1. Based on the theme that: most people did not know how or where to find the filter, an insight is: the filter should be placed on the top of the screen as a first item on the page.
2. Based on the theme that: almost every user knew how to use the app right away, an insight is: there is no need for major changes.
3. Based on the theme that: most people had trouble or difficulty with selecting a musician, an insight is: the row of the filtered musician should have a better way of highlighting that the row is clickable.
4. Based on the theme that: everyone completed the checkout process without trouble, an insight is: checkout process does not need special attention for better use.
5. Based on the theme that: almost every user was successful with finding favorite musicians, an insight is: the favorite star as a shortcut could use a label but it is not necessary.
6. Based on the theme that: most users were confused with the process of selecting a musician, an insight is: the selecting a musician could be more highlighted.