+ Utility

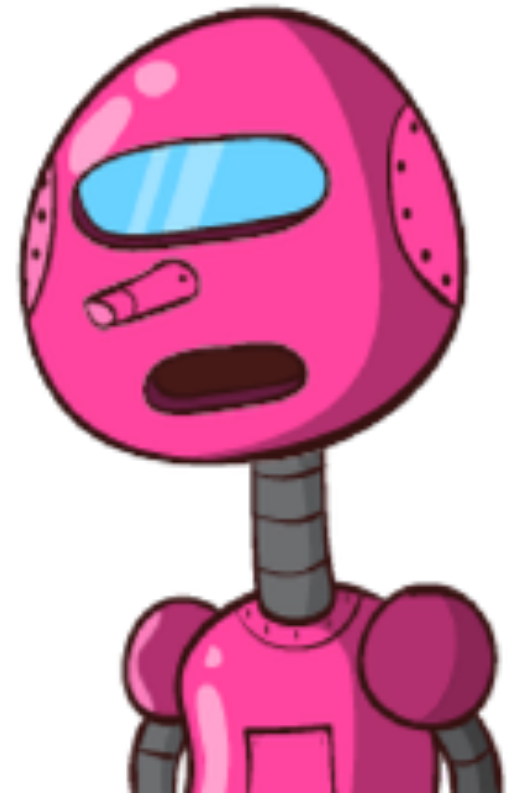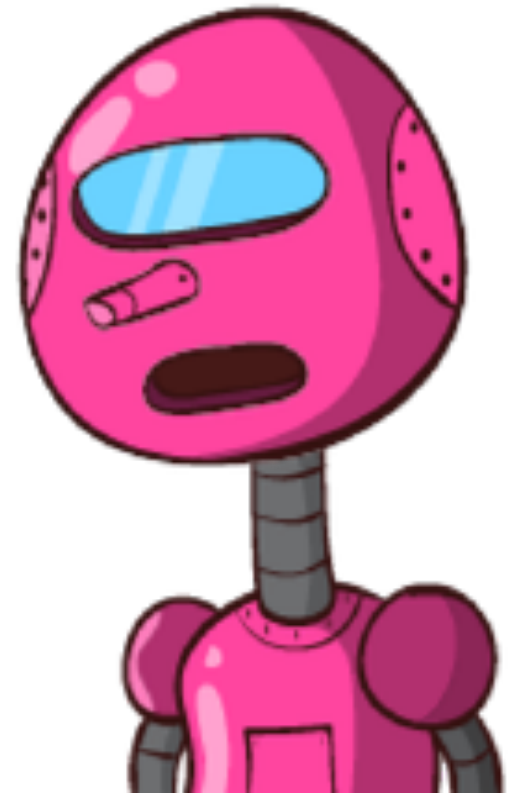"Will this help me meet my goals?"

+ Community

"Are people I know learning this with me?"