

# Synthesis

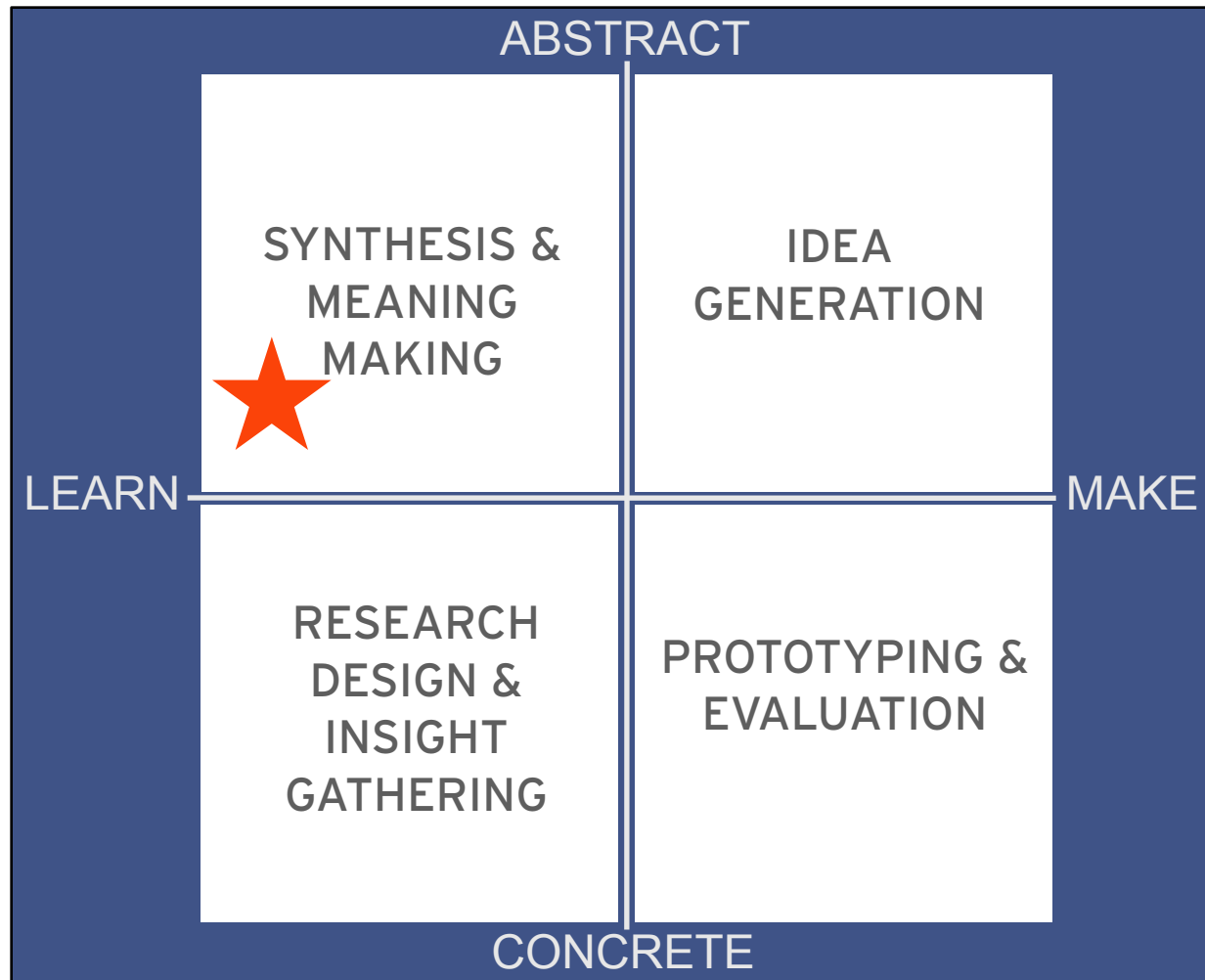


# What do you see?



**Figuring out what it all  
means**

# human centered design process



Synthesis is meaning  
making, direction finding  
and path setting.

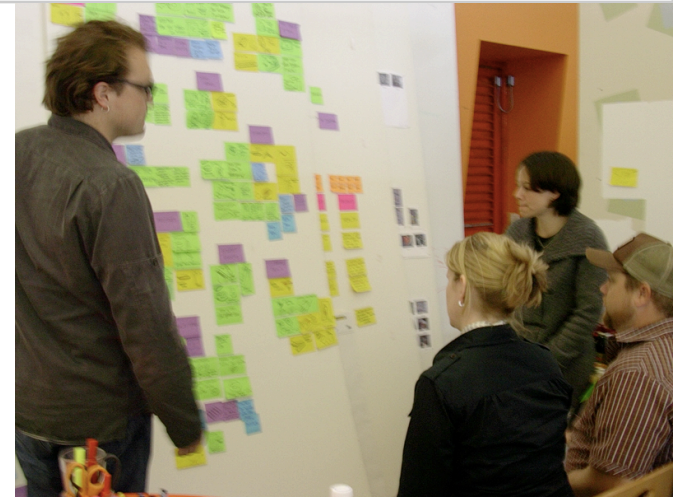
Here are a few steps...

# **Step 1: Story telling & Interpretation**

# Take turns telling stories

Talk about the individuals you met and the places you visited.

Compare and contrast the things that you learned.





# Analyze and interpret meaning

Do you have clues for what do people really care about?

Be sure to read between the lines.

Think about body language that you observed.

Empathize!



# Analyze and interpret meaning

What were the ambient qualities?

What was the mood?

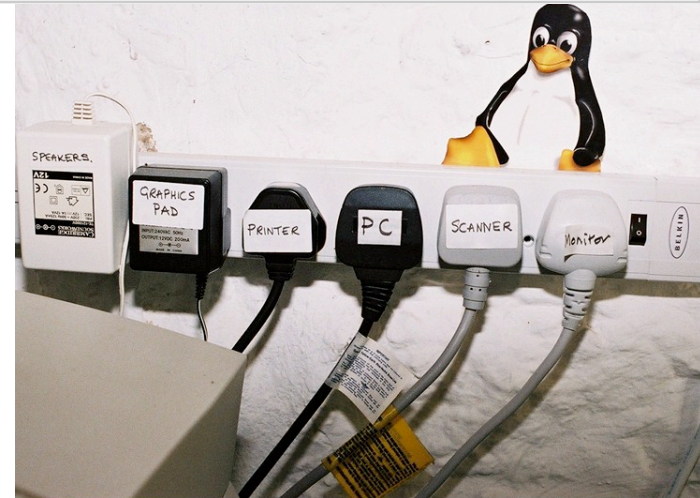
Think about the quality of social interactions.



# Analyze and interpret meaning

Did you see work arounds?

Were there errors that somehow made a lot of sense?



# What jumps out at you?

Which stories are most intriguing, even if you do not yet know why...

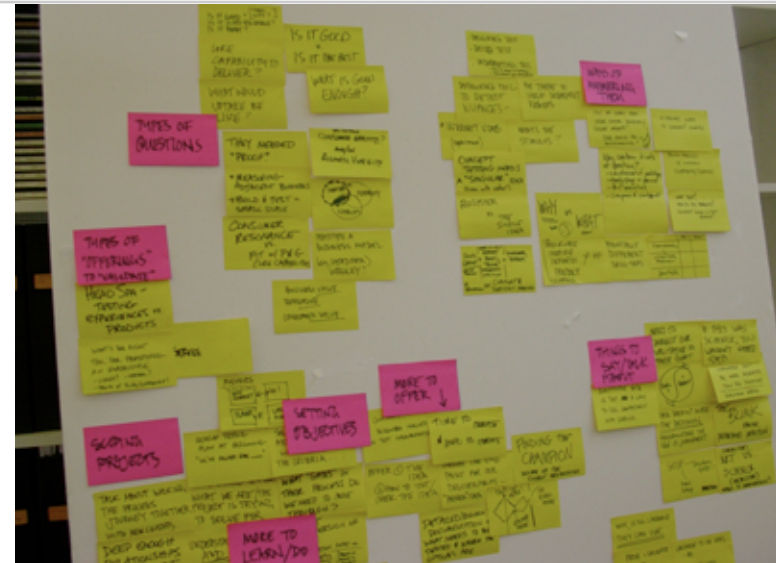


# Step 2: Looking for patterns

# Buckets and Themes

Sort your insights into categories or buckets.

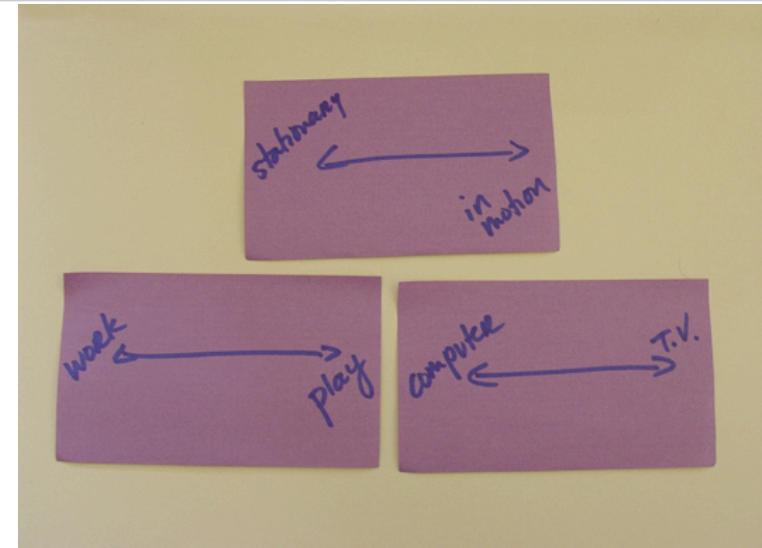
Which ideas are related to each other in some way?



# Relationships between buckets

Look for patterns and tensions in the way your themes relate to each other.

Are they on the same level? Or are they talking about different kinds of things?



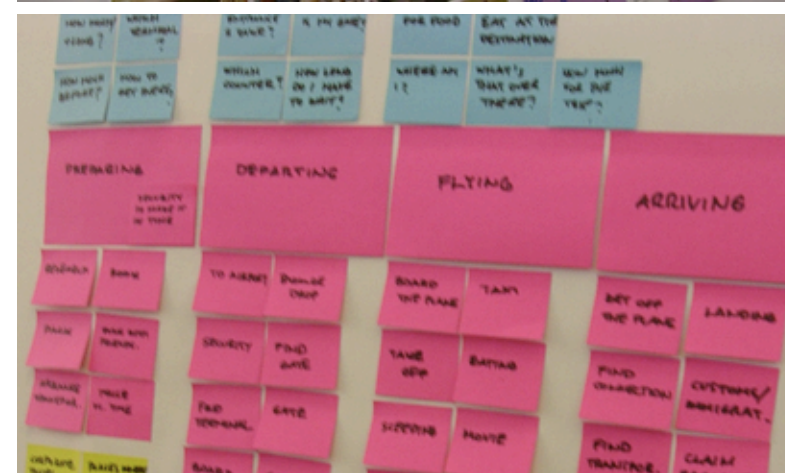
# Step 3: Playing with early frameworks



Try this today if you have  
time...

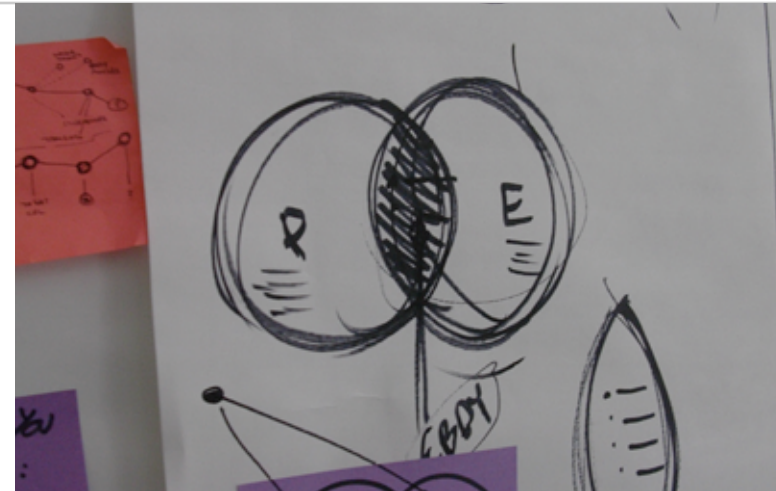
# Journey

Journeys are great for looking at a process over time.



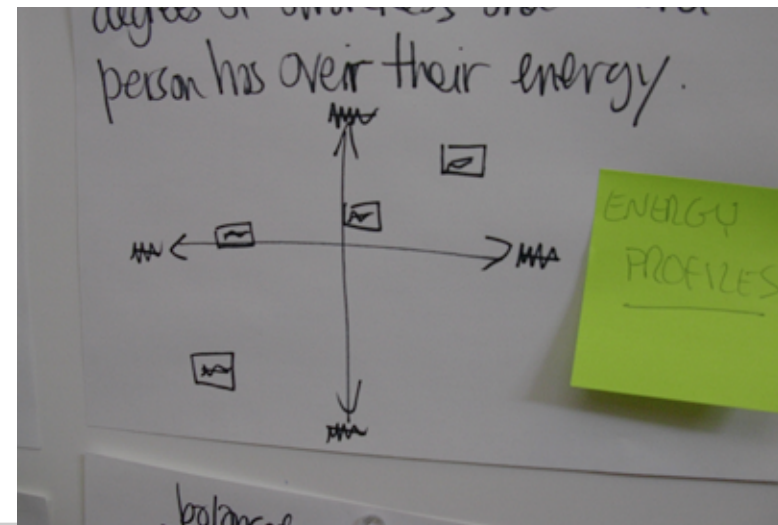
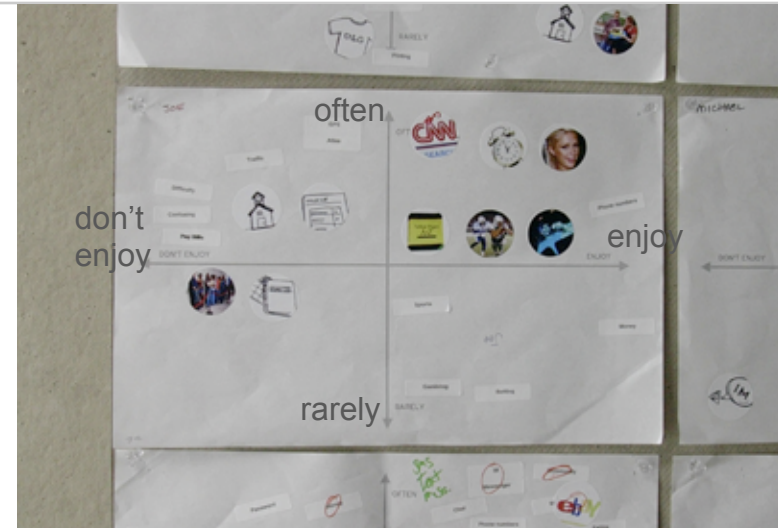
# Venn diagram

A Venn diagram can help emphasize a few key themes and the relationships between them.



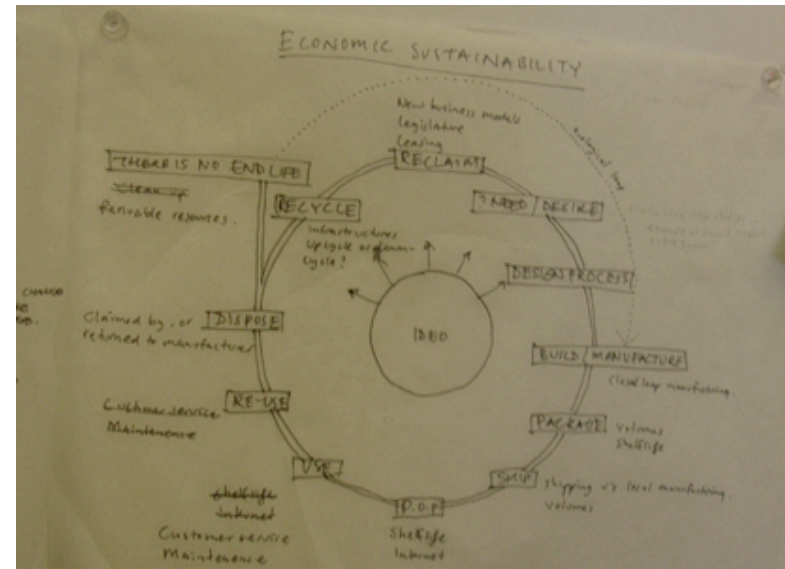
# Two by two

A two by two can emphasize tensions and help categorize modes of behavior.



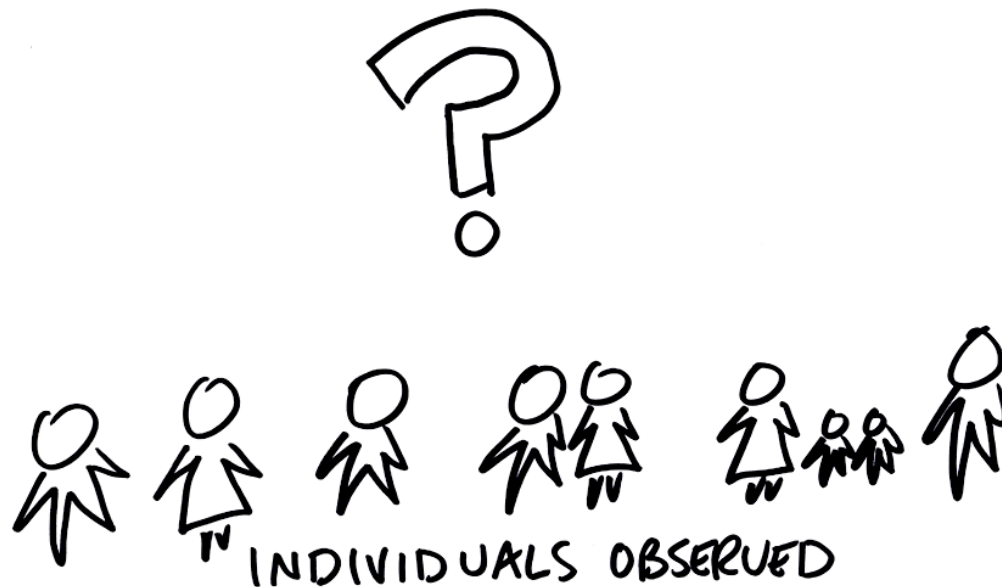
# Map

Maps can help explain relationships from simple to complex.

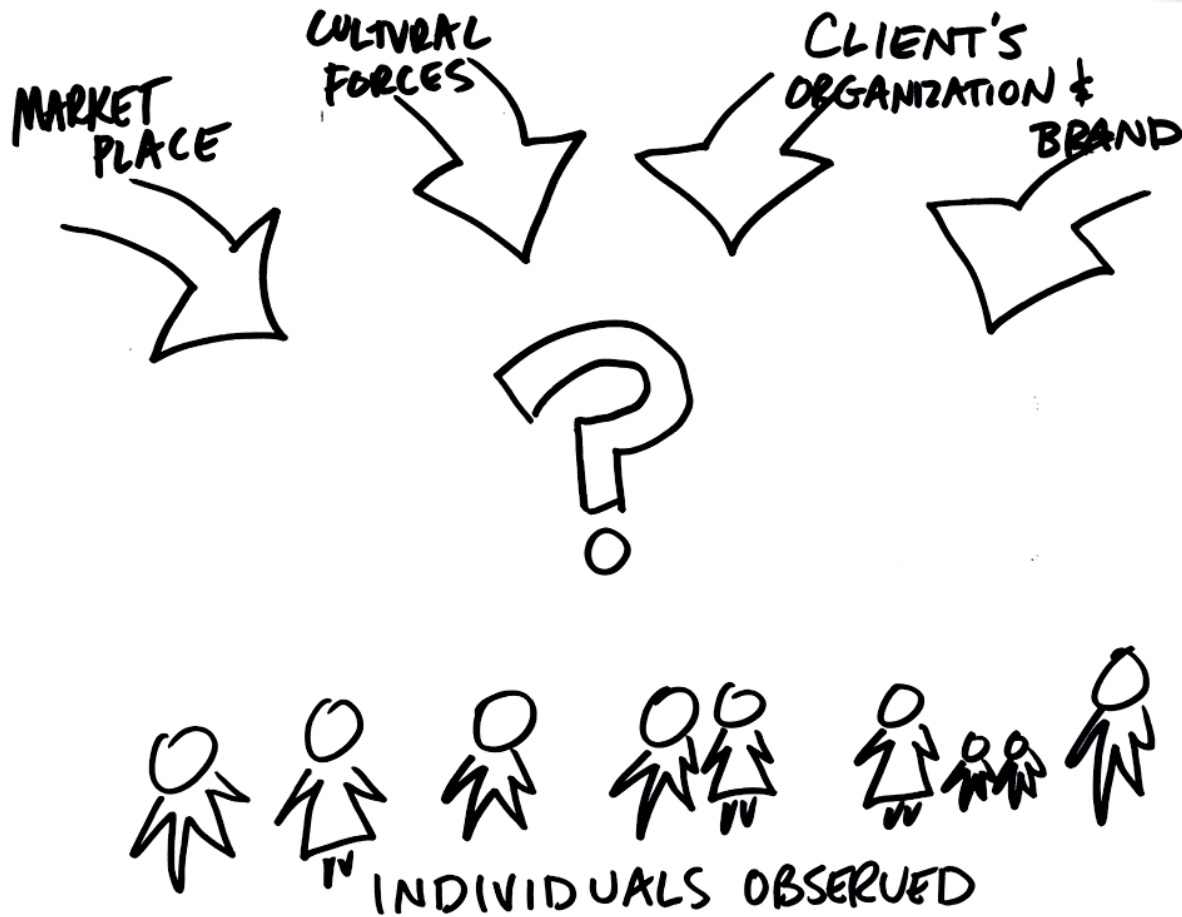


**Making synthesis  
strategic**

# Typically, we focus on individuals for insights



# Strategic synthesis takes more into account





# Cultural forces and market opportunities

What is going on in the rest of the world?

What is happening in culture and in business?

What is effecting us?



"Incredibly smart and illuminating ... packed with insights on how things change and behave" —David Brooks, author of *Broke in Paradise*

## TRADING UP

*The New American Luxury*



MICHAEL J. SILVERSTEIN  
AND NEIL FISKE

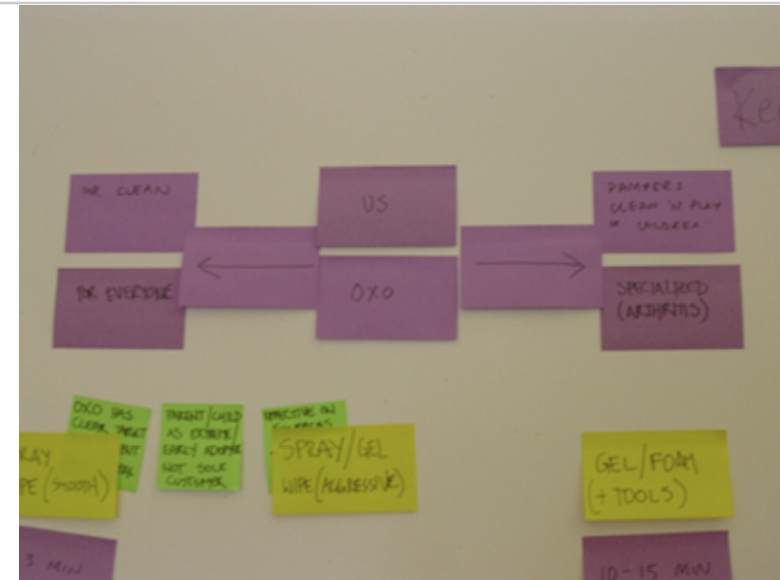


# Right for the company and the brand

Consider the fit.

The company strengths  
and culture.

What would be right for  
them?



Virgin Megastore



# What not to do...

Sometimes it is most helpful to decide what NOT to do.

What would not suit the company?

LEARNING NUMBER ONE

**There is no need to out Amex Amex.**



**Play to Visa's strengths:  
everyday, empowering,  
and everywhere.**

**(instead of elite, prestigious, and  
unattainable)**

In general, synthesis is an organic process.

Give these steps a try and  
see what works for you.