

Theme Identification [SnackOrdering]

Google UX Design Certificate

1. It was observed that 3 out of 5 participants (had trouble editing the items in their order). This means that (for most users it is not immediately clear how to edit their order).
2. It was observed that 4 out of 5 participants (faced issues with filling out the order details page). This means that (for most users it is not clear what steps to take when completing their order details).
3. It was observed that 2 out of 5 participants (had issues viewing their order details after the order was confirmed). This means that (for some users the order details after ordering can be difficult to find).
4. It was observed that 2 out of 5 participants (tried to add items to the order by clicking on the picture rather than the “+” button). This means that (for some users it is not clear which buttons to press to add items to the order).

Insight Identification

1. Based on the theme that: (for most users it is not immediately clear how to edit their order), an insight is: (users need a more intuitive way to start editing items in their order).
2. Based on the theme that: (for most users it is not clear what steps to take when completing their order details), an insight is: (users need better contextual cues for how to complete their order).
3. Based on the theme that: (for some users the order details after ordering can be difficult to find), an insight is: (users might benefit from more prominent ways to view their order after completing it).
4. Based on the theme that: (for some users it is not clear which button to press to add items to the order), an insight is: (users might benefit from more interactive options for adding items to their order).

