

Observations	Participant A	Participant B	Participant C	Participant D	Participant E	Participant F	Participant G	Participant H	Participant I	Participant J	
Sees uses for search and filter		1	1		1	1	1				
Doesn't see uses for search and filter	1			1				1	1	1	
Knows how to get started			1	1			1		1		
Confused how to get started	1	1			1	1		1		1	
Has a hard time knowing what to do first to create a profile	1	1			1			1		1	
Feels frustrated getting started	1							1			
Has trouble changing the profile picture	1	1			1						
Has trouble finding the 3 dots for the sub-menu	1	1	1		1	1		1	1	1	
Knows how to add flowers to the bouquet		1					1				
Confused on adding decoration to the bouquet										1	
Knows how to complete the order		1	1			1	1		1		
Has a hard time finding "cart" icon				1				1			
Has trouble in completing check out										1	
Frustrated finding where to confirm payment	1							1		1	
Speaks in a positive tone		1	1		1		1				
Speaks in an indifferent tone				1		1			1		
Speaks in a frustrated tone	1							1			
Speaks in an annoyed or impatient tone	1							1		1	
Speaks in a confident tone		1					1				
Confused by the color red when adding decoration	1			1	1			1	1		
Confused by the icon "star" in the flower label	1					1		1		1	
Has a hard time choosing the decoration	1			1					1		