

1. It was observed that 4 out of 5 participants did not enjoy having to login at the beginning. This means that they consider a direct path to the music content to be most effective.
2. It was observed that 4 out of 5 participants did not spend time on the cta screen for artist info and music library. This means that a majority would like to know more about the artist after seeing content.
3. It was observed that 3 out of 5 participants wanted a feature to connect to their preferred streaming account rather than provide details. This means that more stream based platforms do not want to provide PII.
4. It was observed that 2 out of 5 participants wanted to donate or offer some payment even though they were streaming. This means that there are other options to explore by providing early revenue.
5. It was observed that 1 out of 5 participants indicated they would like to share the new album release. This means that there is an opportunity to increase engagement.
6. It was observed that 5 out of 5 participants showcased a desire to look at the artist's extra content. This means that a quicker path to the album pre-order/pre-save will keep them in the application.



Insight Identification Template

Google UX Design Certificate

1. Based on the theme that: **users did not enjoy having to login at the beginning**, an insight is: **users need a direct user flow to add the pre-order/pre-save.**
2. Based on the theme that: **users did not spend time on the cta screen splash for artist info and music library**, an insight is: **users would like to know more about the artist after seeing content.**
3. Based on the theme that: **users wanted a feature to connect to their preferred streaming account rather than provide details**, an insight is: **users would like to connect their streaming account.**
4. Based on the theme that: **users showcased a desire to look at the artist's extra content**, an insight is: **to change the user flow to direct them to content after accessing the new album options.**
5. Based on the theme that: **wanted to support the artist in different ways**, an insight is: **sharing and options to donate can be explored.**

