1. Based on the theme that: (for most people different parts of home page is confusing), an insight is: (users need simpler and more intuitive home page).
2. Based on the theme that: (categories section has lack of information), an insight is: (categories sections must be well-detailed).
3. Based on the theme that: (selected-category page is not well-detailed), an insight is: (each selected-category page must have title).
4. Based on the theme that: (the shopping section must be clearer), an insight is: (the shopping icon must be coupled with "Add to cart" in a written way).
5. Based on the theme that: (theme from previous analysis), an insight is: (insight derived from theme).