1. Write some Design Targets / ‘Points of View’ Statements aka Epics

Discovering and articulating a meaningful challenge is a key responsibility of the designer.

**Design Targets statements serve to focus ideation** (brainstorming) and capture your design vision.

**Format**:  [USER] needs to [USER’S NEED] because [SURPRISING INSIGHT]

**Good ‘Design Targets’ should be**:

* Based upon information about real users e.g. interpreted data, stories and user journeys;
* Actionable and potentially generative (rather than just factually true);
* Intriguing and provocative (to stimulate, and feed, the generation of alternative options).

For example, instead of:

“A teenage girl needs more nutritious food because vitamins are vital to good health”

Try:

“A teenage girl with a bleak outlook needs to feel more socially accepted when eating healthy food, because in her hood a social risk is more dangerous than a health risk.”

“A high-achiever at work, and as a parent, needs to feel more in control of her young children at school, because the child’s achievements are also an achievement for the parents”.

Design Targets are a bit like EPICS

**Format**:  As a [USER], I want to [USER TASK], so that [PURPOSE or MOTIVATION]

**For example:**

“As a teenage girl with a bleak outlook, I want to eat healthy food in a cool way, so that I will always be accepted in my hood”

James needs to take another train or another form of transport because his first class train has been cancelled, resulting in the closure of the recommended route to the wedding venue

James needs to reroute his journey to the wedding venue because he was just informed about the dress code requirements from the wedding organisers

James needs to reschedule his meetings on the wedding date because if he doesn’t he will miss vital meetings or his friend’s wedding

As a wedding organiser, I want to inform the guests about the requested dress code, so that no guests will be turned away at the door to the venue.

As a security guard, I want to have gather weapons with dual magazines, so that the bride who is the daughter of a drug lord is safe whist in the venue resulting in a major payday.

As prime minster Putin