

## User oriented Point of View

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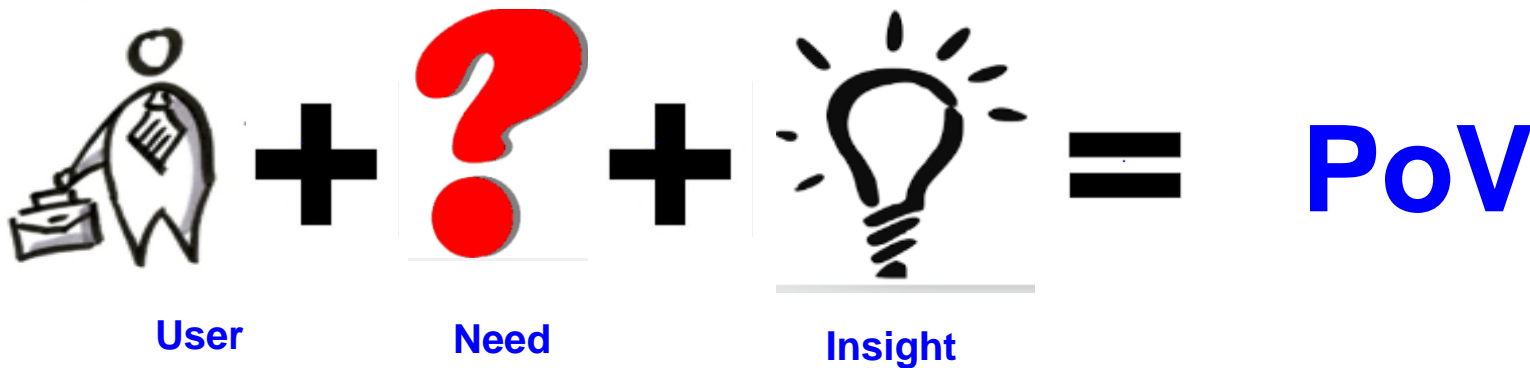
Whom did we meet ? How does a typical target person looks like?

What does we find out? What was surprising?

How might we can help? What does the target person will really need?

# Method PoV

The point-of-view is **one sentence that creates an image in your mind.**



E.G. “I, John.....needs a way to...because or surprisingly.....”