Point of View - Problem Statement

When you want to create an actionable problem statement which is commonly known as the Point of View (POV) in Designing Thinking you should always base your Point Of View on a deeper understanding of your specific **users**, their **needs** and your most essential **insights** about them. In the Design Thinking process, you will gain those insights from your research and fieldwork in the Empathise mode.

Your Point of View is Your Guide

- Your Point of View (POV) defines the RIGHT challenge to address in the following mode in the Design Thinking process, which is the Ideation mode.

- A good POV will allow you to ideate and solve your design challenge in a goal-oriented manner in which you keep a focus on your **users**, their **needs** and your **insights** about them.

- Your POV should never contain any specific solution, nor should it contain any indication as to how to fulfill your users' needs in the service, experience, or product you're designing. Instead, your POV should provide a wide enough scope for you and your team to start thinking about solutions which go beyond status quo. However, you should construct a fairly narrowly-focussed problem statement or POV as this will generate a greater quantity and higher quality solutions when you and your team start generating ideas during later Brainstorm, Brainwriting, SCAMPER and other ideation sessions.

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How do you Define your Point Of View?

1 | **User, Needs, Insights**

- Define the type of person you are designing for – your user. For example, you could define the user by developing one or more personas, by using affinity diagrams, empathy maps, personas and other methods, which help you to understand and crystallise your research results – observations, interviews, fieldwork, etc.

- Select the most essential needs, which are the most important to fulfill. Again, extract and synthesise the needs you've found in your observations, research, fieldwork, and interviews. Remember that needs should be verbs.

- Work to express the insights developed through the synthesis of your gathered information. The insight should typically not be a reason for the need, but rather a synthesised statement that you can leverage in your designing solution.

2 | **POV Template**

Write your definitions into a Point Of View template like this one:

User	Need	Insight
An adult person who lives in a city	To use a car for 10-60 minute trips 1-4 times per week	The user would not want to own his own car as it would be too expensive compared to his needs. He would like to share a car with others who have similar needs, however, there are no easy and affordable solutions for him. It's important for the user to think and live green and to not own more than he truly needs.

2 | POV Template

Your Point of View template:

| User	Need	Insight

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3 | **POV Madlib**

You can articulate a POV by combining these three elements – user, need, and insight – as an actionable problem statement that will drive the rest of your design work. It's surprisingly easy when you insert your findings in the POV Madlib below. You can articulate your POV by inserting your information about your user, the needs and your insights in the following sentence:

[User . . . (descriptive)] needs [Need . . . (verb)] because [Insight . . . (compelling)]

_____ **needs to** _____ **because** _____ .
[user]   [user's need]   [insight]
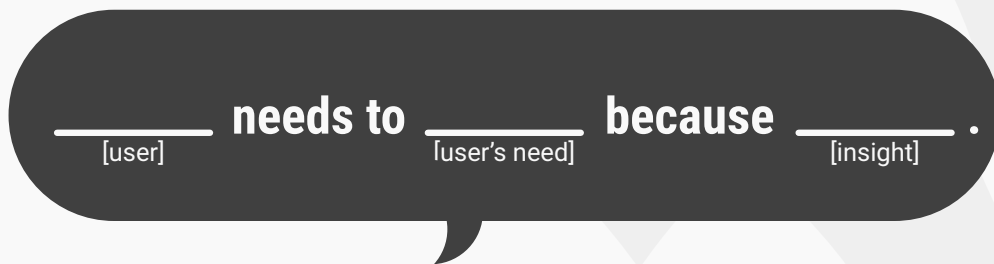
Condense your Point Of View by using this POV Madlib.

Example: An adult person who lives in the city… needs access to a shared car 1-4 times for 10-60 minutes per week … because he would rather share a car with more people as this is cheaper, more environmental friendly, however it should still be easy for more people to share.

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4 | **Make Sure That Your Point Of View is One That:**

- Provides a narrow focus.

- Frames the problem as a problem statement.

- Inspires your team.

- Guides your innovation efforts.

- Informs criteria for evaluating competing ideas.

- Is sexy and captures people's attention.

- Is valid, insightful, actionable, unique, narrow, meaningful, and exciting.

Yay! You're now well-equipped to create a POV and it's time understand how to start using your POV which crystallises all of your previous work in the Empathise mode. You start using your POV by reframing the POV into a question: Instead of saying, we need to design X or Y, Design Thinking explores new ideas and solutions to a specific design challenge. It's time to start using the Design Thinking Method where you ask, "How Might We…?"

Learn more about how to use this template

Methods of using this template are taught in our online course **Design Thinking: The Beginner's Guide**. Make full use of this template and learn more about design thinking by signing up for it today.

Design Thinking: The Beginner's Guide

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