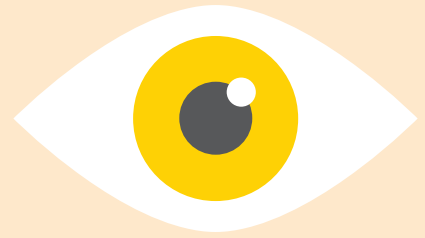


PERSPECTIVES CIRCLE



THE PERSPECTIVES TOOL HELPS YOU LOOK AT AN ISSUE FROM A RANGE OF DIFFERENT VIEWPOINTS

How to use the tool:

- 1 Write the issue you want to explore in the middle of a piece of paper and draw a circle around it.
- 2 Identify all the people that have an interest in the issue; write them down around the circle.
- 3 Decide how you will gather their perspectives. You might need to interview them, use a survey or hold a focus group.
- 4 Analyse the information you've gathered. Consider the main concerns and needs of each interest group, but also be aware of what influences their behaviour and motivates them.
- 5 Summarise your findings on the perspectives diagram.
- 6 Finally, think about how you can use this information. It may help you design a better product or identify a key point of leverage. It could also help you tailor your actions and communications to the needs of different audiences as you move forward.

NXTHINKING

This tool can help you to take a world view and think about different viewpoints and perceptions

Everyone has a mental model of the world and this tool helps you to think about your own and others' assumptions to help you understand the bigger picture.



Thinking about Perspectives



Thinking about The Big Picture



As well as thinking about people, we looked at our issue from technological, environmental and economic perspectives too.

