

POV (Point of View) with EXTREME USERS

Jump from Surprise to Insight

We met

(user you are inspired by)

**and surprised
to notice**

(tension/contradiction/surprise)

**We wonder if
this means**

(take a leap; what did you infer?)

Note: Don't dictate the solution.

From Insight to Challenge

**It would be
game changing to**

(frame up an inspired challenge for yourself.)