

# Insight Identification Template

Google UX Design Certificate

1. Based on the theme that: **the icons were not attractive** an insight is: **user need some attractive icons for better experience.**
2. Based on the theme that **customer to face issue while they want to purchase more packets of same medicine** an insight is **customer need the option of increasing the medicine lot**
3. Based on the theme that: **app should be track option to update regarding the every step** , an insight is: **customer need tracking option in app**
4. Based on the theme that: **limited online payment options** an insight is: **user want more payment option incorporated in app.**

