

# Turning observations into Insights

## For Ethan Green Recipes

### Observations:

	Was frustrated when wanted to go back to previous page but was redirected to something diferent			Comfortable that they could change their preferences at any time	
Did not know where to start	Wanted to go back with phone buttons, was redirected to start	Was comfortable that gender and pronouns were optional	Wants to move faster but can't because user flow is a little slow	Was happy that they were able to choose specifics and tried to subscribe	Were concern because there was not a forgot password button or anything similar
Was scrolling and touching everything in first page	Annoyed that they had to overdue the process to find the page they were looking for	Were happy they could chose the cuisine that interested them the most	Went back by mistake and then couldn't go to where they wanted to	Was happy to have control over what they wanted to subscribe to	Wanted to try changing password but there was no option to do so
Did not what was going on because of lack of text	Wanted to go back to personalizing profile page but had complications	Was happy that only their country was asked because they don't feel comfortable to share more specifics	Wanted to go to a specific page but was taken to a different one	Was happy they were not automatically subscribed to any emails/texts and/or more	Was worried and confused if in any case they forgot their password and couldn't change it

### Insights:

1. It was observed that 3 out of 5 participants: **Didn't know what they had to click first.** That means that there has to be more symbols or/and guiding words to direct the user.

2. It was observed that 4 out of 5 participants: **Were not redirected to their desired page**, which means **that user flow needs to be fixed**.

3. It was observed that 3 out of 5 participants: **Found the optional fields of gender, pronouns, country and cuisine preferences useful**, Which means that **they feel included**.

4. It was observed that 3 out of 5 participants: **Were confused because they could not find a take me to home button when finishing their profile personalization**, Which means **that there are some buttons missing for a complete interaction**.

5. It was observed that 4 out of 5 participants: **Appreciated not being automatically subscribed to anything from the website and that they could choose what they want to receive**, Meaning that **they feel in control and give trust to the website**.

6. It was observed that 3 out of 5 participants: **Were concerned that there was not a “forgot password” button**, which means **they were worried about what to do if they forgot their passwords and wanted to change it**.