1. Based on the theme that: most of the users had trouble with the checkout process when there was no final summary before order, an insight is: Users need to be assured about their order more, adding final summarization.
2. Based on the theme that: most users found difficulty in searching the menu, because it is possible to order the item only from the item detail, an insight is: Users need smoother user flow when getting the information about the product and ordering it.
3. Based on the theme that: small sample of users are wondering why they need a profile created, an insight is: Users like to have personal information saved, so they do not need to fill it again and again.
4. Based on the theme that: most users appreciated the intuitive schedule of delivery and time, an insight is: Users need to know clearly if it is possible to deliver at the specified time to the specified place to know if they can continue in their order.
5. Based on the theme that: a small sample of users would appreciate a map or some help when adding an address, an insight is: minority of users would appreciate more features in the app, but for majority features are sufficient.