

Audience Needs Statement

Once you have developed a persona, this tool can help you decide which of their needs and issues you should focus on. You can use it in conjunction with or in place of a How Might We...? question as the springboard for new ideas and solutions. Very simple, a needs statement has 3 parts :

1. A “user” – the name of your persona, a reminder of their character and situation
2. Their need to... – but this must be expressed as a verb (don’t try to find the solution yet!)
3. The reason, goal or positive impact any solution should achieve. This is sometimes described as the “insight”.

This final goal or insight can also help you measure the value of any future prototype or solution; you might for example ask SABINE for feedback (see eg below) if she felt her experience had given her a break and helped her talk to her children.

User [NAME] needs to... [VERB] in order that [GOAL/ END RESULT]

Example: **SABINE** (*young single mother of under 5s*) needs to **ENTERTAIN AND STIMULATE HER KIDS IN A SOCIAL AND AFFORDABLE ENVIRONMENT** in order to **GIVE HER SOME RESPITE AND PARENTING SUPPORT**

Example: **MARIA** (*retired, former teacher*) needs to **FIND A REWARDING, SOCIAL WAY TO FILL HER DAY** in order to **TACKLE DEPRESSION AND SOCIAL ISOLATION**

Example: **DIEGO** (*young recent graduate with little money*) needs to **FIND THINGS TO DO AT THE WEEKEND WHICH ARE GOOD FOR HIS SOCIAL LIFE AND HIS POCKETS** in order to **HELP HIM FIND HIS FEET IN A NEW CITY**