



POINT-OF-VIEW (POV) PROBLEM STATEMENT

DESCRIPTION

This job aid is a guide to composing point-of-view (POV) problem statements to better frame a problem from the perspective of the various stakeholders involved.

A point-of-view (POV) problem statement is a structured, actionable description of a problem based on the needs of the stakeholders involved in relation to their user experience.

WHEN TO USE

- At the beginning of the building or redesign of a product, service or program to better understand the problem from different perspectives, and focus on the right problem to solve.
 - Please note: Any POV problem statement done before doing design research and consulting stakeholders should be considered as being based on assumptions.
- After conducting design research and data synthesis to adjust any POV problem statements in response to the research data, for validation purposes.



PAIRS WELL WITH

- Identifying the Problem in the Design Process: Two Question Models to Leverage (DDN2-J02)
- Journey Mapping: Visualizing the User's Journey (DDN2-J04)
- Empathy Mapping: Understanding Users and Prioritizing Their Needs (DDN2-J03)
- User Persona Checklist (DDN2-J12)
- How to Compose How-Might-We Statements (DDN2-J15)

PURPOSE

Point-of-view problem statements can be used to:

- frame a problem by identifying pre-research assumptions and focusing on the design goals
- summarize the main pain points of users and stakeholders and the reasons for them

DESIRED OUTCOME

A clear, actionable description of a problem from various perspectives that provides a basis for developing opportunity statements (that is, how-might-we statements) and generating ideas.

HOW TO USE

1. Collect the necessary information
2. Apply the POV problem statement structure: Insert the information you have gathered about your users and other stakeholders on these five elements:
 - a. a stakeholder
 - b. an action or goal
 - c. a pain point
 - d. the cause
 - e. a feeling or an emotion
3. The structure looks like this:
 - I am **[a stakeholder]** and I am trying to **[an action or goal]** but **[a pain point]** because **[the cause]**, which makes me feel **[a feeling or an emotion]**.



NOTE

Your POV problem statement should **not** contain any specific solutions, but rather be broad enough in scope to open opportunities for alleviating the users' and stakeholders' pain points.

Here is an example of a POV problem statement:

I am **an inspector** and I am trying to **document a case of non-compliance**, but I **cannot take pictures** because **my device is not secure**, which makes me feel **vulnerable and inefficient**.

