

POV & HMW Questions - Zinvest (website)

Insight	Needs	Jim’s POV	HMW Q’s
People are not knowledgable in investing	People need to learn about investing	Jimneeds to learn about investing because he is not knowledge in investing	How might we make ti easy for Jim to learn more about investing?
People do not like reading a lot of text	People need an easy way to dijest information	Jim needs an easy way to dijest information because he does not like reading a lot of text	How might we make it easy for Jim to dijest information?
People are curious about the services/ products	People need to research what the company offers	Jim needs to research what the company offers because he is curious about the services/products	How might we help Jim easily understand our services/products?
People are weary about giving out personal information	People need to feel secure about their information	Jim needs to feel secure about his information because he is weary about giving out his personal information	How might we help jim feel secure about his personal information?
People have questions unanswared	People need to have adequate support	Jim needs to have adequate support because he has questions unanswared	How might we help Jim if he has questions?