Pattern Identification

1. It was observed that 4 out of 5 participants liked that the products are categorised into subgroups. This means that an Organised catelouge is always helpful for users.

2. It was observed that 3 out of 5 participants said that they could not remove products after adding them to the cart. This means that we need to add a remove button in the cart.

3. It was observed that 5 out of 5 participants liked the detailed view of how much they are paying. This means that a Detailed invoice is really helpful for the users and they trust the app more.

4. It was observed that 3 out of 5 participants were happy that they could pay with their cards, online wallets, UPI, or cash. This means that Multiple payment options are really useful for users.

5. It was observed that 3 out of 5 participants were confused about the payment page. This means that the payments page needs to be simplified.

6. It was observed that 5 out of 5 participants could not add their seat numbers. This means that the "Add your seat number" page has to be developed.

1. Based on the theme: **an Organised catalogue**, an insight is: organisation of the products efficiently is very much useful as the users can choose what they want easily and quickly

2. Based on the theme: **Remove button**, an insight is: that the users must be able to remove products from the cart that they don't need.

3. Based on the theme: **Detailed invoice**, an insight is: users trust the app even more if there is transparency in what they are paying

4. Based on the theme: **Multiple payment options**, an insight is: Users do need to have the choice of multiple payment options based on availability, etc.

5. Based on the theme: **Simplified payments page**, an insight is: the payments page must be organised into "pay online" box and "pay with cash" options. And the pay online box can have the remaining payment options

6. Based on the theme: **Seat number page**, an insight is: We need to add a missing page from the prototype.