

POINT OF VIEW WANT AD

Similar to a Point of View (POV) MadLib®, a POV Want Ad reframes a design challenge and translates it into an actionable problem statement using a playful format. The POV Want Ad highlights a specific user and embeds the user, his or her need, and any insight about their POV into a want ad format.



10–15 minutes



Groups of 2–6



- Flipchart paper
- Markers/pens

Source: Adapted from Bootcamp Bootleg

DEBRIEF *(following the activity)*

- What was it like to try to understand another's point of view?
- By defining the user's need and a surprising insight about them, did it help you to better understand and articulate the problem?
- How might you use a POV Want Ad in your day-to-day work in health care?

WHAT TO DO



1. Create groups of 2-6 participants.
2. Define a design challenge that a particular point of view would have.
3. Ask the groups to write the descriptive characteristics of a user. For example, "a playful puppy."
4. Follow the description with the word "seeks." For example, "a playful puppy seeks..."
5. Complete the ad with the insights about the user's point of view. For example, "a playful puppy seeks an awesome social network for managing their high-energy needs. Interests should include a love of balls, bones and barking. Willingness to run in circles around owners is a MUST!"
6. Once groups have an actionable problem statement, the statement can be used to start identifying solutions to the challenge.