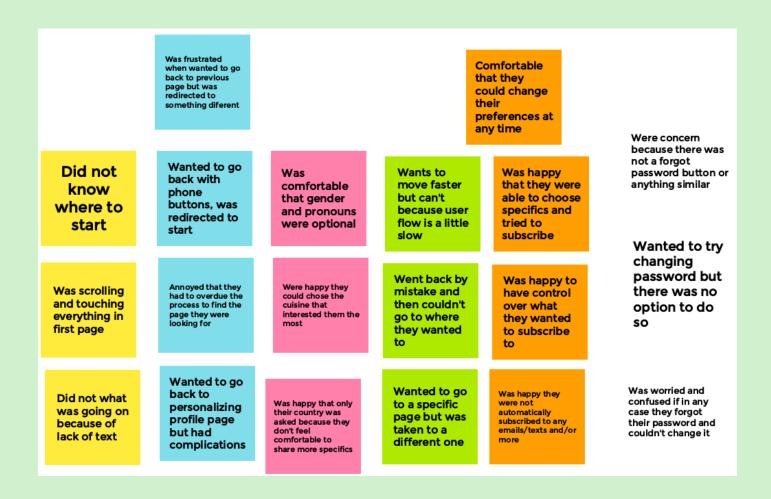
## Turning observations into Insights

## For Ethan Green Recipes

## Observations:



## 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.