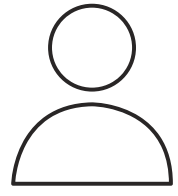


WORKSHEET: POINT OF VIEW STATEMENT



(who: description of your customer)

needs a way to

(what: problem or opportunity that you have identified)

because (or "...but" or "...surprisingly)



(insight: the interesting or surprising thing that you have learned about the customer)