

Sl no	User needs	Insight	HMW
1.	Creators needs to receive payment on time /feel rewarded	Users don't like waiting, especially if marketers pause a campaign. Sometimes, after pausing, a campaign might even get canceled, leading to payment delays and, in some cases, cancellations. This is especially a concern for smaller influencers.	● How might we help users feel rewarded? ● How might we ensure users will receive their payment?
2.	Creators needs to receive campaign details/changes/updates on right time	Users should get information promptly so that influencers can respond regarding confirmations, questions, or negotiations without overwhelming the marketers.	● How might we create a space for users to directly add their requirements and connect with users? ● How might we create a space where marketers doesn't feel exposed with too much response/requirements/spamming?
3.	Marketers needs to access hundreds of influencers	Marketers need to review the content and captions sent by creators, whether through various platforms or influencer managers. The problem is that these submissions often don't come all at once. This makes it hard for users to keep track of the submissions, which leads to delays in approvals and payments.	● How might we let marketers view the datas organized and systematically?
4.	Influencer managers must carefully study and work with brands to help influencers create their content.	Influencer managers play a pivotal role in aiding clients in optimizing creators' content, pinpointing target demographics, and providing guidance for engaging potential customers. They additionally support marketers in the assessment of requisites, expansion strategies, promotional activities, and analytical data. However, the overwhelming workload on influencer managers, compounded by responsibilities from both parties, often leads to heightened stress levels and, consequently, miscommunications and errors.	● How might we help influencer reduce the burden of handling marketers and creators tasks?