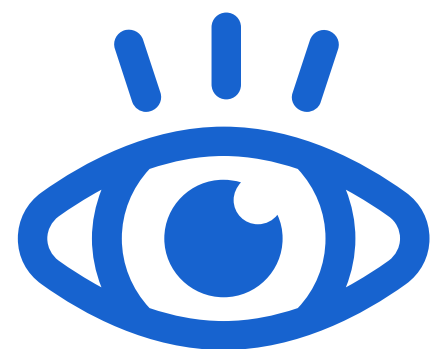


Key User Needs



Find

Locate Instagram **comments**
within Inbox



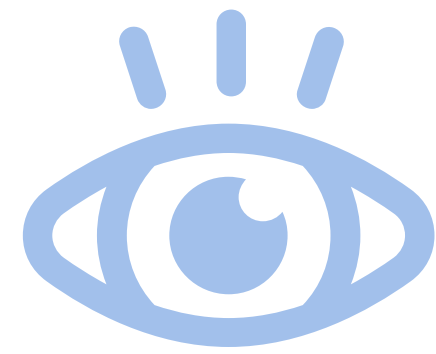
Understand

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