Activity steps

STEP 1

Gather and review your findings

🕐 **60 mins**

OUTCOME
A shared understanding of everything that's been found in this round of research

INSTRUCTIONS

Before you start, split the group into pairs, each with their own workspace.

1	In pairs, extract any quotes, observations or reflections from interviews that you found interesting or important. Paste each one on an individual sticky note in your RESEARCH NOTES section. Don't forget quotes, which provide rich insight into user's perspectives (and generate great discussions about what they really mean).
2	When everyone is done, get a sense of what others have pulled out by browsing through the others pairs' findings (10 mins per section is good). Take a short break when you're done.

You know you're done when you've read through all the sticky notes (and your brain is staring to tingle with ways they're connected).

PAIR 1: RESEARCH NOTES

PAIR 2: RESEARCH NOTES

PAIR 3: RESEARCH NOTES

PAIR 4: RESEARCH NOTES

STEP 2

Identify key findings

🕐 **120+ mins**

OUTCOME
A clear idea of your most important findings (and why they are important)

INSTRUCTIONS

Before you start, add the key findings from your research to the KEY FINDINGS column below

1. As a group, start organising your findings into groups that make sense. It helps to theme and hunch as you go:
   - Theming: Findings that are all related to the same problem, feature, step of the journey or any other kind of "theme".
   - Hunching: Findings that feel related in some way. This is more about listening to your instincts that rational thought (that comes next). It generally starts with "These feel related, but I don't know why" and starts to make sense as you progress through the activity.

   Note: You can use findings in more than one cluster.

2. Once you've organised (and reorganised) your findings, summarise each cluster as a key finding - a note that succinctly captures the core meaning of the cluster and articulates why it's consequential to the project.

You know you're done when each of your clusters has a key finding that feels like it's powerful enough to impact the project in some way.

💡 **PRO TIP**

"If you want to work out if a key finding is consequential, ask each other "So what?"

By answering this question, you'll soon work out if the finding really is consequential, or it's just been written in a way that sounds like it is."

Jessie Callaghan
Department of Customer Service

STEP 3

Reframe findings from a users' perspective

🕐 **45 mins**

OUTCOME
A shared understanding of what's important to your users.

INSTRUCTIONS

Before you start, talk through the six segments below to make sure everyone is clear on what we'll be discussing.

1	As a group, discuss what's going on for your users right now, and add sticky notes to answer each question on the board. Keep going until all of the segments have been thoroughly discussed and populated.
2	Now that you've built a better understanding of your user(s), look back over your key findings and discuss which ones are most consequential to users and why. Update any key findings that can be improved or clarified as a result of your discussion. Take a break when you're done

You know you're done when the group can identify the key findings that are most important to the users they interviewed.

WHAT DO USERS DO?

WHAT DO USERS WANT?

WHAT DO USERS THINK?

WHAT DO USERS FEAR?

WHAT DO USERS HOPE FOR?

WHAT DO USERS FEEL?

STEP 4

Turning findings into directions and actions

🕐 **30 mins**

OUTCOME
Clear understanding of the directions and actions that could be taken as a result of key findings

INSTRUCTIONS

1 Take some time to reflect on the all research you've processed, the discussions
   you've had and the thinking you've done. Then, as a group, discuss your answers to
   these questions"

   • What did we find interesting or surprising about these interviews?

   • How do they confirm or contradict what we've heard in our previous research?

   Add the most compelling suggestions to the workspace as you talk.

2 On sticky notes, each write down a few actions the group could take, or directions
   the project could go in, as a result of what you've found in this activity.

   Discuss each as a group and decide which ones you'll share back with stakeholders
   and the broader team.

You know you're done when the group can list the direction(s) and/or actions the
project could take as a result of this round of research.

INTERESTING	SURPRISING	CONFIRMED	CONTRADICTED

DIRECTIONS & ACTIONS

Example

STEP 1
Gather and review your findings

⏱ 60 mins

OUTCOME
A shared understanding of everything that's been found in this round of research

INSTRUCTIONS

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1. In pairs, extract any quotes, observations or reflections from interviews that you found interesting or important. Paste each one on an individual sticky note in your RESEARCH NOTES section.

   Don't forget quotes, which provide rich insight into user's perspectives (and generate good discussions about what they really mean).

2. When everyone is done, spend a sense of what others have pulled out by browsing through the other's pairs' findings (10 mins per section is good).

   Take a short break when you're done.

Point area booking service research

You know you're done when you've read through all the sticky notes (and your brain is starting to tingle with ways they're connected).

💡 **PRO TIP**

"Privacy is the responsibility of all researchers. As you work it may be helpful to know who said what, but in titles we need to "de-identify" or anonymise the findings for privacy and security."

If you want to keep track of where comments came from you could use colour coding, a number system or a code system. For example, interview #1 might be an blue sticky notes or you might add a #1 to the post it. This allows you to keep track whilst protecting users privacy."

Jessie Callaghan
Department of Customer Service

PAIR 1: RESEARCH NOTES
PAIR 2: RESEARCH NOTES
PAIR 3: RESEARCH NOTES
PAIR 4: RESEARCH NOTES

STEP 2
Identify key findings

⏱ 120+ mins

OUTCOME
A clear idea of your most important findings (and why they are important)

INSTRUCTIONS

Before you start, add your findings from your research to the KEY FINDINGS column below

1. As a group, start organising your findings into groups that make sense. It helps to theme as much as you go:
   - Theming: findings that are all related to the same problem, feature, step of the journey or any other kind of "theme".
   - Hunching: findings that feel related in some way. This is more about listening to your instincts that rational thought (that comes next). It generally starts with "These feel related, but I don't know why" and starts to make sense as you progress through the activity.

   Note: You can use findings in more than one cluster

2. Once you've organised (and reorganised) your findings, summarise each cluster as a key finding - a note that succinctly captures the core meaning of the cluster and articulates why it's consequential to the project.

You know you're done when each of your clusters has a key finding that feels like it's powerful enough to impact the project in some way.

💡 **PRO TIP**

"If you want to mark out (i.e. key finding is consequential, ask each other "So what?"

By answering that question, you'll soon work out if the finding really is consequential, or it's just been written in a way that sounds like it is."

Jessie Callaghan
Department of Customer Service

STEP 3
Reframe findings from a users' perspective

⏱ 45 mins

OUTCOME
A shared understanding of what's important to your users.

INSTRUCTIONS

Before you start, talk through the six segments below to make sure everyone is clear on what we'll be discussing.

1. As a group, discuss what's going on for your users right now, and add sticky notes to answer each question on the board.

   Keep going until all of the segments have been thoroughly discussed and populated.

2. Now that you've built a better understanding of your user(s), look back over your key findings and discuss which ones are most consequential to users and why.

   Update any key findings that can be improved or clarified as a result of your discussion.

   Take a break when you're done

You know you're done when the group can identify the key findings that are most important to the users they interviewed.

💡 **PRO TIP**

"If you find you have drastically different user groups, you can create more than one version of the canvas below. But don't get too caught up in multiple versions, you're not creating a refined persona, just building a better understanding of your users."

Jessie Callaghan
Department of Customer Service

WHAT DO USERS DO?
WHAT DO USERS WANT?
WHAT DO USERS THINK?
WHAT DO USERS FEAR?
WHAT DO USERS HOPE FOR?
WHAT DO USERS FEEL?

Plan special events
Organise
Photos for Instagram
Set up
Clear up / pack-up
Less stress

Goal weather
NO hiccups

Excited   Nervous   Stressed

STEP 4
Turning findings into directions and actions

⏱ 30 mins

OUTCOME
Clear understanding of the directions and actions that could be taken as a result of key findings

INSTRUCTIONS

1. Take some time to reflect on the all research you've processed, the discussions you've had and the thinking you've done. Then, as a group, discuss your answers to these questions?
   - What did we find interesting or surprising about these interviews?
   - How do they confirm or contradict what we've heard in our previous research?

   Add the most compelling suggestions to the workspace as you talk.

2. On sticky notes, each write down a few actions the group could take, or directions the project could go in, as a result of what you've found in this activity.

   Discuss each as a group and decide which ones you'll share back with stakeholders and the broader team.

You know you're done when the group can list the directions) and/or actions the project could take as a result of this round of research.

💡 **PRO TIP**

"Don't fret if these last discussions start leading the project in a new direction. As long as the group will have built some collective intelligence so may be able to see new paths or opportunities. "

Rich Brophy
Department of Customer Service

Parking is a critical issue for most interviewees

Cost is not a major blocker

Those booking spaces are more likely to be one-off users than park regulars

Organisers of special events are thinking about "the shot" (for Instagram)

The process of coordinating fuels anxiety about confrontations with other park users over space

Organisers of special events are the key user group

DIRECTIONS & ACTIONS

Gather and address the key decision-making criteria in first prototype

Brainstorm how to pre-empt confrontations between booked and non-booked groups

Consider how can leverage photography to drive update

Build out personas using STEP 3 output

Add key findings to stakeholder update

Can we interrogate test with real park users? NEED TO INVESTIGATE