Problem: Users don't use search feature

Why? Why don't they use search feature?

Because: Because they don't know it's possible

Why? Why don't they know it's possible?

Because: Because they aren't interested in this feature

Why? Why aren't they interested in this feature?

Because: They don't add a lot of content (so there's nothing to search)

Why? Why don't they add lots of content?

Because: They don't know how to add different content

Why? Why don't they know how to add different content?

Because: We don't teach them how to do it

Root cause: We don't teach customers how to add multiple types of content