

Insight Identification Template

Google UX Design Certificate

1. Based on the theme that: 4 out of 5 people like the demo feature, an insight is: Users want to be able to demo their games
2. Based on the theme that: 2 out of 5 people didn't understand what payment type was for, an insight is: Users need more clarification on payment types
3. Based on the theme that: didn't like the featured banner leading directly to demo, an insight is: Users should be able to choose if they want to play a demo game after clicking featured link.

