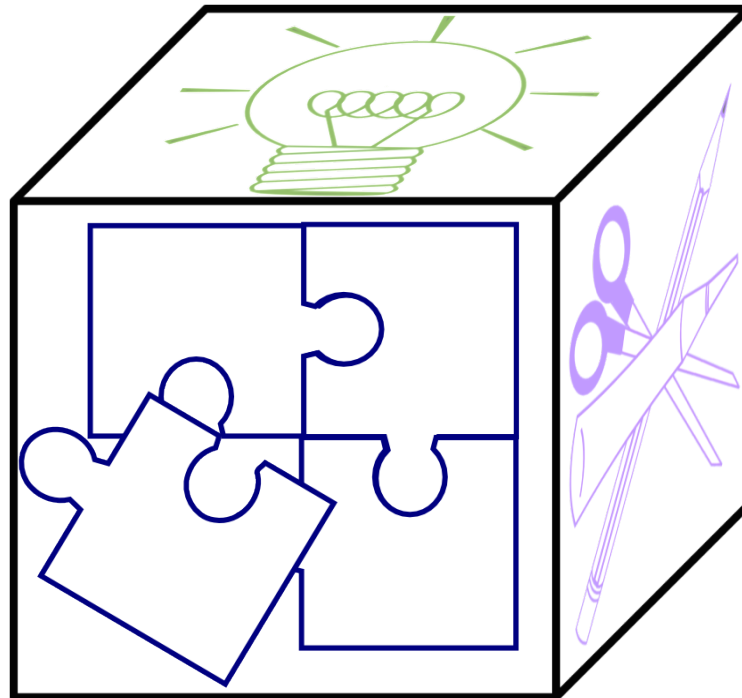
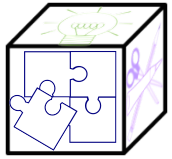


INTERPRET





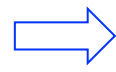
1. Analyze interviews and visits

After an interview or a visit has been realized, analyze the main message that has been delivered using coding and categorization. Interview transcripts, field notes and observations provide a descriptive record of the study, but they do not provide explanations. It is you who have to make sense of the data that have been collected by exploring and interpreting it.

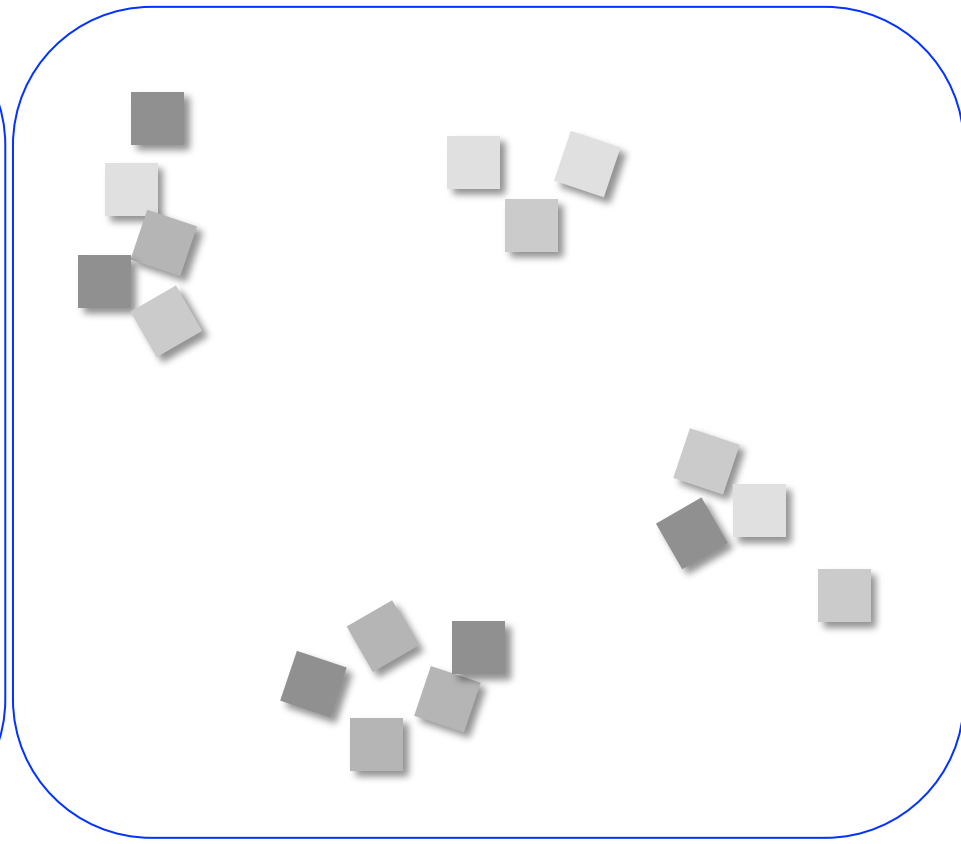
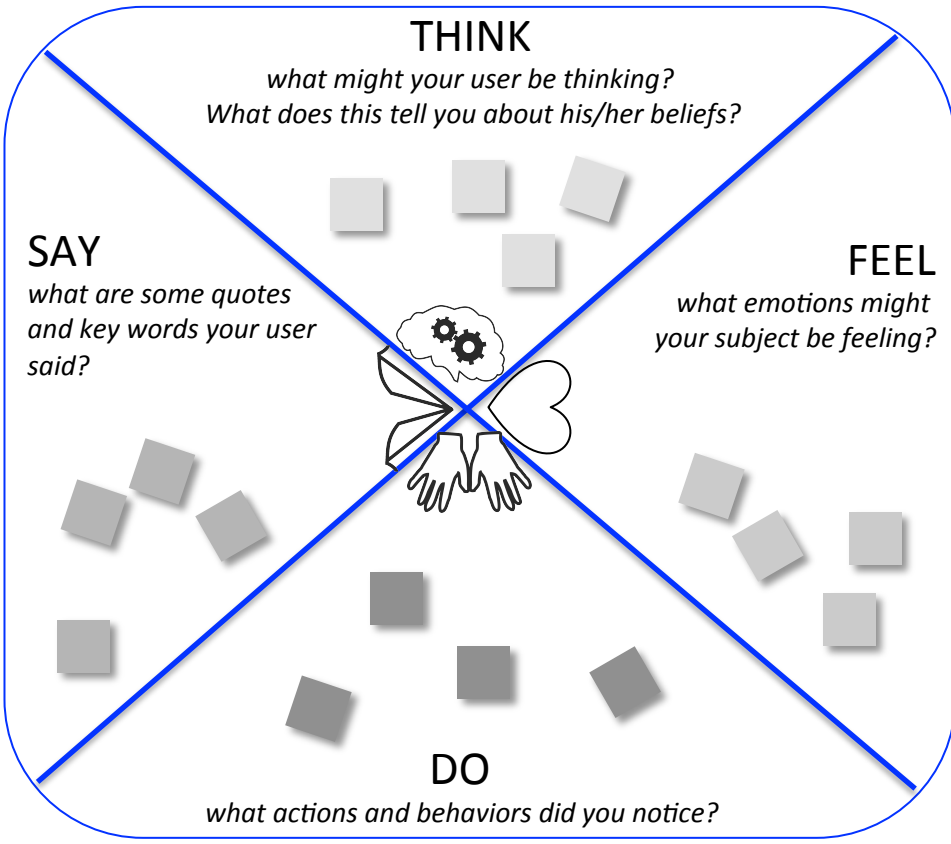
Empathy and Affinity maps will Help in that matter.

Team activity / Practiced during DT course – repeated during meeting with mentor / use Post-its

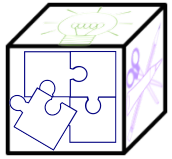
Empathy map: This is a great tool to synthetize your thoughts and get new unexpected finding about the person/persona you will design something for .



Affinity map: regroup your previous post-its of empathy map into categories, if possible, reflecting personal and emotional information (e.g. motivation . frustration . problem . barrier . hope . hobby . fact . fear . pride . experience . memorable event ...)

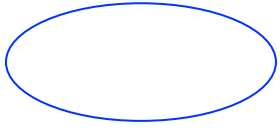


2. ...and concept mapping

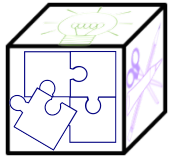


The concept map is used to build a visual structure of your problem domain and extract the “backbone” of your understanding. This will also help you to define your main insight in the next step, which is essential to find your POV or HMW.

Label each ellipse node using the most common terms from the relationships matrix (e.g. pick 4-5 words. write the most frequent one in the existing ellipse). Connect the ellipse nodes using lines. **Think of the nodes as nouns and connections as verbs, adverbs or prepositions, so as to create a cohesive and coherent sentence** (the backbone of the map). Repeat with other sets of less frequent words to create new ramifications in the map.



3. Define your Point Of View



An insight is a provocative statement of truth, that reflects a clear, meaningful perception into human behavior in a particular context. The definition of an insight takes 2 inputs: observations (here we consider what you can extract from the concept map or category from affinity map) and interpretation (asking “why” question and get answer).

Insights are important part of POV or baseline for HMW question.

Team activity / Practiced during DT course – repeated during meeting with mentor

Point Of View: build a sentence that reflects your specific user’s need based on insight. By doing so, you reframe your challenge into a problem statement that will serve as starting point for ideation. Specific user is more than « a man » or « a girl ». It comes with some specific characteristics intrinsically linked with the *need* and *insight*. User’s need should start with a verb.

A [SPECIFIC USER]

NEEDS TO [USER’S NEED]

BECAUSE...

6 rules to craft “good” insight formulation:

1. Authentic
2. Non-obvious
3. Revealing
4. Inform
5. Inspire
6. Memorable

Your main observation linked to user’s need:

Ask a question to these findings regrouped



by similarity and answer/interpret it.

Why question:

Answer/interpretation:

Surprising insight:

