

Point of View - Problem Statement			How might we...
User	Need	Insight	
<p>The Influencer Uses the platform for exposure, networking, and inspiration. Uses a third party app to plan and schedule posts in advance. Messages new followers immediately. Messages other accounts and influencers to network. Follows accounts that aggregate content for inspiration and to follow industry trends</p>	Needs to be able connect with an audience and also cultivate value for audience	Increased audience engagement converts to increase in users brand value	<p>How might we assist this user in cultivating a value to attract audiences</p> <p>How might we help the user understand tasks and insights to effectively focus on nurturing their audience</p>
	needs to be able to effectively create content quickly within the app	because this user doesn't want to waste time when it comes to content creation	
	needs to keep better track of user data to better understand audiences	because user is finding it difficult to comprehend existing data to help themselves.	
<p>The Explorer Open to discovering new content using the Discover and search feature. Uses both general and very specific search terms. Uses the follow feature to discover new content from outside their followed accounts.</p>	needs to be able to find content that is more meaningful to them	because he doesn't want to waste time on a platform that he cant find valuable content on	<p>How might we help to make better use of the platforms features</p>
	Is in search of alternate platform that is differnt from facebook and instagram	because the user doesn't like or has lost trust in other platforms	
	needs to easily access content and features without too much difficulty	because the user finds it difficult to use app without a lot of help	
<p>The Average Joe/Josephine Connects mostly with friends. Follows influencers and some brands. Mostly uses it to look at other people's content and stories. Does not actively search for new content. Most interaction with business accounts happens through stories which populate at the top of the feed</p>	needs to know private information isnt being used for evil	because of privacy breaches on other platforms they need to know this is a secure platform	<p>How might we help to engage this user more and deliver more relevant currated content to them</p>
	Needs to be able to connect with those closest to them without too many hurdles	because close and valued connections are very important to these users	
	Needs relevant content to keep themselves engaged	Needs to have a reason to want to engage and content that is relevant to them is something they need for this	