

SYNTHESIS

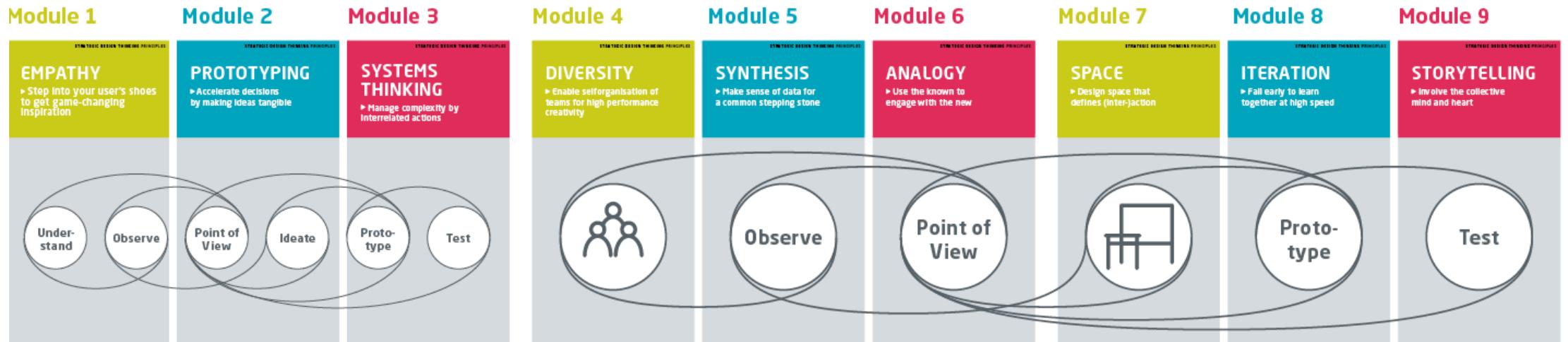
- Make sense of data for a common stepping stone

Synthesis Exercise:

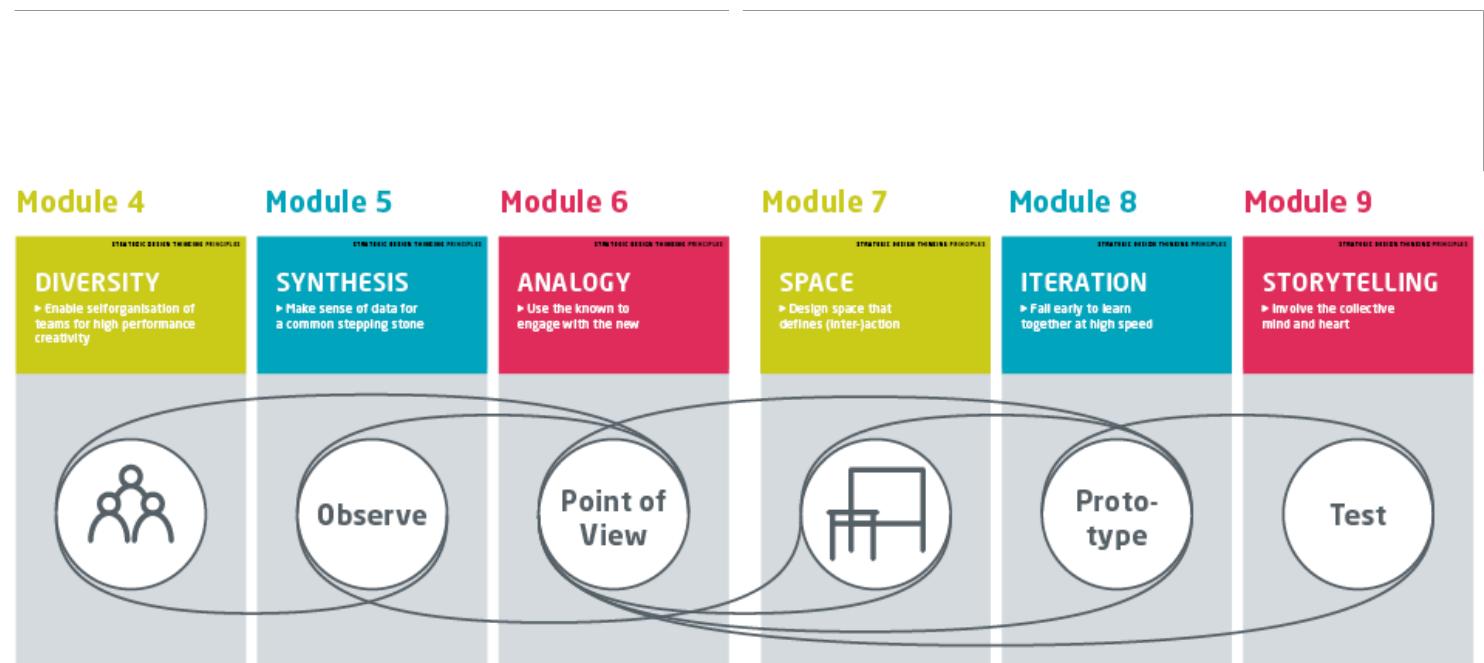
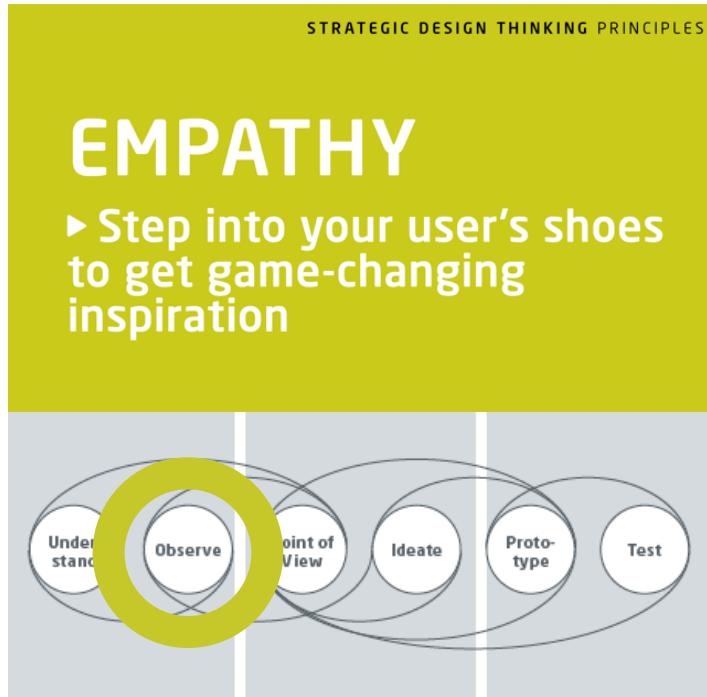
How to make sense of empathy data by analyzing multiple perspectives

By the Course Coaching Team

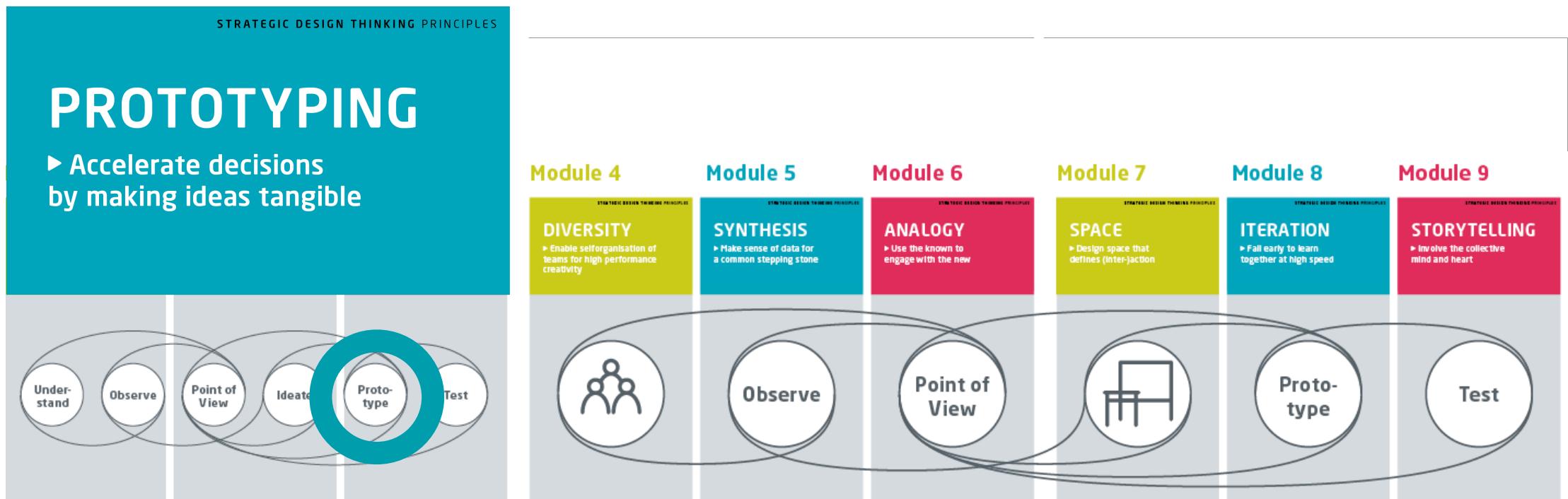
Where we have left of ...



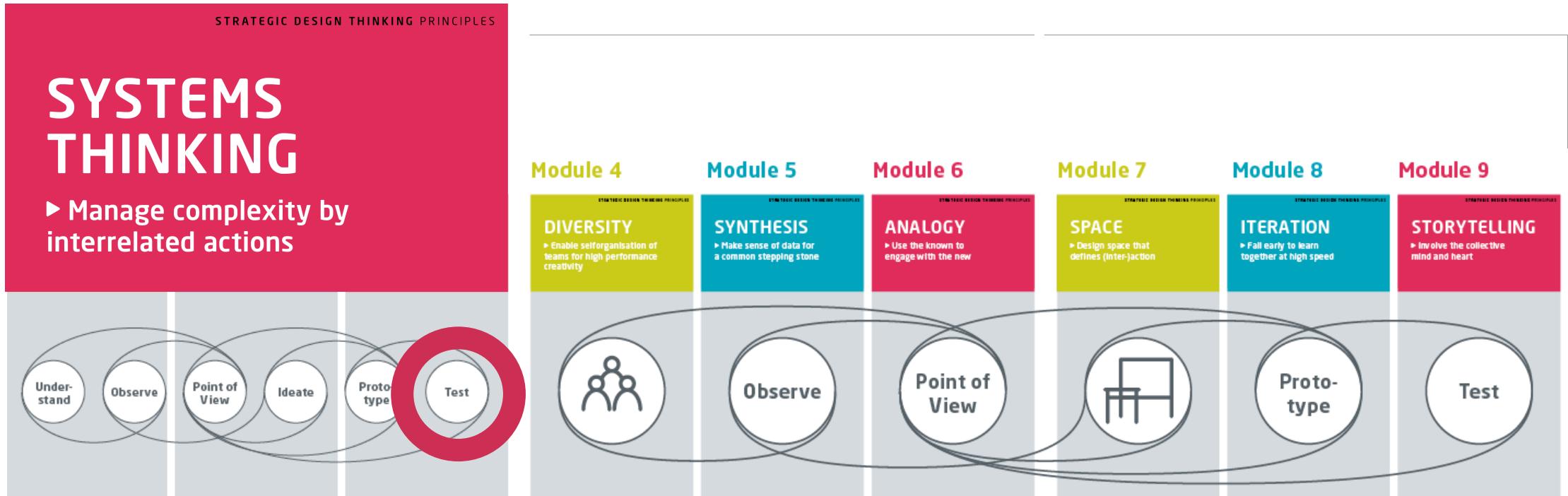
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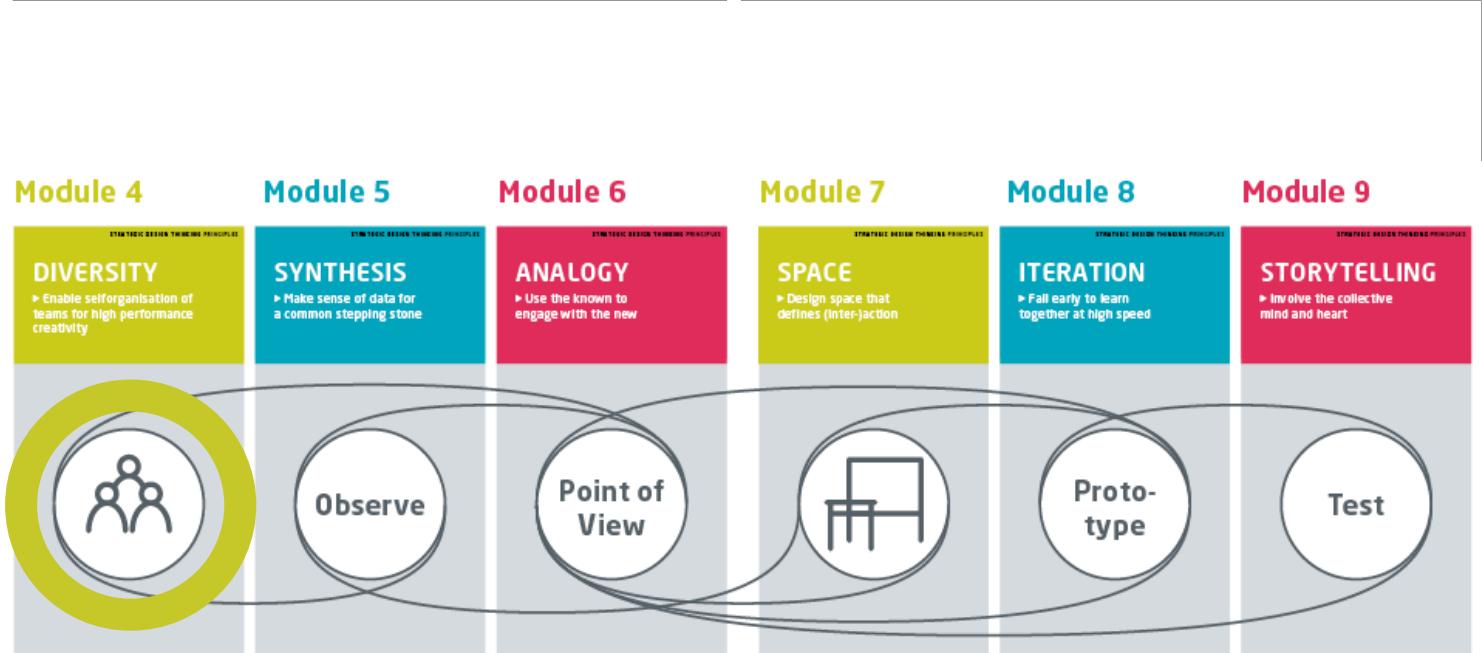
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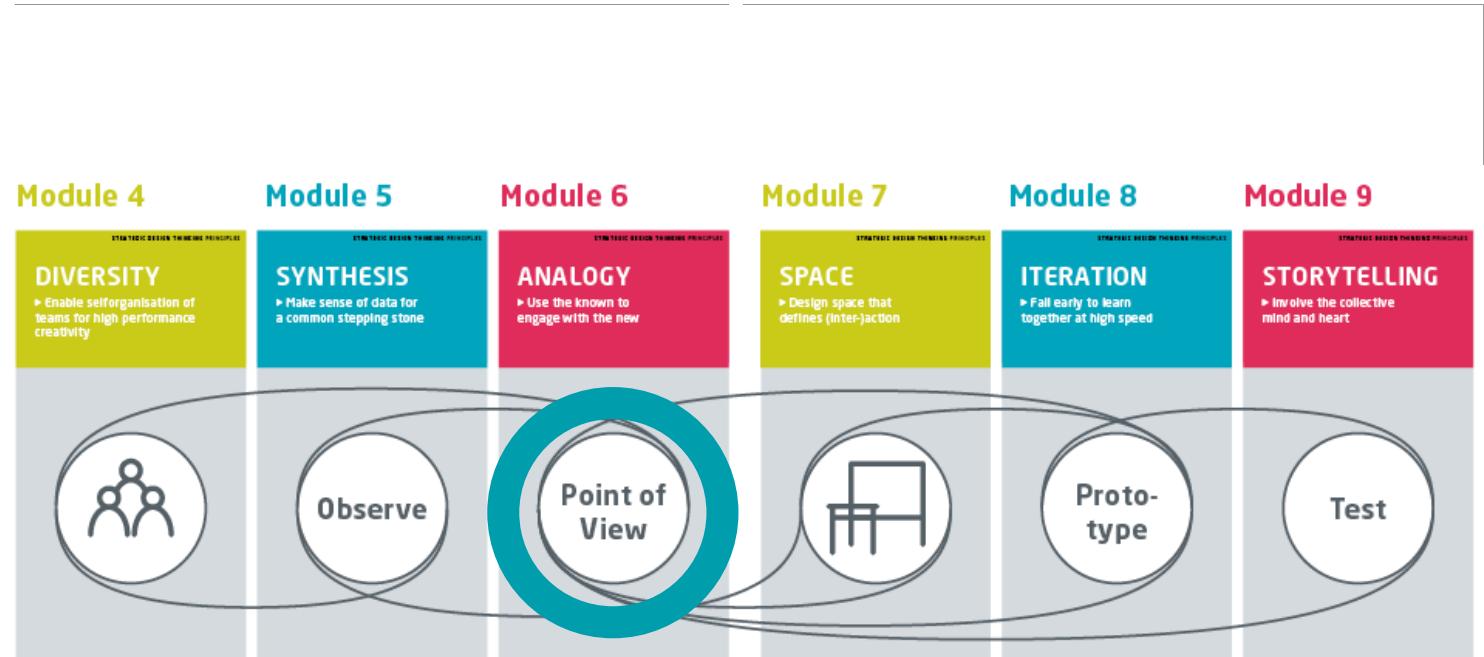


Where we have left of ...



Course challenge:
*Redesign the learning experience
in a world where schools do not exist.*

Synthesis

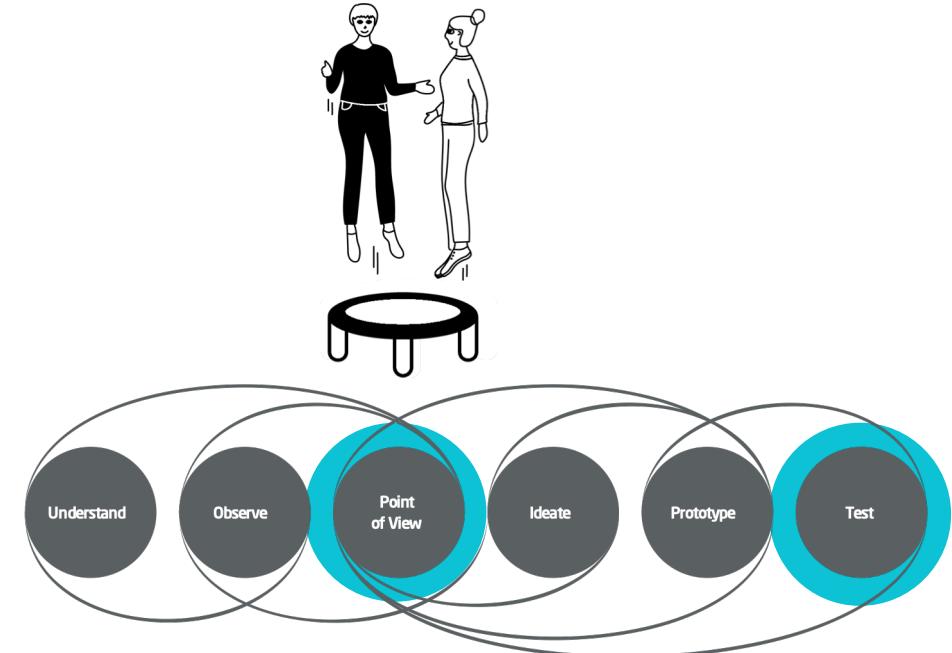


Synthesis in the Process

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

- ▶ Make sense of data for a common stepping stone



Synthesis Template

NEED MIXER

Module 5 

» 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.

POINT OF VIEW

2. User: "We met ..."
1. Discovery: "We were surprised ..."
3. Design Task: "How might we help ...?"

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).

Your name and contact information optional

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Synthesis Exercise

NEED MIXER

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Module 5

Synthesis Exercise

NEED MIXER

Module 5



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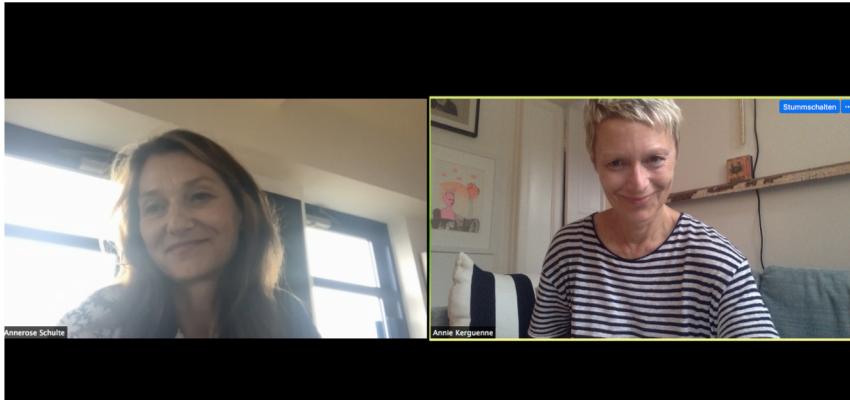
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Interview Documentation



INTERVIEW

Module 1

» Observe and connect emotionally to a user - conduct an interview.

You want to discover needs and motivations regarding the course challenge.

PREPARATION

1. First, choose a person that you can talk to - ideally face-to face, but a video call is also good.
2. Schedule an appointment, announce your topic and ask for approx. 20 minutes of their time.
3. Before the interview, remind yourself that you want to discover something you don't know yet. You want to activate your mirror neurons. Watch attentively. Connect emotionally to your interview partner. Ask "why" when facts are told to dig into emotions. Let the other have at least 80% of the conversation time.

STEPS (20 min)

1. Introduce your topic and thank your interview partner for their time.
2. Ask about the last time the other had a remarkable good or bad learning experience outside the classical school context.
3. Let the other tell their concrete experiences, ask "why" and dig deeper when you spot emotions, tensions or something that is surprising for you.
4. Take notes during the interview, but really focus on the other: observe mood-changes and notice topics and expressions that are repeated.
5. After latest 20 minutes, end the conversation and thank the other.

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DOCUMENTATION (25 min)

Capture your most surprising findings and sort your empathy data.

First name, age, occupation of interview partner and what experience was it about?

Anne, 54, contractor lawyer in financial services, learning experience out of classical school or training situation. Experience of everyday learning, which means researching complex I aw topics and is characterized by time pressure connected to high budget deals.

Most positive quote:

I was asked about a complex topic and could not answer immediately. But I was confident in promising the requested information quickly. I am fast and structured when I have to research about a new topic so that I can deliver valuable results within the time requested. What I really like is to learn while building new things like a new process or structure that will make

Most negative quote:

I find it totally useless to research about a topic just for sake of keeping ourselves busy. Or when I know that the information is already available. Hate that, it's a waste of life-time.

Functional needs:

1. In learning processes for delivering requested infos: knowing specific value of her learning or researching effort. 2. In learning processes for creating new systems, structures or recommendations: exchange and collaboration with stakeholders.

Emotional needs:

1. feeling relevant with what she has learned to contribute to the overall business value creation. 2. Feeling being part of a team in learning processes. 3. feeling being recognized in her speed of acquiring new knowledge that she combines with her expertise of several decades.

Your name and contact information optional

Annie Kerguenne



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Synthesis Exercise

NEED MIXER

Module 5



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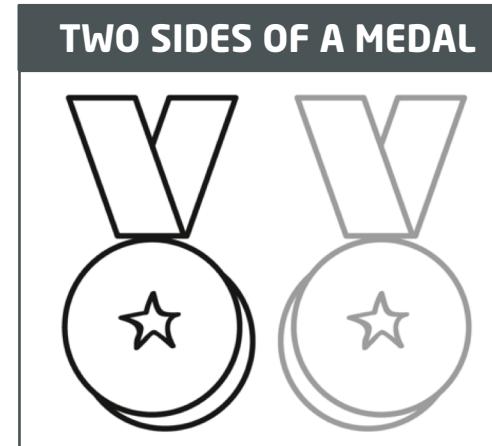
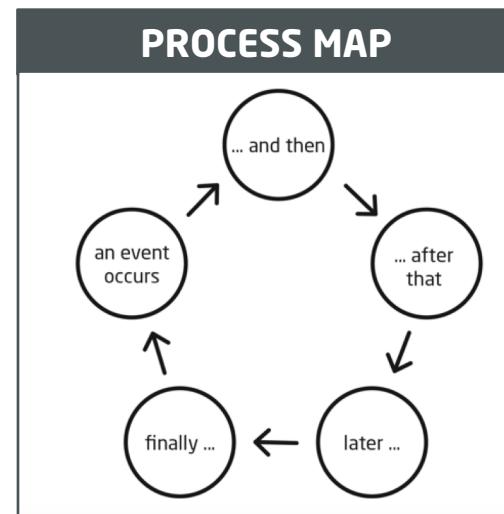
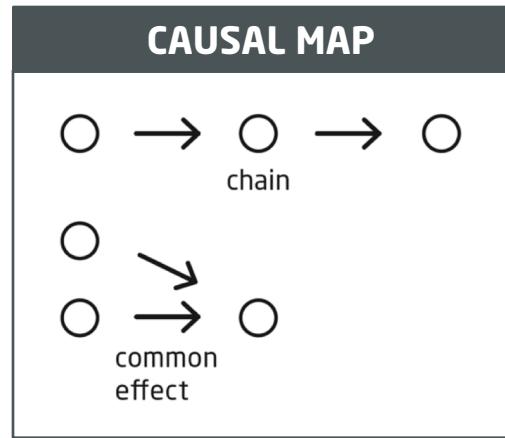
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Synthesis Frameworks



2X2 MATRIX

		Variable 1	
		High	Low
Variable 2	High	High	Low
	Low	Low	High

POINT OF VIEW

3. DESIGN TASK

„HOW MIGHT WE HELP...?“

1. DISCOVERY

„WE WERE SURPRISED ...“

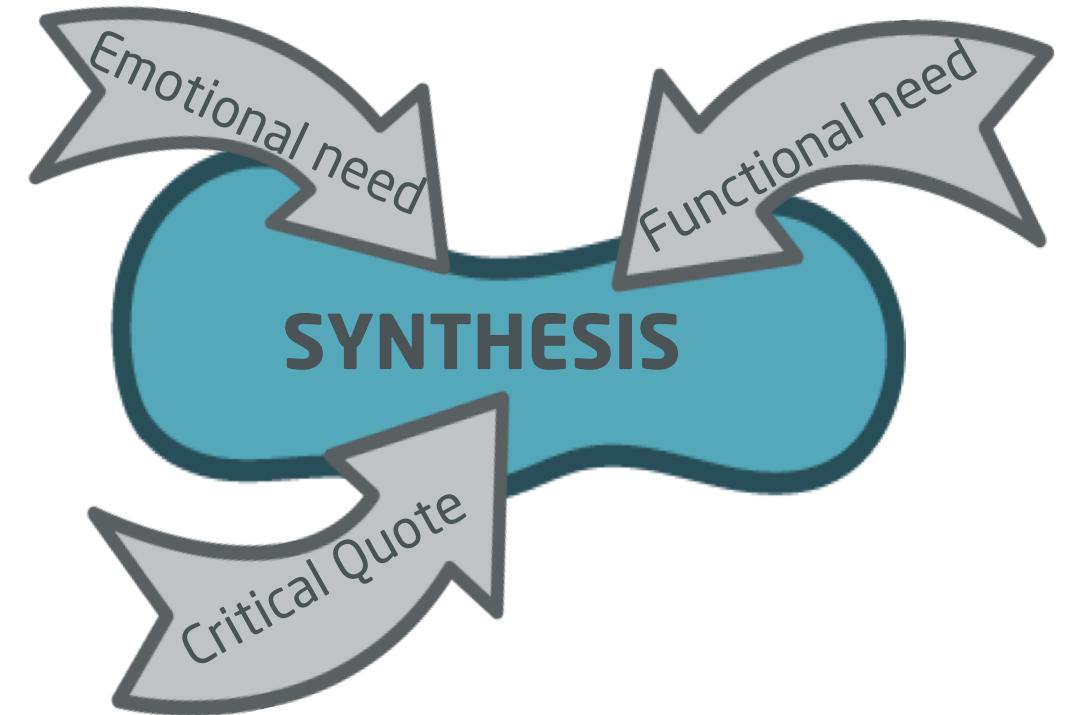
2. USER

„WE MET...“



POINT OF VIEW

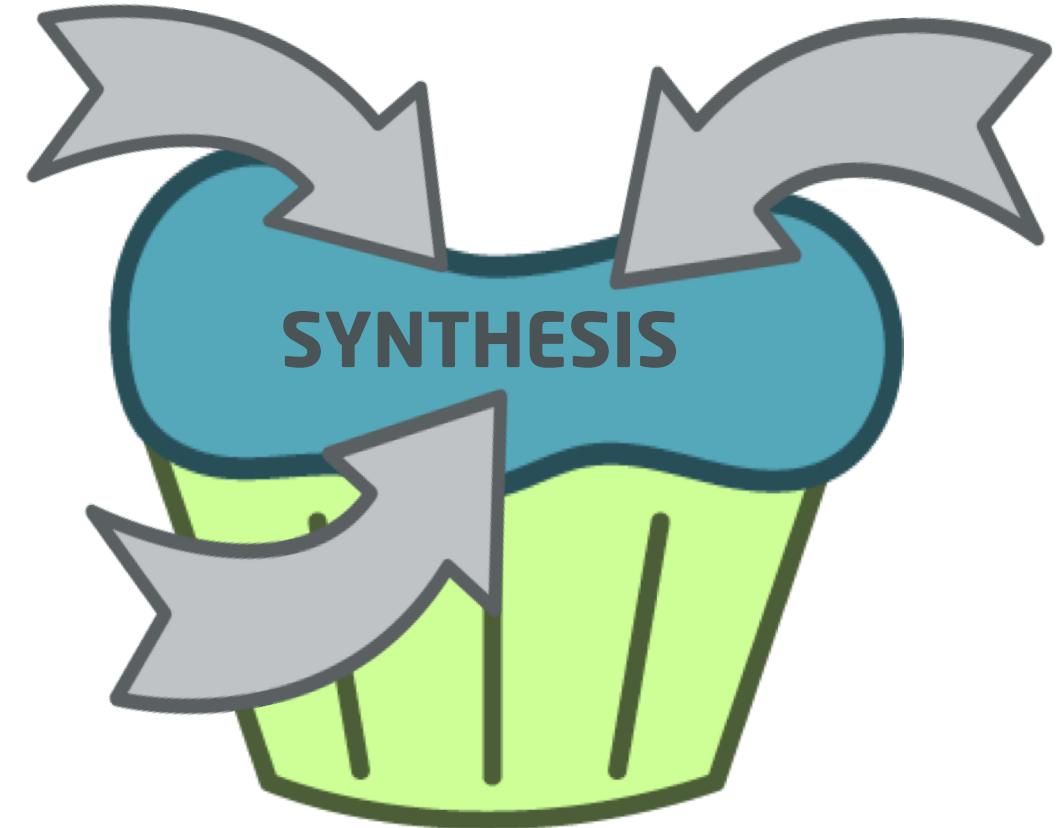
1. DISCOVERY „WE WERE SURPRISED ...“



SYNTHESIS Recipe: POINT OF VIEW

1. DISCOVERY
„WE WERE SURPRISED ...“

2. USER
„WE MET...“



SYNTHESIS Recipe: POINT OF VIEW

3. DESIGN TASK

„HOW MIGHT WE HELP...?“

1. DISCOVERY

„WE WERE SURPRISED ...“

2. USER

„WE MET...“



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POINT OF VIEW

2. User: "We met ..."
Danni, 40 y/o, a highly motivated everyday learner
1. Discovery: "we were surprised ..."
Although learning is something that she likes doing, she often has a problem to make clear to others that it is a real investment that shall be recognized.
3. Design Task: "How might we help ... ?"
How might we help Danni to easily express to others that her learning process is an investment?

Your name and contact information optional
Miriam Steckl, miriam.steckl@hpi-academy.de

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SYNTHESIS

- Make sense of data for a common stepping stone

Synthesis Exercise

Have fun
and share your results and learnings
with the community!

By the Course Coaching Team

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HPI Academy • Education for Professionals

Hasso-Plattner-Institut Academy
August-Bebel-Str. 88
14482 Potsdam
Germany

Phone: +49-331-5509-565
Fax: +49-331-5509-128
Email: info@hpi-academy.de

www.hpi-academy.de