UX Fundamentals

Week 4:

Synthesis + Storytelling

Feb 15 2021

Siebel
Center
for
Design

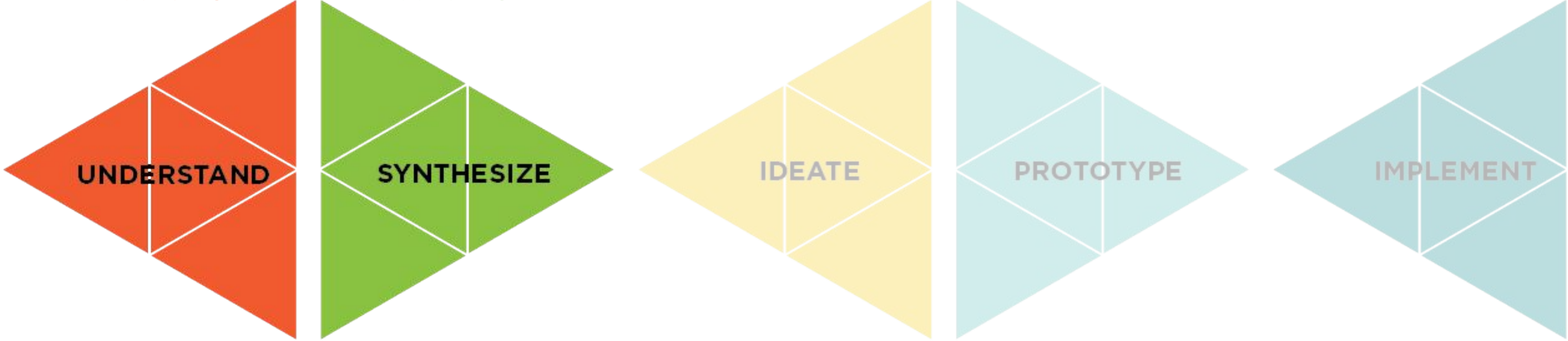
Assignment for this week:

Conduct user research, begin synthesizing insights

- All interviews should be conducted by **Weds. Feb 17**.
- Synthesize insights in **Deliverable 2** by **Sun. Feb 21**.

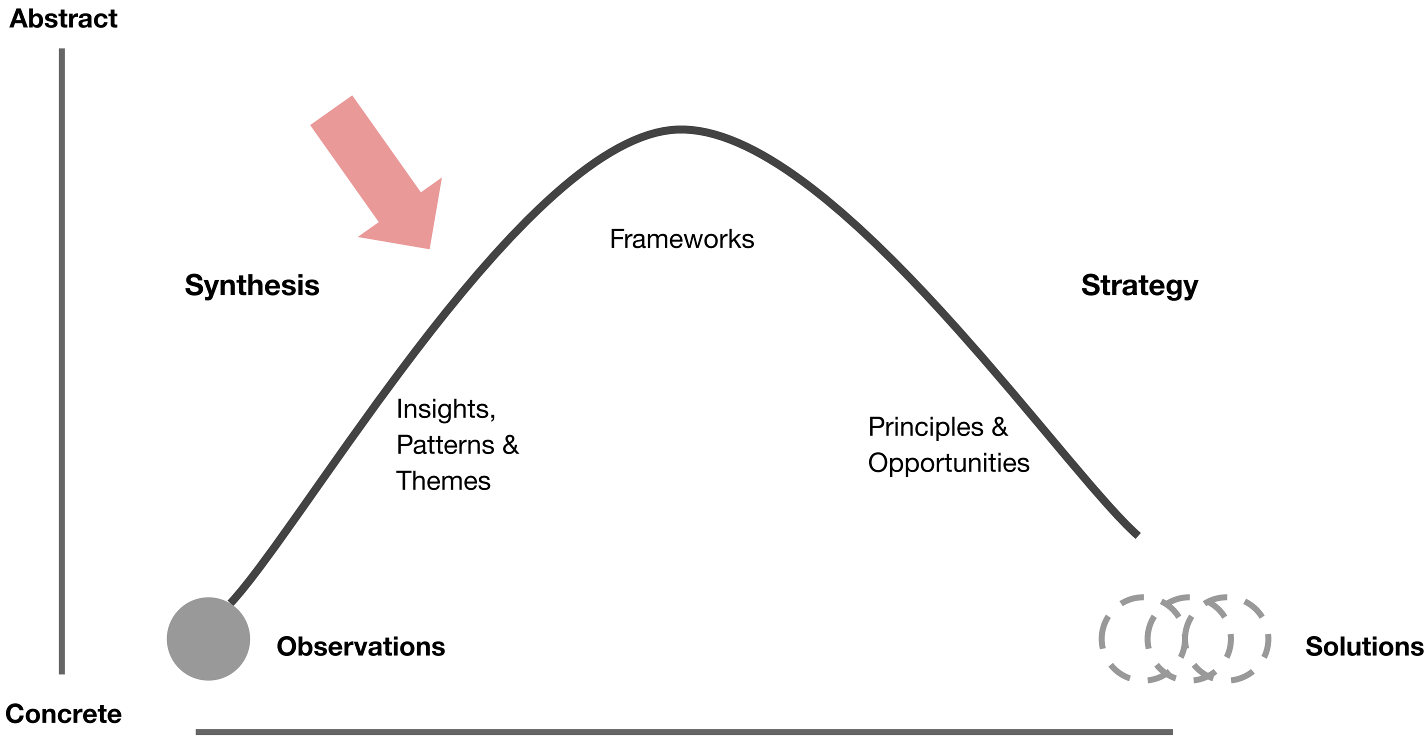
Introduction to Storytelling & Synthesis

Where we are in the process


Weeks 1-3
Weeks 4-5
UNDERSTAND
SYNTHESIZE
IDEATE
PROTOTYPE
IMPLEMENT

- Initial assumptions
- Secondary research
- Plan and conduct user research

- Identify patterns and themes from research
- Apply frameworks to make meaning



Abstract

Synthesis

Frameworks

Strategy

Insights, Patterns & Themes

Principles & Opportunities

Observations

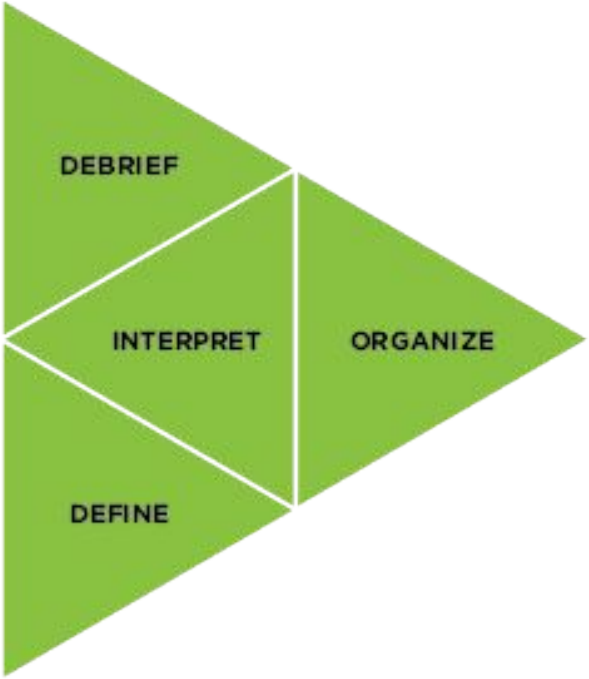
Solutions

Concrete

What is Synthesis?

- Act of making sense of what we’ve seen and heard during observations and interviews
- Takes us from inspiration to ideas, from stories to solutions
- Enables us to establish a new perspective and identify new opportunities

Processes + Practices



SYNTHESIZE

Processes

Debrief

- Filter content for relevance and prioritize information
- Communicate content

Organize

- Collapse content
- Chunk & find themes
- Develop insights

Define

- Identify design and research opportunities
- Define the project scope
- Develop how might we statements

Now What?

Interpret

- Identify what else you might need to understand moving forward
- Build questions to inspire ideation

Four Key Activities for Synthesis

1. **Debrief:** Tell stories about individuals
2. **Organize:** Look for patterns
3. **Define:** Extract the key insights
4. **Interpret:** Create frameworks to best communicate

1. Tell Stories About Individuals

Debrief: Tell Stories about Individual

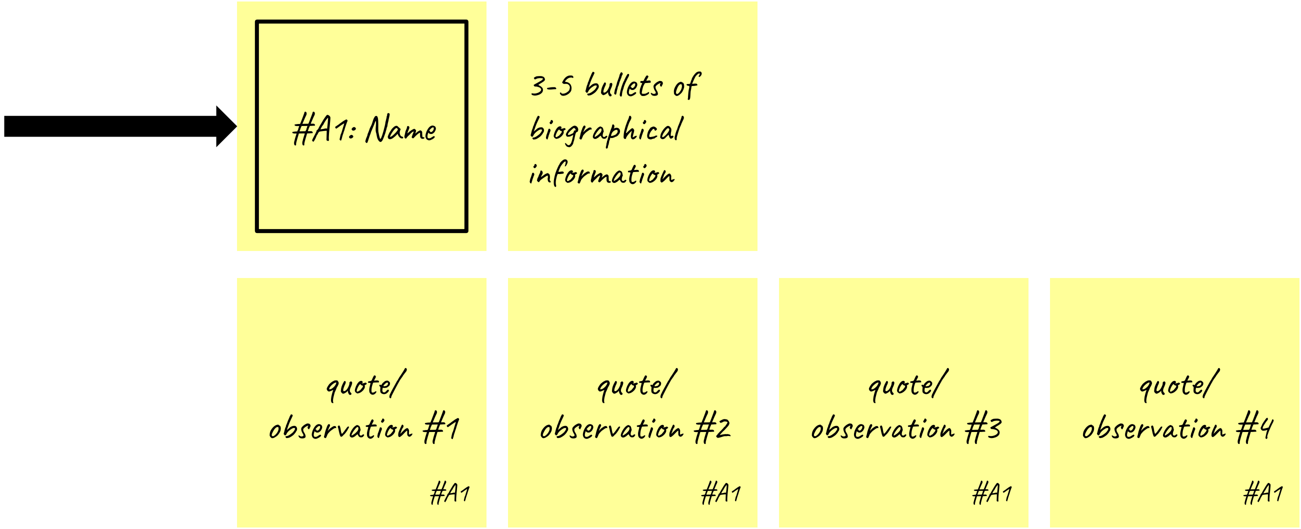
Downloading your interviews for synthesis

- Take turns telling stories
- Actively listen to your team members and look for meaning
- Analyze and interpret meaning
- Focus on the highlights
- Go deeper

“Downloading”

A structure process for recapping interviews and observations to establish a shared understanding of collected data.

Coding interviews allows us to connect each data point back to its source



#A1: Name

3-5 bullets of biographical information

quote/ observation #1 #A1

quote/ observation #2 #A1

quote/ observation #3 #A1

quote/ observation #4 #A1

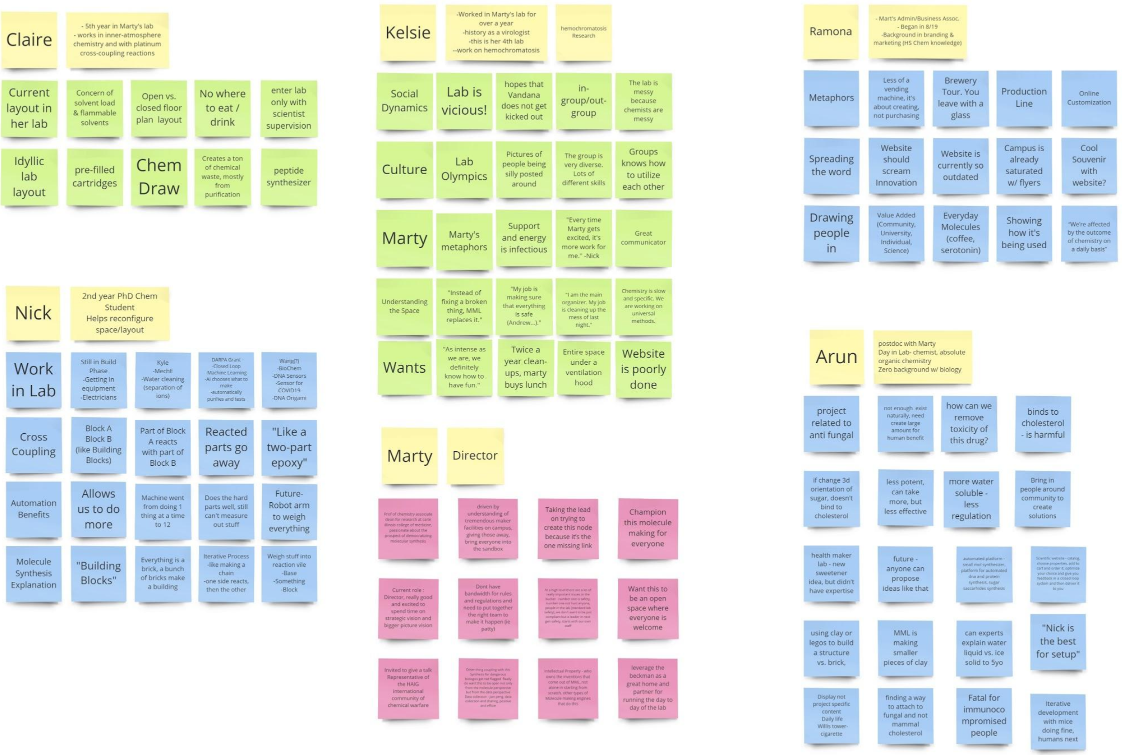
Downloading in Action

Color coding of interviews can help you stay organized!

Client

Expert

Potential User



Claire

- 5th year in Marty's lab
- works in inner-atmosphere chemistry and with platinum cross-coupling reactions

Current layout in her lab | Concern of solvent load & flammable solvents | Open vs. closed floor plan layout | No where to eat / drink | enter lab only with scientist supervision

Idyllic lab layout | pre-filled cartridges | Chem Draw | Creates a ton of chemical waste, mostly from purification | peptide synthesizer

Nick

2nd year PhD Chem Student
Helps reconfigure space/layout

Work in Lab | Still in Build Phase -Getting in equipment -Electricians | Kyle -MechE -Water cleaning (separation of ions) | DARPA Grant -Closed Loop -Machine Learning -AI chooses what to make -automatically purifies and tests | Wang(?) -BioChem -DNA Sensors -Sensor for COVID19 -DNA Origami

Cross Coupling | Block A Block B (like Building Blocks) | Part of Block A reacts with part of Block B | Reacted parts go away | "Like a two-part epoxy"

Automation Benefits | Allows us to do more | Machine went from doing 1 thing at a time to 12 | Does the hard parts well, still can't measure out stuff | Future- Robot arm to weigh everything

Molecule Synthesis Explanation | "Building Blocks" | Everything is a brick, a bunch of bricks make a building | Iterative Process -like making a chain -one side reacts, then the other | Weigh stuff into reaction vile -Base -Something -Block

Kelsie

-Worked in Marty's lab for over a year
-history as a virologist
-this is her 4th lab
--work on hemochromatosis

hemochromatosis Research

Social Dynamics | Lab is vicious! | hopes that Vandana does not get kicked out | in-group/out-group | The lab is messy because chemists are messy

Culture | Lab Olympics | Pictures of people being silly posted around | The group is very diverse. Lots of different skills | Groups knows how to utilize each other

Marty | Marty's metaphors | Support and energy is infectious | "Every time Marty gets excited, it's more work for me." -Nick | Great communicator

Understanding the Space | "Instead of fixing a broken thing, MML replaces it." | "My job is making sure that everything is safe (Andrew...)." | "I am the main organizer. My job is cleaning up the mess of last night." | Chemistry is slow and specific. We are working on universal methods.

Wants | "As intense as we are, we definitely know how to have fun." | Twice a year clean-ups, marty buys lunch | Entire space under a ventilation hood | Website is poorly done

Marty | Director

Prof of chemistry associate dean for research at carle illinois college of medicine, passionate about the prospect of democratizing molecular synthesis | driven by understanding of tremendous maker facilities on campus, giving those away, bring everyone into the sandbox | Taking the lead on trying to create this node because it's the one missing link | Champion this molecule making for everyone

Current role : Director, really good and excited to spend time on strategic vision and bigger picture vision | Dont have bandwidth for rules and regulations and need to put together the right team to make it happen (ie patty) | At a high level there are a lot of really important issues in the bucket - number one is safety, number one not hurt anyone, people in the lab (standard lab safety), we don't want to be just compliant but a leader in next gen safety, starts with our own staff | Want this to be an open space where everyone is welcome

Invited to give a talk Representative of the HAIG international community of chemical warfare | Other thing coupling with this Synthesis for dangerous biologics get red flagged. Really do want this to be open not only from the molecule perspective but from the data perspective. Data collection - jian peng, data collection and sharing, positive and efficie | Intellectual Property - who owns the inventions that come out of MML, not alone in starting from scratch, other types of Molecule making engines that do this | leverage the beckman as a great home and partner for running the day to day of the lab

Ramona

- Mart's Admin/Business Assoc.
- Began in 8/19
-Background in branding & marketing (HS Chem knowledge)

Metaphors | Less of a vending machine, it's about creating, not purchasing | Brewery Tour. You leave with a glass | Production Line | Online Customization

Spreading the word | Website should scream Innovation | Website is currently so outdated | Campus is already saturated w/ flyers | Cool Souvenir with website?

Drawing people in | Value Added (Community, University, Individual, Science) | Everyday Molecules (coffee, serotonin) | Showing how it's being used | "We're affected by the outcome of chemistry on a daily basis"

Arun

postdoc with Marty
Day in Lab- chemist, absolute organic chemistry
Zero background w/ biology

project related to anti fungal | not enough exist naturally, need create large amount for human benefit | how can we remove toxicity of this drug? | binds to cholesterol - is harmful

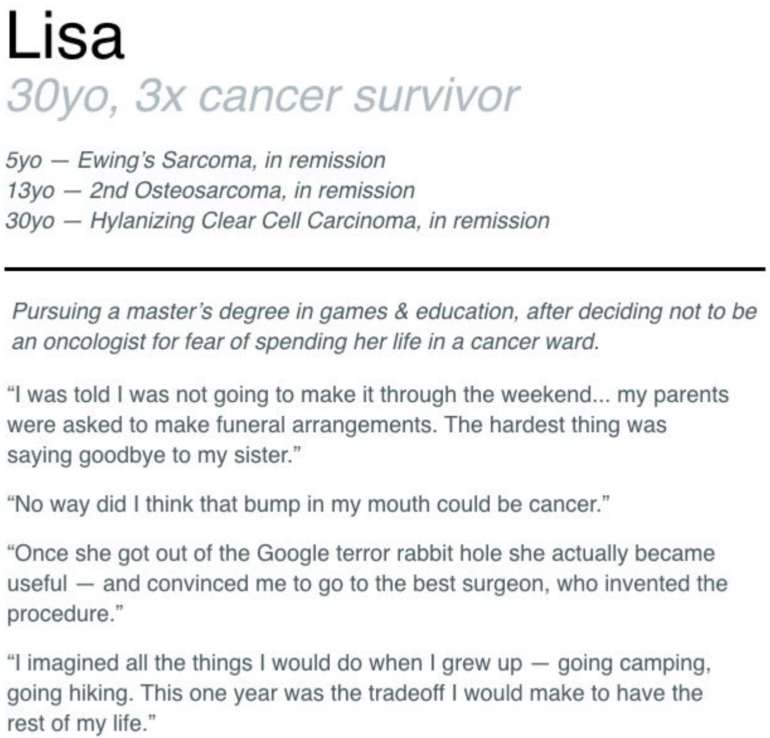
if change 3d orientation of sugar, doesn't bind to cholesterol | less potent, can take more, but less effective | more water soluble - less regulation | Bring in people around community to create solutions

health maker lab - new sweetener idea, but didn't have expertise | future - anyone can propose ideas like that | automated platform - small mol synthesizer, platform for automated dna and protein synthesis, sugar saccarhides synthesis | Scientific website - catalog, choose properties, add to cart and order it, optimize your choice and give you feedback in a closed loop system and then deliver it to you

using clay or legos to build a structure vs. brick, | MML is making smaller pieces of clay | can experts explain water liquid vs. ice solid to 5yo | "Nick is the best for setup"

Display not project specific content Daily life Willis tower- cigarette | finding a way to attach to fungal and not mammal cholesterol | Fatal for immunocompromised people | Iterative development with mice doing fine, humans next

Presenting a Story



Lisa

30yo, 3x cancer survivor

5yo — Ewing's Sarcoma, in remission
13yo — 2nd Osteosarcoma, in remission
30yo — Hylanizing Clear Cell Carcinoma, in remission

Pursuing a master's degree in games & education, after deciding not to be an oncologist for fear of spending her life in a cancer ward.

"I was told I was not going to make it through the weekend... my parents were asked to make funeral arrangements. The hardest thing was saying goodbye to my sister."

"No way did I think that bump in my mouth could be cancer."

"Once she got out of the Google terror rabbit hole she actually became useful — and convinced me to go to the best surgeon, who invented the procedure."

"I imagined all the things I would do when I grew up — going camping, going hiking. This one year was the tradeoff I would make to have the rest of my life."

2. Look for Patterns

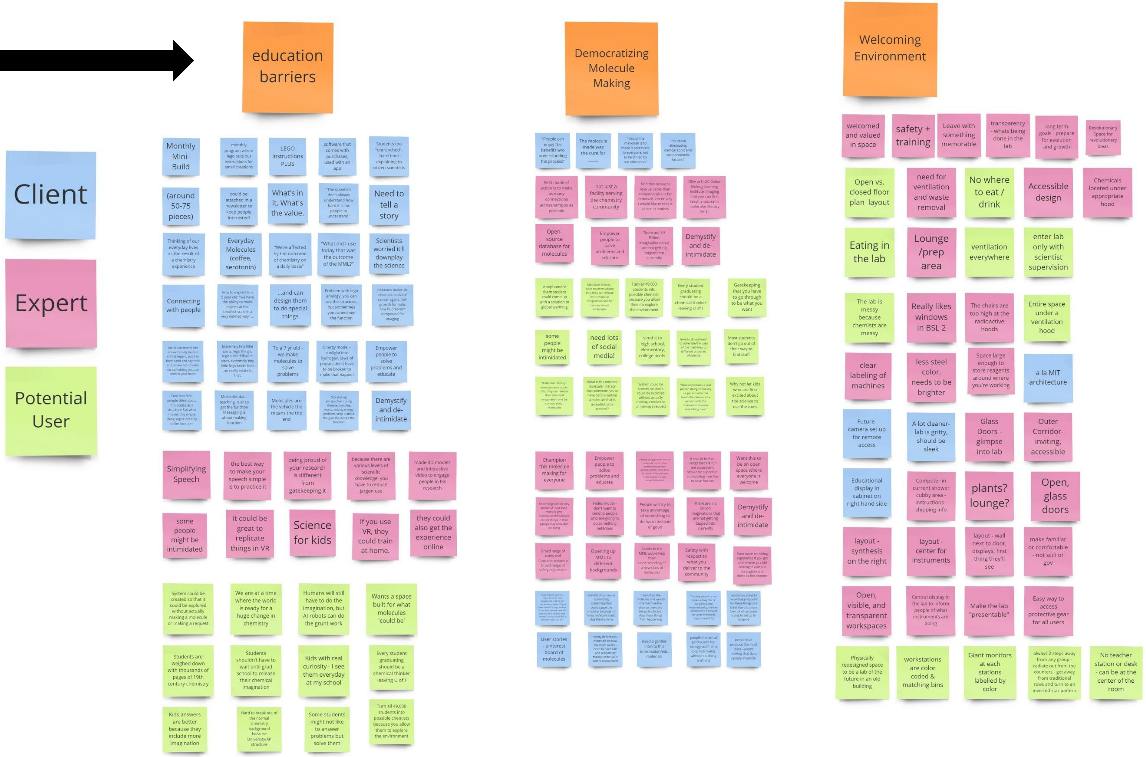
Organize: Looking for Patterns

Identifying Themes in the Stories

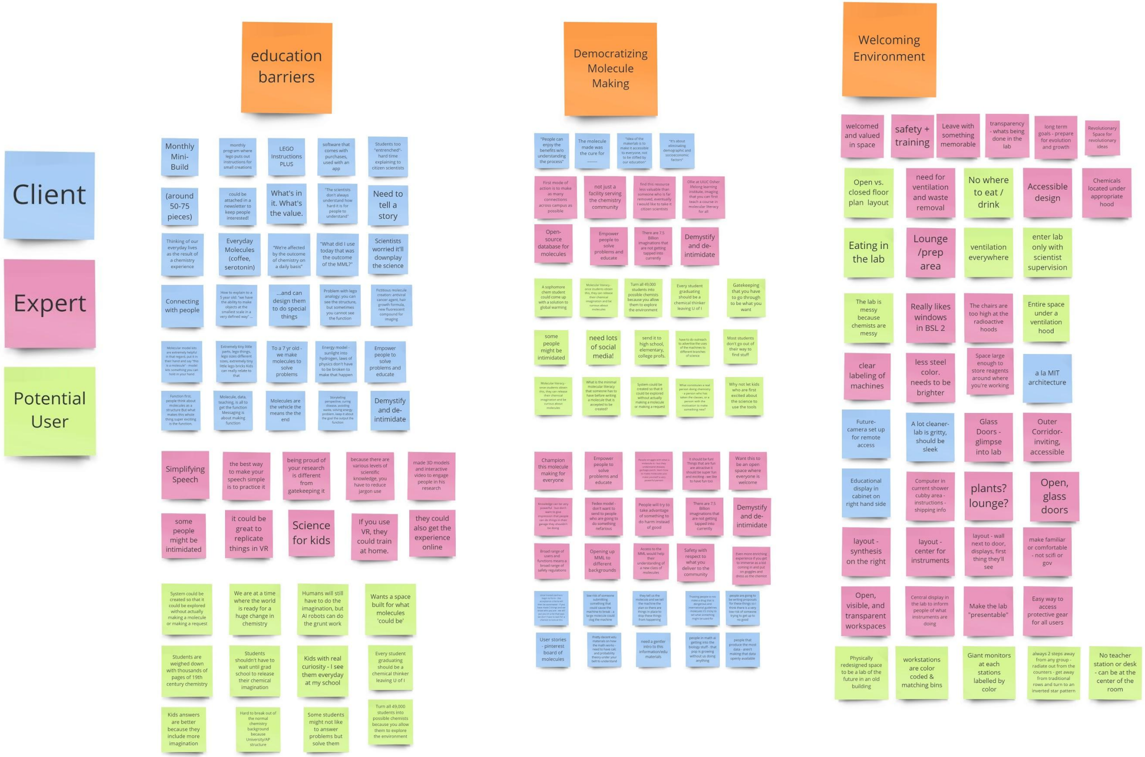
- Look for commonalities and themes, bucket like information
- Consider the relationships between buckets
- Group and re-group
- POINT (Problems, Opportunities, Insights, Needs, Themes)
- Develop additional questions/look for holes in research

Identifying Patterns & Themes

Organizing data gathered from interviews under emergent themes


Client
Expert
Potential User
education barriers
Democratizing Molecule Making
Welcoming Environment
Monthly Mini-Build
LEGO Instructions PLUS
(around 50-75 pieces)
What's in it. What's the value.
Need to tell a story
Everyday Molecules (coffee, serotonin)
Scientists worried it'll downplay the science
Connecting with people
...and can design them to do special things
Empower people to solve problems and educate
Molecules are the vehicle the means the end
Demystify and de-intimidate
Simplifying Speech
the best way to make your speech simple is to practice it
being proud of your research is different from gatekeeping it
made 3D models and interactive video to engage people in his research
some people might be intimidated
it could be great to replicate things in VR
Science for kids
If you use VR, they could train at home.
they could also get the experience online
We are at a time where the world is ready for a huge change in chemistry
Humans will still have to do the imagination, but AI robots can do the grunt work
Wants a space built for what molecules 'could be'
Kids with real curiosity - I see them everyday at my school
Some students might not like to answer problems but solve them
Champion this molecule making for everyone
Empower people to solve problems and educate
Demystify and de-intimidate
need lots of social media!
some people might be intimidated
Open-source database for molecules
User stories pinterest board of molecules
welcomed and valued in space
safety + training
Leave with something memorable
Open vs. closed floor plan layout
need for ventilation and waste removal
No where to eat / drink
Accessible design
Chemicals located under appropriate hood
Eating in the lab
Lounge /prep area
ventilation everywhere
enter lab only with scientist supervision
The lab is messy because chemists are messy
Really likes windows in BSL 2
The chairs are too high at the radioactive hoods
Entire space under a ventilation hood
clear labeling of machines
less steel color. needs to be brighter
a la MIT architecture
Future-camera set up for remote access
A lot cleaner-lab is gritty, should be sleek
Glass Doors - glimpse into lab
Outer Corridor-inviting, accessible
Educational display in cabinet on right hand side
plants? lounge?
Open, glass doors
layout - synthesis on the right
layout - center for instruments
make familiar or comfortable - not scifi or gov
Open, visible, and transparent workspaces
Make the lab "presentable"
Easy way to access protective gear for all users
workstations are color coded & matching bins
Giant monitors at each stations labelled by color
No teacher station or desk - can be at the center of the room

Identifying Patterns & Themes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Scientists worried it'll downplay the science
Connecting with people
...and can design them to do special things
Empower people to solve problems and educate
To a 7 yr old - we make molecules to solve problems
Demystify and de-intimidate
Simplifying Speech
the best way to make your speech simple is to practice it
being proud of your research is different from gatekeeping it
because there are various levels of scientific knowledge, you have to reduce jargon use
made 3D models and interactive video to engage people in his research
some people might be intimidated
it could be great to replicate things in VR
Science for kids
If you use VR, they could train at home.
they could also get the experience online
System could be created so that it could be explored without actually making a molecule or making a request
We are at a time where the world is ready for a huge change in chemistry
Humans will still have to do the imagination, but AI robots can do the grunt work
Wants a space built for what molecules 'could be'
Students are weighed down with thousands of pages of 19th century chemistry
Students shouldn't have to wait until grad school to release their chemical imagination
Kids with real curiosity - I see them everyday at my school
Every student graduating should be a chemical thinker leaving U of I
Kids answers are better because they include more imagination
Some students might not like to answer problems but solve them
Turn all 49,000 students into possible chemists because you allow them to explore the environment
not just a facility serving the chemistry community
Open-source database for molecules
Empower people to solve problems and educate
Demystify and de-intimidate
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User stories - pinterest board of molecules
welcomed and valued in space
safety + training
Leave with something memorable
transparency - whats being done in the lab
long term goals - prepare for evolution and growth
Revolutionary Space for revolutionary ideas
Open vs. closed floor plan layout
need for ventilation and waste removal
No where to eat / drink
Accessible design
Chemicals located under appropriate hood
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The lab is messy because chemists are messy
Really likes windows in BSL 2
The chairs are too high at the radioactive hoods
Entire space under a ventilation hood
clear labeling of machines
less steel color. needs to be brighter
Space large enough to store reagents around where you're working
a la MIT architecture
Future-camera set up for remote access
A lot cleaner-lab is gritty, should be sleek
Glass Doors - glimpse into lab
Outer Corridor-inviting, accessible
Educational display in cabinet on right hand side
Computer in current shower cubby area - instructions - shipping info
plants? lounge?
Open, glass doors
layout - synthesis on the right
layout - center for instruments
layout - wall next to door, displays, first thing they'll see
make familiar or comfortable - not scifi or gov
Open, visible, and transparent workspaces
Central display in the lab to inform people of what instruments are doing
Make the lab "presentable"
Easy way to access protective gear for all users
Physically redesigned space to be a lab of the future in an old building
workstations are color coded & matching bins
Giant monitors at each stations labelled by color
No teacher station or desk - can be at the center of the room

Combine data from various interviews, sometimes process gets messy so color coding helps retain organization

3. Extract the Key Insights

Define: Extract Key Insights

Develop a set of insights around the research.

What is an insight?

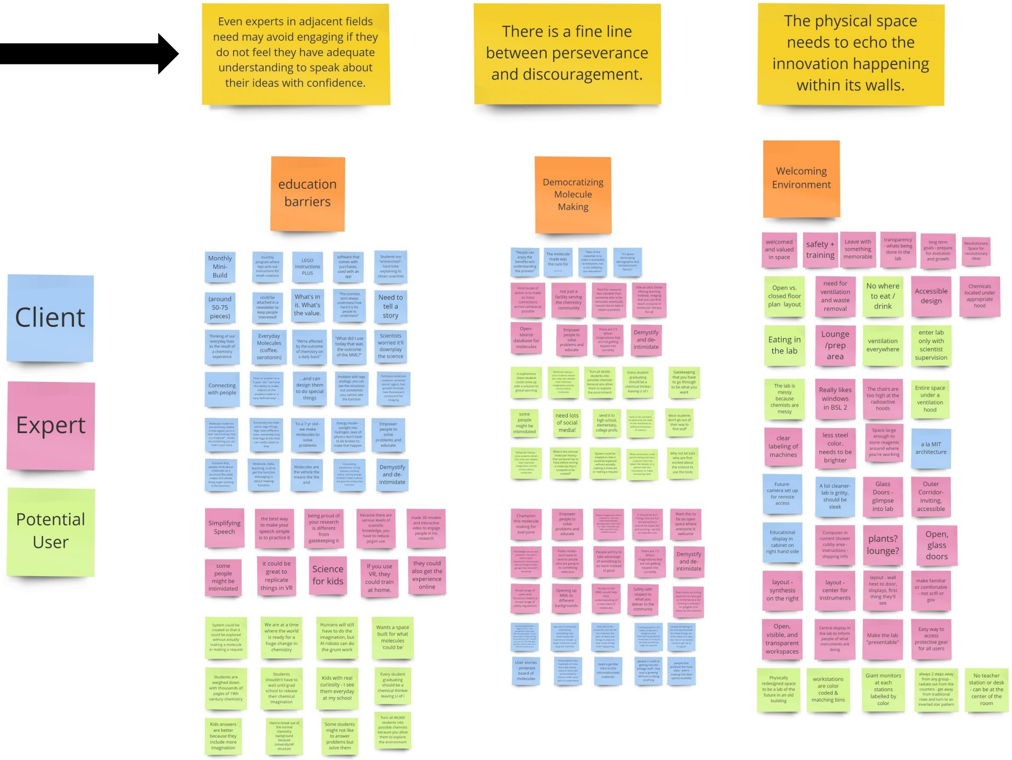
- Insights are revelations - the unexpected things that make you sit up and pay attention

- Insights bring visibility and clarity to previously hidden meaning

- Insights allow us to see the world in a new way

Extracting Key Insights

Full insight statements developed after themes and patterns identified


Even experts in adjacent fields need may avoid engaging if they do not feel they have adequate understanding to speak about their ideas with confidence.

There is a fine line between perseverance and discouragement.

The physical space needs to echo the innovation happening within its walls.

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Example #1: Molecule Maker Lab – democratizing molecule making

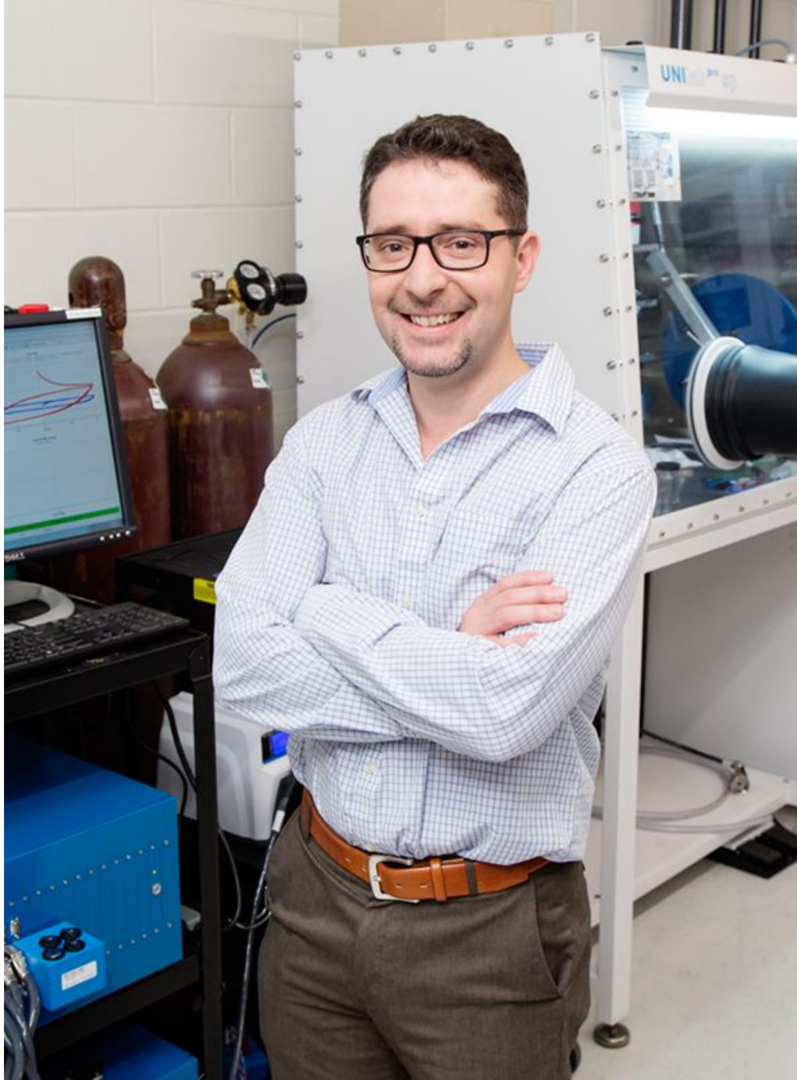
Kyle Smith

PROFESSOR IN MECHANICAL SCIENCE AND ENGINEERING, APPLIED FOR MML SEED FUNDING

“I feel very hesitant about disclosing the details of my plans especially before I get my funding.”

“If people at Illinois and my colleagues saw what molecules I’m choosing, they might make a connection and figure out what I’m trying to do.”

“Sharing my ideas could undercut my chances of getting this work supported.”



INSIGHT #4

Potential collaborators are fearful and hesitant to share their ideas.

> “There is a generational divide on sharing data.”

NATE RUSSELL

PhD student studying AI & machine learning

> “When I hear an idea, it has no value. Come back when you have something tangible.”

MARIA JAROMIN

Technology Manager, OTM

Example #2: Illinois App - supporting wellness on campus

Student Stories: Alyssa

Junior,
Industrial Design,
First Generation Student

“People don’t think [mental health] is as important as it is… there’s a lot of downplaying themselves.”

“My friend group openly complains about things… there’s a lot of covering things up with humor.”

“We don’t really say ‘mental health’ [among friends].”

“Professors here ‘preach empathy’ but don’t practice it.”

“One professor said ‘I don’t know why you guys are so tired!’ while talking to another professor.”

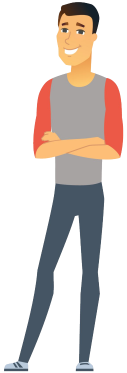
Insight #3

It’s hard to talk (and be taken) seriously about mental health concerns.

As a result of toxic cultures, stigmas and misinformation, many students make light of their own mental health issues using humor or social norms to justify their behavior.

“People live at sort of the ‘ehh’ level… it’s cute for the meme.”

- *Kolton,*
  Sophomore,
  Global Studies



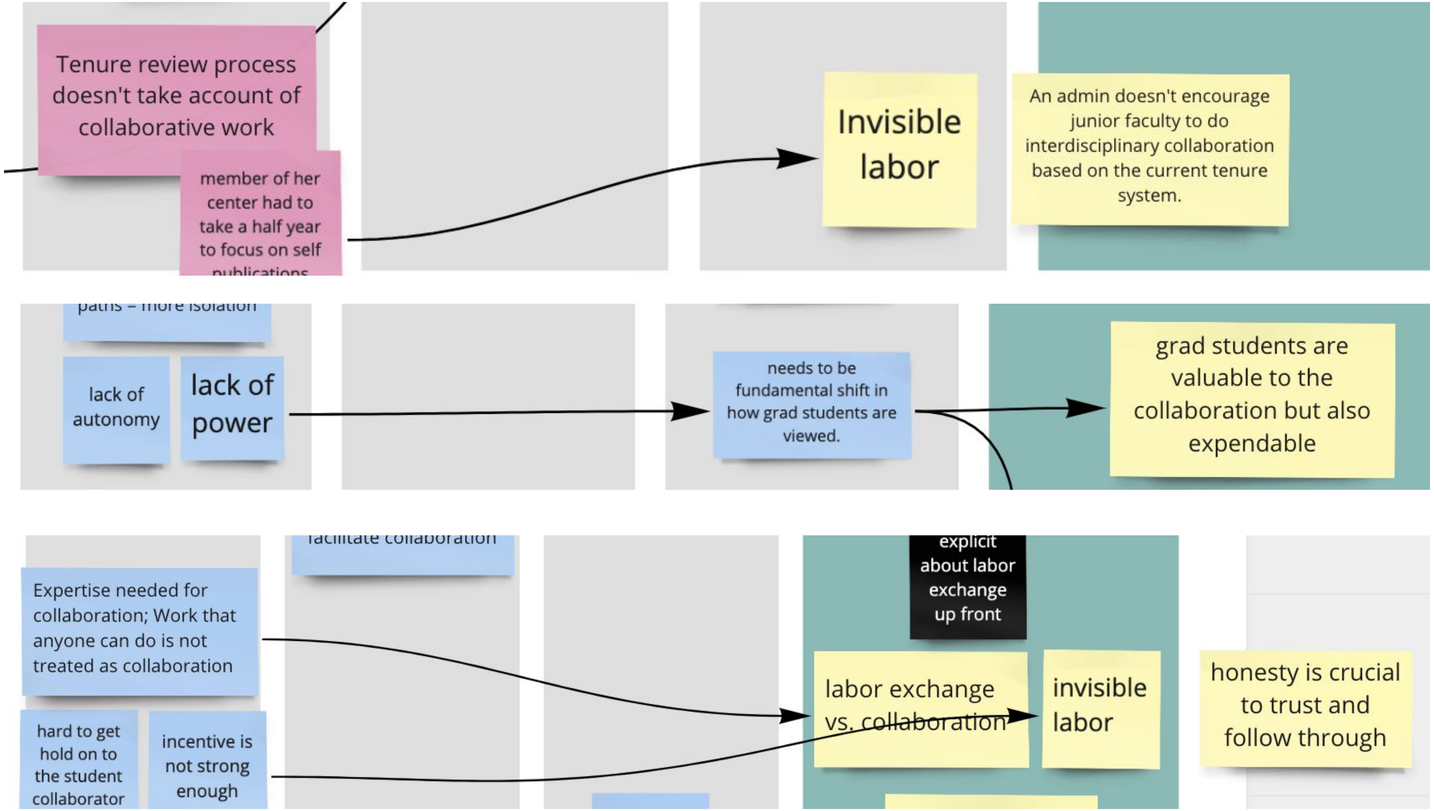
“Students often make jokes about being depressed or feeling suicidal… there’s a stigma around seeking help.”

- *Ally,*
  Junior,
  Urban Planning/
  Sustainability

“Promoting self-care is very hard when they’re receiving conflicting messages… a student’s PhD advisor told them ‘If you had time to shower, you aren’t dedicated to this program.’”

- *Jennifer Carson,*
  Stress Management Coordinator

Example #3: UIUCollab



Tenure review process doesn't take account of collaborative work

member of her center had to take a half year to focus on self publications

Invisible labor

An admin doesn't encourage junior faculty to do interdisciplinary collaboration based on the current tenure system.

paths – more isolation

lack of autonomy

lack of power

needs to be fundamental shift in how grad students are viewed.

grad students are valuable to the collaboration but also expendable

facilitate collaboration

Expertise needed for collaboration; Work that anyone can do is not treated as collaboration

hard to get hold on to the student collaborator

incentive is not strong enough

explicit about labor exchange up front

labor exchange vs. collaboration

invisible labor

honesty is crucial to trust and follow through

Emerging Theme:

Invisible Labor /

Labor Exchange

Key Insight

The system needs to promote all contributions as equal.

“When the time came for his third year tenure review, his department had told him that none of his collaborative papers would count for tenure."

-- A professor

“They don't necessarily treat female students' work the same way they treat male students' [work]...it feels like when you're trying to present to those PIs you have to go through two layers of defense before they will actually believe what you're saying."

-- A grad student

- Decide how you want to be represented
- Promote projects from individuals from marginalized groups
- Acknowledge labor exchange as “notable collaborations” regardless of status of individual, ie. undergrad vs. postdoc

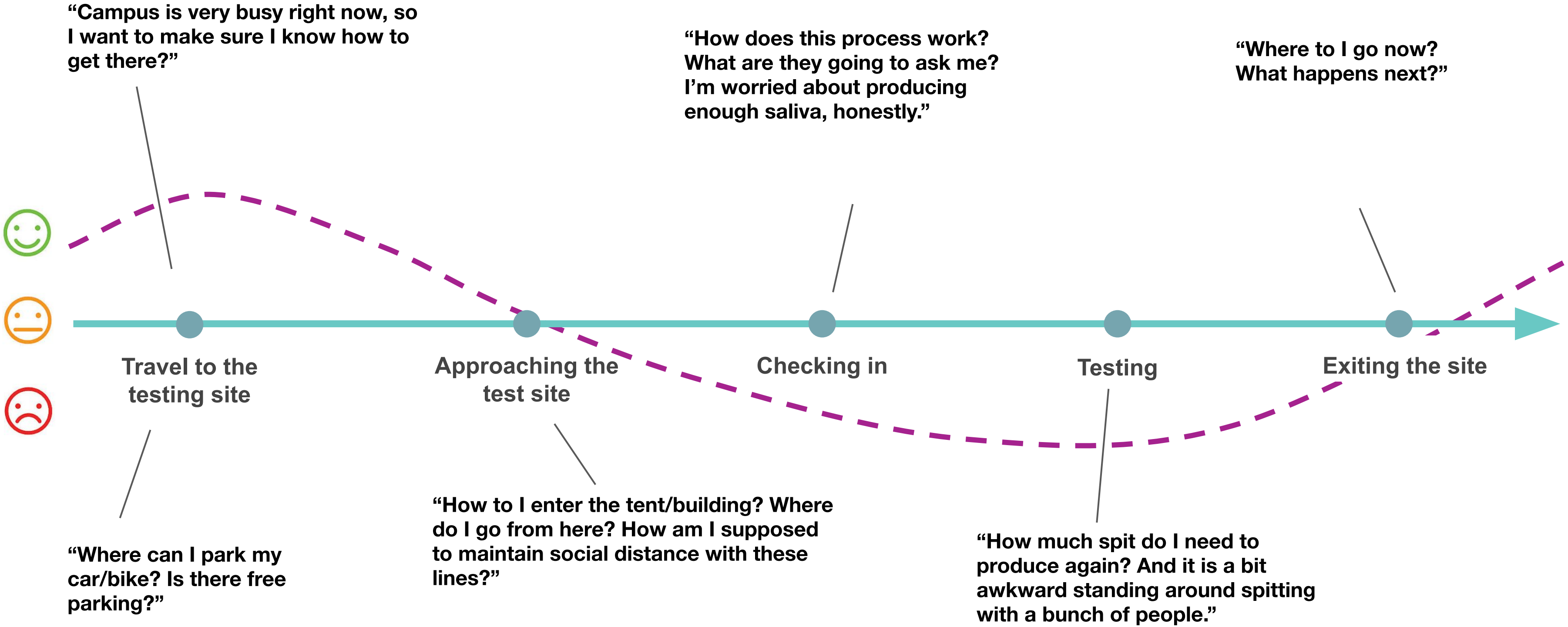
4. Create frameworks to best communicate findings

Interpret: Storytelling + Frameworks

Communicating your research findings

- Find the best way to express your insights
- Find the right framework for your story

Saliva Test Process: User Journey / Moments that Matter



“Campus is very busy right now, so I want to make sure I know how to get there?”

Travel to the testing site

“Where can I park my car/bike? Is there free parking?”

Approaching the test site

“How to I enter the tent/building? Where do I go from here? How am I supposed to maintain social distance with these lines?”

“How does this process work? What are they going to ask me? I’m worried about producing enough saliva, honestly.”

Checking in

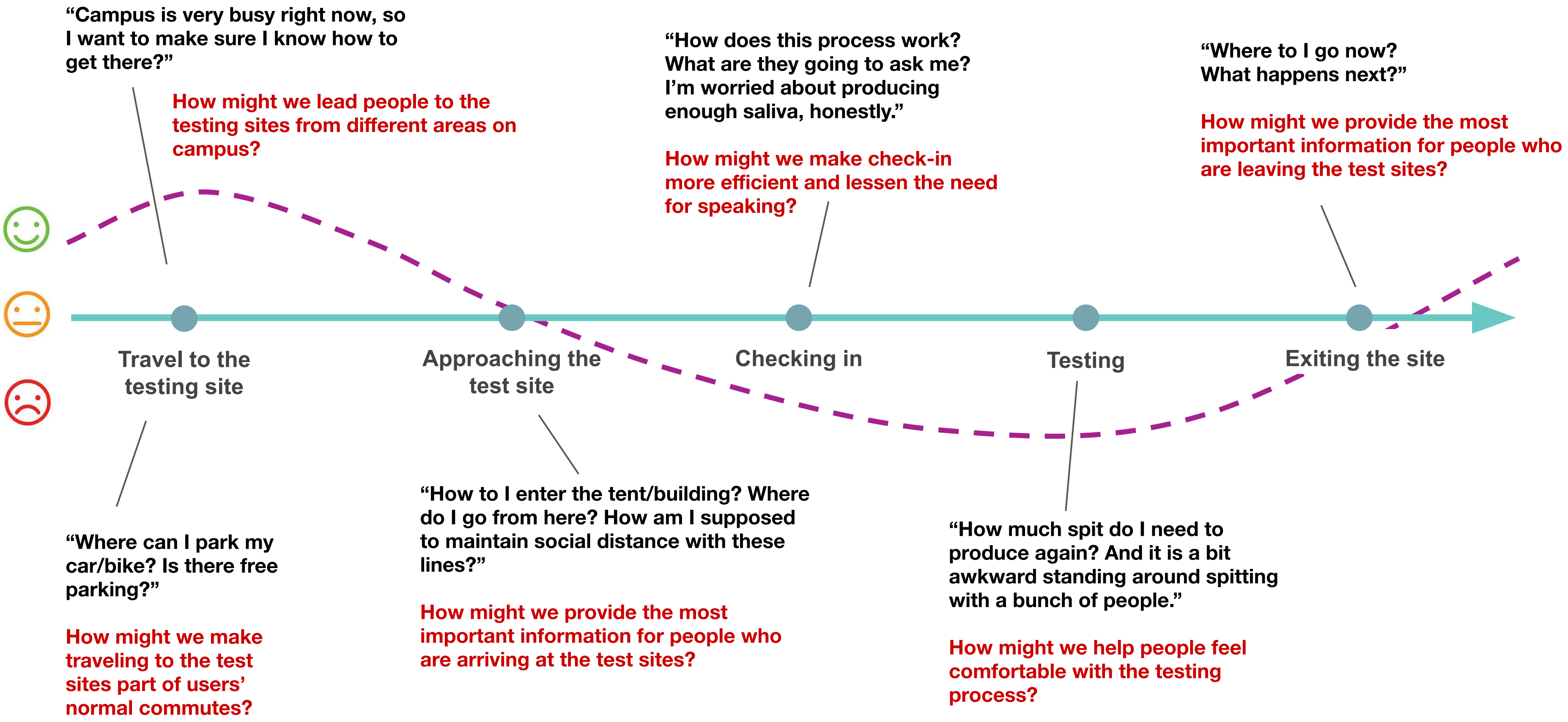
Testing

“How much spit do I need to produce again? And it is a bit awkward standing around spitting with a bunch of people.”

“Where to I go now? What happens next?”

Exiting the site

Saliva Test Process: User Journey / Opportunities for Design



Travel to the testing site

"Campus is very busy right now, so I want to make sure I know how to get there?"

How might we lead people to the testing sites from different areas on campus?

"Where can I park my car/bike? Is there free parking?"

How might we make traveling to the test sites part of users' normal commutes?

Approaching the test site

"How to I enter the tent/building? Where do I go from here? How am I supposed to maintain social distance with these lines?"

How might we provide the most important information for people who are arriving at the test sites?

Checking in

"How does this process work? What are they going to ask me? I'm worried about producing enough saliva, honestly."

How might we make check-in more efficient and lessen the need for speaking?

Testing

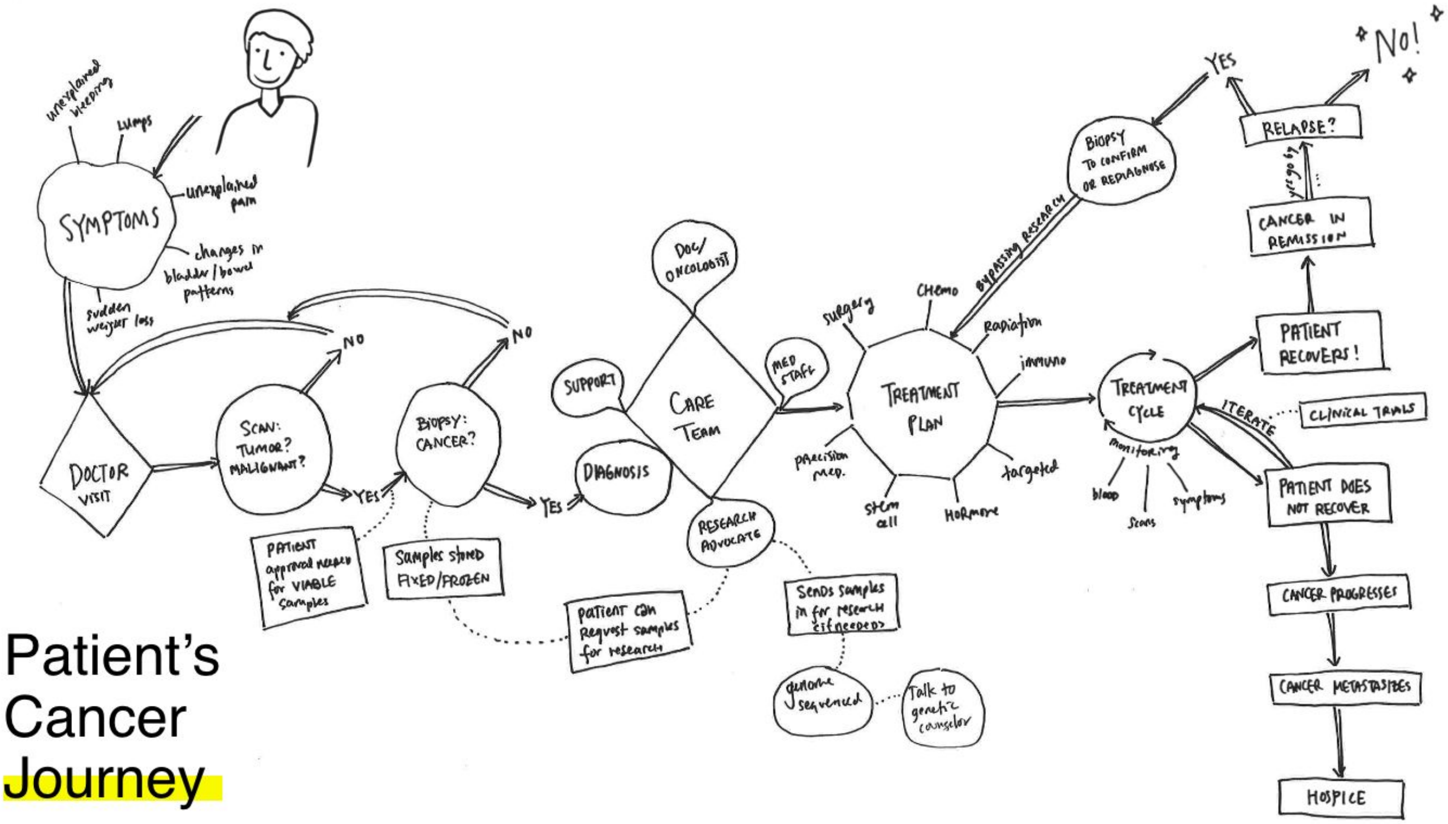
"How much spit do I need to produce again? And it is a bit awkward standing around spitting with a bunch of people."

How might we help people feel comfortable with the testing process?

Exiting the site

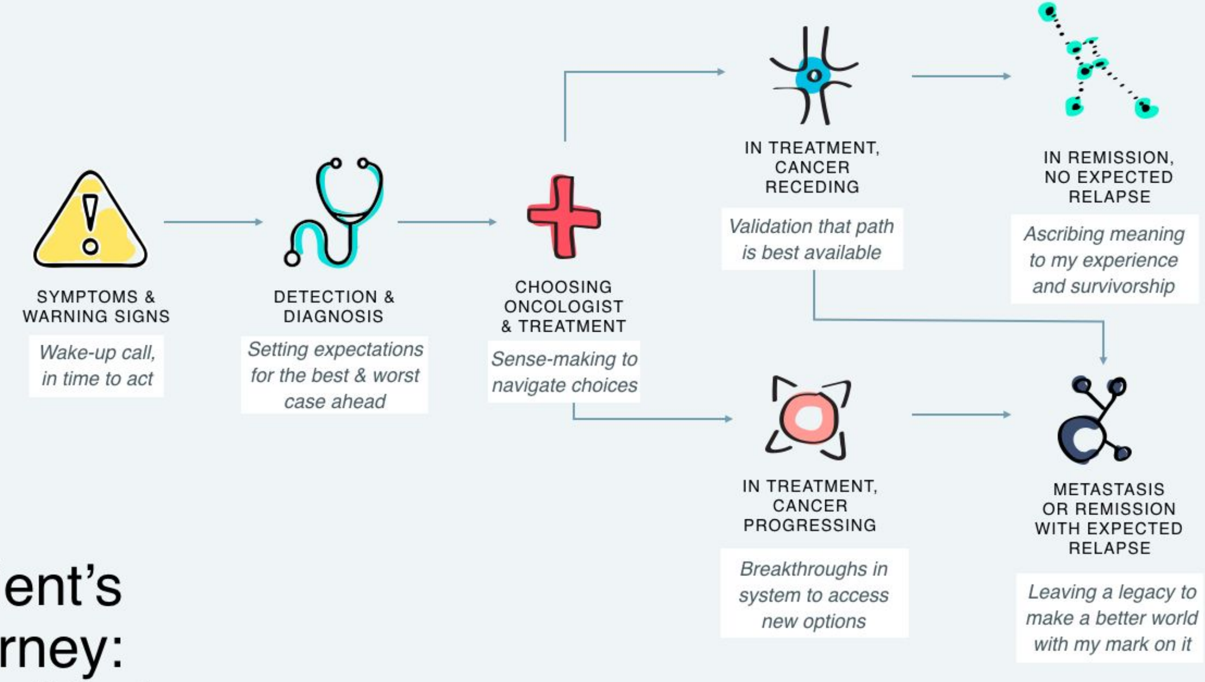
"Where to I go now? What happens next?"

How might we provide the most important information for people who are leaving the test sites?


unexplained bleeding
lumps
unexplained pain
SYMPTOMS
changes in bladder/bowel patterns
sudden weight loss
DOCTOR VISIT
NO
NO
SCAN: TUMOR? MALIGNANT?
YES
PATIENT approval needed for VIABLE samples
BIOPSY: CANCER?
Samples stored FIXED/FROZEN
YES
DIAGNOSIS
SUPPORT
DOC/ ONCOLOGIST
CARE TEAM
MED STAFF
RESEARCH ADVOCATE
patient can Request samples for research
Sends samples in for research (if needed)
genome sequenced
Talk to genetic counselor
surgery
CHEMO
Radiation
immuno
targeted
HORMONE
stem cell
precision MED.
TREATMENT PLAN
bypassing research
BIOPSY TO CONFIRM OR REDIAGNOSE
YES
TREATMENT CYCLE
monitoring
blood
scans
symptoms
ITERATE
CLINICAL TRIALS
PATIENT RECOVERS!
CANCER IN REMISSION
yes go by
...
RELAPSE?
No!
PATIENT DOES NOT RECOVER
CANCER PROGRESSES
CANCER METASTASIZES
HOSPICE

Patient's Cancer Journey

Patient's Journey: Simplified



SYMPTOMS & WARNING SIGNS

Wake-up call, in time to act

DETECTION & DIAGNOSIS

Setting expectations for the best & worst case ahead

CHOOSING ONCOLOGIST & TREATMENT

Sense-making to navigate choices

IN TREATMENT, CANCER RECEDING

Validation that path is best available

IN REMISSION, NO EXPECTED RELAPSE

Ascribing meaning to my experience and survivorship

IN TREATMENT, CANCER PROGRESSING

Breakthroughs in system to access new options

METASTASIS OR REMISSION WITH EXPECTED RELAPSE

Leaving a legacy to make a better world with my mark on it

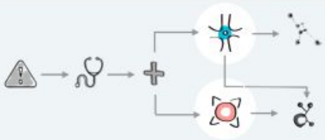
INSIGHTS

05

Caretakers are a critical part of treatment, but often lose their support system.

—

Caretakers play an extraordinarily important role in cancer journeys, especially for the old and the young. Supporters are often those who keep records, translate information and seek out the best possible treatment for those that they love. That said, as a patient it can also be challenging to build support when you're down both physically and mentally.



SUPPORTIVE QUOTES

—

"I'm ready to finish my bucket list. I want to travel, but my husband just wants to rest."
— Stacey

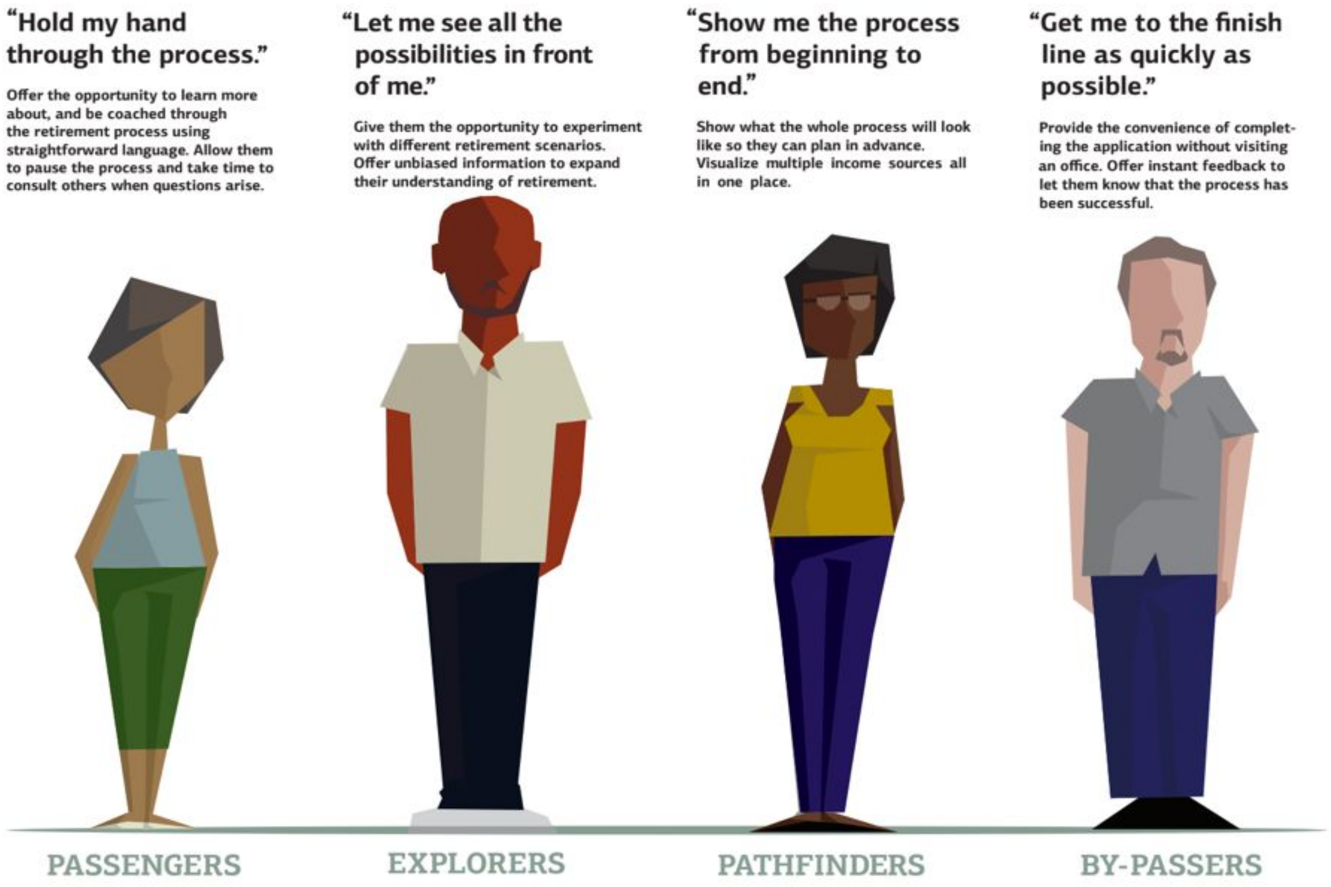
"It's been 6-7 months and now all this [bottled up emotional experience] is coming out. He felt like it was all about me."
— Stacey

"For my second surgery I told my mom she couldn't come because she was so worried and anxious that it put more stress on me."
— Beth

"My mom would use a chatbot. Clearly she needs someone to talk to." — Beth

"I felt like I was going to pass out. I was crying non-stop. I didn't want to cry in front of him." — Natasha

Behavioral Segmentation



PASSENGERS

"Hold my hand through the process."

Offer the opportunity to learn more about, and be coached through the retirement process using straightforward language. Allow them to pause the process and take time to consult others when questions arise.

EXPLORERS

"Let me see all the possibilities in front of me."

Give them the opportunity to experiment with different retirement scenarios. Offer unbiased information to expand their understanding of retirement.

PATHFINDERS

"Show me the process from beginning to end."

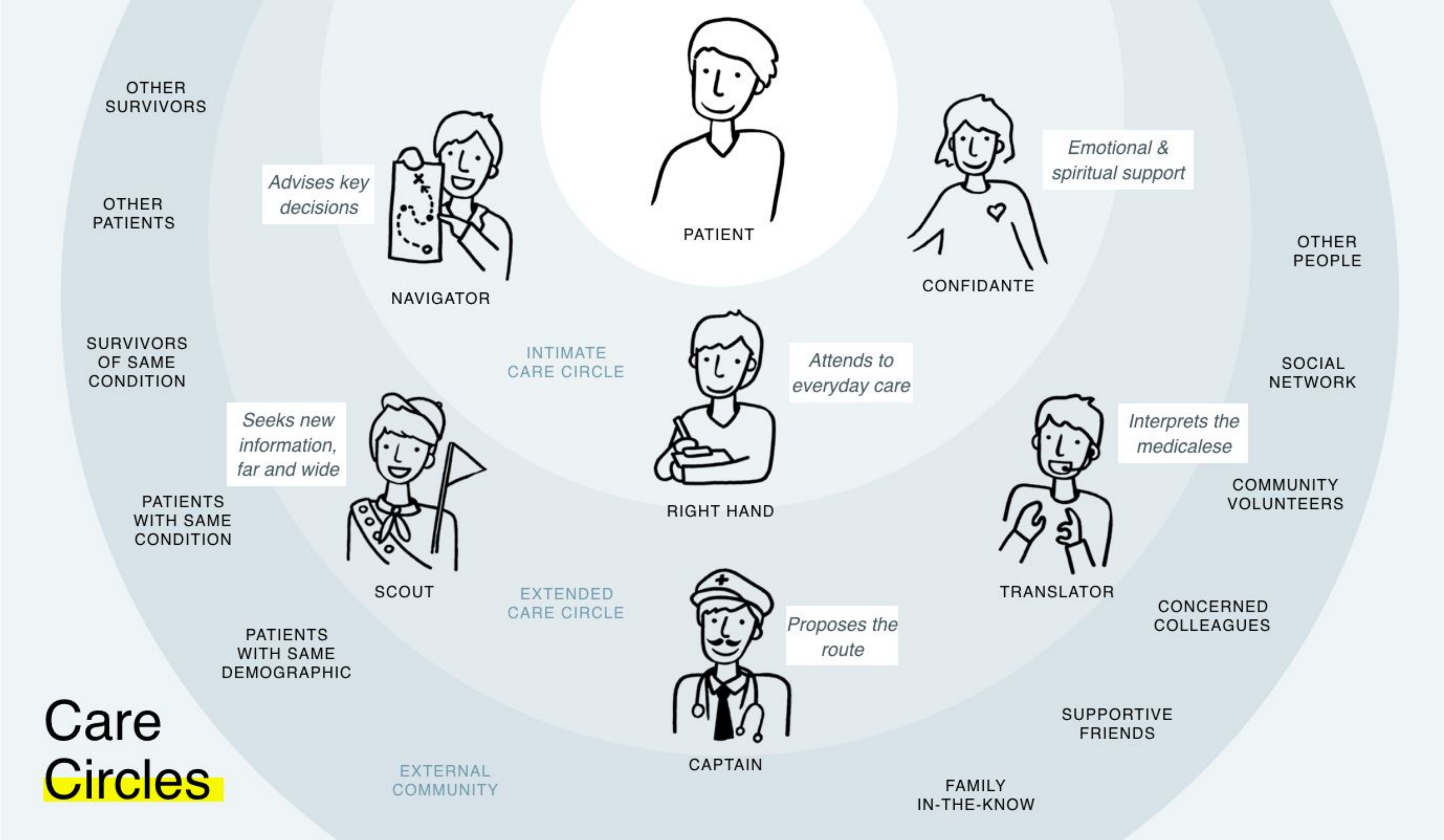
Show what the whole process will look like so they can plan in advance. Visualize multiple income sources all in one place.

BY-PASSERS

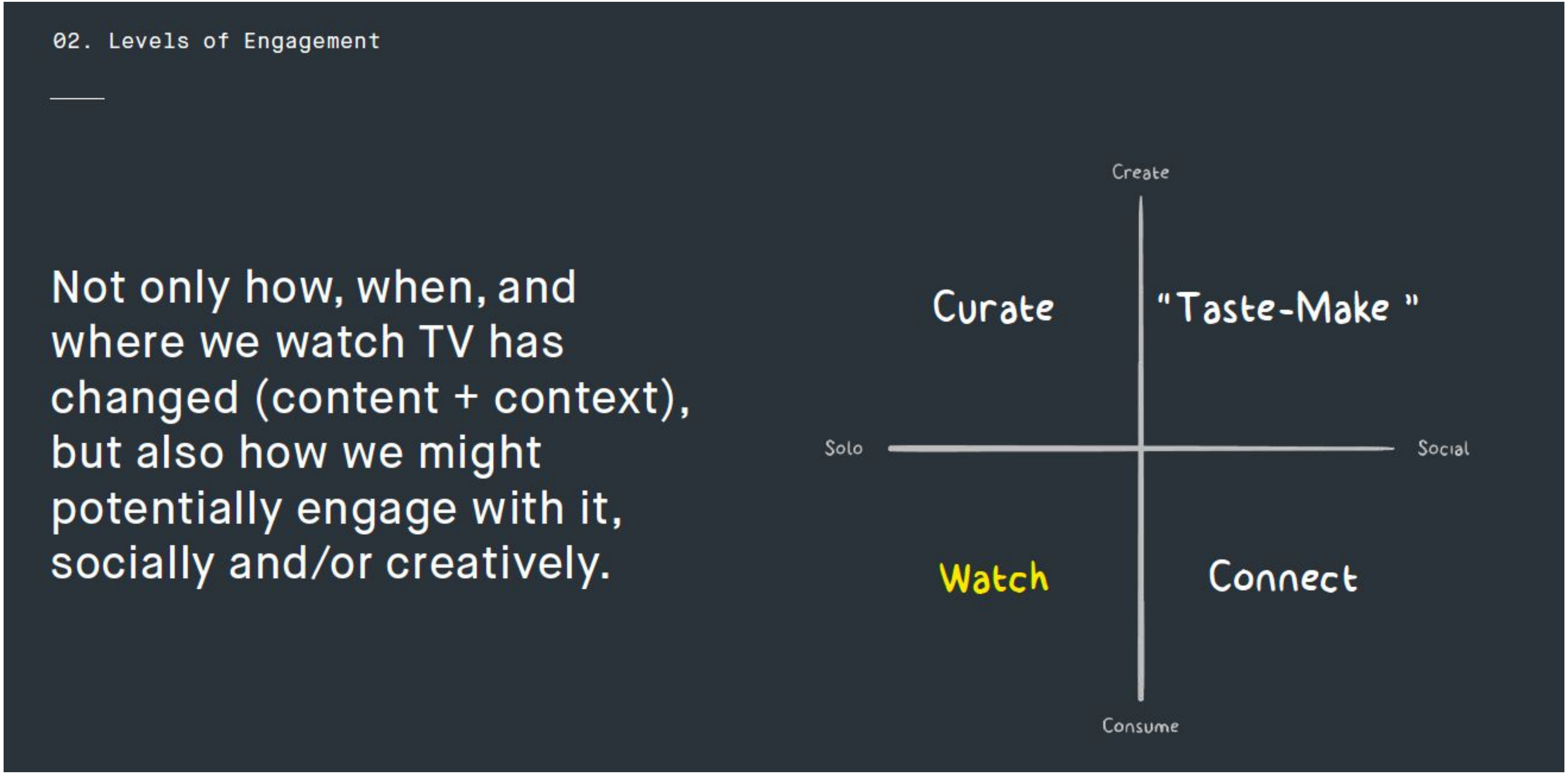
"Get me to the finish line as quickly as possible."

Provide the convenience of completing the application without visiting an office. Offer instant feedback to let them know that the process has been successful.

Maps


PATIENT
NAVIGATOR
Advises key decisions
CONFIDANTE
Emotional & spiritual support
RIGHT HAND
Attends to everyday care
SCOUT
Seeks new information, far and wide
TRANSLATOR
Interprets the medicalese
CAPTAIN
Proposes the route
INTIMATE CARE CIRCLE
EXTENDED CARE CIRCLE
EXTERNAL COMMUNITY
OTHER SURVIVORS
OTHER PATIENTS
SURVIVORS OF SAME CONDITION
PATIENTS WITH SAME CONDITION
PATIENTS WITH SAME DEMOGRAPHIC
OTHER PEOPLE
SOCIAL NETWORK
COMMUNITY VOLUNTEERS
CONCERNED COLLEAGUES
SUPPORTIVE FRIENDS
FAMILY IN-THE-KNOW
Care Circles

Two by Twos



02. Levels of Engagement

Not only how, when, and where we watch TV has changed (content + context), but also how we might potentially engage with it, socially and/or creatively.

Create
Curate
"Taste-Make"
Solo
Social
Watch
Connect
Consume

4. Generate “How Might We…” Questions

Creating Design Opportunities

Framing for Multiple Solutions

A properly framed "How might we….?" doesn't suggest one solution; but gives you the perfect frame for innovative thinking.

Inspired by Insights

HMW is inspired by at least one of the developed insights which are linked to more than one observation, interview idea or quote.

Creating Helpful Boundaries

HMW question is broad enough to lead to a wide range of solutions; but narrow enough to create helpful boundaries to think about specific solutions.

Example: Improving the airline experience

HMW create a seats with adjustable heights?

HMW create a sense of personalization in the seating experience?

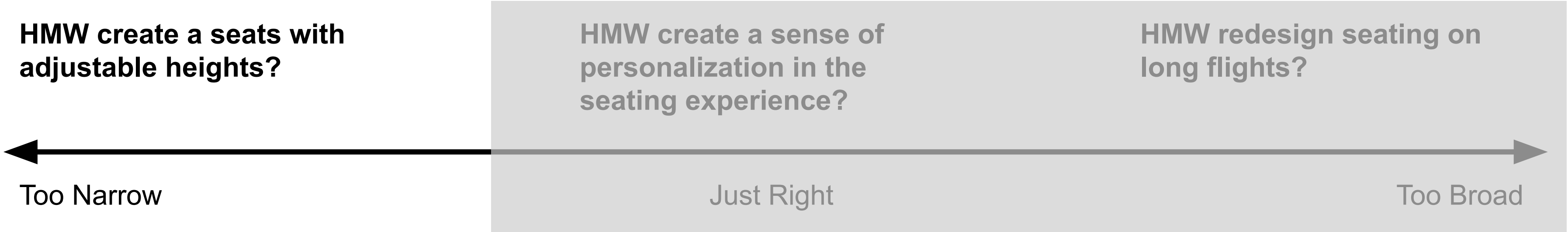
HMW redesign seating on long flights?

Too Narrow

Just Right

Too Broad

Why too narrow?



HMW create a seats with adjustable heights?

HMW create a sense of personalization in the seating experience?

HMW redesign seating on long flights?

Too Narrow

Just Right

Too Broad

Framing for Multiple Solutions

This HMW question suggests only one solution; it also suggests a very defined frame that limits thinking about the challenge.

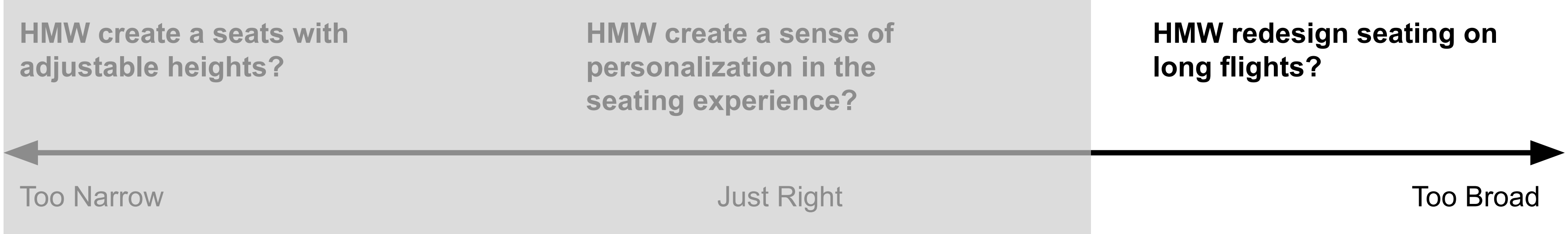
Inspired by Insights

This HMW question is probably inspired by one interview idea under one insight, for example, one interviewee complaining about the height of current seats.

Creating Helpful Boundaries

This HMW likely leads to one solution; it creates very strict boundaries that can only help think about one specific solution.

Why too broad?



HMW create a seats with adjustable heights?

HMW create a sense of personalization in the seating experience?

HMW redesign seating on long flights?

Framing for Multiple Solutions

This HMW question suggests infinite solutions; it does not suggest any defined frame to think about the challenge.

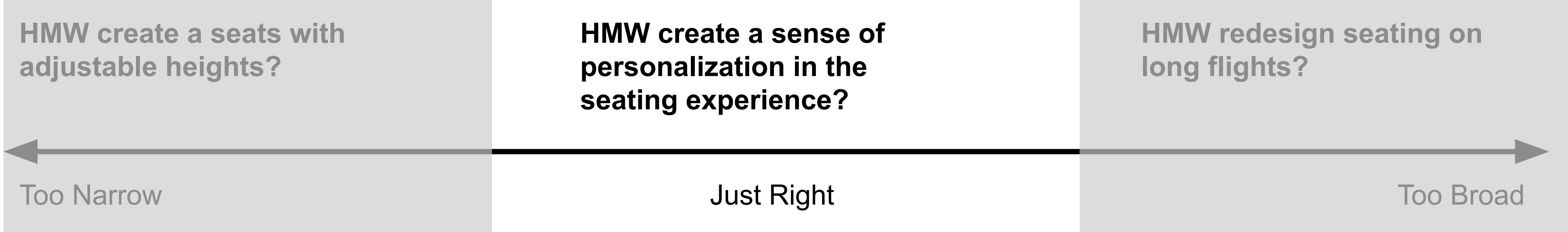
Inspired by Insights

This HMW question can be inspired by all insights!

Creating Helpful Boundaries

This HMW leads to infinite number of solutions; it does not create any boundaries that can help think about specific solution.

Why just right?



HMW create a seats with adjustable heights?

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✓ **Framing for Multiple Solutions**

This HMW question suggests more than one solution; it also suggests a defined frame that permits innovative thinking under the area of the airline experience.

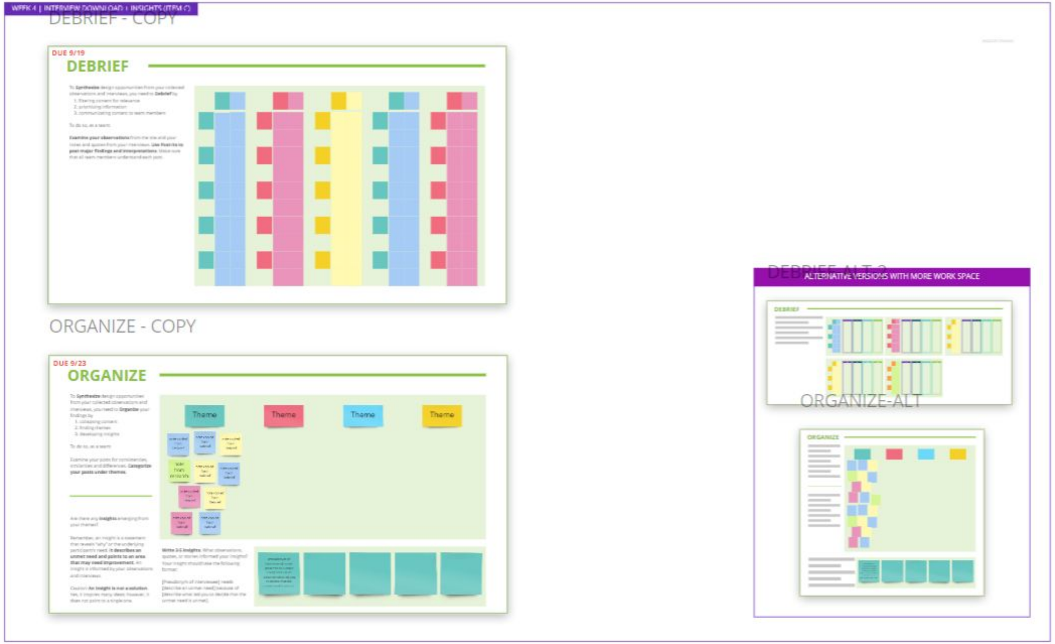
✓ **Inspired by Insights**

This HMW question is definitely inspired by one or more insights generated from multiple observations and interviews related to personalizing the seating experience.

✓ **Creating Helpful Boundaries**

This HMW leads to more than one solution; however, it creates boundaries that can only help think about specific solutions in the area of personalizing seating on airlines.

Let’s walk through Deliverable 2


WEEK 4 | INTERVIEW DOWNLOAD + INSIGHTS (ITEM C)
DEBRIEF - COPY
DUE 9/19
DEBRIEF
ORGANIZE - COPY
DUE 9/23
ORGANIZE
Theme
Theme
Theme
Theme
DEBRIEF-ALT-2
ALTERNATIVE VERSIONS WITH MORE WORK SPACE
DEBRIEF
ORGANIZE-ALT
ORGANIZE

Things to do this week:

1. Each **group** should **contribute at least one suggested reading** to the **#week-4-discussion** channel, about the topic of **Synthesis in UX research**.
2. Complete **Deliverable 2** in your group's Miro board by **midnight on Sunday 2/21**.

What to expect next week:

1. You'll start **creating your frameworks in Miro** to communicate your synthesized insights, and **build a 10-minute deck** to present in class on **Monday 3/1** that summarizes your work thus far.
2. In class next week, we'll share guidelines and discuss our expectations and parameters for these first presentations, and meet with each group to talk about your synthesis progress.