Point Of View statements

Reframe the problem (or behaviour change) with a POV statement

- A point-of-view (POV) statement works to reframe a challenge into an actionable problem statement with three elements: actor, need and insight.
- Use the framework below to create POV statements for the target users. *An example for a different project is given to get you started.*

ACTOR	+	NEED	+	INSIGHT
New parents	*should*	*have access to on-going parenting support after the first 12 months*	*because*	*There is a lack of readily available, high quality information and advice around raising toddlers and small children beyond babyhood*