

## WHAT IS OUR USER TRYING TO ACHIEVE?

## INSTRUCTIONS

Draw on empathy techniques, such as the Persona Canvas, interviews, surveys and Empathy Canvas to take a point of view on what our user is trying to achieve. List as many POV statements as needed. Make sure your insights are based-on on empathy and insights, and are not transactional statements.

(USER)	NEEDS A WAY TOO	(NEED)	BECAUSE	(INSIGHT)
(USER)	NEEDS A WAY TOO	(NEED)	BECAUSE	(INSIGHT)
(USER)	NEEDS A WAY TOO	(NEED)	BECAUSE	(INSIGHT)
(USER)	NEEDS A WAY TOO	(NEED)	BECAUSE	(INSIGHT)









DELIVER