

1. POV: We met Miji. We were amazed to realize how far people and 3rd party sellers were willing to go to keep their ratings up. It would be game-changing to design a new rating system that reflects the quality of products/sellers accurately. (Received such good customer service, felt compelled to give an inflated rating.)
 - 1.1. How might we ensure that reviews are based upon products/transactions rather than customer service or other factors?
 - 1.2. How might we normalize buyers' expectations so that ratings will be consistent?
 - 1.3. How might we account for cultural or geolocational (?) differences that might affect users' perceptions of the quality of the item bought?
 - 1.4. How might we prevent sellers from paying people or hiring people to keep their ratings up?
 - 1.5. How might we help the users so that they can write high quality reviews?
 - 1.6. How might we encourage the users to submit their reviews in the first place?
 - 1.7. How might we design rating systems such that both buyers and sellers will care about them?
 - 1.8. How might we prevent the sellers from attempting to influence their ratings in ways other than providing quality items?
 - 1.9. How might we make the rating system more informative with minimal hassle on the reviewer's part?
 - 1.10. How might we emphasize qualitative reviews and de-emphasize quantitative reviews?

Solutions:

- entirely remove the rating system and only display the reviews
2. POV: We met Lorena. We were amazed to realize that Facebook was her go-to website for things like event tickets or hard-to-get items. It would be game-changing to leverage people's social networks to facilitate buying & selling of items without frustration.
 - 2.1. How might we connect users with friends who are selling what they need?
 - 2.2. How might we help users find what they are looking for and display the information in a clean and accurate manner?
 - 2.3. How might we facilitate the correspondences between sellers and potential buyers?
 - 2.4. How might we improve the user experience of obtaining purchases? (picking up the item)
 - 2.5. How might we help users feel secure in purchases?
 - 2.6. How might we establish trust among users?
 - 2.7. How might we leverage Facebook or other social networks to populate a platform?
 - 2.8. How might we keep provide privacy (on an as-needed basis) to the user's friends in the social network?
 - 2.9. How might we centralize a social marketplace to make it more efficient and accessible?

- 2.10. How might we facilitate faster buying/selling with fewer steps?
- 2.11. How might we make the marketplace like a yard sale?
- 2.12. How might we keep the familiarity and the universality of Facebook in designing a new marketplace?
- 2.13. How might we narrow down features from Facebook that are needed for transactions?

(Example)

POV #1:

We met Lorena.

We were amazed to realize that Facebook was her go-to website for things like event tickets or hard-to-get items.

It would be game-changing to leverage people's social networks to facilitate buying & selling of items without frustration.

Extra)

POV 1: We met Bayian. We were amazed to realize that he deemed customer service as one of the most important aspects of online marketplaces. It would be game-changing for an online marketplace to offer the advantages of crowdsourcing while guaranteeing reliable shipping and delivery of orders (Expected customer service but did not receive any. Did not receive cleats for months and customer service was lacking – did not receive compensation for issues.)

- 2.14. How might we provide more robust customer service?
 - 2.15. How might we track customer needs?
 - 2.16. How might we resolve issues with deliverable items?
 - 2.17. How might we compensate customers in the case of current service failure?
 - 2.18. How might we make sure we provide the right customer service?
 - 2.19. How might we make users feel valued?
 - 2.20. How might we ensure customer service is fast?
 - 2.21. How might we make sure users don't take advantage of customer service?
 - 2.22. How might we give users the ability to give us their expectations?
 - 2.23. How might we interpret user needs?
3. Unknown

- 3.1. How might we make users feel more secure when buying online?
- 3.2. How might we help users find what they're looking for faster?
- 3.3. How might we help users find what they might be looking for?
- 3.4. How might we connect users with friends who are selling what they're looking for?
- 3.5. How might we help users feel safe with a buyer/seller?
- 3.6. How might we make an online marketplace more intuitive?