Find

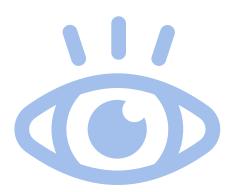*Locate* Instagram **comments** *within Inbox*

Understand

Help business **efficiently locate** *the* **latest + important comments**

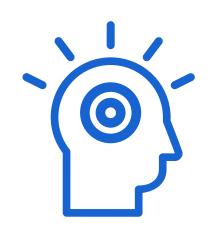# Action

Encourage businesses to **interact with customers** *through comments*

Hard to Understand

Lack of visual hierarchy,
Unfamiliar interaction pattern