Priority 0

1. Based on the theme that: There needs to be more user guidance for adding items to the cart and checking out, an insight is: There needs to be an Add to Cart button from the Browse Screen.
2. Based on the theme that: there needs to be more detailed summary step in the shopping cart, prior to payment information being entered at checkout, an insight is: The Payment information should come at the end of the checkout screen.
3. Based on the theme that: There needs to be more user guidance for adding items to the cart and checking out, an insight is: The shopping cart should be clickable.

Priority 1

1. Based on the theme that: there can be improvement made to the slider so that it is more informative, inclusive and easier to use, an insight is: The calorie slider should have more clearly marked and labeled, and inclusive of numbers that goes up to 2000+.
2. Based on the theme that: we should provide users with additional filter and nutritional details available for specific needs, an insight is: we add the main popular demanded filters like Keto, Sugar content, and Spicy at appropriate places in the user flow.

Priority 2

1. Based on the theme that: there needs to be a more user friendly nutrition summary that is easier to interpret, an insight is: The Nutrition Dashboard should be revamped for easier interpretation.