

# POV (Point of View) with Tatemae Method

User Needs extracted from Data

(user role)

(his/her situation)

**needs a way to**

(verb, jobs, activity)

**because**

(superficial motivation: Functional/Emotional/Social)

Note: Make a state of “Skew” (ex. tension/contradiction/surprise).

**but actually  
/ however  
/ whereas**

Insights come from Data

(real reason, surprising insight, impediments)

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