

# Design-Thinking: DEFINE

## Implementation Guide

### Material:

*Slide deck, templates, handout, pens or note-taking material*

The “Define” phase sharpens problem understanding and goal setting.

Participants and teams translate insights from the Empathise phase into clear problem definitions. Through Point of View statements, How Might We questions, and SMART goals, they establish a strategic foundation for focused ideation and implementable transfer solutions.

### Recommended outline

5 min Introduction to PoV, HMW and SMART  
10 min Formulating the Point of View statement  
10 min Developing and prioritising HMW questions  
10 min Translating into a SMART goal

*Total duration: 30 – 40 minutes.*

### Agenda

- > The slide deck (PowerPoint) introduces the logic of the Define phase and explains the progression from insight to strategic focus. The process builds on findings from the Empathise phase.
- > Participants first formulate a precise Point of View statement following the structure “User needs ... because ...”. They then generate several How Might We questions that are open, solution-oriented, and strategically relevant.
- > One priority HMW question is selected and translated into a SMART goal. Specificity, measurability, achievability, relevance, and time frame are systematically reviewed.
- > *Optional* validation can take place within the team or with transfer partners to ensure alignment, feasibility, and strategic coherence.