Pattern Identification

1. It was observed that 5 out of 5 users were confused by clicking “Select Vendor” from an item page to eventually add an item to the cart. This means that most, if not all, users might be confused by the purchasing process.
2. It was observed that 3 out of 5 users wanted a universal back button. This means that most users might have challenges with returning to the previous screen.
3. It was observed that 2 out of 5 users didn’t know how to get back to the home page at some point. This means that some users might have a hard time returning to the home screen.

Insight identification

1. Based on the theme that most, if not all, users might be confused about the purchasing process through selecting vendors, an insight is that it should be clearer that selecting vendors is a necessary step to completing a purchase.
2. Based on the theme that most users might have challenges returning to the previous screen, there should be additional visual indicators for going back to the last screen or action in a sequence.
3. Based on the theme that some users might have a hard time returning to the home screen, there should be a universal option for stopping the current action or process and returning to the home screen.