1. Based on the theme that: most users want do not want to create an account, an insight is: they do not want more accounts to added to their current list.
2. Based on the theme that: most users want default payment option, an insight is: they do not want to remember payment details.
3. Based on the theme that: want to see their last order upon login, an insight is: they tend to re-order since classic items are popular.
4. Based on the theme that: create an order from their favorites, an insight is: they want to take as little time as possible to order.