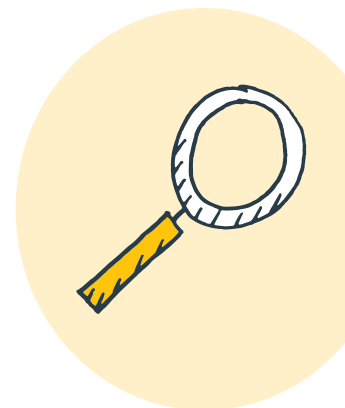


Point of View Builder

Reflect on evidence.

Great designers spend time synthesizing their research into themes and insights. This Point of View Builder helps us synthesize our observations into concise statements.



Unpacking your observations

I MET OR READ...

Who is someone you met or what is something you read that gave way to new insights. If it's a person, include their name and a brief description of them. If it's an article, include the link and citation.

I WAS SURPRISED TO NOTICED...

What stood out? What is something interesting that was said or observed?

I'M WONDERING IF THIS MEANS...

What are some opportunities given what you heard or read?

Craft a Point of View Statement

You can use this sentence starter to help you build your point of view.

I met with/read _____
Article/person

It led me to think about ways I might help _____
Who/group of people

to _____
Verb statement of what this person/group might need

in a way that makes them feel _____
Desired feeling

so they can achieve _____
Desired outcome