TAKE A STEP BACK

ASK THE RIGHT QUESTIONS
Who is the user?

Is she trained?

Returning user?

How frequent does she visit?

NATURE OF THE MUTUAL INTERACTION
"How do I do X?"

"What should I do now?"

FORM FACTOR => PROFILE OF USAGE

TAKE A STEP BACK

WHOLE INDUSTRIES RISE ON THIS

ORACLE VS. EXPENSIFY