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# Introduction

This report shows user feedback analysis on the MYSLT app from 2020 to 2025, based on 77 individual user requests taken from annual review reports. The findings highlight ongoing issues in five main areas: functionality, user interface (UI), performance, billing, and customer support. Common frustrations include difficulties adding accounts, upgrading or downgrading packages, and accessing real-time data usage or billing information. Although some improvements were noted in 2024, many key issues remain unresolved. To improve the app experience, the report recommends prioritizing functional upgrades, enhancing the UI/UX, and billing and supporting features to better meet user expectations.

# Key Findings

User feedback was categorized into five main areas: Functionality, User Interface (UI) and User Experience (UX), Performance, Billing and Payment, and Customer Support. The table below summarizes the number of requests per category per year.

Table 1: Summary of User Requests by Category (2020–2025)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | Functionality | UI/UX | Performance | Billing/Payment | Customer Support |
| 2020 | 6 | 1 | 2 | 3 | 0 |
| 2021 | 6 | 5 | 4 | 1 | 1 |
| 2022 | 8 | 2 | 2 | 2 | 2 |
| 2023 | 7 | 5 | 2 | 2 | 2 |
| 2024 | 4 | 4 | 2 | 2 | 0 |
| 2025 | 2 | 0 | 1 | 1 | 0 |

# 3. Detailed Issues

## 3.1 Functionality

Functionality concerns were the most frequent across all six years. These included:

* Inability to add new accounts
* Challenges with upgrading or downgrading packages
* Lack of options to reload prepaid connections
* No real-time data usage tracking

## 3.2 User Interface and Experience (UI/UX)

Users often expressed the need for a more intuitive design. Requests included:

* A more user-friendly layout, like competitor apps
* Features like dark mode, widgets, and refresh buttons
* Visual enhancements such as progress bars to display data usage

## 3.3 Performance

Users experienced:

* Slow app loading times
* System errors during package changes
* General instability and crashes

## 3.4 Billing and Payment

Billing issues were a consistent concern, including:

* No visibility of bills or payment history
* Manual data entry required for each payment
* Lack of support for various payment methods like Amex or mobile banking

## Customer Support

Users highlighted the absence of integrated support features, such as:

* The inability to file complaints directly in the app
* Over-reliance on call centres for basic actions like package adjustments

# 4. Trends Over Time

From 2020 to 2025, functionality was the most reported issue, accounting for 33 of the 77 requests. Users repeatedly struggled with managing accounts and adjusting packages. UI/UX concerns peaked in 2021 and 2023, driven by demands for a more modern, user-friendly design. Performance problems were particularly prominent in 2021. Billing and customer support concerns were consistently raised, though in smaller numbers. While 2024 saw some user-reported improvements, many of the same issues continued into 2025.

# 5. Recommendations

To improve user satisfaction and app reliability, the following actions are recommended:

1. Improve Core Functionality

* Streamline the process for adding and managing accounts
* Allow package changes and prepaid reloads directly in-app
* Provide real-time data usage visibility

1. Redesign UI/UX

* Develop a more intuitive and modern interface
* Include features such as dark mode, refresh buttons, widgets, and visual indicators for data usage

1. Optimize Performance

* Improve app loading times and fix frequent system errors
* Ensure the app runs reliably on both Android and iOS platforms

1. Simplify Billing and Payment

* Add clear bill viewing and payment history features
* Support more payment methods, including Amex and mobile banking apps
* Introduce automated payment options to reduce manual effort

1. Enhance In-App Support

* Enable complaint submission and status tracking within the app
* Expand self-service capabilities to reduce dependence on customer service call

# Conclusion

The MYSLT app has the potential to provide a far better user experience, but persistent issues in core functionality, design, performance, billing, and support need to be addressed. Despite some signs of improvement in 2024, problems like account management failures and recurring system errors continue to affect users in 2025. Implementing the proposed improvements would make the app more reliable and user-friendly, ultimately increasing user satisfaction and loyalty.