

INSIGHTS	NEEDS	POV	HMW
Users are influenced by other people to shop online, through social media.	To learn more about other ecommerce and shopping experience through other people	Adane Legacy needs to find way to make it easier and accessible and make their shoppers have the best experience and tell it through different social medias because users are influenced by other people	How might we help Adane Legacy to learn about its potential shoppers and reach out through other people and through different platforms?
Users read about the company and review before buying anything.	Understand users need from company like Adane Legacy	Adane Legacy Needs to understand users need and answer why they should shop with them	How might we help Adane Legacy to understand their potential customers, and their needs?
User will likely go to the website and stays longer if the company has a story of its own and if its related to the users emotional/ value	To find how to tell their story and relate to their Audience	Adane Legacy needs to find memorable shopping experiences and fast accessibility for online shoppers that can maximize the possibility of long term loyal customers.	How might we help Adane Legacy tell its story and value its customers through its user center service?