

Insight Identification Template

Google UX Design Certificate

1. Based on the theme that: (notes section was mentioned), an insight is: (users want to be able to give extra notes on how their meal should be presented and set up).
2. Based on the theme that: (saving billing information is not an option), an insight is: (Users want to be able to order meals and not have to enter their payment details since they have put that in the first time).
3. Based on the theme that: (adding a time for pickup or delivery), an insight is: (users want to add a time concept to when they want to pick up their food or have it delivered.).

