

1. One idea of overcoming the issues as mentioned by fellow classmates would be, company coming up with a great customer support would be something which could be one way of solving the problem.
2. One good way which seems reasonable for both ends (Developers and subscribers) is by providing the free subscribers a great customer support within the limited features restriction. This turns out to be win-win situation at both ends. By great customer support, customer base increases without fail. Not all subscribers may end up buying subscription, but certainly some of the subscribers who are satisfied with service provided will end up subscribing the subscription.
3. The website which I felt has a great UI/UX is <https://www.apple.com/>.
The idea behind this website is sticking to minimal features with great images by engaging the customers to the fullest. This website is a visual treat for the users since the company does have developed some small effects which I would think every user would enjoy without fail. The images on the website makes the product outstand and market for itself, so that the user would be provoked. Also, this website makes a statement for any people that are into business and selling their product online platform should make sure they upload some high-quality images.
4. Subscription Management application
Nowadays many of the products used by the people requires a subscription for them to use the product to fullest. If there is a specific application which can help them monitor their subscriptions and provides them with suggestions of alternatives which offers the same amount of service for lesser price or free of charge.