Pattern Identification Template

1. It was observed that 4 out of 5 participants had trouble finding the add to order button . This means that the add to order button is difficult to find for almost all users.
2. It was observed that 2 out of 5 participants would like the modification/substitution buttons to change colors once the ingredient is added/removed . This means that few participants find that a color changing add/remove button would be useful but not an overwhelming majority.
3. It was observed that 2 out of 5 participants were frustrated with having to click the x button multiple times during the adding /removing portion of the ordering process . This means that few participants found a use for a " do not show this message" checkbox, but not an overwhelming amount.

Insight Identification Template

1. Based on the theme that: for most users the add to order button is hard to find , an insight is: users need a more intuitive way to find the add to order button .

2. Based on the theme that: some users felt that the modification/substitution options need to change colors once picked , an insight is: users need modification buttons to change colors .

3. Based on the theme that: some users found the x button repetitive, an insight is: users need a " do not show this again" option