

## POV & HMW Questions - Scoops

Insight	Needs	Carly's POV	HMW Q's
Customers do their research before picking a place to eat.	Customers need to be able to find information online.	Carly needs to be able to find information online because she does her research before picking a place to eat.	How might we help Carly access relevant information when she does her research about Scoops?
Customers read reviews to get food recommendations through word-of-mouth.	Customers need to be able to know what people are saying about the place.	Carly needs to be able to know what people are saying about the place because she reads reviews to get food recommendations through word-of-mouth.	How might we make it easy for Carly to find online reviews on Scoops?
Customers look at images online to help them make decisions.	Customers need to have images of what the ice cream shop offers.	Carly needs to have images of what the ice cream shop offers because she looks at images online to help make her decision.	How might we share relevant images of Scoops for Carly to see?
Customers search for menus online to learn more about the flavors.	Customers need to be informed about the menu items available online.	Carly needs to be informed about the menu items available online because she search for menus online to learn more about the flavors.	How might we make it easy for Carly to access an online menu at Scoops?