

Prioritized Insights Template

Google UX Design Certificate

Priority 0

1. Based on the theme that: (Most participants were able to navigate through the app / website and find recipes), an insight is: (Few participants will have difficulties finding recipes or navigating)

Priority 1

1. Based on the theme that: (Most participants did not have issues navigating through the interactions and system in the app / website), an insight is: (Few participants struggled navigating through the system)

Priority 2

1. Based on the theme that: (Most participants thought the recipes and dishes should be separated into tabs), an insight is: (Participants can get frustrated by scrolling through too many dishes without separation)
2. Based on the theme that: (Most participants found the variety of food dishes to be a good mix), an insight is: (There should be no difficulty finding a recipe)
3. Based on the theme that: (Most participants felt the selection of images for each dish could showcase more pictures), an insight is: (Participants wished to be able to see more images of certain dishes to get more insight)
4. Based on the theme that: (Most participants enjoyed the experience of working through the app / website), an insight is: (Most participants had no issues with going through the app / website and enjoyed the experience)

