



# Synthesizing findings

How to make sense of what you've heard and learned



**A solution can only be as good  
as the depth of understanding  
of the problem**

**This is where we go deep  
into understanding**

**1/3 on research**

**2/3 on synthesis**

**Synthesis in  
5 steps**

**Findings → Insights**

# 1

**Write everything on separate post its**

Notes and quotes

Behaviors and observations

Who were they? Where were they?



## PRO TIP

Use session codes to trace back findings

`"inperson-adam-14"`



# 2

## **Group similar notes together**

Similar behaviors

Similar people

Similar locations

Similar solutions



## PRO TIP

Cheat and do the obvious ones first then work out from there

Just because you grouped something doesn't mean it's perfect or helpful

# 3

**Describe each grouping with a sentence**

What are the behaviors?

What are the product / solutions?

Who are the people?

Why did it happen?



## PRO TIP

Don't word smith it the first time,  
expect to re-write it several times

Get the idea down and come back

# 4

## **Break apart big groupings**

If a grouping has too many post-its then it's too vague

Look at the post-its again

Should it become two groupings? Or do they belong elsewhere?



## PRO TIP

Look at it's physical size

All the groupings should be roughly  
the same size

# 5

## **Revise your insights**

Examine the groupings names sentences

Describe the root of the behavior

Why is that behavior happening?

Use the 5 why's to dig deeper



## PRO TIP

Can someone not on the project  
read it and understand it?



Every note we each had we read out loud and put on a post-it

Insights we wrote down quickly. But re-wrote and changed as we went



We grouped post-its together as we read them out

We moved each post-it as we created new and better groupings



**This is not fast**  
**Do not rush it**