Synthesize the User Interviews

Break down end user interviews into tangible, visual pieces of information using storytelling. Then, synthesize the data into compelling findings and develop insights that will be valuable for creating effective solutions.

Why To
Synthesize the User Interviews

Translate thoughts and experiences into tangible, 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.
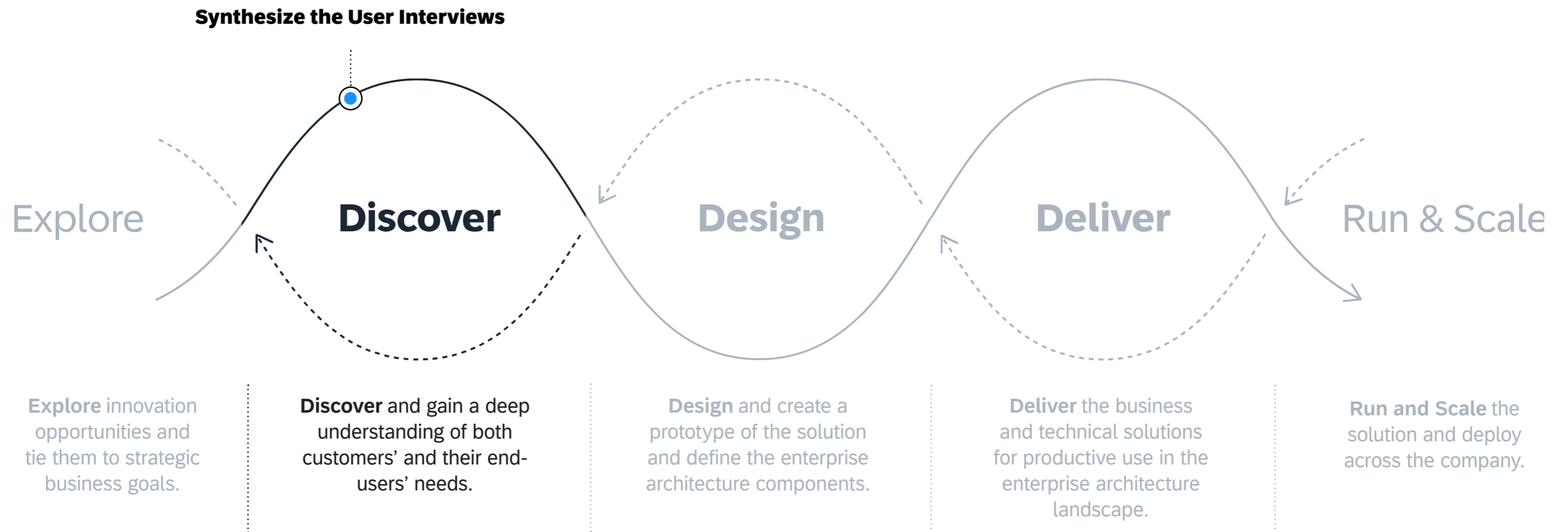
Inspire the team to move toward identifying meaningful needs of people and insights.

Explore

Discover

Design

Deliver

Run & Scale

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When To
Synthesize the User Interviews

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.

Going through this activity with your team also ensures that everyone reaches the same level of understanding about the research findings.

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Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs.

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

Learn more about SAP's Human-Centered Approach to Innovation: **https://apphaus.sap.com/approach**

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How To
Synthesize the User Interviews

Duration
1 - 3 Hours

Participation
3 - 5 People

Roles
Designers, Business Leads

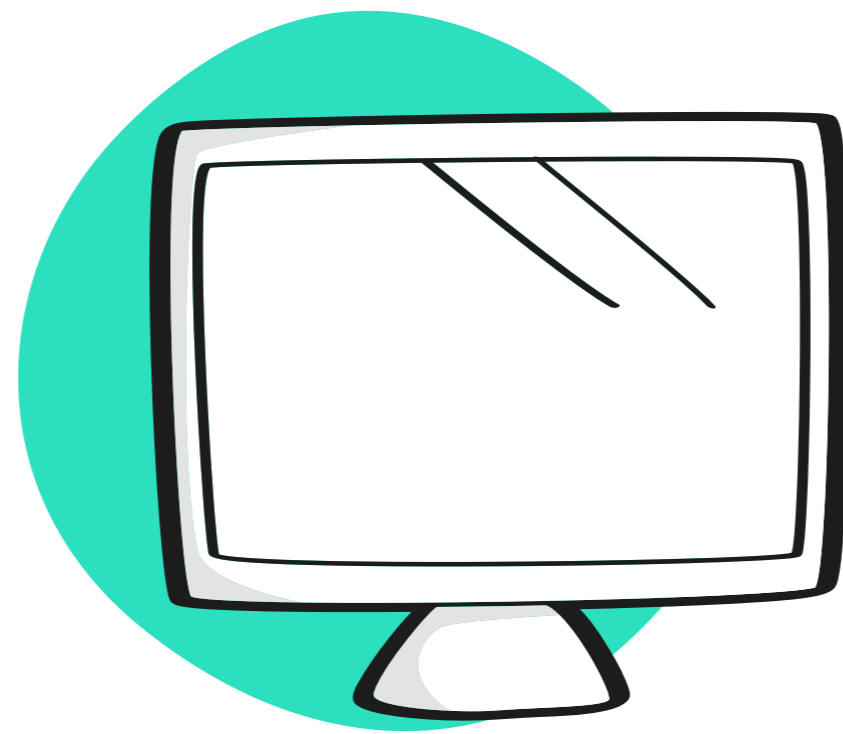**Use Input From**
Conduct Field Research

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 user stories and characteristics with your teammates. Encourage them to ask questions and engage in the discussion.

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 create headlines for the different topics. Ensure the headlines are 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 team.

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

Virtual Collaboration Template

MURAL Template
Synthesis Grid

	Interview 1	Interview 2	Interview 3	Interview 4	Interview 5
User Characteristics					
Goals & Needs					
Pain Points					
Most Surprising Facts					

Golden Nugget Frames:

Use them to highlight key insight. 3 per Person.

Access the MURAL template*: **https://app.mural.co/t/sap10/template/c4096090-c302-4c21-9b73-9fa44660c219**

*Registration required

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