

An aerial photograph of a dense city skyline, likely New York City, viewed through a circular lens that creates a vignette effect. The buildings are packed closely together, and the sky is a pale, hazy blue. The lens is centered on the text, which is overlaid on a semi-transparent white rectangular background.

CRITERIA FOR A GOOD PROBLEM:

BROAD enough for creative freedom.

NARROW enough to make it manageable.

HUMAN-CENTRED.



A good problem is one that can:
DEFINE THE POV (POINT OF VIEW)

A Point Of view (POV) is a **meaningful and actionable problem statement**, which reframes the initial challenge and will allow you to ideate in a goal-oriented manner.

You articulate a POV by combining these three elements: **user, need, and insight.**

User . . . needs [need] because [insight]

