



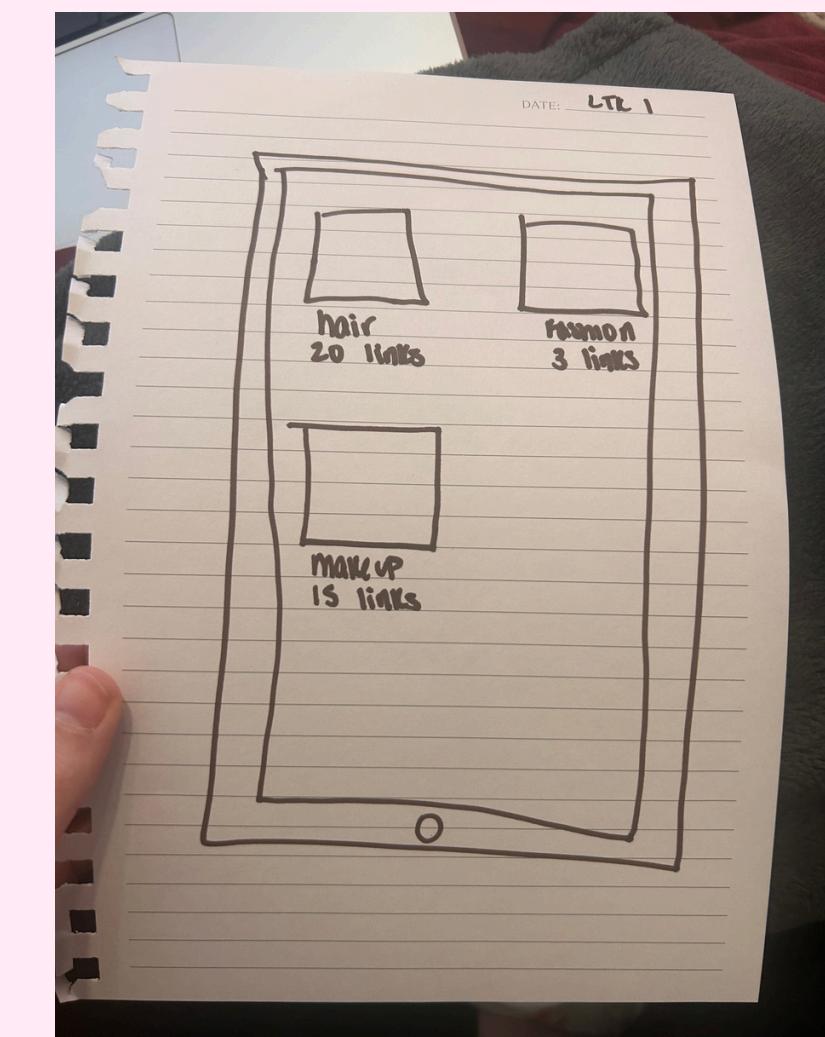
# LTK POV Statement #1

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:





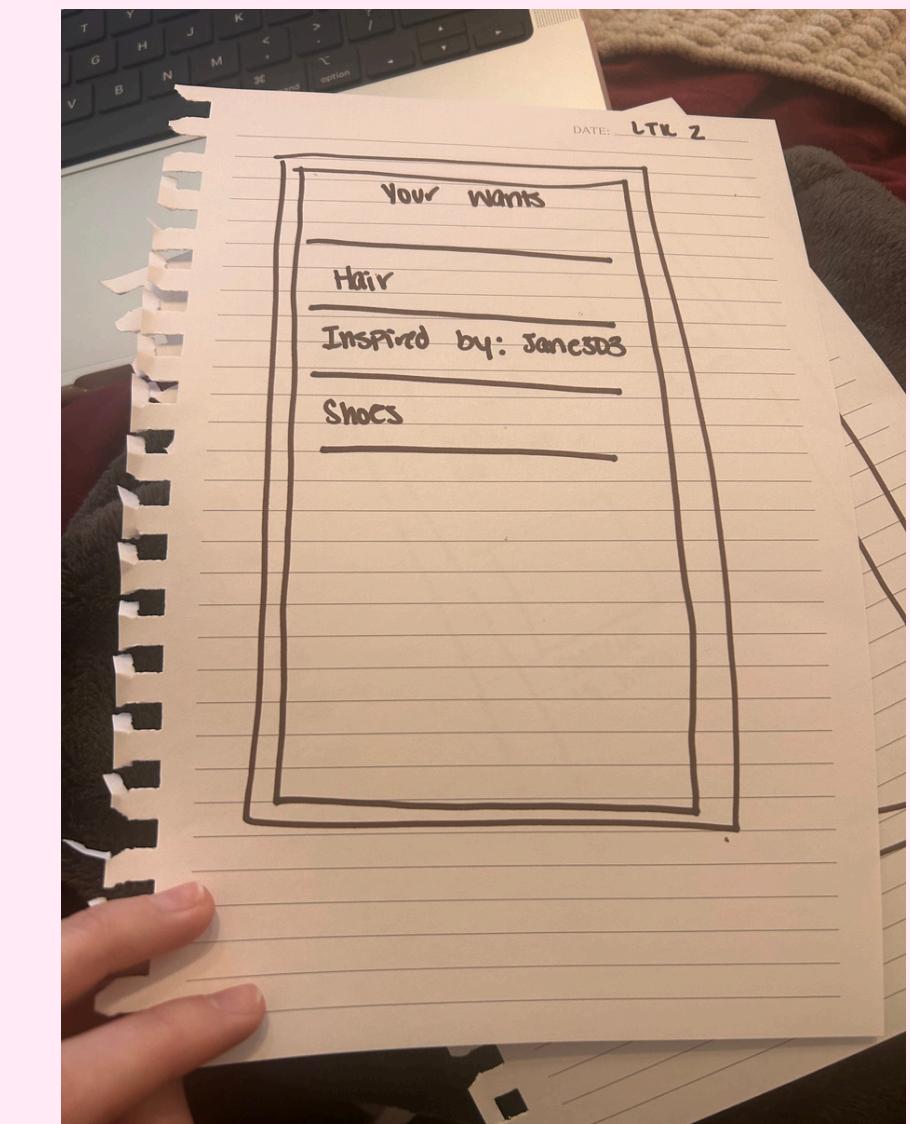
# LTK POV Statement #2

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 categories

## Sketch:





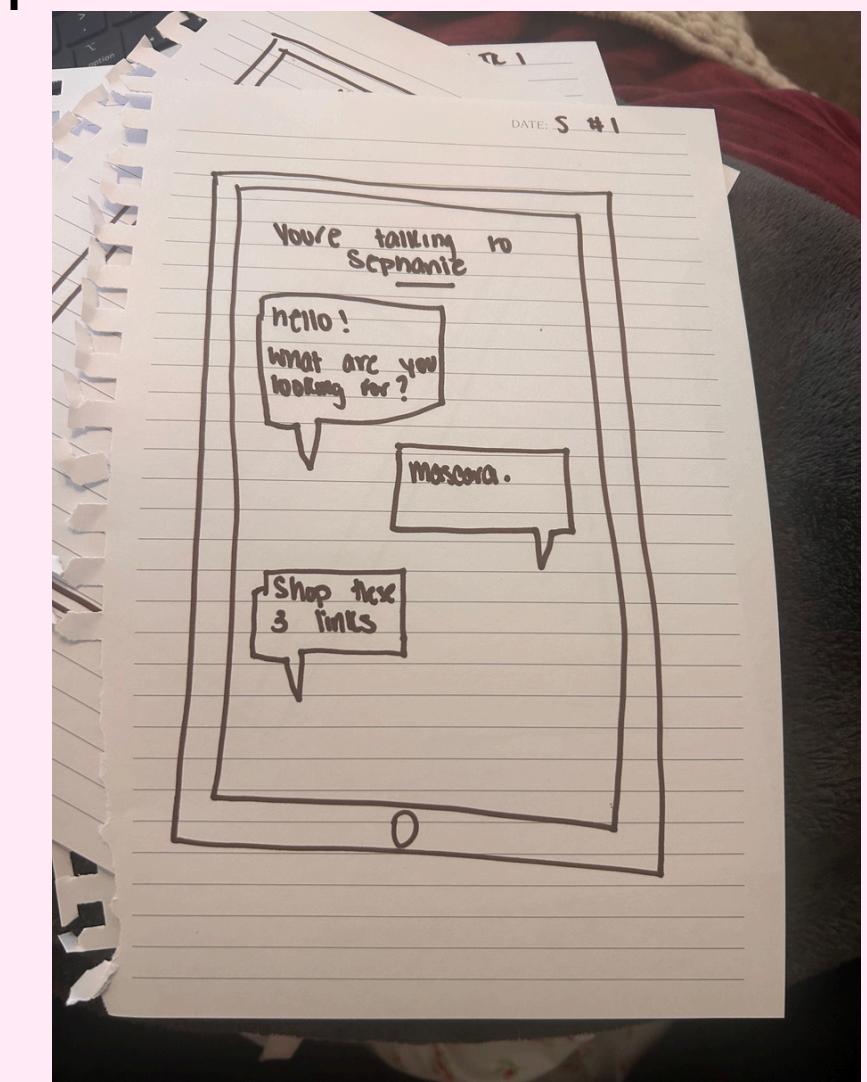
# Sephora POV Statement #1

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:





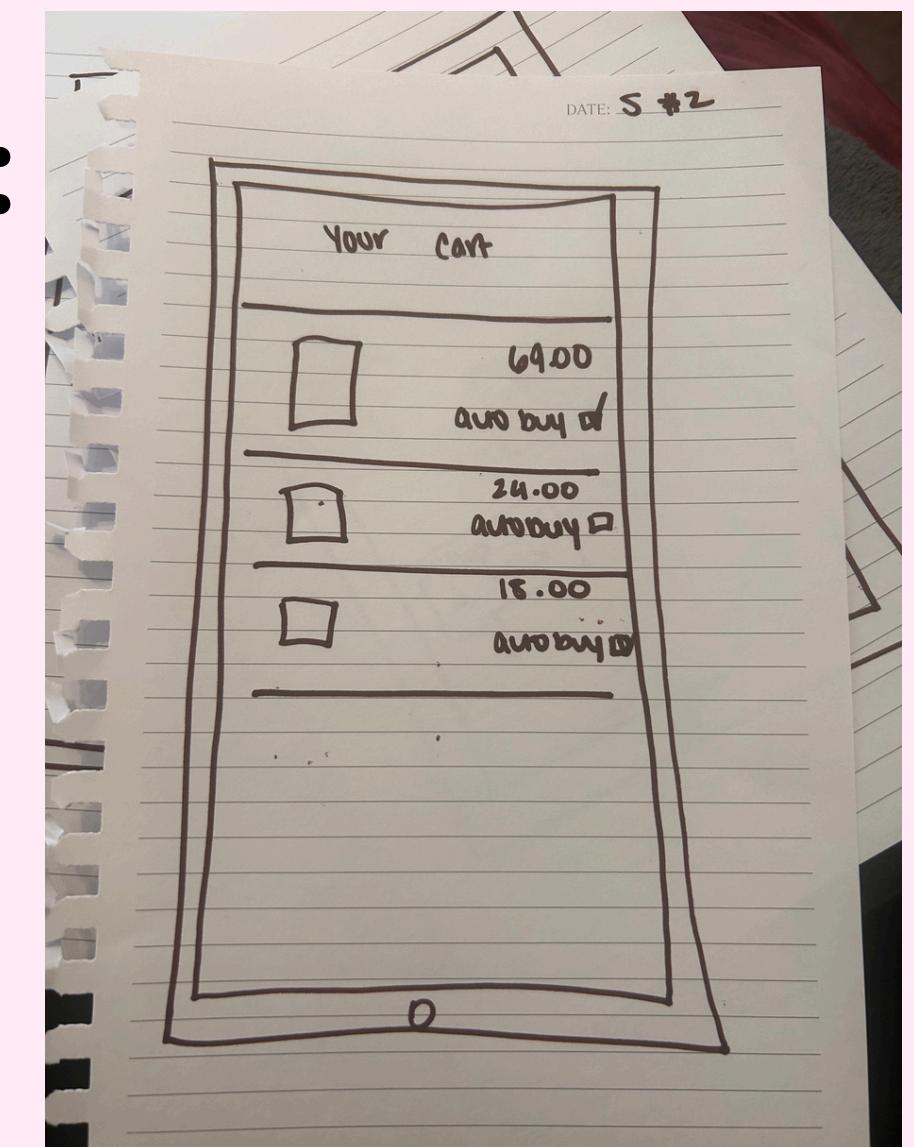
## Sephora POV Statement #2

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 shopable 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)

