

What does he/she

THINK AND FEEL?

- Nervous to share or interact with others
- Excited to learn new skills
- Happy to connect with people who share the same hobbies
- Anxious to teach hobby with others
- Scared people wont like the interest being shared

What does he/she

SEE?

- UI is clean
- The app feels inviting
- Plenty of users sharing skills
- Intuitive way to share your own skills
- Love and hate towards certain skills

What does he/she

SAY AND DO?

- Will I learn the skills I want in this app?
- What medium of learning would work best for me?
- The UI seems easy to understand
- I could use this app to learn life skills
- This could help with my hobbies

What does he/she

HEAR?

- Youtube ads
- Influencers approve of the app
- Friends recommended the app
- Relatives use the app
- Significant other suggested the app



PAIN

- Different timezones with some instructors
- Long wait time for approval of skill to share
- Some inappropriate skills on homepage
- No child safety mode (hides inappropriate skills)
- Lost interest in previously liked skills

GAIN

- Learning new skills
- Meeting people with common hobbies
- Improving on skills
- Easy time sharing own skills
- Learned to love previously disliked skills