POV & How Might We

We created POV based on the results we found out in our empathy phase. Based on the POV we created How Might We (HMW) questions to help us ideate and create the solution to our problem.

USER	NEED	INSIGHT
A person who likes to go out in their free time.	To have more control on aspects during their free time.	The user doesn't have a lot of free time and would like to enjoy the time they have. The user would like to spend their free time in a comfortable environment. Going out in nightclubs they are usually disappointed by the long queues, expensive drinks, and unsetting music. The user would like to go to house parties because of the freedom they have but the user likes the atmosphere in nightclubs more.

POV:

A person who likes to go out on their limited free time needs to have more control over their enjoyment in nightclubs because even though they like the freedom at house parties, they like the club's atmosphere more.

How Might We questions:

1. How might we help the user to get more control?
2. How might we make the user enjoy their free time?
3. How might we guarantee the user's enjoyment?
4. How might we make nightclubs more like house parties?
5. How might we find the best parts of house parties and bring them into night clubs?
6. How might we bring the house parties' freedom into night clubs?