#### <u>Contex</u>t:

Once we finish interviewing users, we can move on to the synthesis phase.

#### Synthesis is a two-step process:

- 1. Combining all the pieces of information that we gathered.
- 2. Articulating the new knowledge that we learnt.

#### Synthesis is where the magic happens!

It's the part where we understand the meaning of the info we gathered, identify new opportunities, and extract actionable insights that guide our product roadmap, design, and business strategy.

Let's start with a "quick win" technique to get some insights. This is a great way to share early learnings with your team, before you've had sufficient time to complete your full synthesis.

#### How to use this template:

Use your interview notes to fill in the template, which includes the user's:

- Profile
- Tasks or goals
- Barriers to achieving those goals
- The causes of those barriers
- Emotions

	Besearch questions here.		
3	Create a single statement to summarize your cus You can duplicate this section to cover more prob Fill in your content on the right (instead of the gre	blem statements.	
	I am trying to		
	But Because		barri
	Which makes me feel		

# Quick win synthesis #1 - Customer problem statement

 $\cup \cup$ 

# 2 What we learned

List your most important observations. Highlight anything that surprised you, and any pain points (frustration, confusion, anger, etc.).

a brief description of the customer	
accomplish a task / achieve a goal	
rrier preventing me from achieving my goal	
underlying cause of the barrier	
emotional response	

#### Context:

Below you'll find a few templates that have different kinds of insights. Each one presents common phrasing we've used, and should help inspire you to extract initial insights before diving deep into thorough synthesis.

(Accomplish a task/achieve a goal)

your answer...

(Barrier/challenge)

**Because:** 

your answer...

(Underlying cause of the barrier/challenge)

## There is a lack of:

(What the user felt was missing)

## And it leads users to:

(What this lack made users do/think/feel)

(The situation when it happened)

## thought:

r answer...

ssumption)

we saw:

r answer...

than our assumption)

## ers try to

your answer...

## **But:**

your answer...

your answer...

### When:

### your answer...