ACTION INSIGHTS

"I assume that it should be - as always - under the profile picture"

"That's easy, same assumption as in the first prompt"

"I expect log out button under the profile tab"

"This bottom bar is helpful, you can find the most important pages in one second"

went smoothly

"Ok, it's much more complex, but seems to be not too complicated. This plus icon is very intuitive"

"Here is this back arrow, it should work. Ok, I was right. The main page is here, so it should be somewhere here"

"Maybe this arrow should be a bit bigger?"

"It should be either in menu section or under personal"

easy and intuitive to find

as it shows as the first category on the main page it's not possible to overlook it

"It should be under user profile"

"Maybe there should be a icon, which would indicate that this dish has been already ordered? Like clock icon?"

"There could be more space between this arrow and search button"

"I assume that I can find it in menu section"

"It should be somewhere on the top, maybe here? (hamburger menu) No? Hm, so let's try this profile picture"

very easy to find, due to used graphics and section's name

"I mainly use my favorite restaurants, so I don't need to have this section on the main dashboard"

"I would like to remove or skip this section"

"Same here - personal tab"

easy and intuitive to find

"This should be under this person icon, as it is sth personal"

"It's always under user profile"

easy and intuitive to find

"top placement with my recent orders makes reordering really quickly"

"I like to try dishes from different places. So I'd like to have this section on the main page"

Task:

1. Password change

"I assume that it should be - as always - under the profile picture"

"It should be under user profile"

"It should be somewhere on the top, maybe here? (hamburger menu) No? Hm, so let's try this profile picture"

"It's always under user profile"

"This should be under this person icon, as it is sth personal"

easy and intuitive to find

2. Logging out

"That's easy, same assumption as in the first prompt"

"I expect log out button under the profile tab"

"It should be either in menu section or under personal"

"I assume that I can find it in menu section"

easy and intuitive to find

"Same here - personal tab"

Based on the theme that: For most users, it's not Immediately clear that how to add new item into cart. An Insight is: Users need better clues for what steps are required to add new item to cart.

Based on the theme that: Adding new item to cart is helpful for most people, but not an overwhelming majority. An Insight is: Users need more information about the potential value of re adding same item in cart

Based on the theme that: Not everyone is familiar with the term "readd item" or this specific use. An Insight is: Use accessible language when explaining users for adding same thing.

Based on the theme that: 2 dot sub menu is difficult to find for most people. An insight is: Users need more intuitive way to add same item.

Based on the theme that: Most users were unsure how to readd the same product. An insight is: Users need better clues for what steps are required.