HOW DO POINT OF VIEW STATEMENTS HELP YOU?

Once you created your persona, you may have found a long list of needs. If you design for all those needs, you’ll end up with an overly complicated solution! We recommend you focus and address each separately, by creating a Point of View (POV) for each important need of the persona.

LET’S HAVE A LOOK AT HOW TO CREATE A POINT OF VIEW:

1. Write down the user and her need. You will get that information from your persona definition.

2. Write down the insight associated with the need such as the surprises you found during the interviews.

FORMAT OF THE POINT OF VIEW STATEMENT

USER + NEED + INSIGHT

Problem statement coming from the persona definition

Surprises you found during the interviews

USER
from your persona

NEEDS A WAY TO
from your persona

SURPRISINGLY / BECAUSE / BUT / SO THAT
Insights based on what you learned about the human side of this persona
EXAMPLE

Sally, the Specialist needs a way to quickly enter time for her projects on the go so that she can concentrate on her main job responsibilities.

TIPS:

• Focus on the stories that keep you up at night.
• If you’re stuck, extract a POV from your favorite idea. Then go further.
• Use empathetic language.
• Don’t design for everyone; choose one need, one insight.