



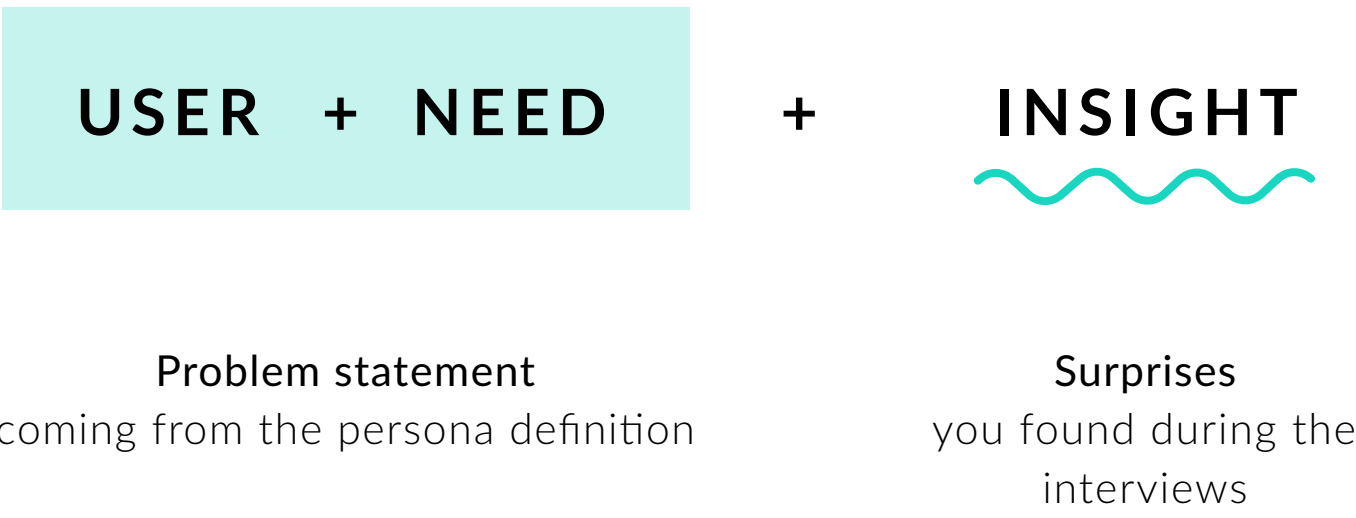
How to Create a Point of View

HOW DO POINT OF VIEW STATEMENTS HELP YOU?

Once you created your persona, you may have found a long list of needs. If you design for all those needs, you'll end up with an overly complicated solution! We recommend you focus and address each separately, by creating a Point of View (POV) for each important need of the persona.

LET'S HAVE A LOOK AT HOW TO CREATE A POINT OF VIEW:

- 1 Write down the user and her need. You will get that information from your persona definition.
- 2 Write down the insight associated with the need such as surprises you found during the interviews.



FORMAT OF THE POINT OF VIEW

USER
from your persona

NEEDS A WAY TO
from your persona

SURPRISINGLY / BECAUSE / BUT / SO THAT
Insights based on what you learned about the human side of this persona

Example

Sally, the Specialist needs a way to **quickly enter time for her projects on the go** so that **she can concentrate on her main job responsibilities**.

Tips:

- Focus on the stories that keep you up at night.
- If you're stuck, extract a POV from your favorite idea. Then go further.
- Use empathetic language.
- Don't design for everyone; choose one need, one insight