WHAT is the define mode
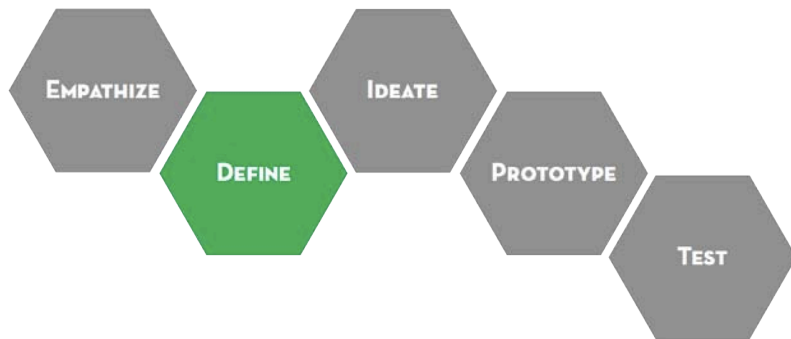
The define mode is when you unpack and synthesize your empathy findings into compelling needs and insights, and scope a specific and meaningful challenge. It is a mode of "focus" rather than "flaring." Two goals of the define mode are to develop a deep understanding of your users and the design space and, based on that understanding, to come up with an actionable problem statement: **your point of view**. Your point of view should be a guiding statement that focuses on specific users, and insights and needs that you uncovered during the empathize mode.

More than simply defining the problem to work on, your point of view is your unique design vision that you crafted based on your discoveries during your empathy work. Understanding the meaningful challenge to address and the insights that you can leverage in your design work is fundamental to creating a successful solution.

WHY define

The define mode is critical to the design process because it explicitly expresses the problem you are striving to address through your efforts. Often, in order to be truly generative, you must first reframe the challenge based on new insights you have gained through your design work. This reframed problem statement can then be used as a solution-generating springboard.

As a test, a good point of view (POV) is one that:
• Provides focus and frames the problem
• Inspires your team
• Provides a reference for evaluating competing ideas
• Empowers team members to make decisions in response to the high-level goals of the team
• Fuels brainstorms by suggesting "how might we" statements
• Captures the hearts and minds of people you meet
• Saves you from the impossible task of developing solution concepts that are all things to all people
• You revisit and reformulate as you learn by doing
• Guides your innovation efforts