

Pattern Identification

1. It was observed that 3 out of 5 participants had some sort of issue while creating the account. This means that the account creation process has to be simplified.
2. It was observed that 3 out of 5 participants wanted to see more options displayed rather than only the requested one when searching . This means that more options need to be displayed.
3. It was observed that 4 out of 5 participants had issues related to cart button's placement. This means that the cart button placement needs to be fixed.

Insight Identification

1. Based on the theme that: most users had issues creating an account, an insight is: the account creation process needs to be simplified with better cues.
2. Based on the theme that: most users want more similar books to be displayed, an insight is: more options related to the same author or similar title names be displayed along with the searched book.
3. Based on the theme that: almost all users had issues related to the cart button's placement , an insight is: the placement should be revised and made more prominent by including a different color to highlight it.

