Insight Identification Template

Hestria's Kitchen App

- Based on the theme that: For most users, it's not immediately clear on how to view the Cart, an insight is: users need a better visible button on the screen to go to cart.
- 2. Based on the theme that: The food catalogue menu is not directly accessible for users, an insight is: Users needs a browse button on the home page to directly view the food menu.
- 3. Based on the theme that: App is useful for more people, but not an satisfactory majority, an insight is: Users needs more usage on the application for using the application to its full potential.
- 4. Based on the theme that: Based on the theme not everyone is sure about current number of items in cart, an insight is: User need better cues on how to view the available items from cart.
- 5. Based on the theme that: users aren't familiar with the scheduling order, an insight is: Users need better cues for what steps are required to schedule an order.