# HOW MIGHT WE?

How might we ___make viewing and downloading players gameclips/screenshots simple and easy_____?

explain what outcome are you trying to make possible

How might we ___get the most important parts of the marketplace to the forefront_____?

explain what outcome are you trying to make possible

How might we ___make the experience clean, easy, and funtional_____?

explain what outcome are you trying to make possible

# PROBLEM STATEMENT & HYPOTHESIS

## PROBLEM STATEMENT
DEFINE THE PROBLEM THAT YOUR USERS ARE FACING.

Phillip    needs a way to    view and share his favorite gameclips/screenshots from Xbox Live easily and quickly

*user's need*

because    the only current way of viewing them is slow, annoying, and confusing at times .

*insight*

## HYPOTHESIS
WHAT CAN YOU DO TO ADDRESS THE PROBLEM?

We believe that by    creating a simple and easy UI to view, play, share, and download gameclips/screenshots and to see what is new in the free for gold members section on the marketplace ,

*doing something/creating a type of experience*

for    Phillip    we will achieve    making his life easier so he can share his clips with his friends and he will know when there are new free games to download so he doesnt feel like he is "missing out" .

*these people/personas*      *this outcome*

We will know this to be true when _____ .

*we see this feedback/qualitative insight/quantitative measurement*