Tsai's Food App Insight Identification

1. Based on the theme that: most users confused how to get started, an insight is: users need better cues for start ordering button to get stared in the app.

2. Based on the theme that: most users have difficulties completing the order by mobile payment, an insight is: users need better guidance to follow steps to pay in the app.

3. Based on the theme that: two out of five users feel frustrated finding where to edit address in profile, an insight is: users need more clearly icon to notice the place of profile in the app.

4. Based on the theme that: two out of five users confused how to add items on the order page, an insight is: users need extra adding items page to make them order.