

INSIGHTS	NEEDS	POV	HMW
Users want to participate in group rides	Users need to learn about events	Jason needs to learn about events because he wants to participate in group rides	How might we help Jason learn more about events?
Users want to get more involved	Users need information about volunteering opportunities	Jason needs information about volunteering opportunities because he wants to get more involved.	How might we help Jason get information about volunteering opportunities?
Users think the staff is informative	Users need to get to know the staff	Jason needs to get to know the staff because the staff is informative.	How might we help Jason get to know the staff?