

DISCOVER PHASE / Joint Activity

## Synthesis Grid

Unpack end user interviews into tangible and visual pieces of information with storytelling. Synthesize data into interesting findings and form insights that will be useful for creating solutions.

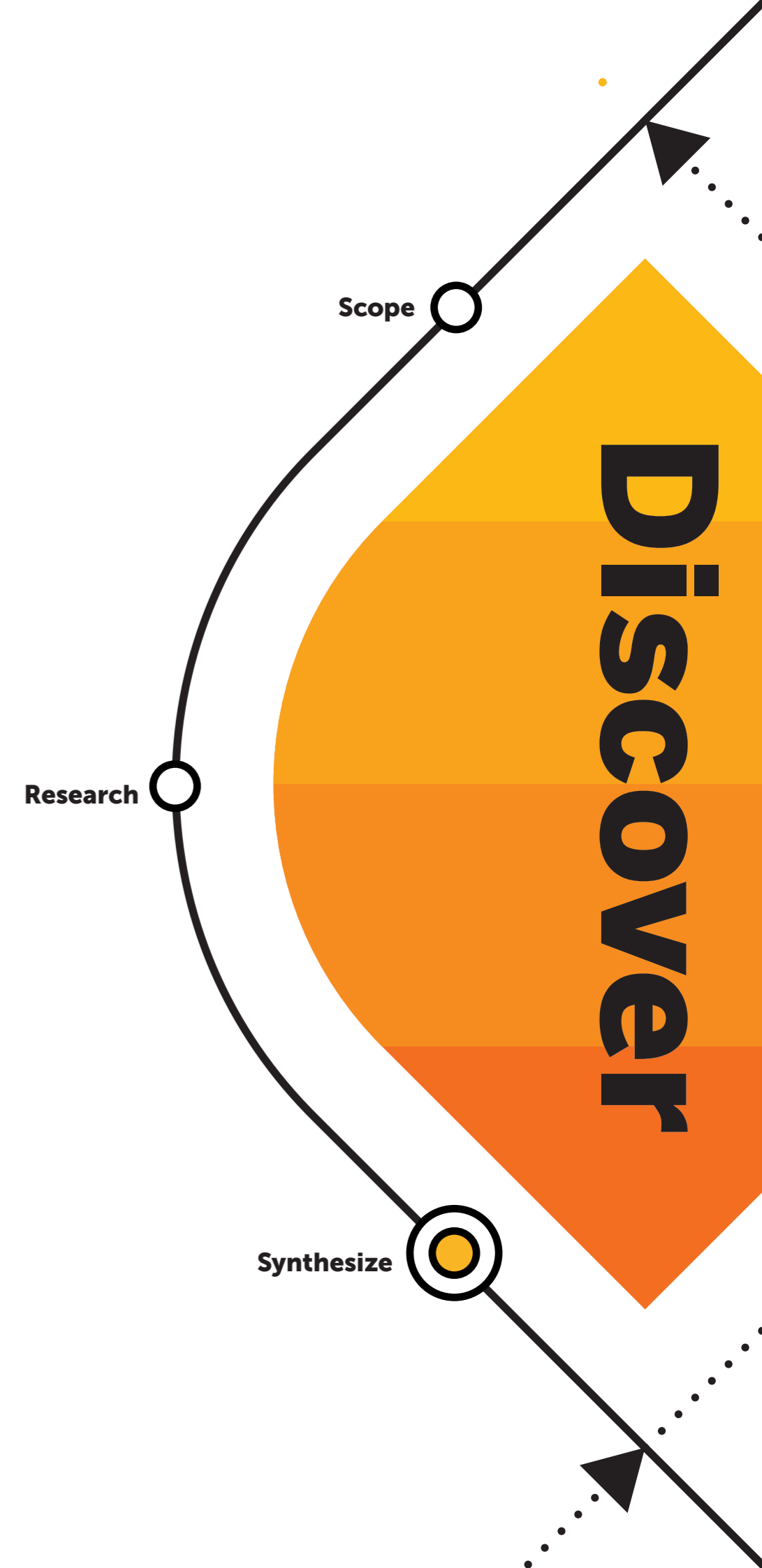
# Why to use a Synthesis Grid

Unpack thoughts and experiences into tangible and visual pieces of information.

Get the team on the same level of knowledge about the research findings.

Synthesize data into interesting findings and form insights that will be useful for creating respective solutions.

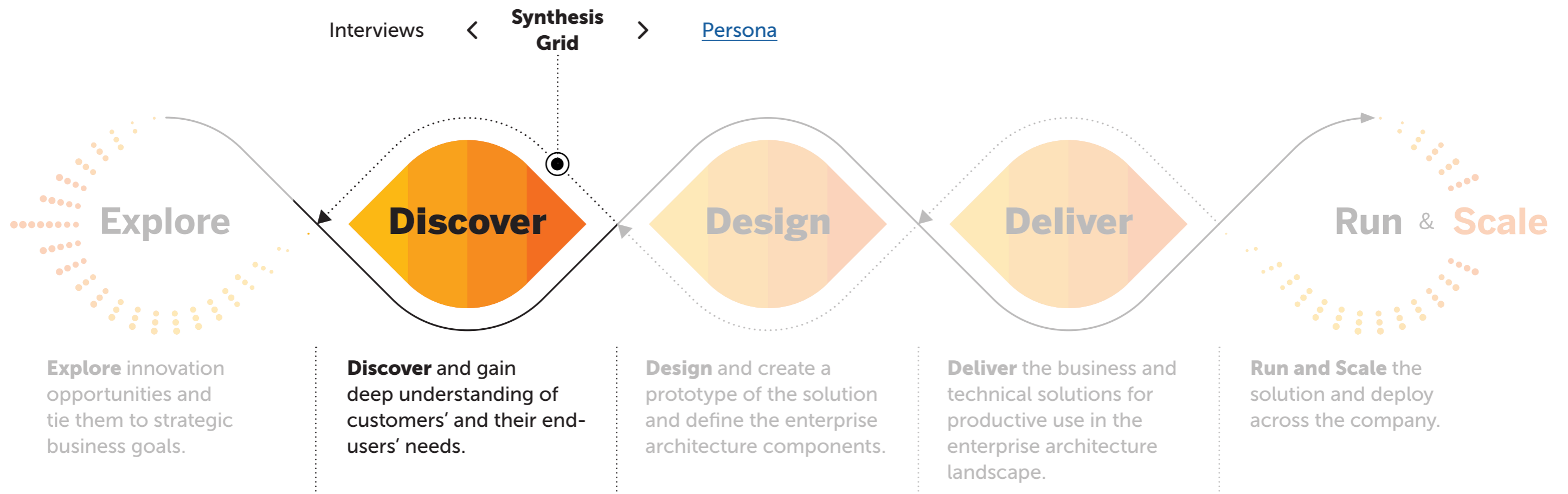
Inspire the team to move toward identifying meaningful needs of people and insights.



# When to use a Synthesis Grid

We use this activity to synthesize the user interviews with the help of visual artifacts and storytelling during the Discover Phase. Synthesizing research is critical to generate actionable insights for the Design Phase. By going through

this activity with your team, you also get the team onto the same level of knowledge about the research findings.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

# How to use a Synthesis Grid



Duration  
**1–3 Hours**



Participation  
**3–5 People**



Roles  
**Designers, Business Leads**



Use Input From  
• **Interviews**

## Steps

- 1** Outline the research approach (e.g. interviews), methods and circumstances at the beginning of the session to summarize the effort.
- 2** Go around the table and share users' stories and characteristics with your teammates. Encourage the audience to ask questions.
- 3** Each teammate will capture data points from the stories and stick them to the synthesis grid on the wall.
- 4** Cluster the data and define headlines for the different topics. Make the headlines specific and actionable.
- 5** Highlight the key insights with Golden Nugget frames.

## Expert Tips

Images, anecdotes and quotes are useful to support your story and engage the audience.

For the storytelling you can think about:

- . Role introduction
- . Daily routine
- . Best day/worst day
- . Tips & tricks for new employee
- . Work environment
- . Helpful tools, things, people
- . Hindering actions, protocol
- . How long does it take
- . Who I talk to
- . Extreme experience
- . Story about last time
- . Error handling
- . Career path ...



# Example Synthesis Grid

**Persona:** 29-year-old, who has been working at the company for 9 years.

The synthesis grid is organized into several columns and categories:

- User Characteristics:**
  - 29y
  - My Customer is the Factory Channel and they create labels for me
  - use private phone
  - like the forklift with the PC
  - Responsibility: Estimate Shaping on Basement Storage.
  - Knowledge is ready to Role
  - Confident in his work task
  - Drive a forklift
  - Independent and self-reliance
  - Can Do Attitude
  - "Digitalization is the future"
  - Resp. Area: channel, Basement, Emballage
  - Personal Motivations: Knowledge, team & teach, Influence, embrace change
  - "Not an easy process"
- Goals & Needs:**
  - Main Task: Make sure the...
  - Move things from A to B
  - Goals: "Wants to deliver and save to factory channel"
  - My customer is the factory
  - Sequence Change quickly support the production line
  - E-mail: Receive change logistic request
  - use the scanner to verify the destination is good
  - safety is everything
  - SECURITY
  - Team
  - Team of 4/10 people
  - workspace not person dependant
  - Divide Tasks by shift operator
- Tasks:**
  - Start day with pulse meeting
  - Check-List
  - different sign of forklift (3 signs)
  - Information available on the office desktop
  - No incentive to change the behaviour - doesn't make a difference
  - Work intensive not reflecting in their real work
  - Reward system reflected on wage but not on work
  - factory creates requirements = tasks in SAP
  - Team Shift: Overlap Meeting with verbal com. -> go through checklist
  - team lead make the shapping
  - 95% of the team do all their tasks on the forklift
- Pain Points:**
  - Do Not Decide where things go
  - 29y wants 55y...
  - Label: Relabeling takes a lot of time away from
  - 45 min to relabel 20 pallets
  - too complicated for some people
  - Change from Production to another forklift
  - It's more complicated than it should be
  - REQUIRED BY PRODUCTION LINE AND FOR IT
  - CURRENT SYSTEM IS DISTORTING VIEW
  - Office Desktop: Some tasks need the office system: - visually display shapping
  - the office computer is complicated
  - WIN DISPLAY is even to see on check desktop
- System:**
  - Put an SAP Label
  - to 6 time per shift relabelling from external vendor
  - Labels should be re-use
  - SAP more complex than before - improve user interface (better benefits)
  - location Map as a year team
  - Use pen to touch screen
  - Label Everything + Re-Label
  - Technology issue with login
  - copy/paste numbers
  - Shortcut on the system
  - Monitors Inbound/Outbound via SAP
- Most Surprising Fact:**
  - It's up to me to ensure my employee-part
  - With SAP, some things are more complicated than before
  - camera installations via email
  - Production and Channel Head are usually shared for Warehouse or Mail
  - LEARN AND TEACH ENOUGH CHANGE
  - 45 MIN TO RE-LABEL PER PALLET
  - RE-LABELLING PER SHIFT = 4-6 TIMES
  - Reported to GMAK and make RUN TO RUN
  - NOT CLEAR WHEN HE HAS DONE A GOOD JOB OR NOT? HOW TO PERFORM?
  - Navigate in the system with shortcuts
  - we do much more than that
  - Idea
  - ARE THEY REALLY ACTING AS A TEAM?



# Template for Print

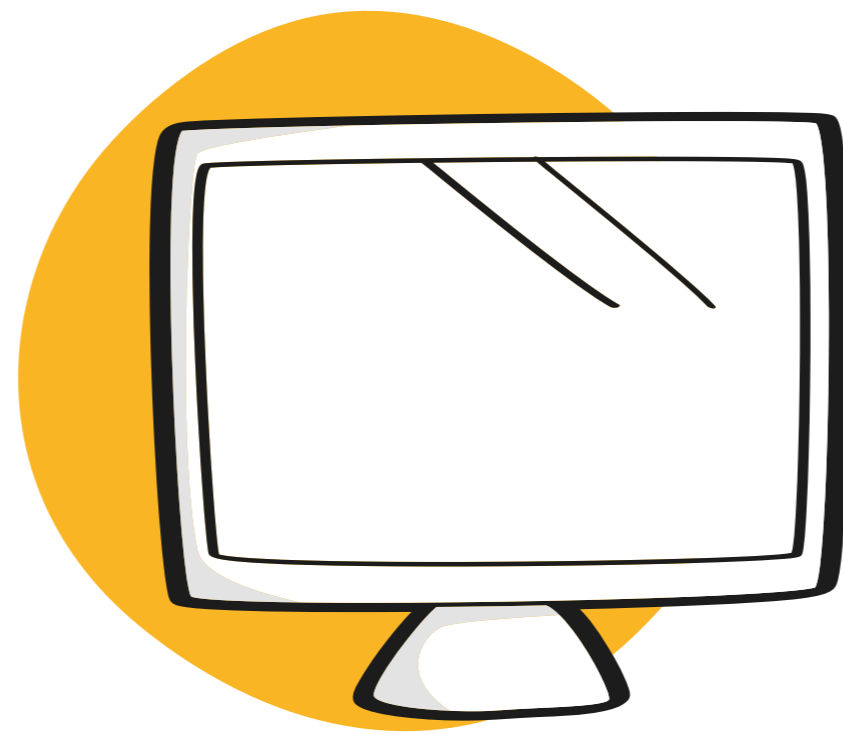
**User Characteristics**

**Goals & Needs**

**Pain Points**

**Most Surprising Facts**

**Ideas**



# Virtual Collaboration Template



# MURAL Template

## Synthesis Grid

	Interview 1	Interview 2	Interview 3	Interview 4	Interview 5
<b>User Characteristics</b>	[Yellow Box]	[Green Box]	[Pink Box]	[Cyan Box]	[Orange Box]
<b>Goals &amp; Needs</b>	[Yellow Box]	[Green Box]	[Pink Box]	[Cyan Box]	[Orange Box]
<b>Pain Points</b>	[Yellow Box]	[Green Box]	[Pink Box]	[Cyan Box]	[Orange Box]
<b>Most Surprising Facts</b>	[Yellow Box]	[Green Box]	[Pink Box]	[Cyan Box]	[Orange Box]

**Golden Nugget Frames:**  
Use them to highlight key insight. 3 per Person

Access the MURAL template: <https://app.mural.co/template/b26758e6-4f1e-455a-9560-7a4b530bddb8/2dfc1afd-3ff1-4e74-a73a-988ffaf5a174>