



# How to Distill Your Findings

## SHARING YOUR FINDINGS

After your user interviews, you will have collected a lot of data. Storytelling is a powerful tool for sharing your findings. It will refresh your memory, bring all project team members up to speed and provide insights from your research.

## LET’S LOOK AT HOW TO DISTILL YOUR FINDINGS:

- 1

Before starting the storytelling/distilling session, pre-process your data to make it easily consumable:

  - Highlight the main points of your interviews. You can use a marker on your notes or transfer these key points to sticky notes.
  - Put visual artifacts of your interviews on the wall to engage your audience. Visual artifacts can be pictures you took during the interview.
- 2

Extract the user data from findings with your team:

  - Gather your project team in a meeting room with plenty of wall space.
  - Have the note taker and interview moderator reenact the interview, while others take notes of the important points.
  - Listen for user characteristics, needs, tasks, pain points, tools used, work environment, key solution features, etc., and jot down one data point per sticky note. Put your notes on the wall.
- 3

Group your findings into clusters:

  - Look for common data points, such as similar goals, tools used, etc.
  - Find meaningful lables for your clusters, and write them clearly above each cluster.
  - If a cluster is too large, break it into subclusters.

## EXAMPLE CLUSTERS



Above, you are seeing findings clustered around common themes the team identified. This activity is usually done in real world and with multiple people. That way, it is more efficient and fun!

Clustering on the computer is also a common practice when co-location is not an option. Check out the Mural.ly tool offered on our platform.

USER CHARACTERISTICS	<div>Uses a mobile phone</div> <div>Copies time from previous day/week</div> <div>Is very efficient</div> <div>Delivers very quickly</div>
GOALS & MOTIVATIONS	<div>Keeping the balance for e.g. our working comfort</div> <div>Making the right operational decisions for improving energy efficiency</div> <div>Getting more jobs done than his peers</div> <div>Entering time as quick as possible to save time for more urgent tasks</div>
TASKS & ACTIVITIES	<div>Entering time</div> <div>Responsible for office and data center buildings</div> <div>Inspections and analysis in the company's buildings</div> <div>"I enter time once a week by hours and I copy them from previous weeks."</div> <div>"I am responsible for multiple projects per week."</div>
NEEDS	<div>Web based solution that is available across all devices</div> <div>Save time on entering the data</div> <div>Entering time with ease</div> <div>See a weekly view of the time</div> <div>Have the ability to switch the view when needed</div>
INSIGHTS	<div>Save time to be able to focus on other daily tasks</div> <div>Wants to get more jobs done than his peers</div>
PAIN POINTS AND WISHES	<div>Doesn't get the appropriate view on the data.</div> <div>Time sheet entry is very complex</div> <div>It takes too much time to enter time</div>

Clustering done digitally