UX Fundamentals

Week 4:
Synthesis + Storytelling

Feb 15 2021
Assignment for this week:
Conduct user research, begin synthesizing insights

- All interviews should be conducted by Weds. Feb 17.
Introduction to Storytelling & Synthesis
Where we are in the process

**Weeks 1-3**
- Initial assumptions
- Secondary research
- Plan and conduct user research

**Weeks 4-5**
- Identify patterns and themes from research
- Apply frameworks to make meaning

**UNDERSTAND**

**SYNTHESIZE**

**IDEATE**

**PROTOTYPE**

**IMPLEMENT**
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
- quote/observation #2
- quote/observation #3
- quote/observation #4
Downloading in Action

Color coding of interviews can help you stay organized!
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
Identifying Patterns & Themes

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.
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

“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.”

Junior,
Industrial Design,
First Generation Student
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
- An admin doesn’t encourage junior faculty to do interdisciplinary collaboration based on the current tenure system.

Emerging Theme:
Invisible Labor / Labor Exchange

- Invisible labor
- Grad students are valuable to the collaboration but also expendable

- Expertise needed for collaboration; Work that anyone can do is not treated as collaboration
- Labor exchange vs. collaboration
- Invisible labor

- Facilitate collaboration
- Explicit about labor exchange up front
- Honesty is crucial to trust and follow through

- Lack of power
- Lack of autonomy
- Paths to more isolation

- Hard to get hold on to the student collaborator
- Incentive is not strong enough
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
Travel to the testing site

Approaching the test site

Checking in

Testing

Exiting the site

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

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

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

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

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

Approaching the test site

“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?

Checking in

“How do 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?

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

“How to I go now? What happens next?”

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

“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.

“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.

“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 piece.

“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.

PASSENGERS  EXPLORERS  PATHFINDERS  BY-PASSERS
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.
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?**

**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?

**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?
- HMW create a sense of personalization in the seating experience?
- HMW redesign seating on long flights?

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
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.