

1. It was observed that 3 out of 5 participants had trouble completing the order. This means that Complete order menu is difficult for most users.
2. It was observed that 2 out of 5 participants had trouble figuring out which seat they can pick. This means that it is not clear for some users what seats are available.
3. It was observed that 2 out of 5 participants desired a greater selection of movies. This means that not enough movies were visible for some users to be able to make movie decision.

## Insight Identification

1. Based on the theme that: for most participants, it was not clear how to complete the order, an insight is: Users need better cues for how to complete the purchase.
2. Based on the theme that: for some participants, it was difficult to determine what seats are available, an insight is: Users need a better key to indicate what seat can be selected.
3. Based on the theme that: for some participants, not enough movies were visible to select, an insight is: users need a better movie selection layout to be able to make a more satisfying movie selection.

