

Point Of View Statements

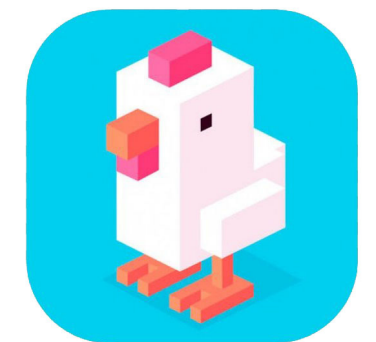
Ania Harrell | February 2021



Libby



Squarespace



Crossy Road

Introduction

What is a Point Of View Statement?

Instead of simply stating a problem, a Point Of View Statement (POV) takes a user problem and reframes it into an actionable statement. This new statement allows designers to ideate with the users' goals in mind. A typical POV statement follows the formula listed below:

User....descriptive) needs need...(verb) because insight...(compelling)

This presentation will walk you through three very different apps and their users' reviews found in the Apple App Store. After reviewing positive, negative, and suggestive apps, common user themes emerged. From the user comments, I was able to create two very distinct POV statements for each app.

Libby - Library Ebooks and Audiobooks



About

This popular library app allows users to read books and audiobooks from a digital catalog. The app is free, and so are all of the downloads. The only requirement is for you to put your library card on file.

Search

OPEN

Ratings & Reviews

See All

4.8

out of 5

1,322,198 Ratings

Shelf

YOUR LOANS

ACTIONS

The Pull of the Stars

Emma Donoghue

3 people are waiting.

Read With Kindle

Manage Loan

Due In 9 Days

The Light Between Oceans

M.L. Stedman

Open In Libby

Manage Loan

Due In 17 Days

Library

EXPLORE

Guide: Kids

Guide: Magazines

Guide: Teens

Guide: Mystery & Thriller

What's New?

What's Popular?

What's Available?

Skip The Line

Search...

connect downloadable catalog @ library connection

Preferences

Explore

Oprah's Book Club

Library

Shelf

Libby - Library Ebooks and Audiobooks



Positive Reviews

Libby to the rescue!

Jun 7

★★★★★

Princess Spanky

Not being able to check out books during the pandemic was almost as anxiety producing as the virus itself. I need to read. And while I prefer to read real books, the ones with paper and printed letters, Libby did all that it could to make my digital reading experience the best that it could.

Browsing for new books is not only simple, but fun. The interface is pleasing, playful and functional. The books are presented in a way that provides a similar experience to browsing in a library or bookstore, scanning covers and reading backflaps. It is easy to see what is available immediately, and if it isn't, what the wait might be. The reading experience is straightforward, though it can take a little practice to navigate jumping back and forth through chapters if you need to. Returns and managing holds are simple as well.

All in all, a five star experience. I am still looking forward to my library reopening, I miss the books, the librarians, and the community, but Libby did all that it could to take care of my reading needs during the shutdown. Thank you for that!

Great app!

Tue

★★★★★

Dhejld

This app is absolutely amazing and chuck full of features. You can speed up the reading time of audio books, efficiently manage book loans, place books on hold, etc. you can place multiple books on hold (up to 10 for me) and check out 5 books out. You can request a hold to be delivered later, after the next person's loan. You can add multiple library cards from multiple libraries. This is cool because I can use both my Boston public library card and university library cards in the app. It is a very well thought out app and I haven't come across any bugs using it in the last 6 months daily.

Love Libby!

Thu

★★★★★

lheartmysoldier

This amazing app functioning through my local library allows me to get virtually any book that I want. If I get it in e-book form then it can be transferred to my Kindle much of the time although not all of the time. Audiobooks are also available. Of course since it is a library app the books are not necessarily available at the moment that you want it. You may have to wait and that is the function of the holds. Each library is different but my library allows me to have 10 books checked out of Libby and 10 books on hold that's more than enough!

Libby - Library Ebooks and Audiobooks



Negative Reviews

Not quite ready for prime time

Wed

★☆☆☆☆

SadSkype

The search options are crippled. It's nice to be able to return a book from within the app but it should also allow you to find books much easier than it is now. It's impossible to do simple searches like "show all the books by this author in publication date order" or "show all of the books in this genre by author and issue date. To me it appears that the app wasn't written to be used for more than a quick hit for best sellers for someone who reads a book every two months. I read 3 or 4 books a week so I do a lot of searching and this app just doesn't pass that requirement so it earned a one star rating. It isn't easy to set the font and size either - the font size steps are too big so it's hard to read sometimes. It's got lots of other design flaws and warts, but if the search is fixed to allow reasonable searches that is a step in the right direction. Even the old paper card catalogs allowed more and better search options than Libby currently has.

No notifications even with them all turn...

Mon

★☆☆☆☆

Bergie bergs

This app never shows any notifications. I have missed out on books so many times already because I have no idea they are ready. There is no way to get a text or email and I only get my notifications when I open the app. After I open it I get 10 notifications all in a row

Really

Tue

★☆☆☆☆

RJtucson

How can this app be an editor's choice? Do they just buy promotion? It impossible to borrow and read a book. Isn't that what it's for? I mean I wait half a year for a book. Then it delivers it and says I have 3 to 6 days left. Then a few hours later while I'm in the middle of reading it it returns it for me. There's no way to find books because none of the filters works. If you click available now you get no results. So you have to wait several months for any book then it just takes them anyway. I can't believe anyone legitimately left more than one star for this ever.

Update. 17 books now it took back early in the last year. At least it keeps a record. Only 3 books I got to the end of. The average time it lets you keep a book signed out for 21 days is 3-4 days.

Libby - Library Ebooks and Audiobooks



Suggestive Reviews

By far the best ebook app I've tried! 2y ago
★★★★★ serenababena

This app is great overall! I have used the overdrive app and the kindle app, but Libby has to be the best I've used by far! I love that it allows you to sign into multiple library accounts and lets you easily access them. Books appear right after they are checked out, and they are really easy to download and read! I only have a couple features that I think would make this app even better:

1. It would be great if you were able to access your account to manage your physical books you have checked out as well as your ebooks. Several times I've thought to check my books to see if their due, only to realize that I can't do that with Libby. It would be amazing if you could add that feature.
2. Another feature that would be great, is if you could add the ability to listen to an audiobook while reading an ebook, like Kindle allows you to do. But this should only be available if you have both the ebook and the audio book checked out. It is sometimes nice to be able to listen and read along at the same time.

Just a couple suggestions here. Hope you get a chance to check this out. Thanks for the great app!

A great start 3y ago
★★★★☆ desertrose0601

This is basically the same app as Overdrive, just prettier. One thing I love about this app that Overdrive doesn't do though, is that it lists all your loans on one page. I live in the Los Angeles area and actually have four library cards from surrounding library systems, so it's great to be able to view all those loans in one place.

Which brings me to the thing that irritates me about both this app and the Overdrive one. And maybe it's just a technical issue, but I hate that neither app has a universal search function. You have to switch libraries every time you want to search for something at multiple systems. I'd love just one consolidated search that searches all the libraries that I have cards for. I realize most people probably won't have as many cards as I do, but it's seriously irritating to have to search multiple times for a book, and then if it's in multiple places, to remember which one had a shorter wait time, etc. If it was just one single search list, it'd make my life so much easier. And considering that they seem to understand that people might have multiple cards, since they included a combined bookshelf, it just seems like an odd omission to not have a combined search function.

Fantastic but a little flawed 1y ago
★★★★☆ Architecter

It's so wonderful to be able to take out digital books and audio books for free! That said, the system is funky - so many books I wanted weren't available, so I had to put holds on them. Then they ALL started coming in at the same time, so I couldn't read them fast enough. There should be a way when a book appears on your shelf to say, I'm not ready, give it back to me in two weeks, and let it bump to the next person in line! So simple and would make everyone happy. I realized I could return it and then put a hold on it again, but it was annoying to have to find the work around. Even more frustrating, the book I was reading expired and I wasn't able to renew it since people were waiting - now it's gone! I'll get it back in a couple weeks, but by then I'll have started a new book and forgotten half the story! Finally, my dream would be to be able to switch between reading on the screen and listening to the audio, so I don't need to have two books going at once - I start mixing them up and would much rather just absorb one at a time. All of these things seem super easy to do with a digital app, so I hope Libby will make some of these changes!

Libby - Library Ebooks and Audiobooks



Reviews Summary

Positive

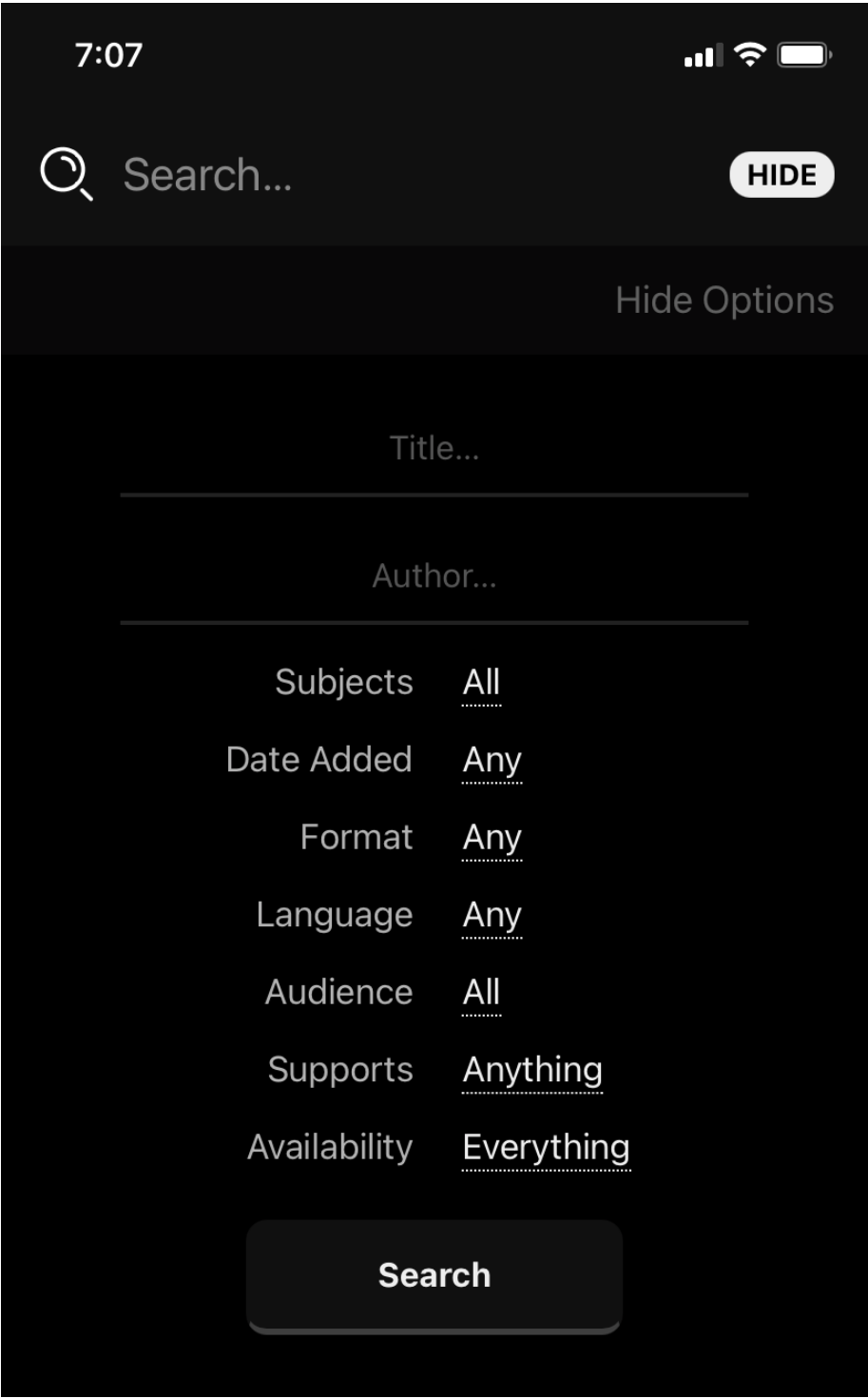
Although users enjoy the app, they would still like to see improvements. They appreciate that they can read books from anywhere, browse the library catalog, and check out many books at one time. However, they still list some frustrations regarding the search functionality and lack of notifications.

Negative

The most common point of contention from the negative reviewers is that books get automatically returned before they can finish reading them and not knowing when their holds become available. Along with positive reviewers, they wish for a more robust search function.

Suggestive

Users in this category still enjoyed the app but thought it would be a nice feature if they could check out the ebook and audiobook at the same time. They were also frustrated with the lack of notification when books became available and the inability to manage book holds.



Libby - POV Statements



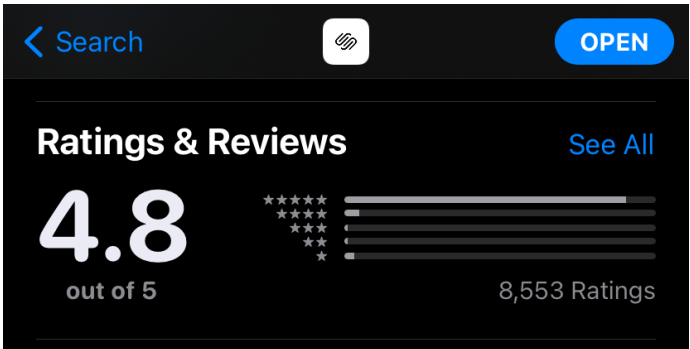
1. Avid readers who put multiple books on hold need notifications when their book are available because they do not know when their book is available and when they do finally download it, their borrow time is very short so they cannot finish reading/listening to their book.
2. Bibliophiles who read multiple books a week need a more robust search feature because the the current search function works best if you know the book title but not by author or genre.

Squarespace - Website Builder



About

Squarespace allows you to create your website using one of their well-designed templates. With their app, you can edit your website with your mobile device. Add photos, blog posts, make changes and publish from your phone or tablet.



The image shows the 'Home' screen of the Squarespace mobile app. At the top, there is a 'Home' header with an envelope icon. Below this is a 'LET US KNOW' section with the text 'How is your experience so far? We would love to get your feedback!' and three emoji buttons (sad, neutral, happy). Underneath is a 'RECENTLY EDITED' section listing 'About' (Nov 12, 2020), 'Resume' (Jul 26, 2020), and 'Work' (Mar 7, 2020). At the bottom, there is a 'SUGGESTED ACTIONS' section with two cards: 'Add images to STIHL Marketing Advantage Direct Mail' and 'Add images to STIHL Marketing Advantage Direct Mail'. The bottom navigation bar shows 'Home', 'Pages', 'Analytics', and 'Settings'.

The image shows the 'Pages' screen of the Squarespace mobile app. At the top, there is a 'Pages' header with a 'MANAGE' button. Below this is a 'TOP NAVIGATION' section with a 'Work' link. Underneath is a list of pages: 'Manage It Logo and Site Redesign', 'STIHL Dealer Support Manual', 'Showroom Solution', 'STIHL Calendar', 'Delta Keep Climbing', 'STIHL Pricing Guide', 'Logo Design: TNT Landscaping and Ex', 'Polish Nesting Doll', and 'Rock Your School'. The bottom navigation bar shows 'Home', 'Pages', 'Analytics', and 'Settings'.

Squarespace - Website Builder



Positive Reviews

Working on the Go

1y ago

★★★★★

Megan7902

I really enjoy being able to start and edit pages on the go. I can get my ideas down quickly and then work more in detail on the desktop. I haven't been using the app for very long but it's very easy to use especially if you learned Squarespace already on a browser. I've loved Squarespace for many years and will stick with them be a use of these type of features and improvements.

OMG Thank you Thank you Thank you

1y ago

★★★★★

Chels585

Thank you sooooo much for this app!!!! You have no idea how much easier you just made my life. I've been waiting for this forever!! I don't have a computer or a car and often have to travel FAR just to edit my website but now that I can do it on my phone!!! Life has just gotten easier! I am a loyal Squarespace user and never use anything else so this is awesome and long over due. Thanks again guys <3

FINALLY an iPad version...what took so long??

1y ago

★★★★★

Bad Kitty

Good thing I decided to update before writing this review! I've been pretty embarrassed while sitting at restaurants trying to edit my site with my iPad, turning my head sideways to look at the screen while trying to add blog posts. I'm not sure what took so long to do this...and like other users, I've switched almost entirely to my iPad and rarely carry my laptop, so this was a much needed update. Thank you! I still haven't given it a serious run-through, but the fact that it's here makes me happy.

Squarespace - Website Builder



Negative Reviews

Used to love it

★★★★★

1y ago

cimino521

I feel taken advantage of and lied to by Squarespace. I used to love SS and so, I've been a loyal customer for many years. About a year ago or 2 I noticed they changed their pricing plans so I switched to a less expensive one. Only to find out that this included a sneaky new 3% (on top of the stripe fee!) fee for all commerce sales. When I attempted to switch back to my old plan that had no fee I was told I couldn't, no exceptions and my once grandfathered in plan for being a loyal customer was now null and void. This is not how I would like to be treated being a long term client. I understand I made a mistake and will now read the fine print more slowly but I am a long term customer, I am an artist, please treat me as an individual and not as one in a herd of sheep. If they switch me back to my grandfathered in business plan without the 3% transaction fee I would be a happy camper. Until then, I'm very unhappy with them and plan on one day switching to another provider that doesn't take a chunk of small artists' earnings without stating in large print first.

Trash

★★★★★

Sep 26

RarianaGrariande

Nothing more frustrating than learning that the subscription you've paid for has been completely neutered by the fact that the website editor IS NOT COMPATIBLE with my Surface pro because of its touch screen. Insult to injury? The mobile site editor is broken too! Overlapping widgets and rigid scrolling with some content blocks being completely uneditable for no apparent reason. How are you allowed to charge for this?

Support has not been able to help me with these issues on either device, and have refused to process a refund.

Go use readymag instead.

You can't do ANYTHING with this app 1y ago

★★★★★

Brittanie D

I used to be able to at least add events to my calendar and posts to my blog via the iOS apps available through SquareSpace. Now they have this new app that literally does nothing... I can't edit anything, I can't add events, I can't add photos to my gallery, I literally have to be at home on my computer to update my website in any capacity. I liked having 4 apps for SquareSpace before this was developed with the ability to DO SOMETHING as opposed to a single streamlined app that lets me do nothing to my website what so ever. Also, this has been a complaint of this app since it's launch months ago and SquareSpace still has not addressed these issues. That's a problem in itself. When you're getting feedback about your product, do something about it, or be left in the dust by your competitors. Terrible app, fix SOON please.

Squarespace - Website Builder



Suggestive Reviews

Thank you! Super valuable app.

2y ago

★★★★★

wjjz13

Works great for updating customer sites on the fly!!! Intuitive and effective. Overall very happy with app, it's an answer to a very big pain point. This app will improve doing business on the go.

2 pieces of feedback:

-Switching between different websites was not obvious. (It's under the "account" tab for anyone who can't find it). Would love to see the ability to quickly switch sites from the "home" tab.

-On certain templates, navigation elements did not function properly/were not able to be edited through the app. Hopefully this will be addressed in future updates.

Overall, strong 5 stars! This is a true game changer. With the launch of this app I can take a customer phone call, quickly make an edit from my phone, and immediately satisfy my customer. No need to wait for a laptop/WiFi. Something web developers have needed for years. Thank you!

Developer Response

2y ago

Thank you for your thoughtful review!

Missing key elements, and glitches

1y ago

★★☆☆☆

asdfasdfasdgadfhg

I use the app for blogs on our website and there are things that I cannot do on the app, so I have to finish on a computer browser. I cannot add Tags, Categories, Title photos, etc.

Placement of media on the blogs is difficult to customize. And I can only add 1 piece of media before having to click "Done - Save Draft - Edit" before adding another one. Every time after I've added a photo then click the + to add another, the menu to edit the photo I just added pops up.

I should really be able to use this app as a replacement for the browser, especially considering the mobile browser doesn't seem compatible (regardless of which browser I am using) and never works either.

Love the app - suggestion to the developers

1y ago

★★★★☆

RDBPhotoLLC

Love the app and the capabilities it has - only gripe is why can't we have the ability to go landscape on iPhone?!? That is the one thing I miss about no longer having the portfolio app.

When I want to show someone my photos on my phone I have to go to my website I order to get the full size image in landscape. I don't want to keep having to do this multiple times a day...

When can we expect this feature?

Squarespace - Website Builder



Reviews Summary

Positive

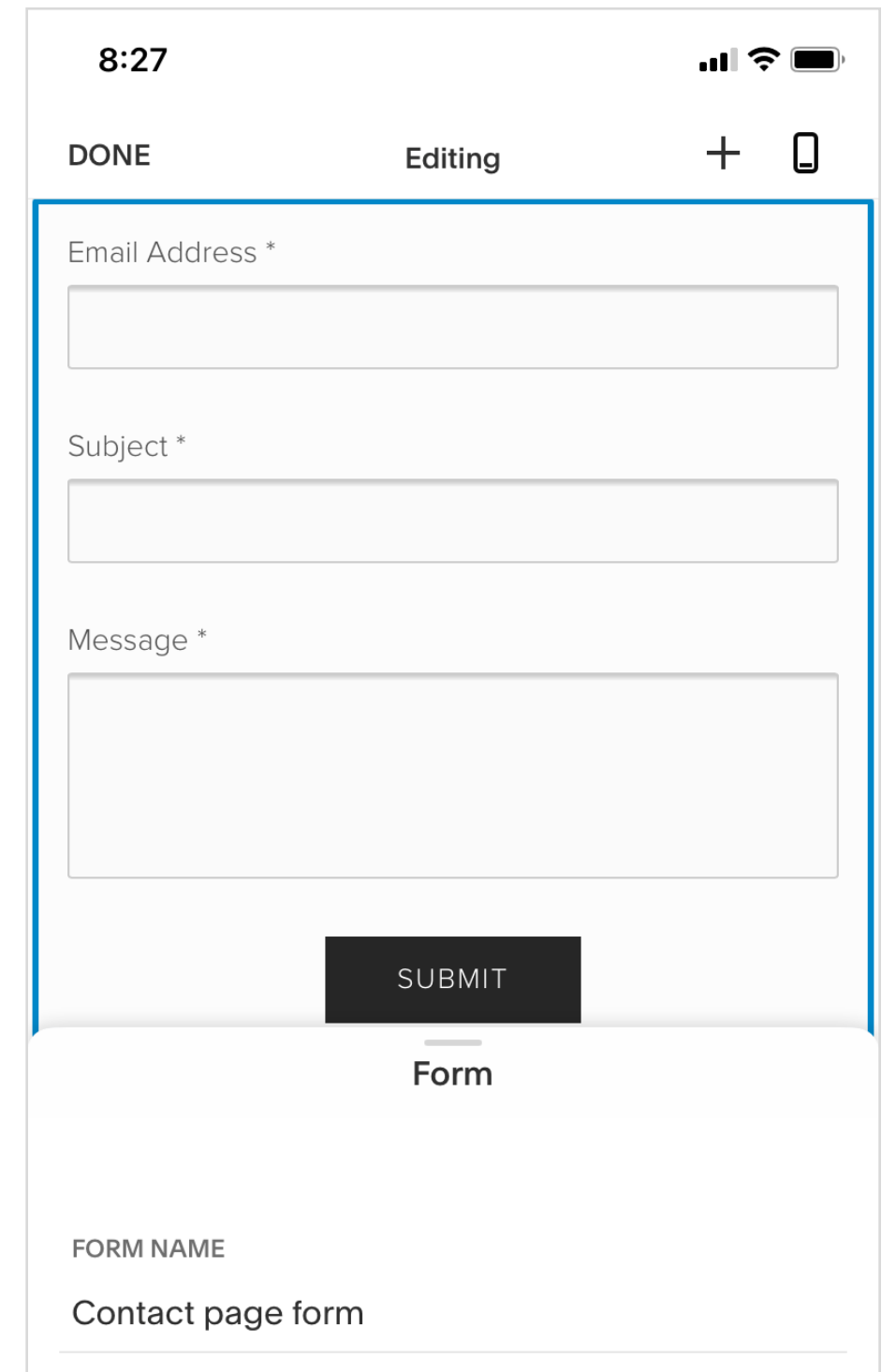
Overall, users love the ability to edit their websites on the go.

Negative

The majority of negative comments surrounded using the app on mobile device with widgets that did not function correctly; for example, they could not make the changes they needed to, or the widgets were overlapping. Many did not like that the page layout did not change from portrait to landscape when they rotated their tablets.

Suggestive

Many people wanted to use the app version as their primary form of app creation and editing. They wanted clarity when switching between multiple websites and the ability to add multiple items at one time.

A screenshot of the Squarespace mobile app interface. At the top, the status bar shows the time 8:27, signal strength, Wi-Fi, and battery. Below the status bar, there's a navigation bar with 'DONE' on the left, 'Editing' in the center, and a '+' icon and a mobile device icon on the right. The main content area is a contact form with three input fields: 'Email Address *', 'Subject *', and 'Message *'. Each field has a light gray placeholder. At the bottom of the form is a black 'SUBMIT' button. Below the form, there's a section labeled 'Form' with a 'FORM NAME' field containing the text 'Contact page form'.

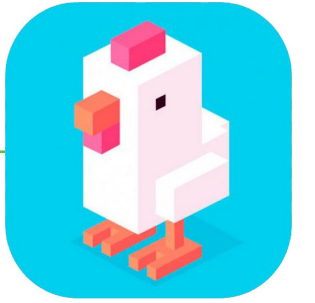
Squarespace - POV Statements



User....descriptive) needs need...(verb) because insight...(compelling)

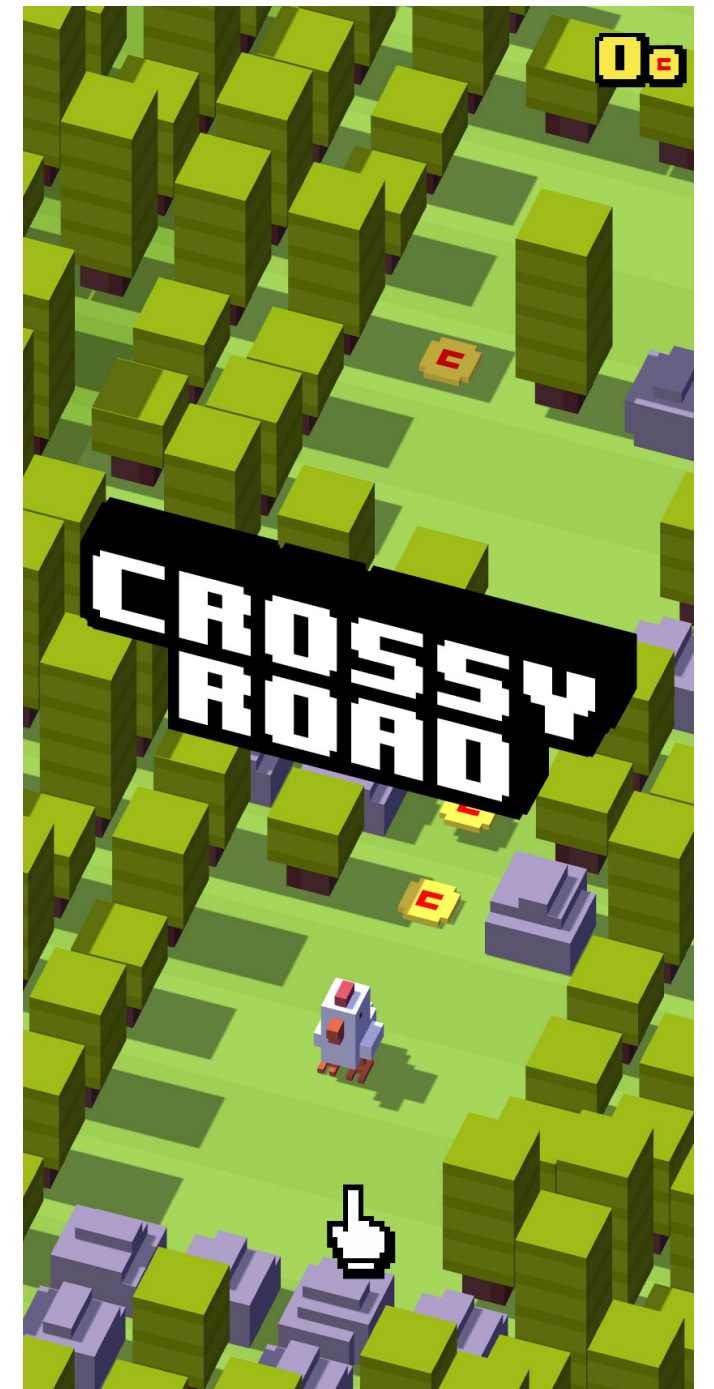
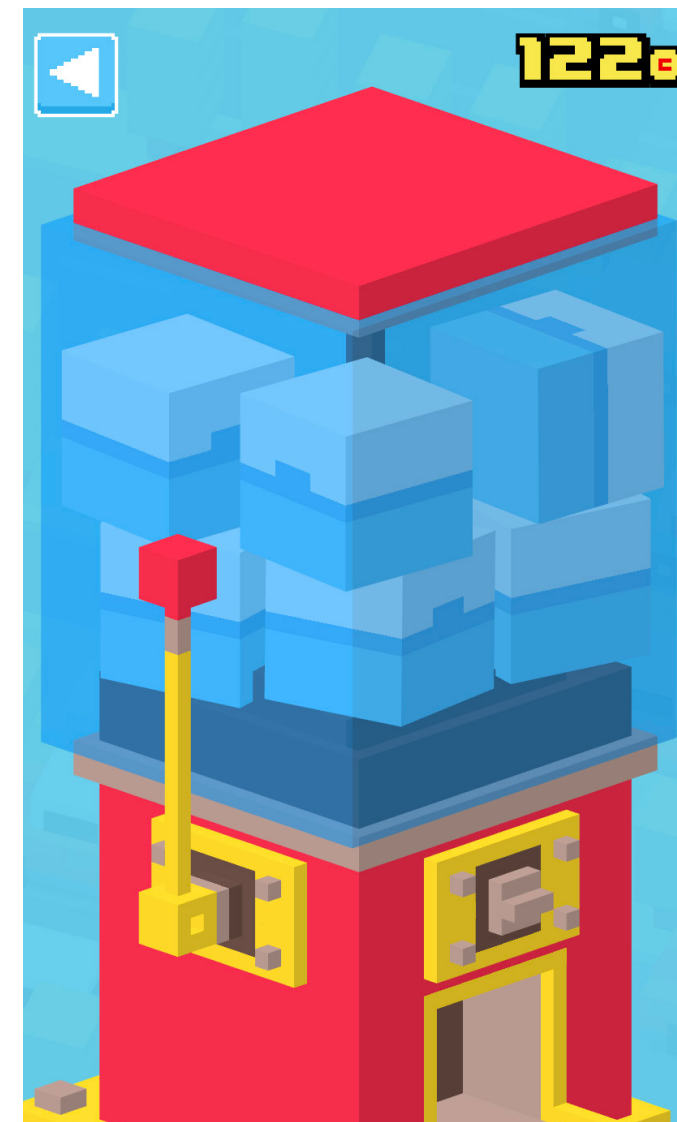
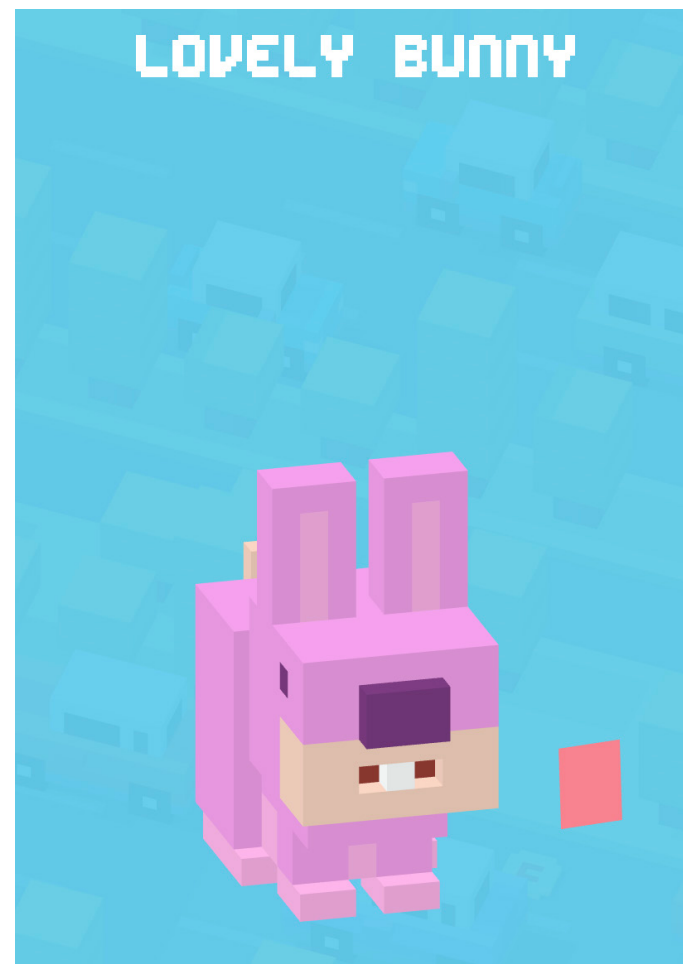
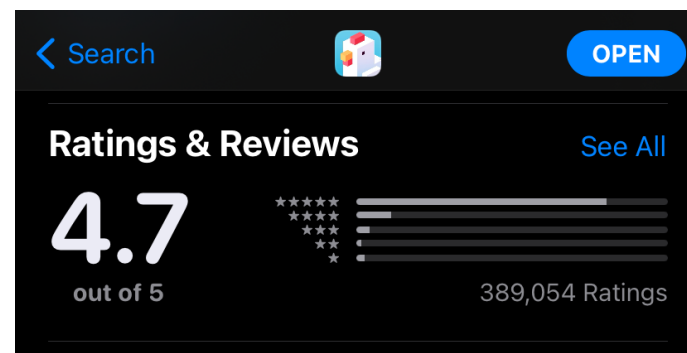
1. Users on the go need to be able to make edits on their mobile devices and tables because they need to make changes when they are not near their desktop computers.
2. Users who prefer designing on their tables need all of the functions of the desktop version because they love making changes from anywhere.

Crossy Road - Game

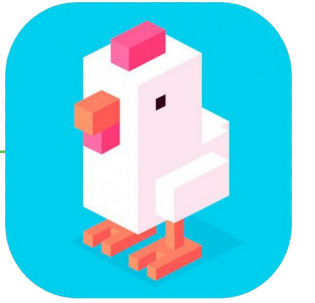


About

The object of this highly addictive game is to get your character across busy intersections without getting hit by a car. Players collect coins along the way, which are used to purchase new characters such as chickens, bunnies, people, etc. Many users are children, and I found a few who stated their young age or implied how young they were. My eight-year-old daughter also loves this game and is proud of the characters she has collected.



Crossy Road - Game



Positive Reviews

🔥 this game is lit 🔥
★★★★★

Thu
mgrace2010

This game is so fun 😊! I get FREE gifts and prizes! I would recommend this game to anyone in the world, if you are looking into this game u should get it for sure! I he daily challenges are so fun! If you are looking for a challenging game this is sure what ur looking for! To anyone reading this, have a great day!

Love it
★★★★★

Mon
bread bear dora

Can i marry this app?

Truly the best game ever!!! 🥰🥰
★★★★★

1y ago
Playful Time

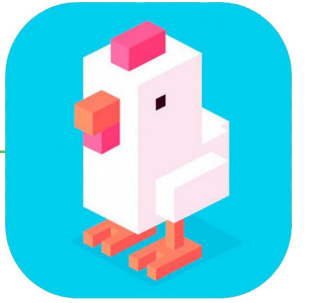
I play this every single day, you can unlock so many cool characters and maps!! This game is really fun. I definitely recommend this for everyone who are bored mostly, this isn't just a normal road game, the prices are really cheap if you want to buy in app purchases, I bought a character that was an in app purchase, and I'm in love with it! This game has lots of features you can enjoy, but if you played it for a while, you'd be pretty bored. So I suggest to make more features. Maybe make a dance party room and you can select your character and you can meet new people, and there could be dance buttons that make you dance!! And could you also make a character giveaway every week? Just add in a button that says giveaway and you should make a button that says join once you pressed the giveaway button. Then make a sign that says if you won or not. Thanks for your time!!! And of course you should download this game!!!! 🥰
❤️😊👍🙌

Fun game ❤️
★★★★★

1y ago
ccccccckkkkkkkkkk

I love this game I have 2 games and I always play this one. But the problem is that I have 15 characters left and I would have all of them If they wouldn't have the duplicates all the time! I know they do it for the ad's but It gets annoying! The multiplayer mode is AWESOME! It would be cool if Crossy road would make a single player characters like power up flea,rover,bull and so on. That would be great 😊😊😊.
Tip:on multiplayer mode you can stack chicken on top of mallard and just tap on mallard's side and just like normal and when you do that if you get invisible power hurry too the next one before you stop hereing the arcade chinking sound 😊 then you make rainbow mallard.
That's another thing Crossy road should make rainbow characters. And this game is so addictive and fun Me and my sister have had this game since we were little little kids we've broken so many electronics we keep on getting the game on our system's 😊😊😊

Crossy Road - Game



Negative Reviews

Why the duplicates??

Dec 16

★☆☆☆☆

madeline69146

What's up with giving duplicates instead of just letting your players win a new prize with their EARNED coins. And then you also drop the probability of getting a new one after watching an ad? What is the point. Do you want to make your game unenjoyable?

Progress was deleted

Feb 18

★☆☆☆☆

KiwiTheBird573

I had this game a few years ago but eventually got bored with it and deleted it. Because I have my data saved in the cloud, when I recently decided to redownload the game, I was able to keep all my progress from before. I just bought the piggy bank character a few days ago and even though the transaction was successful, I didn't receive the character in the game. I read online that deleting the app and redownloading it can fix this problem. I did tried this because I thought my progress would be saved like before but when I redownloaded the app, all my progress was deleted. I am so frustrated because I really like this game. I had gotten all the characters available from the prize machine and most of the secret characters.

This App's Ads are HORRENDOUS

Dec 21

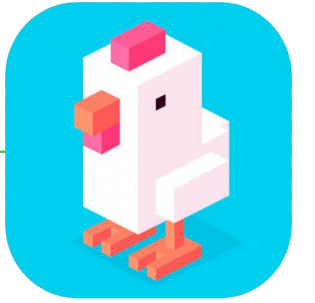
★☆☆☆☆

Tdog5000

The advertisements on this app are absolutely ridiculous, it basically makes the game unplayable. To be honest, I can't believe the number of reviews that have 5 stars that people are able to endure this app.

The game overall is fun and pretty, it's just frogger, but I just can't get over how egregious the ads are. I maybe play 30-45 seconds for every 30-45 seconds of ads I see, virtually 50% of time spent on this app is watching ads they serve you.

Crossy Road - Game



Suggestive Reviews

Pecking order issue

3y ago

★★★★☆

Mr. Mute

Overall my experience with this game is good, and the new Pecking Order mode is a fun new way to play and introduce competition. However, I've been experiencing an issue with Pecking Order not saving my previous scores. Last night I discovered the new feature, and my challenge was to play as the Mad Bull and score as many points as I could. I got somewhere in the mid-200s, then decided to leave it at that and go to bed. This morning I opened the game again and scored very low on Pecking Order only to find that my previous score had been completely erased. I wrote this off as a connection problem last night, but later I scored in the high-500s and then played some of the normal game mode, came back and scored low and found that that score had been erased. I thought maybe the game wouldn't save your score if you switched over to the normal game mode, but when I tested this I found that the game was saving my score of 9 just fine. I don't know if this is a personal or widespread issue, but I thought it worth mentioning here.

Great game except.....

Mar 24

★★★★☆

Kadoodle Bobber07

So I was introduced to Crossy Road by a friend and I was totally addicted. I love Crossy Road still, but when I save up enough "money" for a new character, 90% of the time, I get a "duplicate." Then I tap to watch an ad and there is only a 50% chance that I will get a new one, and over time, the percentage will go down. If I don't get a new character after I already tapped to watch a video, then I'll have to watch ANOTHER video, with an 80% chance I'll get a new character, and that that percentage will go down too. Also, if I'm on the road or on a plane and don't HAVE WiFi than all my coins will have been wasted. Also, my chance of getting a new character is very slim, so I can almost count on having to watch at least one ad. Sometimes, it also says, "no ads available now, please try again later," after I had already watched two ads so first of all, I've wasted my time and second of all, I've wasted all my money. I mean, I totally understand other businesses needing to advertise their products, but there are just way too many ads. Don't get me wrong, I honestly really ❤️ this game, but Hipster Whale, PLEASE remove duplicates in the next update!

Inappropriate and sexual advertising

Feb 10

★★★★☆

mahsjanans kesjfhwdkjh

My kid loved playing this game but I had to delete it once I saw an inappropriate and sexual advertisement pop up from 'let him out' app. It was so weird because it only lasted for 5 seconds then changed to the game of letting the man out. Parents have to watch out for their kids not to be exposed to these kinds of things and the app developers shouldn't let these advertisements to be featured in kids games!

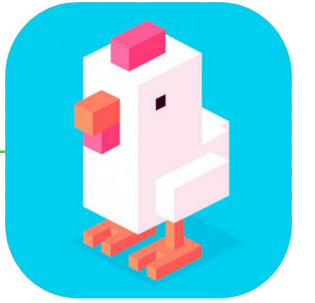
Developer Response

Feb 12

Thanks for posting a review - we are very sorry to hear this has happened to you. We try very hard to make sure advertising content is appropriate for our players but sometimes the wrong ads are served by our ad providers without our permission.

You can turn pop up ads off permanently by making any in-app purchase. If you would like help with this please contact our support team at support@hipsterwhale.com

Crossy Road - Game



Reviews Summary

Positive

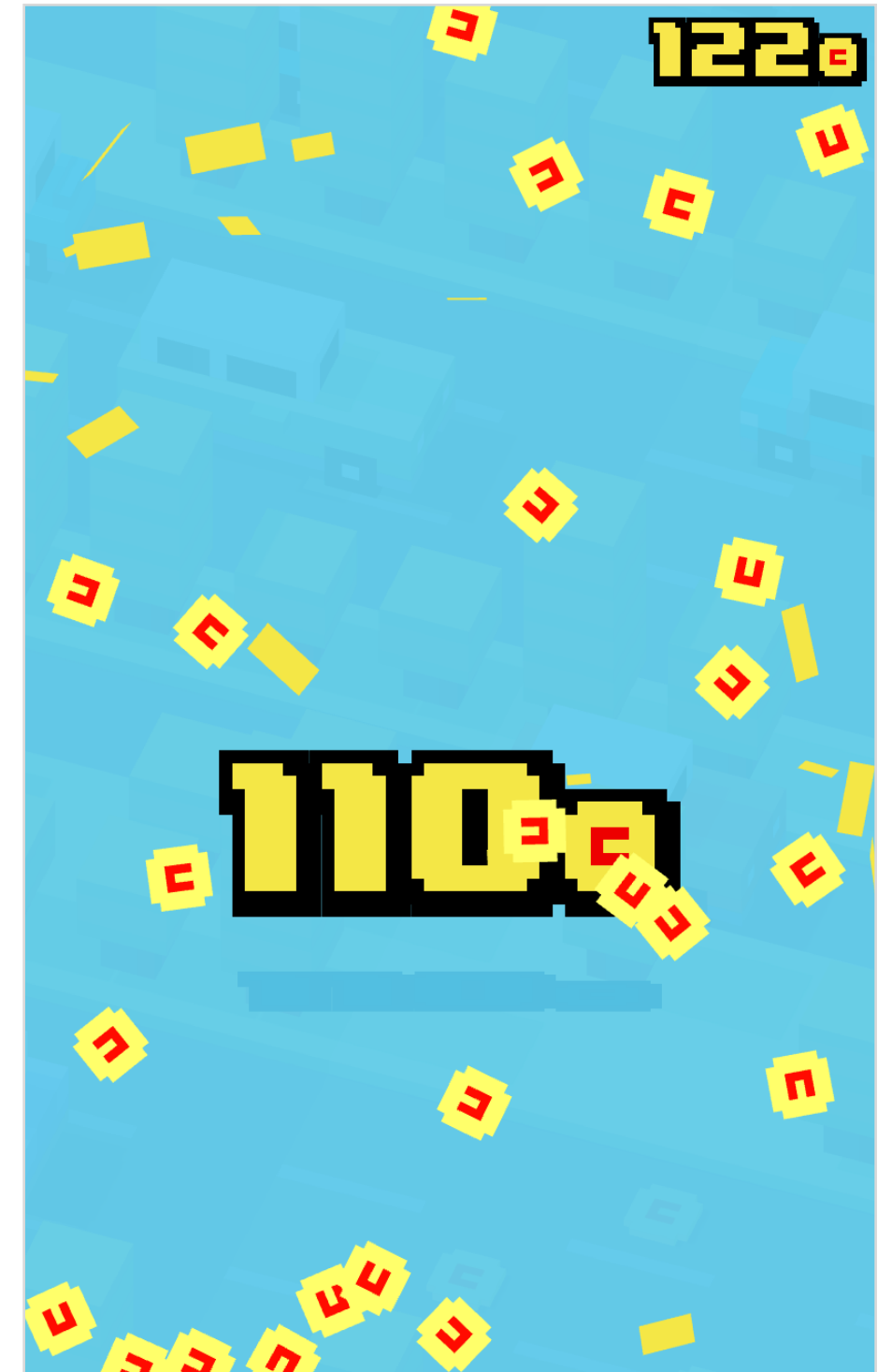
Users love the game and collecting characters. They love the challenge and how they are never bored by the game.

Negative

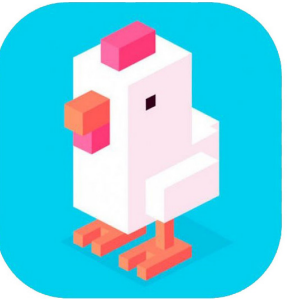
Many felt there were far too many ads, and some were inappropriate for children. They also disliked duplicate characters, which are a vital part of this game. Users wanted to collect them all but were unable.

Suggestive

The suggestive reviews asked for the ads to show up less frequently. They felt they could only play for 30-60 seconds before watching an ad again. They also felt the ads lowered their chances of getting a new character which is very important to the user. Finally, users wanted their highest score saved. Instead, it seemed like they could only see their most recent score.



Crossy Road - POV Statements



1. Gamers who enjoy awards need constant new characters because duplicate characters are not a sufficient reward.
2. Gamers who play when bored need less ads because they do not like their concentration broken between every round and some ads are inappropriate.

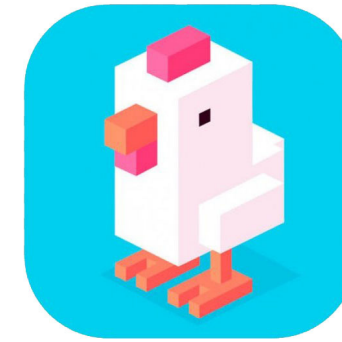
Summary



Libby



Squarespace



Crossy Road

What I found most interesting after reading the positive, negative, and suggestive reviews was that they commented on the same general issues. However, the positive reviewers had a better outlook on what they did not like, and they did not entirely dismiss the app. It was as if they saw past the flaws and enjoyed the good pieces. On the contrary, negative reviewers were down about the entire app. Suggestive reviewers gave them details regarding what needed to be improved which is beneficial for developers.

From all this feedback, designers and developers can enhance the user experience. By organizing the data and piecing together the reviews, the creators can reframe the problem into actionable Point of View statement. They can then go back and refine their work to eventually lead to a better product for all.