

POV MAKEOVER #1

The scene: interviews with families at an art museum

NEEDS HELP



A busy family visiting an art museum



needs quality activities



because they want to make the most of their time together.

MUCH BETTER!



An artist dad bringing his two kids to an art museum



needs to learn how to engage with toddlers around art



because since he became a parent, he's had a hard time knowing how to share his love of art with his kids.

RECAP

The user and need in the first POV are generic. They sound like you didn't do any empathy work at all. The insight is superficial. The user, need, and insight in the second POV sound like you actually understand what is going on with the user, instead of just guessing.

POV MAKEOVER #2

The scene: interviews with college students about money

NEEDS HELP



A college freshman



needs to set better financial goals



because the habits she establishes now will follow her for the rest of her life.

MUCH BETTER!



A college freshman trying to impress her new friends



needs to be proud of and comfortable with her thrifty, working-class upbringing



because she is constantly tempted to use shopping and spending to reinvent herself.

RECAP

The user in the first POV is generic. The need and insight sound like what you want her to need, not what she actually does need. The user, need, and insight in the second POV acknowledge where she is coming from, instead of prescribing a solution.