1. Based on the theme that: (for most users, it’s not immediately clear how to create a challenge), an insight is: (users need be³er cues for what steps are required to create a challenge).
2. Based on the theme that: (the challenge type is difficult to choose for a team), an insight is: (additional suggestions based on skills and talents when the user registers successfully).
3. Based on the theme that: (for some people, 2nd friends are difficult, but not an overwhelming majority), an insight is: (additional search box in the invitation friends screen, searching based on the account).

**Pattern Insight Identification**

1. It was observed that 5 out of 5 subjects had trouble finding the page to edit address and phone number. This means that the page to edit address and phone number is difficult to find for every user.
2. It was observed that 2 out of 5 subjects had problems with the filter that doesn’t support multiple choice. This means that some of the users have problem with using the filter for more options.
3. It was observed that 3 out of 5 subjects had issues with the coaches/scouts. This means that they doesn’t know if the coach/scouts are legitimate trainers or not.