

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:

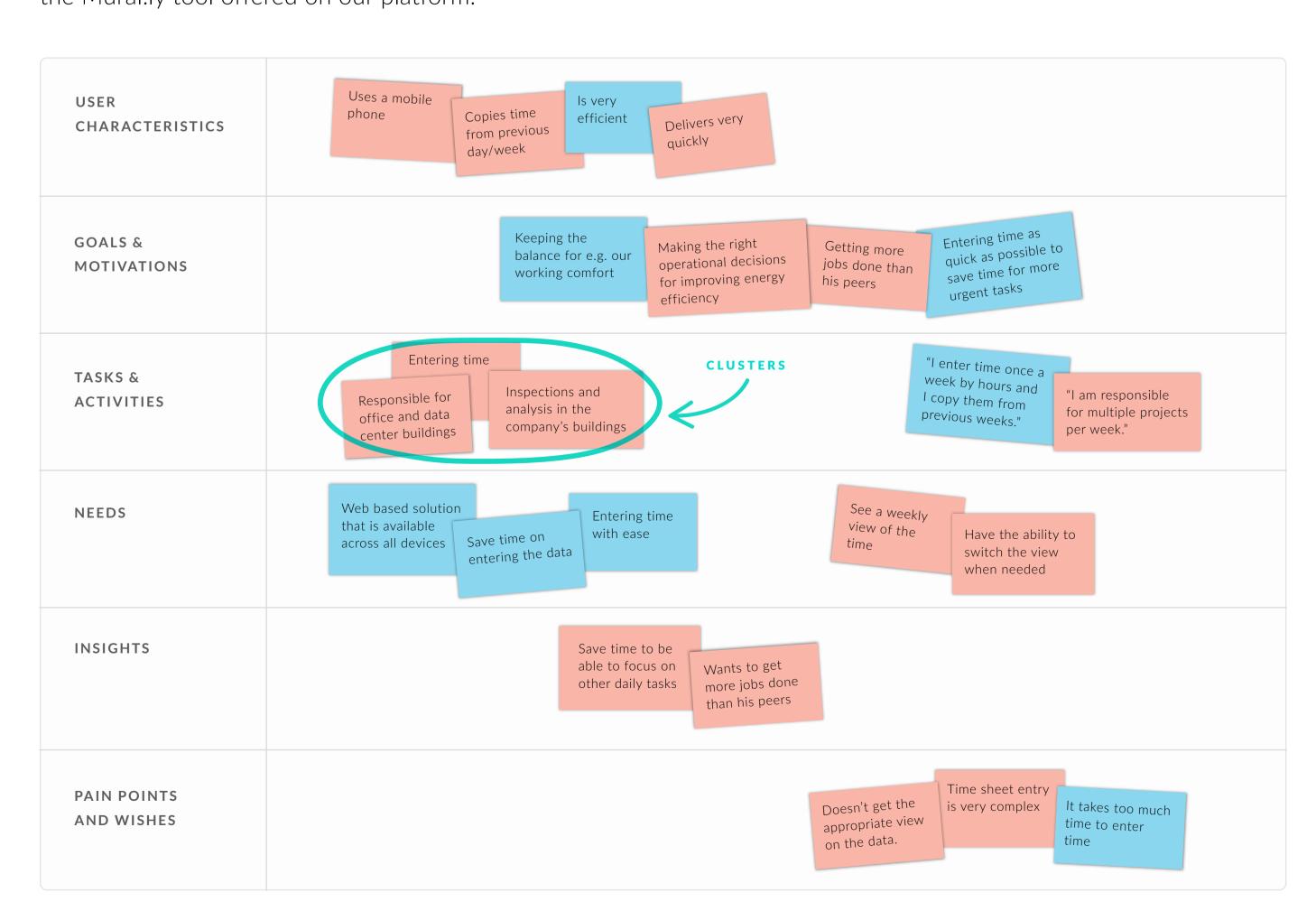
- 1 Before starting the storytelling/distilling session, pre-process your data to make it easily consumable:
 - Highlight the main points of your interviews. You can use a marker on your notes or transfer these key points to sticky notes.
 - Put visual artifacts of your interviews on the wall to engage 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.



Clustering done digitally