Priority 0

1. Based on the theme that: most of the users had trouble with the checkout process when there was no final summary before order, an insight is: Users need to be assured about their order more, adding final summarization.
2. Based on the theme that: most users found difficulty in searching the menu, because it is possible to order the item only from the item detail, an insight is: Users need smoother user flow when getting the information about the product and ordering it.

Priority 1

1. Based on the theme that: most users appreciated the intuitive schedule of delivery and time, an insight is: Users need to know clearly if it is possible to deliver at the specified time to the specified place to know if they can continue in their order.

Priority 2

1. Based on the theme that: small sample of users are wondering why they need a profile created, an insight is: Users like to have personal information saved, so they do not need to fill it again and again.
2. Based on the theme that: a small sample of users would appreciate a map or some help when adding an address, an insight is: minority of users would appreciate more features in the app, but for majority features are sufficient.