Introduction to
Storytelling & Synthesis
Learning Objectives

After this lab you should be able to...

1. Recognize the four key activities for synthesis
2. Understand patterns/themes and insights
3. Organize frameworks to articulate insights
What is Synthesis?

- Act of making sense of what we’ve seen and heard during observations
- Takes us from inspiration to ideas, from stories to solutions
- Enables us to establish a new perspective and identify new opportunities
Four Key Activities for Synthesis

1. Tell stories about individuals
2. Look for patterns
3. Extract the key insights
4. Create frameworks to best communicate
Four Key Activities for Synthesis:

1. Tell stories about individuals

- Take turns telling stories
- Actively listen to your team members and look for meaning
- Analyze and interpret meaning
- Focus on the highlights
- Go deeper
31, married, 2 kids

- Keeps a lot of attention
- Arm andbanner, lump and smell fresh

- MIcky
  - From Cirus orchard, gave to orchard
  - she got stolen from the orchard
  - all girls adopted & cut off season
  - when she got home she was acting on car
  - teacher at school declared & sprayed
  - temperament changed after she was declared
  - replaced carpet
  - put on clothes on the floor
  - Don't let anyone mess up her
clothes excessively

- didn't pee under

**Hissed when**

**Notes & Drawings**

- Little box used to be up high

- Was playing with laser pointers
  - would do backflips

- Little box expensive
  - price & poop separately

- Never had an open litter box

- Asked her
  - behavior spray
  - hard to use consistently
  - pretty expensive

- Change at $50/bag too expensive

- "She's a barn cat"

- Does 1-2 cat's worth about keys anymore

- About 2 years

- Once she helped once on carpet
Casper

15 years old
Adopted 10 years ago
Back right leg is amputated

“Even though he’s in the litter box when he pees, he can’t squat so the pee goes everywhere.”

“He doesn’t play with our other cats because of the generation gap, he’s a lot older.”

“We have to keep the litter boxes in our unfinished basement so he doesn’t ruin our home.”

“During stressful times like during our bathroom remodel, he stays at my parents’ place so he doesn’t get too anxious.”
Name

- Three
- Biographical
- Points

“Quotes that capture specific insights/feelings”

Observations/other key findings

…
Four Key Activities for Synthesis:
2. Look for patterns

- Look for buckets and themes
- Consider the relationships between buckets
- Group and re-group themes and buckets
- POINT
  - Problems, Opportunities, Insights, Needs, Themes
<table>
<thead>
<tr>
<th>Transition Home</th>
<th>Action Tries</th>
<th>Cat Behaviors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cat seemed fine, didn't pee out of box @ home</td>
<td>Noticed pee on carpet when she was 2 years old</td>
<td>“She’s a barn cat”</td>
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<tr>
<td></td>
<td>No pattern to the pee</td>
<td>Quite territorial</td>
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<td>Peed on clothes that were on the floor or table</td>
<td>Required nightly petting/cuddles</td>
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<td>Front claws declawed for climbing on curtain</td>
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<td></td>
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<td>Less playful since declawing</td>
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<tr>
<td></td>
<td>Pees on things after being messed with</td>
<td>Enjoys being outside</td>
</tr>
<tr>
<td></td>
<td>Never pees on Rachel’s clothes</td>
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### Actions Tried
- Sectioned off space => ½ the house to only 2 rooms
- 2 litter boxes
- Hormone spray from vet => $50 too much
- Never had an open litter box
- Twins not allowed near cat w/o Rachel

### Cat Behaviors
- “She’s a barn cat”
- Quite territorial
- Required nightly petting/cuddles
- Poops and pees at separate times
- Less playful since declawing
- Enjoys being outside
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*
Practice identifying insights!

Take the next 3 minutes to identify insights from the grouped “post-its” from the last slide.

Then share and discuss with your neighbor.
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Example Insights from Cat Interviews

Cats like to pee on soft human-scented things on the floor as a way of marking their territory.

Cats pee outside the litter box because of human error.

Cats pee outside the box because of traumatizing events that they have not recovered from.
Now it’s your turn
Four Key Activities for Synthesis

1. Tell stories about individuals
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Frameworks: try it out...

“Tell stories about individuals”

“Look for patterns”

“Extract Insights”

Student interest

time
You may not have a personal connection to the experience

Different projects will require different considerations

Find the best way to express your insights

Find the right framework for your story
The Driver Journey

For our own understanding, we spent time mapping out the driving journey, focusing on the key elements of the on-boarding process during our deep-dive immersion.

Discovery
The discovery phase is where potential drivers learn about Lyft as an option to earn money with a flexible schedule. This could be through ads, referrals, word of mouth or any other channel that catches their interest and motivates them to start the on-boarding process.

On-boarding
The potential drivers with the motivation to drive for Lyft go through various steps; the process starts online with the sign-up and documents upload; it moves on to document validation and background check, and ends with the in-person vehicle check / car rental and the introduction class by a Lyft Community Associate.

Driving
With on-boarding completed, the new Lyft drivers are ready to go and become the faces of Lyft to the riders. Lyft maintains driver engagement through various digital and physical channels; i.e. text messages, the Lyft driver app or Lyft Hub to inform drivers about current bonuses and surging areas.
Our understanding of the Lyft on-boarding process

1. **Sign-up**
   - The sign-up is a 7 step process, where drivers provide personal information, upload relevant documents and get familiar with basic rules and regulations associated with driving for Lyft.

2. **Check-up**
   - After uploading various documents (e.g. driver's license), Lyft validates the uploaded documents and drivers go through a background check by a third party.

3. **Vehicle set-up**
   - Drivers have two options for their vehicle set-up. They can rent a car through one of Lyft's partners (Hertz, Maven) or drive their own car (that needs approval by Lyft).

4. **Intro to Lyft**
   - Combined with car inspection/car rental, drivers get introduced to driving at Lyft by a Community Associate, where they learn about the Lyft brand, how to use the app and other important basics.

5. **First ride**
   - The stickers are applied to the windshield, the Lyft Dash is connected and ready to go — it's time to turn on the app and switch to online. The on-boarding finishes with the first ride as a driver.
Key Insights
Through the driver interviews, our visits to various Lyft locations, talking to experts and going through the on-boarding process ourselves, we gathered these initial learnings.

Different Levels of Proficiency
Talking to the drivers we saw different levels of proficiency with driving, social skills, or tech-affinity. As the process stands today, Lyft does not tailor the on-boarding experience to accommodate personal needs of each driver.

Low Ratings Pressure
During our interviews with the drivers we observed a lot of pressure on the driver side to keep up the high ratings and meet all the riders’ needs, even when they are clearly overly demanding.

Complex On-boarding Process
The various steps involved in on-boarding reduces initial excitement for joining the service.

Great Reputation
With the main competitor showing up in a negative light in the media and through word of mouth, Lyft is in a unique position to build on their existing reputation and create an even more differentiated brand to attract and retain new drivers.

High Expectations
We heard a lot of stories from the drivers about how excited they got to join Lyft. Sometimes they have high expectations that are not always met from the beginning.

First Ride Anxiety
The drivers seem to be anxious about their first ride and because of that, they are reluctant to get started and sometimes put it off for several weeks.
Journeys

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Journeys

Patient's Cancer Journey
Journeys

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
Maps

- Other Survivors
- Other Patients
- Survivors of Same Condition
- Patients with Same Condition
- Patients with Same Demographic
- External Community
- Intimate Care Circle
- Extended Care Circle
- Right Hand
- Scout
- Captain
- Translator
- Confidante

Care Circles

- Advises key decisions
- Seeks new information, far and wide
- Attends to everyday care
- Proposes the route
- Interprets the medicales
- Emotional & spiritual support
- Concerned Colleagues
- Supportive Friends
- Family in-the-know
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.
Reviewing Potential Frameworks

- Journey Maps
- Relational Maps
- 2x2 Matrix
- Venn Diagram
We make frameworks to **visually communicate** our synthesis and present our insights in a **simplified** way.
Learning Objectives

After this lab you should be able to...

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Assignment
Create a framework

Meet as a team to develop a framework for your challenge. These will be presented during lab next week and we’ll be providing feedback.