

PHASE 2 | DEFINE

Point-of-View Statement

Template: [User] needs a way to [need] because [insight].

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

“Complete the sentence: [User] needs a way to [need] because [insight]. Make the need a verb and the insight something surprising you learned. Write three versions, then agree on one.”

DRAFT STATEMENTS

Draft 1 *A hostel student needs a way to get food quickly because she is hungry.*

Draft 2 *A hostel student needs a way to know when her food will arrive because she plans her day around class timings.*

Draft 3 *A time-pressed student needs a way to trust the delivery estimate because a late meal costs her a lecture, and a vague promise feels worse than an honest delay.*

CHOSEN STATEMENT

A time-pressed student needs a way to trust the delivery estimate because a late meal costs her a lecture, and a vague promise feels worse than an honest delay.

WHY WE CHOSE IT

Draft 1 is obvious and describes a solution. Draft 3 names a real need and an insight we can design against.