How to use a POV Want-Ad?

Embed your user, his or her need, and your insights within a the format of a want ad. This way of expressing a POV is often more playful and nuanced than the simple USER+NEED+INSIGHT madlib, but should still have a clarity about how you have reframed the problem. Try this format:

Descriptive characterization of a user,

followed by “seeks” an ambiguous method to meet a implied need,

plus additional flavor to capture your findings.

Ex:“High-energy teenager seeks awesome social network. Interests should include issues of societal importance (e.g. how much parents suck and also why being a vegetarian might be cool). Willingness to IM constantly during the school year is a MUST!”