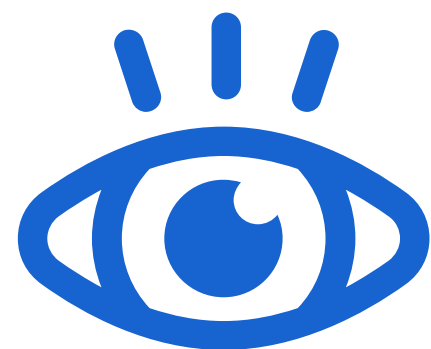


“

**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