Affinity Diagram

A: Has trouble finding the AR tool

B: Confused about the delete button to get rid of items in the shopping cart

C: Confused about where to enter their info during the checkout process

D: Confused about the delete button to get rid of items in the shopping cart

E: Confused about the delete button to get rid of items in the shopping cart

C: Would like more info before the confirmation page

B: Would like more info before the confirmation page

A: Confused about the placing of the gift card and discount code buttons

B: Confused about the placing of the gift card and discount code buttons.

E: Confused about the placing of the gift card and discount code buttons

A: Has trouble finding their way through the checkout process
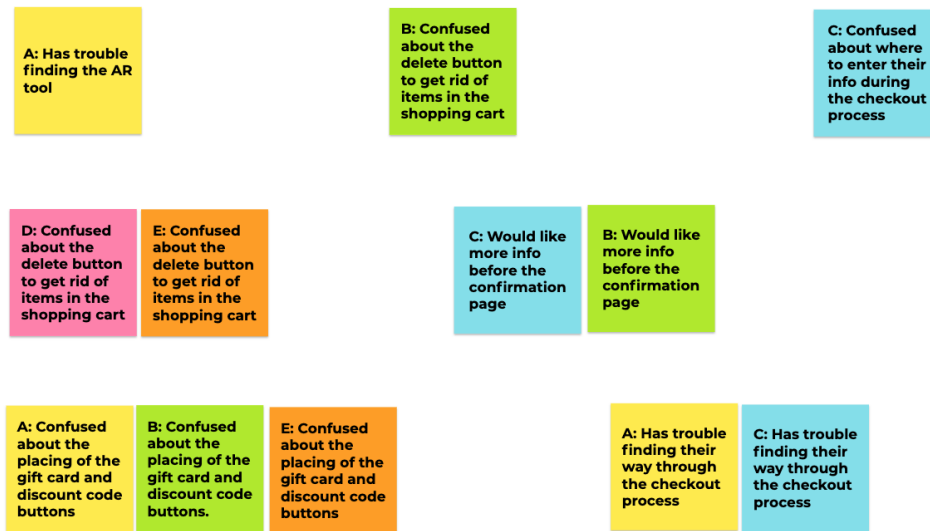
C: Has trouble finding their way through the checkout process

Themes

1. It was observed that **3** out of **5** participants **were confused about the placing of the gift card and discount code buttons.** This means that **participants didn't like the placing of those two buttons.**

2. It was observed that **2** out of **5** participants **were confused about the delete button to get rid of items in the shopping cart.** This means that **participants were confused about where the delete button was.**

3. It was observed that **2** out of **5** participants **would like more info on the confirmation page.** This means that **participants would like more info on the confirmation page.**

4. It was observed that **2** out of **5** participants **had trouble finding their way through the checkout process.** This means that **the checkout process isn't direct enough for the users.**

Actionable Insights Based on Themes

1. Based on the theme that: participants **were confused about the placing of the gift card and discount code buttons,** an insight is: **the buttons can be moved at the beginning of the checkout process.**

2. Based on the theme that: participants **were confused about the delete button to get rid of items in the shopping cart,** an insight is: **to make a deletion button obvious for users.**

3. Based on the theme that: participants **would like more info on the confirmation page**, an insight is: **Making the confirmation page more detailed for users to understand.**

4. Based on the theme that: participants **had trouble finding their way through the checkout process,** an insight is: **breaking down the checkout process even more.**