Point of View, problem statement

Use this formula to help framing the problem you are addressing.

Project name:

User	Needs	Insights

Use the Point of View (PoV) framework above to collect a user description, user needs, and other relevant insights. Then use the PoV to formulate a Problem Statement in the format below:

.... **needs to** .... **because** ....

        [user]   [user's need]   [insight]

PoV, problem statement

What is it and how to use it?

Point of view, problem statements are a structured formats for reasoning about and concluding who is the target user, what does that user need and why, and turning that into a problem statement.

It starts by listing all potential users, what their primary needs are, and other key insights about them. Based on these lists, a target user, a "job to be done" and a key driver is selected that will form the problem statement according to the "formula" below.

.... needs to........................... because......................

This sentence is your Point of View (PoV) statement which will define the challenge you are to address. The PoV should never indicate how to respond to the user need, i.e. not contain a solution. It should provide a sufficiently wide scope for starting to think about solutions going beyond the status quo, yet be narrow enough to be focused around the real problem.

Make sure that the PoV is inspiring and can serve as a guide in the ideation process. In short, it should be valid, insightful, actionable, unique, narrow, meaningful, and exciting.

When to use it?

Use this when you have identified a problem area, a need, or a challenge, or when you have a brief idea of a solution (which you now should put on hold until you have fully understood the needs and context). This exercise help you to sharpen that idea and formulate the problem statement it responds to. In other words, this is a tool to use in the earliest phase of an innovation journey when defining what problem you will be addressing.

Pedestrians (wearing headphones) needs to.... be safe in traffic

because .... electrical vehicles are silent