

## **Pattern Identification**

1. It was observed that 3 out of 5 participants had trouble using the filter option. This means that the filter option was confusing for more than 50% of the participants.
2. It was observed that 4 out of 5 participants had trouble scheduling their booking at a later date/time. This means that the schedule later option was too complex.
3. It was observed that 3 out of 5 participants were confused on how to track their booking status. This means that the tracking option was not intuitive.
4. It was observed that 3 out of 5 participants wanted a way to check out quicker. This means that users wanted more efficiency in the booking process.

## **Insight Identification**

1. Based on the theme that: the filter option was confusing for more than 50% of the participants, an insight is: the filter should include simple fewer options for ease of use.
2. Based on the theme that: the schedule at a later date/time option was too complex, an insight is: simplify option to only allow for scheduled booking for the same day, within 4 hours.
3. Based on the theme that: the track order option was not intuitive, an insight is: give users the option to specify how they would like alerts
4. Based on the theme that: users wanted more efficiency ordering and checking out, an insight is: include a quick pay option for users who have their address and payment information stored