

Insight Identification - Fantasy Florist

Google UX Design Certificate

1. Based on the research, it was observed that 8 out of 10 participants had trouble finding the button for the submenu. This means that the submenu button is hard to find for almost all of the users..
2. Based on the research, it was observed that 6 out of 10 participants are confused about how to start from the homepage. This means that the homepage is confusing for more than half of users.
3. Based on the research, it was observed that 6 out of 10 participants are surprised that there is no payment confirmation page. This means that more than half of users expect that there should be a payment confirmation page.
4. Based on the research, it was observed that 5 out of 10 participants prefer to use search and filter rather than directly add items to cart. This means that search and filter is easier to use compared to searching manually from the homepage for half of users.
5. Based on the research, it was observed that 5 out of 10 participants find it difficult to choose the colors when adding decoration. This means that the information of color for decorations is not easy to find for half of the user.

