Insight Identification Template

1. Based on the theme that: most users were concerned there was no cart/bag icon, an insight is: users need a visual representation of an item being added to the bag and an icon showing the number of items in their cart.

2. Based on the theme that: users were frustrated that you cannot edit the cart/bag, an insight is: users change their mind often before checking out and they need the editing flexibility without having to start over.

3. Based on the theme that: users didn't like that the order immediately cancels if you click the "Cancel Order" button, an insight is: users click the wrong thing at times, and need a visual cue to confirm they want to cancel the order.

4. Based on the theme that: users want to be able to select a quantity before adding an item, an insight is: users want an efficient way to complete the exact same task of adding multiple quantities of one item.

5. Based on the theme that: some users were confused on when the payment section would happen, an insight is: users want visual cues as to what the next step of the order process is.