## **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

(real reason, surprising insight, impediments)

Insights come from Data

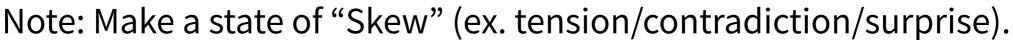


Note: Make a state of "Skew" (ex. tension/contradiction/surprise).

## Insights come from Data

## but actually / however / whereas

(real reason, surprising insight, impediments)





**Insights come from Data** 

(real reason, surprising insight, impediments)

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

Insights come from Data

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but actually
/ however
/ whereas

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