



BME 590: FUNDAMENTALS OF  
ENGINEERING DESIGN

# DEFINING A PROJECT GOAL

*Salinas - Fall 2017*

# POV

- **POINT-OF-VIEW**
- **frames the problem into an actionable statement**
- **provides reference for evaluating ideas**
- **fuels brainstorming sessions**
- **revisited and reformulated throughout design process**

# Reframe the problem

## Take a Stand with a point-of-view madlib



partner's name/description \_\_\_\_\_

needs a way to \_\_\_\_\_

because (or 'but'...or 'interestingly'...) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

insight

# Reframe the problem

## Take a Stand with a point-of-view want ad

The screenshot shows a Craigslist listing for a 'point-of-view want ad'. The title is 'Seeking outdoor activity partner - m4w (North Raleigh)'. The post is marked as 'prohibited' and was 'Posted 10 days ago'. The content of the ad is as follows:

Now that the weather is finally cooling down, it's a great time to get outdoors and do active things like bicycling, walks and hikes. I'm somewhat familiar with the greenways around the area, but less familiar with places to hike. Bonus points if you can introduce me to new places!

I haven't done a lot of bicycling this year, so you needn't be used to long rides. Just looking for someone to spend an hour or two with on the weekend getting some exercise while enjoying the outdoors. Open to other things such as getting coffee, movies or an occasional lunch or dinner too (we each pay for our own), but mostly interested in an outdoor exercise partner.

I'm a SWM, late forties. Prefer a non-smoker and someone under the age of 50.

- do NOT contact me with unsolicited services or offers

POV want ad format:

- Descriptive characteristic of user
- followed by "seeks" an ambiguous statement to meet need
- additional info/flavor to capture findings

Highly active male in late forties seeks awesome exercise partner. Interests should include biking, hiking and walking. Willingness to catch a movie or coffee here and there, but always go Dutch.