

# Prioritized Insights Template

Google UX Design Certificate

## Priority 0

1. Based on the theme that: [most participants didn't know how to make multiple selections on a step], an insight is: [users want a way to select more than one item on each step of the taco-building process].
2. Based on the theme that: [a user identified critical selection choices that were missing entirely], an insight is: [users want a way to select no option for a step and want the ability to select diet-restricted (vegan, vegetarian, etc.) options].
3. Based on the theme that: [users found several Back buttons that didn't work], an insight is: [We need to make sure the navigation buttons all function as expected].

## Priority 1

1. Based on the theme that: [users want the ability to log in and know they're indeed logged in], an insight is: [we need to add an additional page to handle and represent the login process].

## Priority 2

1. Based on the theme that: [participants didn't know that the app has audio], an insight is: [we need to add text or symbols that identify the purpose and function of the smaller buttons].

