL	Key Finding
Reddit Mining	"hide likes instagram" site:reddit.com	50+ threads; r/instagram users strongly want this; r/InstagramMarketing creators oppose it
App Store Reviews	Instagram 1-star reviews, filtered "Recent"	Anxiety not in top 10 complaints; algorithm/Reels dominance is #1 complaint
Google Trends	"instagram likes anxiety" vs "instagram algorithm"	"Likes anxiety" up 200% since 2020; "algorithm" searches 5x higher

Technique	Search Term / URL	Key Finding
Wayback Machine	instagram.com 2018 vs 2023	Like counts were prominent in 2018; now de-emphasized but still visible

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4. Academic Intelligence (10 min)

Paper/Source	Key Finding	Method Used	Limitation
Vogel et al. (2014) "Social comparison on social networking sites"	Social comparison on Facebook → lower self-esteem	Survey, n=145 college students	Facebook-specific; pre-Instagram era
Tiggemann & Zaccardo (2018) "Fitspiration on Instagram"	Exposure to fitspiration → body dissatisfaction	Experiment, n=130 women	Only fitness content; didn't test hiding metrics
Royal Society (2017) "#StatusOfMind"	Instagram ranked worst for mental health among social platforms	Survey, n=1,479 UK youth	Self-report; correlation not causation

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5. Gap Verdict

Check one:

- ☐ **Gap Confirmed** — Nothing addresses this
- ☒ **Gap Refined** — Similar exists, but mine is different because: **Research shows social comparison → anxiety, and Instagram tested hiding likes, but no study combines both: measuring anxiety outcomes specifically when likes are hidden, especially in Asian/HK context where social pressure dynamics differ.**
- ☐ **Gap Invalidated** — This exists; I need to pivot to: _____

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6. Innovation Score

Circle one:

1	2	**3**	4	5
Exists everywhere *Iteration only*	Poor execution elsewhere *Incremental improvement*	**Exists in other domain *Transfer opportunity***	Research exists, no product *Applied innovation*	Completely unstudied *Discovery research*

Rationale: The feature exists (Instagram tested it), research on the underlying psychology exists (social comparison theory), but no one has connected them in HK context or measured anxiety as the specific outcome variable.

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7. Next Steps

Based on my landscape intelligence, I will:

1. **Refine my research question** to: "How does hiding Instagram like counts affect self-reported anxiety levels among HKU students over a 2-week period?"
2. **Design a mixed-methods study:** Diary study tracking daily anxiety + exit interviews to understand the "why"
3. **Search for Asia-specific social comparison research** to see if cultural factors (face culture, collectivism) change the dynamics