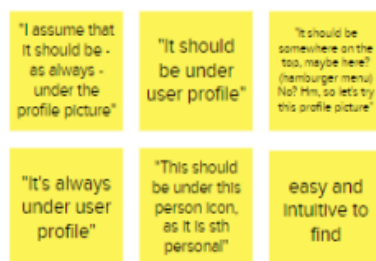


ACTION INSIGHTS

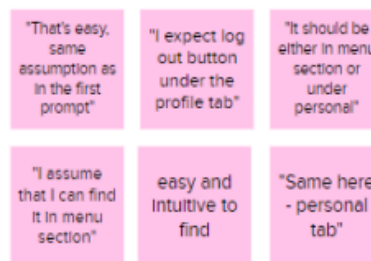


Task:

1. Password change



2. Logging out



3. Adding recently ordered dish into shopping cart



4. Checking new, available restaurants



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.