

## Pattern Identification

1. It was observed that 5 out of 5 participants struggled with using the location search feature. This means that the search feature needs to be moved so that it could be easily found.
2. It was observed that 3 out of 3 participants had trouble with figuring out which button to click in order to select a movie. This means that the buttons need to be clearly labeled to make the decision easier for the user.
3. It was observed that 4 out of 5 participants could not tell which theater seat they selected. This means that an indicator needs to be added so that users can see what seats that selected before adding to cart..
4. It was observed that 5 out of 5 participants tried to add more than one seat to their cart. This means that an option to add multiple seats needs to be added .
5. It was observed that 5 out of 5 participants were able to complete the checkout process successfully. This means that the checkout user flow process was simple to use.
6. It was observed that 3 out of #5 participants wanted more options for downloading movie tickets. This means that different download methods need to be added to give users more options to obtain their tickets.

# Insight Identification For Movie Theater App

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.**