1. Based on the theme that: for most users, it’s not immediately clear how to create a new label, an insight is: users need better cues for what steps are required to create a label.
2. Based on the theme that: the 3 dot sub-menu is difficult to find for almost all users, an insight is: users need a more intuitive way to access label settings.
3. Based on the theme that: labels are useful for most people, but not an overwhelming majority, an insight is: users need more information about the potential value of using Gmail labels.
4. Based on the theme that: not everyone is familiar with the term “nesting” or this specific use, an insight is: use accessible language (avoid jargon) when explaining uses for the Gmail labels feature.
5. Based on the theme that: most users were unsure how to change the color of a label, an insight is: users need better cues for what steps are required to change the color of a label.