1. Based on the theme that: users struggled to find the location search bar, an insight is: the location search needs to be moved so that it can be easily found.

2. Based on the theme that: users struggled to use the selection button, an insight is: users need a more well defined selection button.

3. Based on the theme that: users were confused by the seat selection, an insight is: users need a more defined way to see what seats they selected.

4. Based on the theme that: users were confused with the download process , an insight is: users prefer to have different options to retrieve movie tickets.