

## LOOKBACK TEST INSIGHTS

- ◆ Successful Login and Sign up
- ◆ Users were confused about what were the “Measures”
- ◆ They didn’t know how to choose measures
- ◆ After selecting measures options they were not sure whether the options were saved or not
- ◆ Shopping Successful
- ◆ Clearly able to see the product details
- ◆ Able to look at their shopping cart and then proceed for payment