Pattern Identification

1. It was observed that 2 out of 5 participants didn't know where to start an order selection process . This means that starting an order selection process is difficult for many users.

2. It was observed that 2 out of 5 participants were looking for non-existent features for group order and split invoice. This means that for many users the ability to group orders and split invoices is useful.

3. It was observed that 2 out of 5 participants have difficulty scrolling through the singly presented available restaurants and menu items. This means that for many users, scrolling through the singly presented available restaurants and menu items is inconvenient and unusual.

Insight Identification

1. Based on the theme that: starting an order selection process is difficult for many users, an insight is: users need tips on where to start the ordering process.

2. Based on the theme that: for many users the ability to group orders and split invoices is useful, an insight is: users need features to group orders and split invoices.

3. Based on the theme that: for many users, scrolling through the singly presented available restaurants and menu items is inconvenient and unusual, an insight is: users need a list view of the available restaurants and menu items.