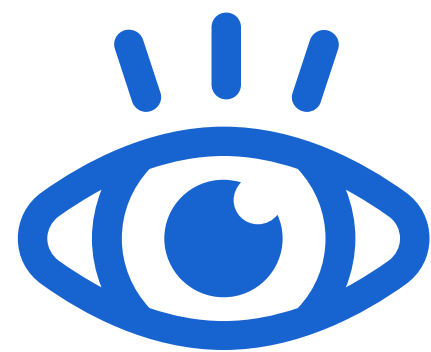


“

How might we increase visual hierarchy and present an intuitive comment experience?

”

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