Problem Statements

Established industry-people can find ad information *that they can’t get anywhere else* (so that they can make informed business-related decisions).

Periphery industry-people can gather useful ad information *without meandering searches* (so that they can prepare themselves for business-related activity).

Non-industry people can browse useful ad information *without any prior knowledge of the industry* (so that they can use it for work or leisure).

All people can share useful ad information *in a customized way* (so that they can communicate its value to peers).

"How do people use it?"

"How did you intend for people to use it?"

"How are people using it in ways you didn't anticipate?"

"What are people trying to accomplish when they use it?"

"If they're trying to [whatever], how are they making that decision?"

"If they're trying to [whatever], what would cause anxiety?"

"If they're trying to [whatever], what's the smallest step they can take towards that goal?"