

Insight Identification Template

Google UX Design Certificate

1. Based on the theme that **navigation buttons could be clearer**, an insight is: Users need more prominent cues for navigation buttons to indicate they are clickable.
2. Based on the theme that **the names of dishes may confuse non-Nigerian users**, an insight is: Users need more context or explanations for culturally specific terms, such as the Nigerian dish names, to make the website more accessible to a broader audience.
3. Based on the theme that **the overall design and visual appeal of the website is good but can be further refined**, an insight is: Users need more attention to design elements like clearer positioning of navigation buttons to improve accessibility and usability.
4. Based on the theme that **users often don't explore a website fully**, an insight is: Users need the most relevant content and features presented first to enhance engagement and reduce the likelihood of skipping important information.
5. Based on the theme that **users liked the idea of separating the blog from the recipes but had concerns about the order of presentation**, an insight is: Users need more intuitive content prioritization, such as placing the blog section before recipes, to maintain engagement and encourage exploration.
6. Based on the theme that **the "Sign Up" page was not very appealing**, an insight is: Users need a more visually cohesive and relevant sign-up page that resonates with their motivations for engaging with the website, avoiding random design elements.
7. Based on the theme that **participants were unsure about the lack of actual recipes in the prototype**, an insight is: Users need to experience functional and realistic content within prototypes, such as real recipes, to better assess the usability of features and evaluate the website's utility.



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8. Based on the theme that the "Food Pictures" seemed unrealistic, an insight is: Users need more authentic and appealing visuals to convey the right level of quality and trust, ensuring the images reflect the actual food and encourage users to engage with the content.

