



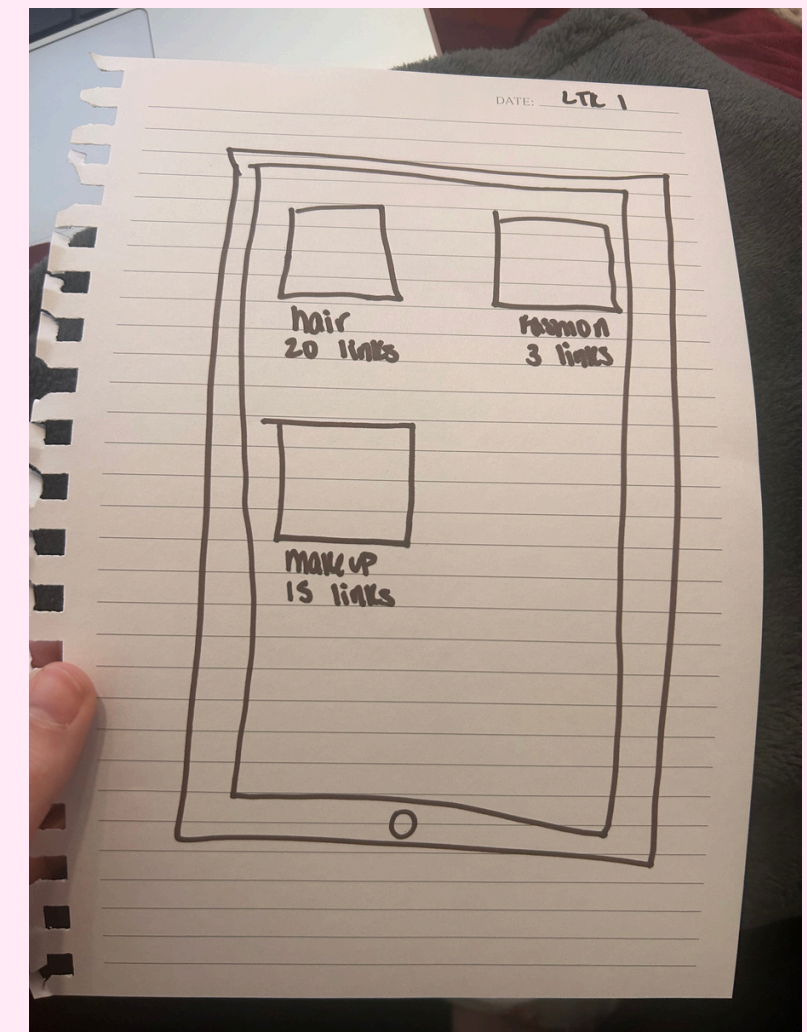
LTK POV Statement #1

Users who shop frequently online need to be able to find the exact products linked by their favorite Influencers In order to enhance their online shopping experience.

Brain Dump:

LTK could Implement a feature where the user can file certain links In folders like a computer desk top and name them after the Influencer's who posted the link first

Sketch:





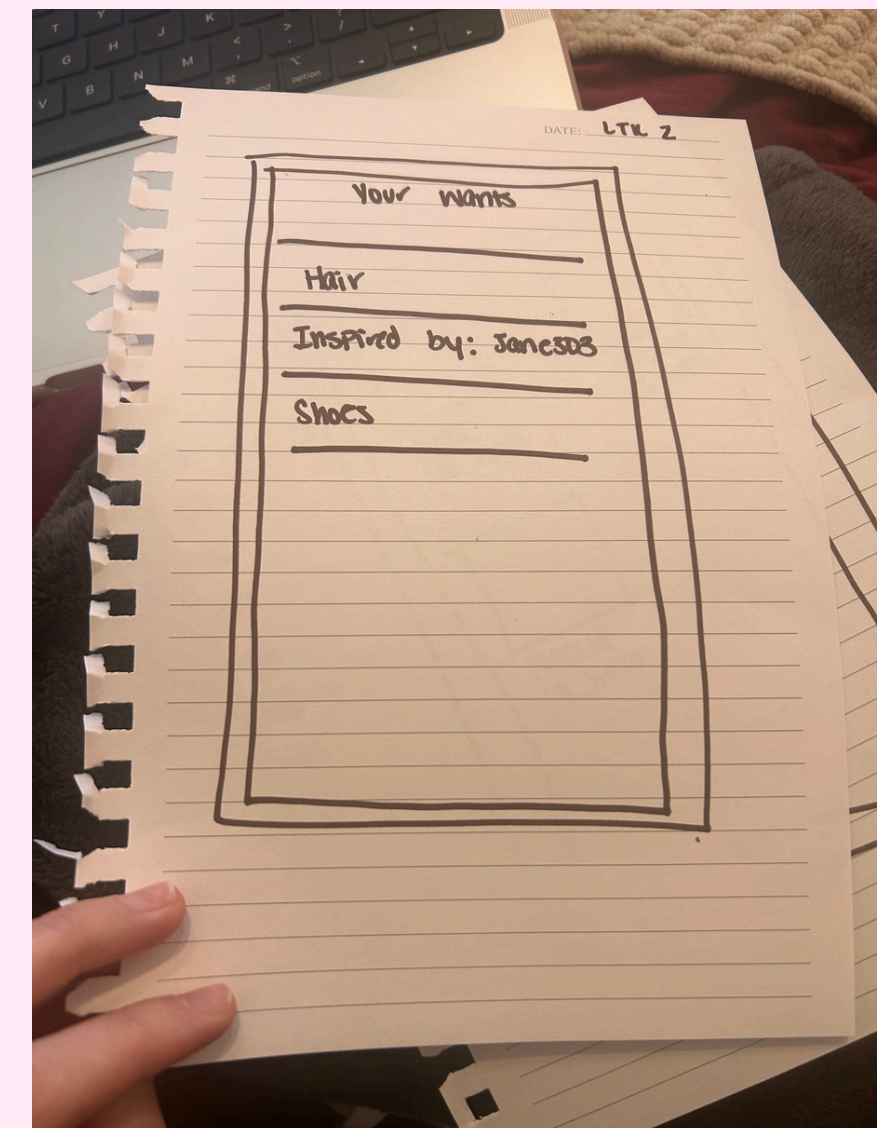
LTK POV Statement #2

Users who shop frequently online need to be curate wishlists because It will make their online shopping experience faster

Brain Dump:

The wishlists can be similar to Instagram likes and Immediately saves Into a folder that autogenerates Into catergories

Sketch:





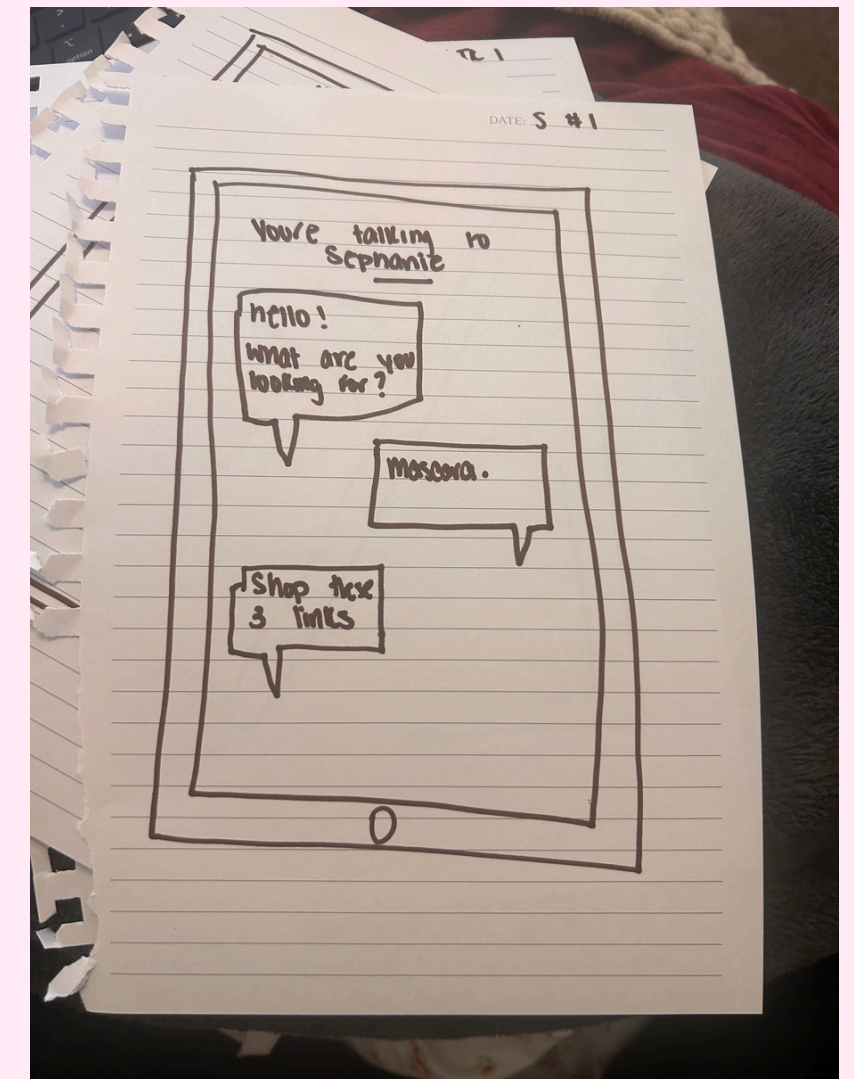
Sephora POV Statement #1

User who love to buy and use make up need a app that uses AI to generate a cart based on previous purchases to make their shopping experince simple

Brain Dump:

When the app opens
Sephanie the AI Assistant
asks what you are looking
for today like a real life
customer experience

Sketch:





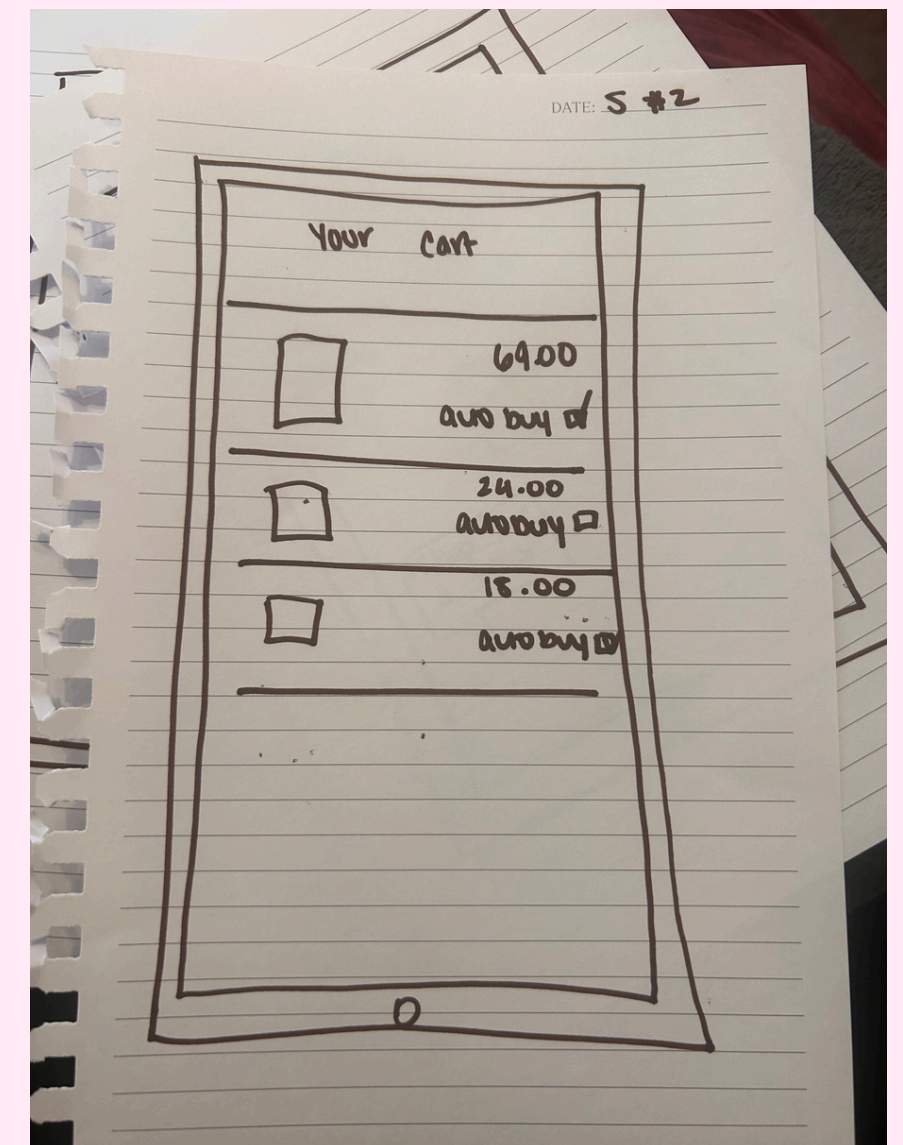
Sephora POV Statement #2

Users who love to buy makeup need a app that allows for consistent repurchasing of their staple products because It will make their online shopping experience simplified and consistent while building brand loyalty

Brain Dump:

When a user goes to check out they can select to auto subscribe on monthly or adjustable basis for their favorite products. (like amazon)

Sketch:





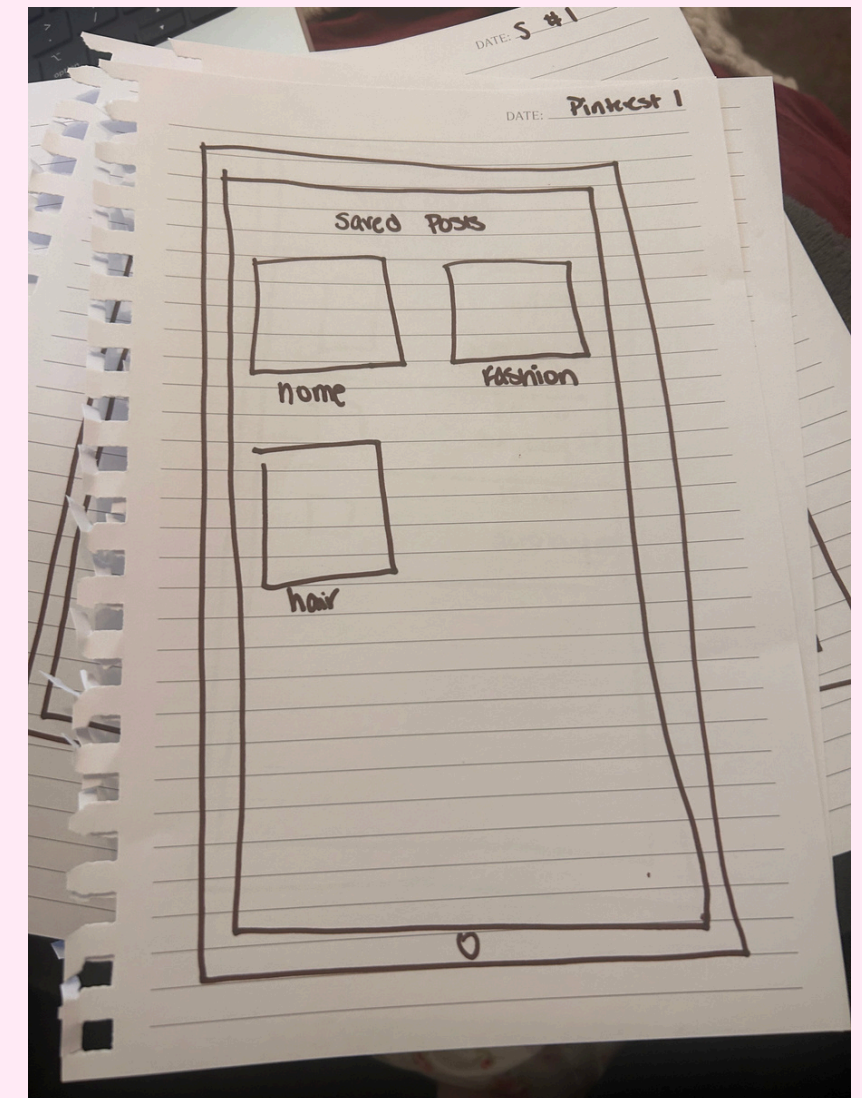
Pinterest POV Statement #1

Users who like to gather Ideas online need to be able to find the Ideas In one spot and store them In the same area because It will make their Ideas easier to bring to life

Brain Dump:

Pinterest can file all saved posts In more descriptive categories and with dates for easy finding

Sketch:





Pinterest POV Statement #2

Users who like to gather Ideas as well as shop for product need to be able to search for general as well as shoppable links because It will make meeting their needs easier

Sketch:

Brain Dump:

Pinterest can create a toggle option between ads and shoppable posts and regular posts so the user can pick which experience they want (like the apple mail app)

