

Frame the problem and HMW

Using the user personas provided by the company and insights from the research phase, I framed the problem from the user's perspective. I generated a series of How Might We questions to feed into my process for a solution brainstorming session later.

How might we	Create an all-in solution tool
So that	Podcasters like Kelly
could	Interact with her audience and get user feedback

How might we	Promote contents based on no trend topics
So that	Podcasters like Toby
could	Increase his community niche

How might we	Get alternatives to support and promote contents
So that	Podcasters like Franco
could	Reach and interact with new listeners

How might we	Customize the podcast research
So that	Podcast listeners
could	Find easily interesting podcasts

How might we	Get alternatives to social media strategies and word of mouth
So that	Podcasters like Darlene
could	Easily reach listeners and get their comments

How might we	Make podcasts more accessible
So that	Podcast listeners
could	Understand podcasts in different languages

HMW create a set of features that allows creators to interact and reach (also new) listeners using different means?