

Point-of-view-Statement

Implementation Guide

Material:

Pens

The point-of-view statement summarises the findings from stakeholder observation from the perspective (POV) of a selected user. The POV statement helps teams to formulate their focus for finding solutions.

Execution

- > Brief introduction to the aim and procedure of the method.
- > The worksheet can be completed individually or in a team.
- > The framework serves to clearly formulate the identified problem of a user or target group.
- > The wording is based on observations and assumptions and is therefore also speculative.
- > Decide on content that is as specific as possible for the three components of the formulation:
 - » Person/target group (Who is involved?)
 - » Need/goal (What does the person want to achieve?)
 - » Insight/Challenge (What is stopping her/him?)

Formulation

[Person/target group] needs a way / a means to [need/goal], because [insight/challenge].

Example

Michael, a team leader, needs a way to gain a better overview of the technical resources in his team because staff turn-over is high and it is often unclear who can contribute what to new projects.

Tip:

Each team member formulates their own POV statement, ensuring that all perspectives within the team are represented. All statements are then discussed within the group and a jointly agreed outcome is formulated.

The **point-of-view-Statement** (PoV-Statement) describes the needs and challenges of users or a target group. It is based on observations and enables the problem to be clearly outlined.

Formular:

[person / target group] needs (a way / a means to) *[need / goal]*,
because *[insight / challenge]*.

Elements:

- Person/target group (Who is affected?)
- Need or goal (What does he/she want to achieve?)
- Insight/challenge (Why is it a challenge?)

..... needs (a way / a means to)
person / target group

....., because
need / goal

.....
insight / challenge

..... •