

## Phase 2 of thorough synthesis: Extracting insights from each theme

We successfully clustered our data into themes. Now, we can extract insights from each one.

### Step 1: Write down your initial learnings

For each theme, write down:

- What new things you learned
- What you found interesting
- Anything that surprised you

\*Note: this is not the time to brainstorm solutions. Just focus on understanding the users' problems, needs, and behaviors.

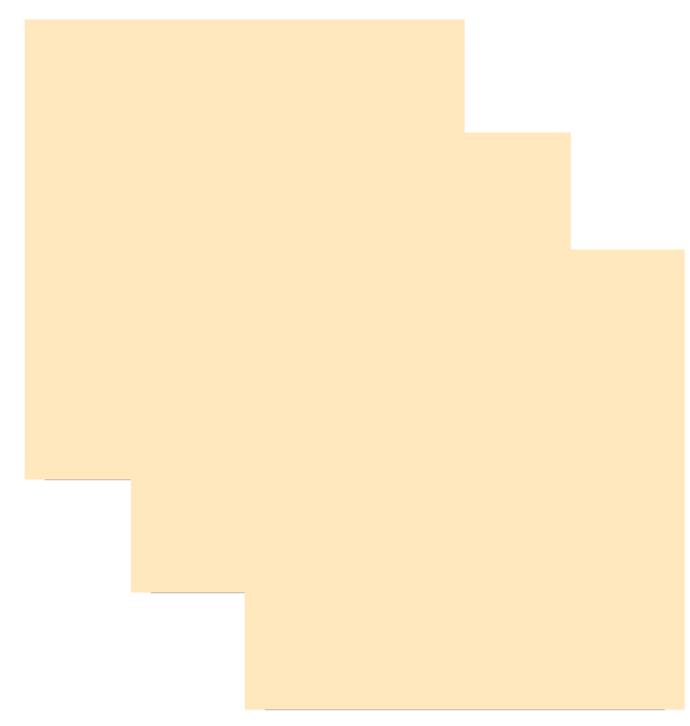
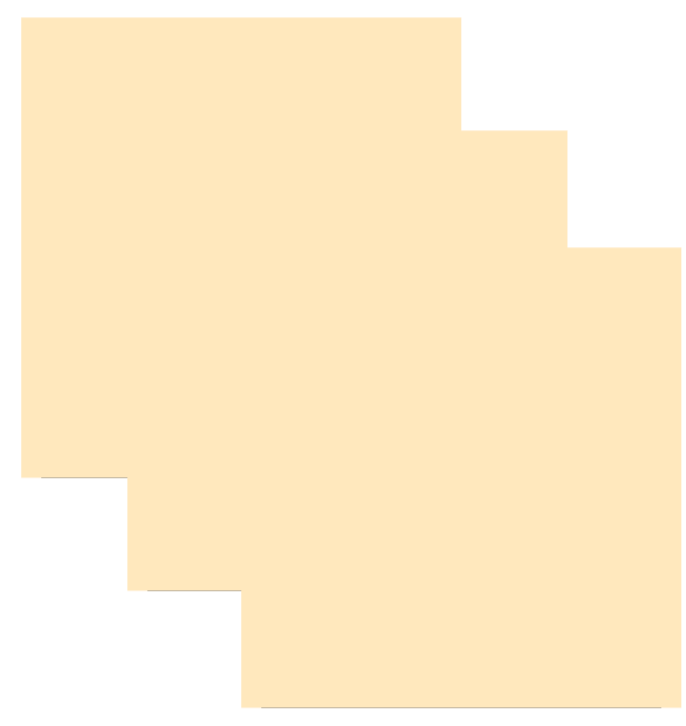
### Step 2: Refine and crystallize insights

Look for the meaning behind your initial learnings. What insights can you extract?

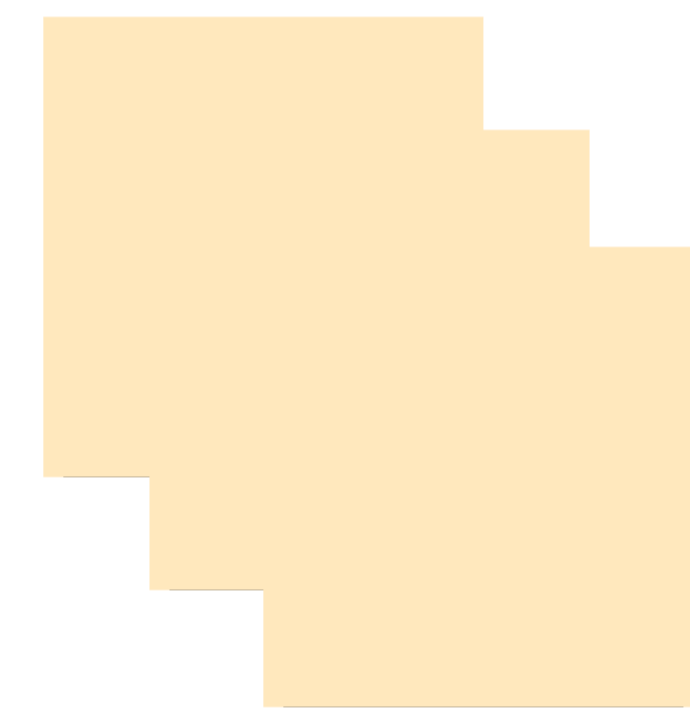
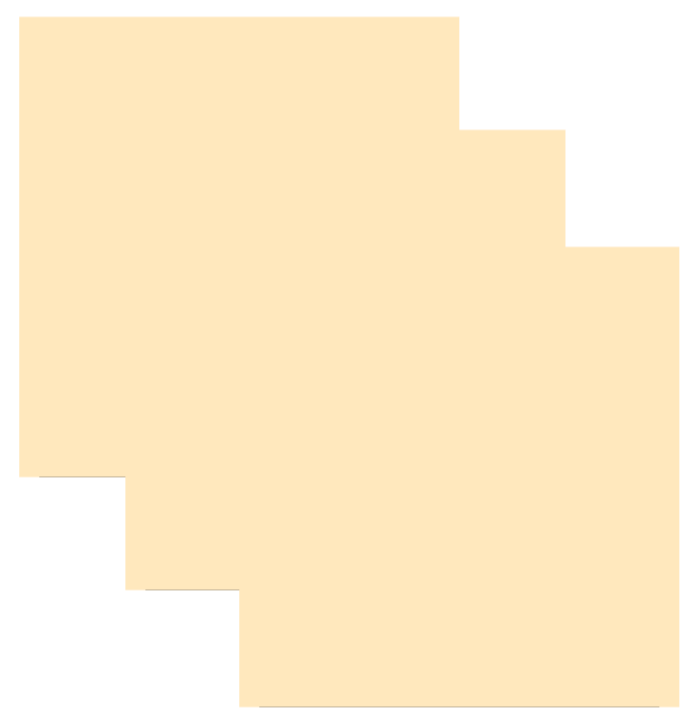
As you extract those insights, make sure:

- Each insight is 1 clear idea
- The wording accurately captures what you learned
- Each sentence begins with the most important thing


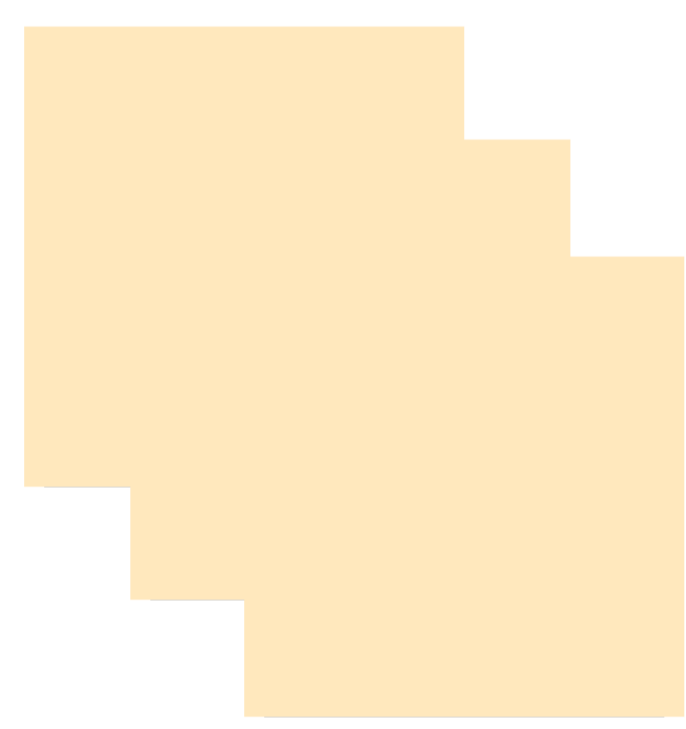
#### 1 User profile & context

<p><b>Initial learnings:</b></p> 	<p><b>Insights:</b></p> 
<p><b>Leading questions</b></p> <p>What did you learn? What was interesting? Did anything surprise you?</p>	<p><b>Make sure that:</b></p> <p>Each insight is 1 clear idea. The wording captures what you learned. Sentences begin with the most important info.</p>


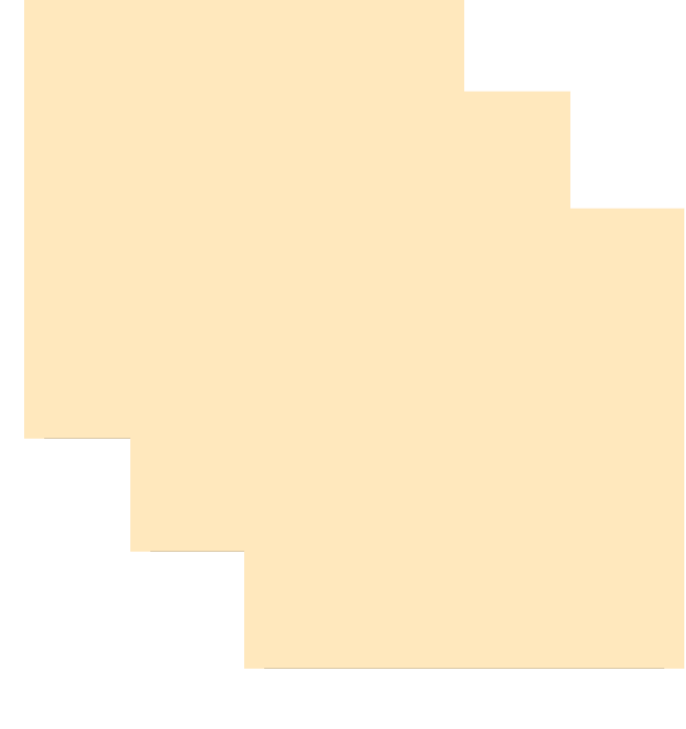
#### 2 Jobs to be done: Users' goals, current actions & challenges

<p><b>Initial learnings:</b></p> 	<p><b>Insights:</b></p> 
<p><b>Leading questions</b></p> <p>What did you learn? What was interesting? Did anything surprise you?</p>	<p><b>Make sure that:</b></p> <p>Each insight is 1 clear idea. The wording captures what you learned. Sentences begin with the most important info.</p>


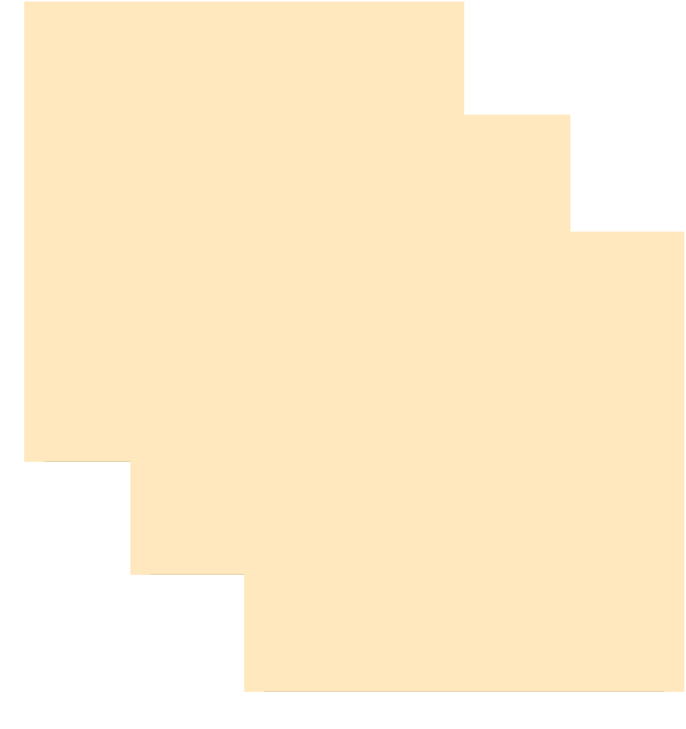
#### 3 Other needs & pain points

<p><b>Initial learnings:</b></p> 	<p><b>Insights:</b></p> 
<p><b>Leading questions</b></p> <p>What did you learn? What was interesting? Did anything surprise you?</p>	<p><b>Make sure that:</b></p> <p>Each insight is 1 clear idea. The wording captures what you learned. Sentences begin with the most important info.</p>

#### 4 Concerns and barriers to using X

<p><b>Initial learnings:</b></p> 	<p><b>Insights:</b></p> 
<p><b>Leading questions</b></p> <p>What did you learn? What was interesting? Did anything surprise you?</p>	<p><b>Make sure that:</b></p> <p>Each insight is 1 clear idea. The wording captures what you learned. Sentences begin with the most important info.</p>

#### 5 Usability friction points

<p><b>Initial learnings:</b></p> 	<p><b>Insights:</b></p> 
<p><b>Leading questions</b></p> <p>What did you learn? What was interesting? Did anything surprise you?</p>	<p><b>Make sure that:</b></p> <p>Each insight is 1 clear idea. The wording captures what you learned. Sentences begin with the most important info.</p>