

3b: Interpret Collected Stories

Share User Stories

Share information from the field to help everyone internalize what you observed. Use creative presentation methods that help close the empathy gap.

Identify Important Information in Stories

Analyse key findings to hypothesize why this is happening. Call-out patterns, surprises, and commonalities. Cluster common themes and choose the most important.

Diagnose the Underlying Causes

Ask yourself why this is happening, drawing from research and educated guesses. Articulate final diagnosis succinctly to make sense of what was gathered in the field.

3b Tool #11

Share User Stories

Using notes from Tool #10 along with material gathered from the field, transcribe what you have seen and heard in the field to your team members. Sharing stories allows you to bring the context of the user with you throughout the rest of the process, ensuring you are designing a solution that is addressed to them. Rely as much on 'sensory' sharing as possible—use visuals of the location or person. Sample share back activities include:

Presentation: Set up a slideshow to share photographs and quotes from the field. Remember to keep it based on observations and stories, without including your opinions (yet).

Gallery Walk: Place large printed photographs taken in the field around a room. Each picture should communicate something notable you / your team observed.

Storyboards: Draw simple storyboards to walk your team through a story, a setting, or a process you observed. Look at the event through a user's perspective.

Video or Audio Share: Did you capture any audio or video in the field? Maybe you set up a camera (example: GoPro) to capture daily movement through an environment. Sharing these assets can help to transport team members to the field.

Quote

What was the most memorable thing they said?

Portrait / Images

Attach Photographs Here

Their Story

Who are they? What type of user do they represent?

Environment

What you noticed about their home, community, or work place.

Connections and Relations

People and organizations they are connected to.

Objects

Physical and digital objects they use.