

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