Pattern Identification

1. It was observed that 3 out of 5 participants had trouble finding the Drinks menu. This means that the Drinks menu is not easy to find for many users.

2. It was observed that 3 out of 5 participants didn't find the Orders page easily. This means that many users had difficulties reviewing their orders.

3. It was observed that 3 out of 5 participants would like to have a receipt when finalizing their orders. This means that getting a receipt is important for most users.

4. It was observed that 2 out of 5 participants found it easy to maneuver around the app. This means that the majority of users are having a difficult time moving around the app.

Insight Identification

1. Based on the theme that: the Drinks menu is not easy to find for many users, an insight is: Users need a better visual to find the drinks menu page easily.

2. Based on the theme that: many users had difficulties reviewing their orders, an insight is: users need a better order reviewing options.

3. Based on the theme that: getting a receipt is important for most users, an insight is: users have to get a receipt upon order completion.

4. Based on the theme that: the majority of users are having a difficult time moving around the app, an insight is: users need a better Click path engineering.