



= collaborative conversation  
with the purpose:  
to share ideas and  
find together the best insights



### What do you need to know?

- The discussion is **anonymous**
- you get randomly a place at a **virtual tables** with 4 others.
- Ideas with a high score at a table (called **synthetrons**) are passed on to more tables. Ideas with a low score stay at the table
- that the **outcome** is the list of synthetrons with their support level



### What are the golden rules?

- give **1 and complete idea** at the time
- stay away from one liners
- **react** on each other to bring depth
- have an **open mind**
- do **not go to fast** ( 1 idea / 5 minutes).
- **Balance** your time between reading, scoring and thinking and writing

# 4 ongoing activities for a participant

1. thinking

2. reading

3. writing

4. scoring

If bold =  
synthetron

your score  
⇒ Slide the blue  
arrow into  
scoring scale

group  
average  
score

Your message  
Your reaction

- ⇒ click on a message (it highlights)
- ⇒ then write yours

Look at the demo (4min)  
<http://www.synthetron.com/demo/en>

The screenshot shows the Synthetron interface with a poll titled "How often do you take public transport? and then share what is the main attraction of public transport: what specifically is it that make you chose for public transport over private when you do so? Never; occasionally; regularly; all the time;". The poll options are "Never", "occasionally", "regularly", "daily commuting", and "all the time;". A blue arrow points to the "regularly" option. To the right of the poll is a scoring scale from "oppose" (red) to "agree" (green) with "not useful" in the middle. Below the poll is a list of messages. The first message is "find it far less expensive: my office pays for most of the bill.. so taking the car becomes a difficult decision". The second message is "Try to pay a train ticket for a family of 4: you feel really ripped of.. the car is a far cheaper and door to door solution for the weekend". The third message is "I recognise money as main driver.. but door me it is the other site: parking is simply to expensive around my office". The fourth message is "I do not like to be packed in wagons... I find it to often unpleasant ful l of noise, smells.". The fifth message is "I agree.. if public transport could give me more a feeling of being treated nicely, having a pleasant experience I would use it more often". The sixth message is "I admit money is my main driver.. but door me it is the other site: parking is simply to expensive around my office". The seventh message is "Well I like to have the little chat in the morning, observe the others, read my newspaper in the bus.". The eighth message is "I do like the privacy of my car: I can phone, sing with the radio.. be alone". A blue arrow points to the "I do like the privacy of my car: I can phone, sing with the radio.. be alone" message. At the bottom of the interface is a "send" button.