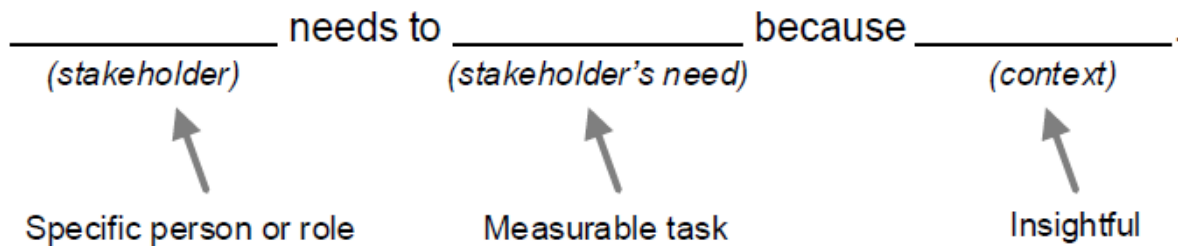


Point-Of-View (Business Goals)

In a memorable and appealing format, the Point-of-View (POV) highlights corporate goals and other stakeholder needs.

Template



Benefits

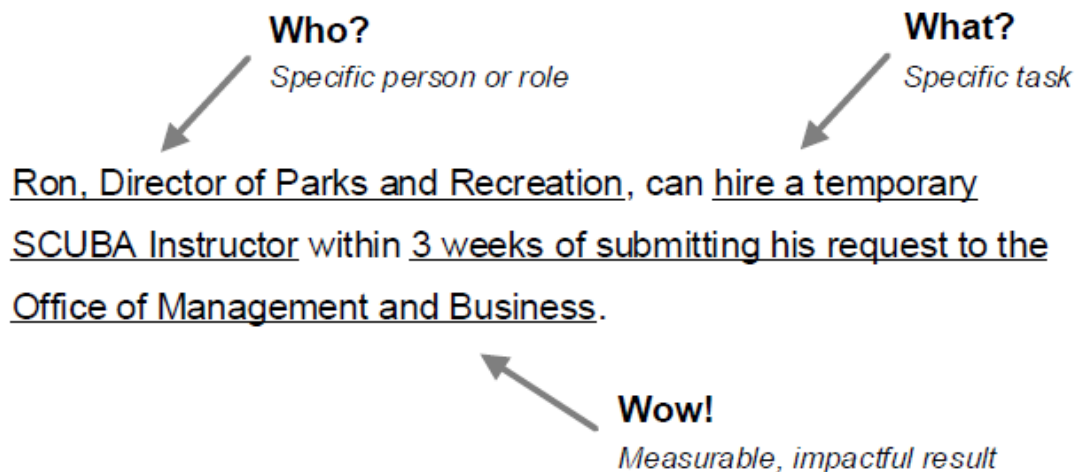
- Develop empathy for the demands of stakeholders.
- Communicate business objectives in a user-friendly manner.
- Use to start a discussion about business objectives.

Duration: 30- 45 Minutes

Guidelines and Hints

- Be as precise as possible.
- At initially, don't bother about phrasing. Finding the correct words might be challenging. It is more vital to get the ideas out.
- Each POV influence should be outcome oriented. To get to the root of stakeholders' true demands, use the 5 Whys technique (https://en.wikipedia.org/wiki/5_Whys)
- Don't overthink it

Example (<http://www.ibm.com/design/thinking/keys/hills/>)



Traditional Business Goal Statement

Traditional business goal statements are plain and direct statements that describe how stakeholders derive value from the system. Business goal statements have three parts, often enumerated in a table.

Subject A specific person or role.

Outcome A specific and measurable description of how the world changes if the system is successful.

Context Describes the conditions around the goal so the team can develop empathy and a deeper understanding of the need.

How to Address Business Goals

Identify the business goals

Increase ticket sales by 5% over the next year by encouraging travellers to fly with Flying High rather than with a rival company.

In order to increase ticket sales by 5% over the next year

As the Flying High Sales Manager

I want to encourage travellers to fly with Flying High rather than with a rival company

SMART acronym:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

Show me the money—business goals and revenue

- Increase ticket sales revenue by 5% over the next year by encouraging travellers to fly with Flying High rather than with a rival company.
- Increase the customer base by 10% within a year by building a positive image of the Frequent Flyer program.
- Avoid losing existing customers to the new rival Hot Shots Frequent Flyer program.
- Reduce hotline costs by enabling Frequent Flyer members to purchase flights with their points directly online, unlike the current program, where travellers need to call to make a booking.
- Increasing revenue
- Reducing costs
- Protecting revenue
- Avoiding future costs