6 THEMES

1. It was observed that 4 out of 5 participants seemed dissatisfied and a little confused about the calorie range slider. This means that there can be improvement made to this slider so that it is more informative, inclusive and easier to use.
2. It was observed that 3 out of 5 participants wanted payment to come after the food items, and be allowed to see/edit their shopping cart before the payment step. This means that there needs to be more detailed summary step in the shopping cart, prior to payment information is entered for checkout.
3. It was observed that 4 out of 5 participants struggled with getting to the checkout screen. This means that there needs to be a more intuitive user guidance to help with adding items to cart and checking out.
4. It was observed that #3 out of #5 participants was confused about the dashboard numbers. This means that there needs to be a more user friendly nutrition summary that is easier to interpret.
5. It was observed that #3 out of #5 participants had specific nutrition filters and information that was not immediately available like Keto, sugar, spicy. This means that we should provide users with additional filter and nutritional details available for specific needs.
6. It was observed that #3 out of #5 participants found the filters feature lacking. This means that we could provide more user friendly and more intuitive layout for the user to pick their health features.

5 INSIGHTS

1. Based on the theme that: There needs to be a 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 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+.
3. 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.
4. Based on the theme that: there needs to be a more user friendly nutrition summary that is easier to inerpret, an insight is: The Nutrition Dashboard should be revamped for easier interpretation.
5. 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.