

(Point of View) POV Statements and HMW (How Might We)

Define the core user's problems by creating several POV and HMW Statements. Take the insights and needs from the research findings and create specific POV and HMW statements for each of your persona's challenges and needs.

Problem/Challenge	Needs	Persona's POV	Persona's HMW
Customers are curious of the products and services Aspect Florist have to offer prior to visiting their official website.	Customers need to visit Aspect Florist's official website to view the products and services provided.	Zoe needs to visit the website online to check the products and services offered because she is curious of it prior to visiting the website.	How might we visually attract Zoe's attention on the various products and services that we are offering to?
With the variety of products and services offered, customers are in a dilemma on which products or services is best suited for them.	Customers needs further information such as flower information and meanings within the description. Customers need recommendation on popular purchases and signature flowers.	Zoe needs more description and information on the different type of flowers and know which flowers are Aspect's signature and popular items because she find it difficult to choose which product or services to purchase.	How might we assist Zoe to pick the best products or services which is ideal and best suited for her?
Customers is worried that the quality of the products and services offered is similar to the image provided within the website.	Customers needs information of the ingredients' source and view reviews and images taken from other customers.	Zoe needs to be able to read more information regarding the source of the flowers, seeds, foliage within the description and view reviews from previous buyers because she is uncertain of the quality of products and services.	How might we help Zoe to gain assurance and trust Aspect in providing the best products and services to her?
Customers is worried that the products and services purchased will not be delivered on time.	Customers needs to be clearly informed on the delivery terms and expected arrival date for their purchases.	Zoe needs to be informed on terms of delivery such as delivery method and expected arrival date as well as status of the delivery for her purchase as she is worried that her purchases may not come in time.	How might we advise Zoe on delivery information such as expected arrival date and method of delivery to her?
Customers heard of Aspect Florist from an advertisement such as from a flyer, magazine, social media site or word of mouth	Customers needs to possess a purpose or a desire to view Aspect Florist's website and have ease of accessing the website	Zoe needs to possess a purpose or desire along with the ability to view the website effortlessly because she heard of Aspect Florist.	How might we persuade Zoe that viewing and purchasing from Aspect Florist will be beneficial to her?
Customers is anxious on how to care for the seeds, flowers and foliages so that it can grow to its best form.	Customers needs to be educated on plant care tips of the respective seeds, flowers and foliages that they bought	Zoe needs to be educated on her purchased seeds, flowers and foliages through reading plant care tips provided upon purchase because she is worried on how to handle the plants.	How might we educate Zoe on handling and caring for the various type of plants purchased?