

1. It was observed that 4 out of 5 participants found the app's search and filter options effective in locating local produce listings. This means that the app's search functionality is user-friendly and helps users easily find the fodder they are looking for.
2. It was observed that 5 out of 5 participants successfully added new produce listings and found it easy to do so. This means that the app's listing feature is intuitive and user-friendly, encouraging users to contribute their own excess produce.
3. It was observed that 4 out of 5 participants found the messaging feature easy to use when inquiring about specific items with local farmers. This means that the app's messaging system is efficient and supports communication between users.
4. It was observed that 3 out of 5 participants configured the app to receive notifications about preferred produce listings without difficulty. This means that the app's notification setup process is straightforward and user-friendly, enhancing the user's experience.
5. It was observed that 5 out of 5 participants felt more connected to the app's mission of reducing food waste and fostering strong community relationships. This means that the app successfully conveys its mission and values to users, creating a sense of community and environmental responsibility.
6. It was observed that 2 out of 5 participants left feedback and suggestions for the app. This means that there is room for improvement in encouraging users to provide feedback, and the app could benefit from features like image uploads to enhance user reviews.



## Actionable Insights:

- 1.) Either narrow the scope of products allowed to be advertised on app, or include more search features to narrow the search results.
- 2.) Add features so that users can set up notification preferences.
- 3.) Edit the feedback page so that users can upload images to enhance user reviews.

