

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 reregisters

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 reregisters

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. Succesfully 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. Succesfully 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 faild ogin try

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

7. goes to restaurant 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 restaurant 2
5. navigates back to restaurant List
6. goes to restaurant 3
7. adds item
8. navigates to order
9. navigaes 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 descrition
12. places the order sucesfully

GT_12

Conversion

Event Successfull: for Restaurent adding an Item Succesfully

1. Restaurant already loged in
2. Navigates to menue
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. klikc 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 Logged 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 descrtion
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) Alredy Logged in
- 2) Menu
- 3) Add new starter but leave descritption 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 logged in
- 2) History
- 3) Click on View details
- 4) click on done

GT_29

Conversion Order completed.

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

GT_30

Conversion Order completed.

- 1) Already logged in
- 2) History
- 3) View details
- 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

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

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