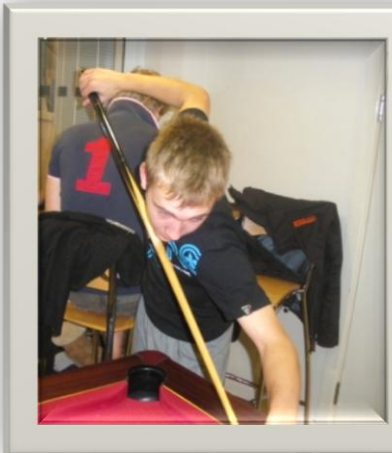


# INSIGHTS + Oppourtunities



## Insight 1

*Students often play pool to meet new people whilst with similar interests or to get to know other students that they live with better.*



## Insight 2

*Often there is not always enough space around the table to create a suitable playing environment, this may impair the user's performance.*

*"I would have defiantly potted that if there was more space"*



## Insight 3

*The players often play pool to relax and socialise, but the atmosphere is not always right and there is too many distractions.*

*"The music is too loud in here I can't concentrate"*



## Insight 4

*Students often buy food and drink and eat whilst playing, to keep them refreshed. But often the food and drink is left a long period of time or forgotten.*

## Playing Pool Socially

### Opportunity 1

Make a product or system to create a perfect socialising environment, without affecting the pool playing environment. The players should be able to concentrate whilst still being able to talk and relax at the same time. This should bring students together and ensure that they have as much fun as possible.

### Opportunity 2

Design a way of keeping drinks cool and food warm whilst the user plays pool. The food and drink should be kept near the table so that the players don't forget about it. The food and drink should not be put in the way of the users whilst they are playing pool, but there must be a way of reminding them that it is there.

**Value Proposition:** Create a suitable way of keeping food warm and drinks cool, whilst the users play pool. There must also be a way of reminding the user that they have food and drink.