

Point-of-View 2

Instructions: Refer to the previous worksheet, and select one pair of notice and guesses. This will form the core of your Point of View statement. POVs help a design team rally around one specific stakeholder and the problem they face. This helps move a problem toward actionable steps. Next, think of needs statements for that stakeholder. Don't come up with solutions yet, instead focus on problems they need to overcome. Create two POVs individually. Then, share with your team to choose one as a group on which to focus your design work.

OBSERVATIONS
& GUESSESPOINT
OF VIEWHMW
QUESTIONS

1 WE MET:

Describe one person you interviewed.

2 WE NOTICED:

What did you hear or see? Think of surprises, conflicts or contradictions.

3 WE THINK THIS IS IMPORTANT BECAUSE:

What is your guess about why this matters?

4 NEEDS A WAY TO:

Describe what your stakeholder needs.

If the needs statement feels too big and overwhelming, ask yourselves: What's stopping us from meeting this need?

Then, rewrite the need around what you identified as a barrier.

If the needs statement feels too much like a solution, ask yourselves: Why would we want to do this?

Then rewrite the need around the motivation.

5 POINT OF VIEW STATEMENT

Put it all together.

_____ is struggling with
[stakeholder]

because _____
[why this matters]

She/He needs a way to _____

[needs statement]