

# Conversion

GT\_1

Conversion

Event Successfull: Costumer Login

1. Clicks on Login
2. Enters credentials
3. Succefully logs in

GT\_2

Conversion

Event Successfull: Costumer Registration

1. Clicks on Login
2. Cliks on New Costumer
3. Enters credentials
4. Succefully rergisters

GT\_3

Conversion

Event Successfull: Restaurant Login

1. Clicks on Login
2. Enters credentials
3. Succefully logs in

GT\_4

Conversion

Event Successfull: Restaurant Registration

1. Clicks on Login
2. Cliks on New Costumer
3. Enters credentials
4. Succefully rergisters

GT\_5

Conversion

Event Successfull: Making an order

1. Clicks on Login
2. Succefully logs in
3. goes to restaurant

4. add item to card
5. navigates to card
6. writes description
7. clicks place order

GT\_6

Conversion

Event Successfull: Making an order

1. Clicks on Login
2. Successfully logs in
3. goes to restaurant
4. add item to card
5. navigates to card
6. writes description
7. clicks place order
8. Logs out

GT\_7

Conversion

Event Successfull: Making an order

1. Clicks on Login
2. Successfully logs in
3. goes to restaurant
4. add item to card
5. navigates to card
6. removes item
7. navigates to Orders
8. Navigates to cart
9. Places the order

GT\_8

Conversion

Event Successfull: Making an order with failed login try

1. Clicks on Login
2. logs in fails
3. Clicks on login
4. Login success
5. goes to restaurant 1
6. navigates back to restaurant List

7. goes to restaurantt 2
8. adds item
9. navigates to order
10. places the order

GT\_9

Conversion

Event Successfull: Making an order with faild login try and extra navigation

1. Already loges in
2. goes to restaurant 1
3. navigates back to restaurant List
4. goes to restaurantt 2
5. navigates back to restaurant List
6. goes to restaurantt 3
7. adds item
8. navigates to order
9. navaes to cart
10. removes on eitem
11. places the order

GT\_10

Conversion

Event Successfull: Making an order but exploring webpages before

1. Already loges in
2. navigate to balance
3. navigates to order
4. cliks in view ditails
5. closes view details
6. goes to cart
7. goes to a restaunt
8. adds one itme
9. goes to cart
10. places the order

GT\_11

## Conversion

Event Successfull: Making an order but exploring webpages before

1. costumer Already loged in
2. navigates to restausnt Meueki
3. adds 2 item from the same Artikle
4. goes to card
5. cliks place order
6. fails due to insuficcient balance
7. delelts the order Artikels
8. goes to mybestres
9. adds to cart
10. goes to cart
11. write desctrition
12. places the order sucesfully

## GT\_12

### Conversion

Event Successfull: for Restaurent adding an Item Succesfully

1. Restaurant already loged in
2. Navigates to menu
3. clicks add an item
4. write all fields
5. succesfully adds the item

## GT\_13

### Conversion

Event Successfull: completing an order

1. Restaurant already loged in
2. navigates to History
3. clikc view detaiols
4. cliks on done

—GT-14

### **Conversion Order placed after removing item.**

- 1) Costumer Login
- 2) Menu
- 3) Add two items

- 4) Cart
- 5) Remove one
- 6) Place order
- 7) Completed

#### **—GT\_15**

##### **Conversion Order completed after viewing order details.**

- 1) Costumer Login
- 2) Menu
- 3) Add item
- 4) Cart
- 5) View previous order details
- 6) Back to cart
- 7) Place order
- 8) Completed

#### **—GT\_16**

##### **Conversion Order completed after logout/login cycle.**

- 1) Login
- 2) Logout
- 3) Login again
- 4) Menu
- 5) Add item
- 6) Place order
- 7) Completed

#### **—GT\_17**

##### **Conversion Special instructions included.**

- 1) Already Loged in
- 2) Menu
- 3) Add item
- 4) Add special instructions
- 5) Cart
- 6) Place order
- 7) Completed

#### **—GT\_18**

##### **Conversion Order placed with drinks and desserts.**

- 1) Login as a restaurent
- 2) Menu
  3. Add dessert named with no descrition
  4. get an error
  5. add instruction
  6. click add item
- 5) log out

#### **—GT\_19**

##### **Conversion Order placed with drinks and desserts.**

- 1) Login as a restaurent
- 2) Menu
  3. Add dessert named best dessert ever
- 4) Add a drink named Mojito
- 5) log out

#### **—GT\_20**

##### **Conversion Order completed after multiple restaurants.**

- 1) Login
- 2) Open restaurant A
- 3) Back to list
- 4) Open restaurant B
- 5) Add item
- 6) Cart
- 7)add instruction
- 7) Place order
- 8) log out

#### **—GT\_21**

##### **Conversion Profile updated.**

- 1) Login
- 2) Navigate to profile
- 3) Edit description
- 4) Save changes
- 5)log out

## **—GT\_22**

**Conversion Opening hours saved.**

- 1) Login
- 2) Settings
- 3) Add opening hours
- 4) Submit changes

## **—GT\_23**

**Conversion Delivery area saved.**

- 1) Already Login
- 2) Settings
- 3) Add postal code
- 4) Submit changes

## **—GT\_24**

**Conversion Menu item edited.**

- 1) Already Login
- 2) Menu
- 3) Edit item price
- 4) Save changes

## **—GT\_25**

**Conversion Menu item deleted.**

- 1) Already Login
- 2) Menu
- 3) Delete item
- 4) Confirm delete

## **—GT\_26**

**Conversion Menu item added.**

- 1) Already Loged in
- 2) Menu
- 3) Add new starter but leave description empty
- 4) get error
- 5) add description
- 4) Save changes

**—GT\_27**

**Conversion Order accepted.**

- 1) Login
- 2) Orders list
- 3) Accept order

**—GT\_28**

**Conversion Order completed.**

- 1) Already loged in
- 2) History
- 3) Click on View detiels
- 4)click on done

**GT\_29**

**Conversion Order completed.**

- 1) Already loged in
- 2) History
- 3) View detials
- 4)view Balance
- 5)add postal code

**GT\_30**

**Conversion Order completed.**

- 1) Already loged in
  - 2) History
  - 3) View detials
  - 4)view Balance
  - 5)add reject order
-

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

History → view details; balance; reject action recorded.

Contextual Navigation:

1. Complete Order — Success
2. Login — Success

Core Events:

Reason: Order completion action performed (e.g., marked as rejected/processed) after viewing details (restaurant).

Label: Conversion

## **GT\_30**

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Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

History → view details; balance page.

Contextual Navigation:

1. Update Settings (Postal Code) — Success
2. Complete Order — Success
3. Login — Success

Core Events:

Reason: Order workflow completed; settings updated afterward (restaurant).

Label: Conversion

## **GT\_29**

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Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

History → view details → done.

Contextual Navigation:

1. Complete Order — Success
2. Login — Success

Core Events:

Reason: Order marked done in history (restaurant).

Label: Conversion

## **GT\_28**

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Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Orders list.

Contextual Navigation:

1. Accept Order — Success
2. Login — Success

Core Events:

Reason: Order accepted (restaurant).

Label: Conversion

## **GT\_27**

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Completion Ratio: 1/2 = 50%

Failed Events: 1

Successful Events: 1

Total Core Events: 2

Session Metrics:

Already logged in; menu; save changes.

Contextual Navigation:

1. Add Menu Item — Success
2. Add Menu Item — Failed (Empty Description)

Core Events:

Reason: Menu item added after fixing validation error (restaurant).

Label: Conversion

## **GT\_26**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Menu → confirm delete.

Contextual Navigation:

1. Delete Menu Item — Success
2. Login — Success

Core Events:

Reason: Menu item deleted (restaurant).

Label: Conversion

## **GT\_25**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Menu → save changes.

Contextual Navigation:

1. Edit Menu Item (Price) — Success
2. Login — Success

Core Events:

Reason: Menu item price edited and saved (restaurant).

Label: Conversion

## **GT\_24**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Settings → submit.

Contextual Navigation:

1. Update Settings (Postal Code) — Success

2. Login — Success

Core Events:

Reason: Delivery area (postal code) saved successfully (restaurant).

Label: Conversion

## GT\_23

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Settings → submit.

Contextual Navigation:

1. Update Settings (Opening Hours) — Success

2. Login — Success

Core Events:

Reason: Opening hours saved successfully (restaurant).

Label: Conversion

## GT\_22

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Navigated to profile; logout.

Contextual Navigation:

1. Update Profile (Description) — Success

2. Login — Success

Core Events:

Reason: Profile description updated successfully (restaurant).

Label: Conversion

## GT\_21

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Completion Ratio: 4/4 = 100%

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Opened restaurant A → back → restaurant B → cart.

Contextual Navigation:

1. Place Order — Success
2. Add Special Instructions — Success
3. Add Item to Cart — Success
4. Login — Success

Core Events:

Reason: Order completed after visiting multiple restaurants and adding instructions.

Label: Conversion

## GT\_20

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Logged in; menu; logout.

Contextual Navigation:

1. Add Menu Item (Drink) — Success
2. Add Menu Item (Dessert) — Success

Core Events:

Reason: Dessert and drink added to menu (restaurant).

Label: Conversion

## GT\_19

---

Completion Ratio: 1/2 = 50%

Failed Events: 1

Successful Events: 1

Total Core Events: 2

Session Metrics:

Logged in; menu; corrected fields; added item; logout.

Contextual Navigation:

1. Add Menu Item — Success
2. Add Menu Item — Failed (Missing Description)

Core Events:

Reason: Menu item added after fixing missing description (restaurant).

Label: Conversion

## GT\_18

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Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Already logged in; menu → cart.

Contextual Navigation:

1. Place Order — Success
2. Add Special Instructions — Success
3. Add Item to Cart — Success

Core Events:

Reason: Order placed with special instructions.

Label: Conversion

## GT\_17

---

Completion Ratio: 4/4 = 100%

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Logout between logins; navigated menu.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success (second session)
4. Login — Success

Core Events:

Reason: Order completed after logout/login cycle.

Label: Conversion

## GT\_16

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Viewed previous order details; returned to cart.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success

Core Events:

Reason: Order completed after viewing previous order details.

Label: Conversion

## **GT\_15**

---

Completion Ratio:  $4/4 = 100\%$

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Menu → Cart flow.

Contextual Navigation:

1. Place Order — Success
2. Modify Cart (Remove Item) — Success
3. Add Items to Cart — Success
4. Login — Success

Core Events:

Reason: Order placed after removing one item.

Label: Conversion

## **GT\_14**

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Completion Ratio:  $1/1 = 100\%$

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Already logged in; opened history; viewed details.

Contextual Navigation:

1. Complete Order — Success

Core Events:

Reason: Order completion workflow finished ("done") in history (restaurant).

Label: Conversion

## GT\_13

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Already logged in; opened menu; filled all fields.

Contextual Navigation:

1. Add Menu Item — Success

Core Events:

Reason: Menu item added successfully (restaurant).

Label: Conversion

## GT\_12

---

Completion Ratio: 4/5 = 80%

Failed Events: 1

Successful Events: 4

Total Core Events: 5

Session Metrics:

Already logged in; moved across restaurants; wrote description.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Modify Cart (Remove Items) — Success
4. Place Order — Failed (Insufficient Balance)
5. Add Items to Cart — Success

Core Events:

Reason: Final order succeeded after an initial insufficient-balance failure.

Label: Conversion

## GT\_11

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Already logged in; visited balance, orders, details, restaurant, cart.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success

Core Events:

Reason: Order placed after exploring site.

Label: Conversion

## GT\_10

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Already logged in; switched among restaurants; visited cart/orders.

Contextual Navigation:

1. Place Order — Success
2. Modify Cart (Remove Item) — Success
3. Add Item to Cart — Success

Core Events:

Reason: Order placed after extra navigation and cart edit.

Label: Conversion

## GT\_9

---

Completion Ratio: 3/4 = 75%

Failed Events: 1

Successful Events: 3

Total Core Events: 4

Session Metrics:

Navigated between restaurants; visited orders.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success
4. Login — Failed

Core Events:

Reason: Order placed after initial login failure and retry.

Label: Conversion

## GT\_8

---

Completion Ratio: 4/4 = 100%

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Visited restaurant and cart.

Contextual Navigation:

1. Place Order — Success
2. Modify Cart (Remove Item) — Success
3. Add Item to Cart — Success
4. Login — Success

Core Events:

Reason: Order placed after cart modification.

Label: Conversion

## GT\_7

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Visited restaurant, cart; wrote description; logout.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success

Core Events:

Reason: Order placed successfully; session ended with logout.

Label: Conversion

## GT\_6

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Visited restaurant, cart; wrote description.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success

Core Events:

Reason: Order placed successfully.

Label: Conversion

## **GT\_5**

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened login, selected "New Customer."

Contextual Navigation:

1. Registration (Restaurant) — Success

Core Events:

Reason: Restaurant registration completed successfully.

Label: Conversion

## **GT\_4**

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened restaurant login.

Contextual Navigation:

1. Login (Restaurant) — Success

Core Events:

Reason: Restaurant login completed successfully.

Label: Conversion

## **GT\_3**

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened login, selected "New Customer."

Contextual Navigation:

1. Registration — Success

Core Events:

Reason: Customer registration completed successfully.

Label: Conversion

## **GT\_2**

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened customer login page.

Contextual Navigation:

1. Login — Success

Core Events:

Reason: Customer login completed successfully.

Label: Conversion

## **GT\_1**

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

History → view details; balance; reject action recorded.

Contextual Navigation:

1. Complete Order — Success
2. Login — Success

Core Events:

Reason: Order completion action performed (e.g., marked as rejected/processed) after viewing details (restaurant).

Label: Conversion

## **GT\_30**

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

History → view details; balance page.

Contextual Navigation:

1. Update Settings (Postal Code) — Success
2. Complete Order — Success
3. Login — Success

Core Events:

Reason: Order workflow completed; settings updated afterward (restaurant).

Label: Conversion

## **GT\_29**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

History → view details → done.

Contextual Navigation:

1. Complete Order — Success
2. Login — Success

Core Events:

Reason: Order marked done in history (restaurant).

Label: Conversion

## **GT\_28**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Orders list.

Contextual Navigation:

1. Accept Order — Success

2. Login — Success

Core Events:

Reason: Order accepted (restaurant).

Label: Conversion

## GT\_27

---

Completion Ratio: 1/2 = 50%

Failed Events: 1

Successful Events: 1

Total Core Events: 2

Session Metrics:

Already logged in; menu; save changes.

Contextual Navigation:

1. Add Menu Item — Success

2. Add Menu Item — Failed (Empty Description)

Core Events:

Reason: Menu item added after fixing validation error (restaurant).

Label: Conversion

## GT\_26

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Menu → confirm delete.

Contextual Navigation:

1. Delete Menu Item — Success

2. Login — Success

Core Events:

Reason: Menu item deleted (restaurant).

Label: Conversion

## GT\_25

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Menu → save changes.

Contextual Navigation:

1. Edit Menu Item (Price) — Success
2. Login — Success

Core Events:

Reason: Menu item price edited and saved (restaurant).

Label: Conversion

## **GT\_24**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Settings → submit.

Contextual Navigation:

1. Update Settings (Postal Code) — Success
2. Login — Success

Core Events:

Reason: Delivery area (postal code) saved successfully (restaurant).

Label: Conversion

## **GT\_23**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Settings → submit.

Contextual Navigation:

1. Update Settings (Opening Hours) — Success
2. Login — Success

Core Events:

Reason: Opening hours saved successfully (restaurant).

Label: Conversion

## **GT\_22**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Navigated to profile; logout.

Contextual Navigation:

1. Update Profile (Description) — Success
2. Login — Success

Core Events:

Reason: Profile description updated successfully (restaurant).

Label: Conversion

## **GT\_21**

---

Completion Ratio: 4/4 = 100%

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Opened restaurant A → back → restaurant B → cart.

Contextual Navigation:

1. Place Order — Success
2. Add Special Instructions — Success
3. Add Item to Cart — Success
4. Login — Success

Core Events:

Reason: Order completed after visiting multiple restaurants and adding instructions.

Label: Conversion

## **GT\_20**

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Logged in; menu; logout.

Contextual Navigation:

1. Add Menu Item (Drink) — Success
2. Add Menu Item (Dessert) — Success

Core Events:

Reason: Dessert and drink added to menu (restaurant).

Label: Conversion

## **GT\_19**

---

Completion Ratio: 1/2 = 50%

Failed Events: 1

Successful Events: 1

Total Core Events: 2

Session Metrics:

Logged in; menu; corrected fields; added item; logout.

Contextual Navigation:

1. Add Menu Item — Success
2. Add Menu Item — Failed (Missing Description)

Core Events:

Reason: Menu item added after fixing missing description (restaurant).

Label: Conversion

## **GT\_18**

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Already logged in; menu → cart.

Contextual Navigation:

1. Place Order — Success
2. Add Special Instructions — Success
3. Add Item to Cart — Success

Core Events:

Reason: Order placed with special instructions.

Label: Conversion

## **GT\_17**

---

Completion Ratio: 4/4 = 100%

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Logout between logins; navigated menu.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success (second session)
4. Login — Success

Core Events:

Reason: Order completed after logout/login cycle.

Label: Conversion

## **GT\_16**

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Viewed previous order details; returned to cart.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success

Core Events:

Reason: Order completed after viewing previous order details.

Label: Conversion

## **GT\_15**

---

Completion Ratio: 4/4 = 100%

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Menu → Cart flow.

Contextual Navigation:

1. Place Order — Success
2. Modify Cart (Remove Item) — Success
3. Add Items to Cart — Success
4. Login — Success

Core Events:

Reason: Order placed after removing one item.

Label: Conversion

## **GT\_14**

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Already logged in; opened history; viewed details.

Contextual Navigation:

1. Complete Order — Success

Core Events:

Reason: Order completion workflow finished ("done") in history (restaurant).

Label: Conversion

## **GT\_13**

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Already logged in; opened menu; filled all fields.

Contextual Navigation:

1. Add Menu Item — Success

Core Events:

Reason: Menu item added successfully (restaurant).

Label: Conversion

## **GT\_12**

---

Completion Ratio: 4/5 = 80%

Failed Events: 1

Successful Events: 4

Total Core Events: 5

Session Metrics:

Already logged in; moved across restaurants; wrote description.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Modify Cart (Remove Items) — Success
4. Place Order — Failed (Insufficient Balance)
5. Add Items to Cart — Success

Core Events:

Reason: Final order succeeded after an initial insufficient-balance failure.

Label: Conversion

## GT\_11

---

Completion Ratio: 2/2 = 100%

Failed Events: 0

Successful Events: 2

Total Core Events: 2

Session Metrics:

Already logged in; visited balance, orders, details, restaurant, cart.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success

Core Events:

Reason: Order placed after exploring site.

Label: Conversion

## GT\_10

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Already logged in; switched among restaurants; visited cart/orders.

Contextual Navigation:

1. Place Order — Success
2. Modify Cart (Remove Item) — Success

3. Add Item to Cart — Success

Core Events:

Reason: Order placed after extra navigation and cart edit.

Label: Conversion

## GT\_9

---

Completion Ratio:  $3/4 = 75\%$

Failed Events: 1

Successful Events: 3

Total Core Events: 4

Session Metrics:

Navigated between restaurants; visited orders.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success
4. Login — Failed

Core Events:

Reason: Order placed after initial login failure and retry.

Label: Conversion

## GT\_8

---

Completion Ratio:  $4/4 = 100\%$

Failed Events: 0

Successful Events: 4

Total Core Events: 4

Session Metrics:

Visited restaurant and cart.

Contextual Navigation:

1. Place Order — Success
2. Modify Cart (Remove Item) — Success
3. Add Item to Cart — Success
4. Login — Success

Core Events:

Reason: Order placed after cart modification.

Label: Conversion

## GT\_7

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Visited restaurant, cart; wrote description; logout.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success

Core Events:

Reason: Order placed successfully; session ended with logout.

Label: Conversion

## **GT\_6**

---

Completion Ratio: 3/3 = 100%

Failed Events: 0

Successful Events: 3

Total Core Events: 3

Session Metrics:

Visited restaurant, cart; wrote description.

Contextual Navigation:

1. Place Order — Success
2. Add Item to Cart — Success
3. Login — Success

Core Events:

Reason: Order placed successfully.

Label: Conversion

## **GT\_5**

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened login, selected "New Customer."

Contextual Navigation:

1. Registration (Restaurant) — Success

Core Events:

Reason: Restaurant registration completed successfully.

Label: Conversion

## GT\_4

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened restaurant login.

Contextual Navigation:

1. Login (Restaurant) — Success

Core Events:

Reason: Restaurant login completed successfully.

Label: Conversion

## GT\_3

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened login, selected "New Customer."

Contextual Navigation:

1. Registration — Success

Core Events:

Reason: Customer registration completed successfully.

Label: Conversion

## GT\_2

---

Completion Ratio: 1/1 = 100%

Failed Events: 0

Successful Events: 1

Total Core Events: 1

Session Metrics:

Opened customer login page.

Contextual Navigation:

1. Login — Success

Core Events:

Reason: Customer login completed successfully.

Label: Conversion

**GT\_1**