Intro: User Needs (2/2)

1. **Needs remain constant over time.**

   A music lover outdoors:
   - ❑ Previously: used an MP3 player
   - ❑ Currently: uses Apple Music

   A competitive gamer:
   - ❑ Previously: played The King of Fighters
   - ❑ Currently: plays ranked matches in LoL

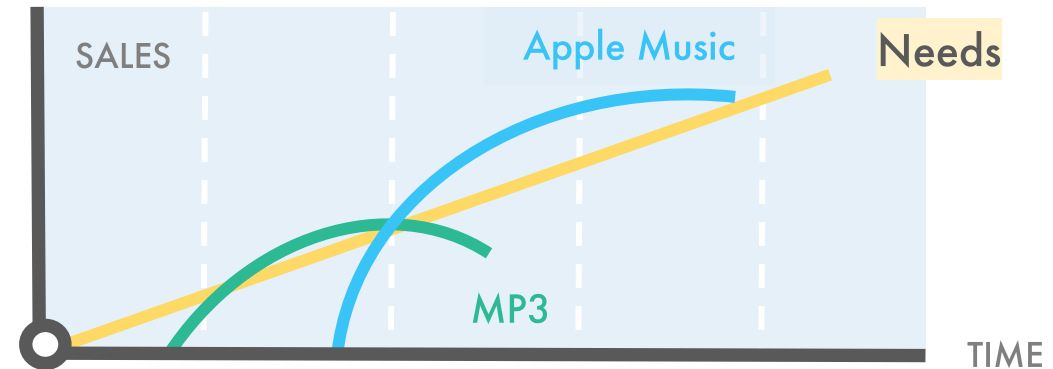2. **Needs aren't tied to a specific product.**

   A creative gamer:
   - ❑ Plays Roblox, also enjoys ZEPETO

   An FPS enthusiast:
   - ❑ Plays Sudden Attack, also plays Point Blank

   Source

"I want to comfortably enjoy music even outdoors"

— If we define the market based on the product category of MP3 players, its growth and decline will inevitably follow the life cycle of that category...

" The key is to deliver experiences that cater to user needs. "