1. Based on the theme that: user is unable to find label option, an insight is: the label menu should be made visible to user.
2. Based on the theme that: users find the label option beneficial to categorize the mails, an insight is: the label option is helping the users by categorizing their mails..
3. Based on the theme that: users find the sub label option helpful to further categorize the mails , an insight is: the sub label menu will help users to categorize the mails in hierarchical order.
4. Based on the theme that: users loved the color feature to identify different labels, an insight is: the color label will help people identify their created labels.
5. Based on the theme that:the people seem to find this process a bit difficult to identify, an insight is: google should provide instructional videos for the user to create and modify the label option..