Prioritized Insights Template

Priority 0

1. Based on the theme that: user confused start from homepage, an insight is: homepage not well designed and need to be improved with hints.

2. Based on the theme that: user surprised there is no payment confirmation, an insight is: payment confirmation pop up or page need to be added into the end of user journey.

Priority 1

1. Based on the theme that: user troubled in finding submenu button, an insight is: submenu button is not easily visible hence need to be improved by using contrast color or icon.

Priority 2

1. Based on the theme that: user confused in adding colored decoration, an insight is: the decoration section need to have more detailed information of the decoration color.