

DEFINE

TAKE A HUMAN-CENTERED APPROACH TO A PROBLEM YOU KNOW WELL.

*Choose an issue people usually see as a "system" problem and create a POV, step by step.
Think back to the last time you saw or experienced this problem space.*

Nuggets (surprising or unusual details):

Possible users:

Possible needs:

Circle the user and the need you find most promising to design for. What insights do you have about this user/need combination?

Look for surprises, contradictions, unexpected analogies, or reasons that this user has this need in this particular context.

Write the POV you come up with (user + need + insight) on the other side.



DEFINE

YOUR POV

NEEDS

BECAUSE

“How might we” statements are short questions that launch brainstorm. They make your POV actionable. Construct “how might we?” statements by trying the following strategies:

- Amp up what’s already good
- Minimize what’s bad
- Make the bad into good
- Challenge the status quo

