

User oriented Point of View

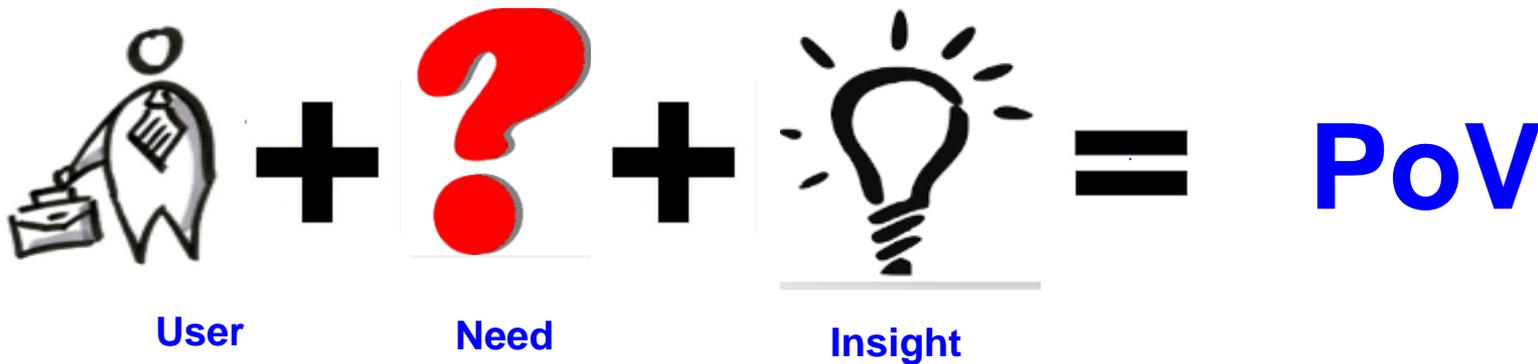
Whom did we meet ? How does a typical target person looks like?

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.....”