

## Point of Views

A Point of View framework helpsoutline your change challenge into an actionable problem statement.

## Kanso.company tools

Kanso.company pure simple declutterd

GET AN IN-DEPTH PICTURE OF A PERSON

EMPATHY INTERVIEWS

Interview those who are involved or or try to get a picture of those involved together with someone else.

POV FRAMEWORK

Start by describing your user in colorful language, including pertinent details. Then, choose your favorite surprise/insight that represents the most powerful shift in your own perspective. Last, articulate what would be game-changing for your user, assuming your insight is correct.

POV MUSTS

Make sure your POV flows sensically
Specifies an insight that's focused on a specific person
Articulates a game-changing direction, without dictating a particular solution

WRITE A POINT OF VIEW (POV) STATEMENT

WHAT DOES THE PERSON NEED?

Needs are a lack of something requisite, desirable, or useful. Needs are requirements for the well-being. Needs help define your design challenge.

Needs are verbs (activities and desires with which your user could use help), not nouns (solutions).

We met:

We were surprised to:

We wonder if this means:

It would by game-changing to: