

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.**

