



» Make sense of interview data by analyzing multiple users' perspectives.

You want to deconstruct, mix and reconstruct findings for a synthesized Point of View (POV).

PREPARATION

1. Find a partner in the course community.
2. Take your filled-out Interview template from Module 1.
3. Watch the video tutorial and get familiar with the Synthesis Frameworks.

STEPS (45 min)

1. 10 min: Present your interview documentation to your partner. Start to think about possible connections between findings (positive, negative quote, functional and emotional need).
2. 10 min: Play around with your findings and explore different Synthesis Frameworks. What are your new discoveries?
3. 20 min: Create different POV's using the discovery, describing users that fit to these discoveries and new How-Might-We-Questions.
4. 5 min: Choose one of the POV's that gives you the strongest motivation to directly start brainstorming ideas (which you can do if you want).

POINT OF VIEW

2. User: "We met ..."

1. Discovery: "We were surprised ..."

3. Design Task: "How might we help ... ?"

Your name and contact information optional