**Insight and proposed solution**

Future Media Experiences 2021

Team members:

1. Whose experience will be improved, or whose problem will you solve? (possible revision based on feedback, but not necessary if you do not change anything)
2. Main findings from academic/desk research and how will it affect your final product/solution?
3. Main findings from empirical research (with your target group) and how will it affect your final product/solution?
4. Main findings from industry research and how will it affect your final product/solution?
5. Name of your product/solution.