DEFINE . . .

is about bringing **clarity and focus** to the design space

is synthesis of information to discover connections and patterns, which lead you to insights

is your chance, and responsibility, as a design thinker to recognize and articulate the challenge you are taking on
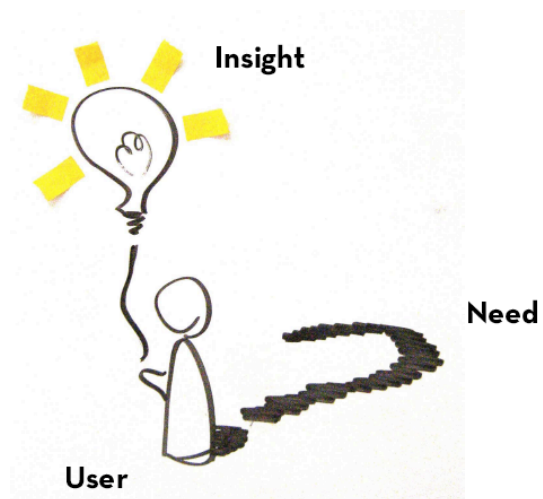
DEFINE . . .

IS SENSEMAKING AND FOCUS

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TODAY

Two things to introduce:

- Point of View
- Needs

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POINT OF VIEW

POINT OF VIEW . . .

is a concise problem statement which reframes the challenge

is your launchpad for developing meaningful solutions to a design challenge

is your guiding and grounding force as you develop your solution

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POINT OF VIEW . . .

IS A COMPELLING FRAMING OF THE DESIGN CHALLENGE BASED ON YOUR NEW UNDERSTANDING

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POV MADLIB

[USER . . . (descriptive)]
needs
[NEED . . . (verb)]
because
[INSIGHT . . . (compelling)]

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POV MADLIB

[USER . . . (descriptive)]
needs
[NEED . . . (verb)]
in a world where
[INSIGHT . . . (compelling)]

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POV EXAMPLE

A teenage girl
needs to
eat nutritious food
because
vitamins are vital to good health

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POV EXAMPLE

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

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POV TIPS

-Make it specific
-Keep it short
-Retain tension and bring intrigue

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NEEDS . . .

are human emotional and physical
necessities

capture the goals, motivations and emotions of the
person for whom you are designing

are verbs, not nouns // opportunities, not solutions

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NEEDS . . .

DEFINE THE DESIGN
CHALLENGE