

| INSIGHTS  | NEEDS   | POV   | HMW   |
|---|---|---|---|
| Users listen to music while doing a variety of different activities | Users want music that suits their activity at any given time        | Michael wants music that suits his activity at any given time because he wants to to listen to music while doing a variety of different activities. | How might we help Michael find music that suits his activity at any given time? |
| Users feel creating playlists takes too long                        | Users need a more efficient way of creating playlists               | Michael needs a more efficient way of creating playlists because he he feels creating playlists takes too long.                                     | How might we provide Michael with a more efficient way of creating playlists?   |
| Users are unsure about sharing capabilities                         | Users need a clear understanding of how to share music with friends | Michael needs a clear understanding of how to share music with friends because he is unsure about sharing capabilities.                             | How might we help Michael understand how to share music with friends?           |