

# i221169 TBW Lecture 4 Task



Date @August 29, 2024

You are the team lead for one of the apps for Software Solutions. The app has received negative customer feedback due to several bugs leading to continuous crashing, slow running, and screen splitting. Write memos to address the situation using appropriate Tone, Vocabulary, and Grammar (All Contents covered in Lectures 3 and 4) for three audience categories Senior Management; Team members; and, Consumers.

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## Senior Management:

To: Senior Management Team

From: XYZ, Team Lead

Date: Aug 29, 2024

Subject: Addressing Recent Customer Feedback and App Performance Issues

Dear Senior Management Team,

I am writing to inform you of recent customer feedback regarding our app, which has highlighted several critical issues, including frequent crashes, slow performance, and screen splitting problems. These issues have significantly impacted user experience and satisfaction.

Our team has already initiated a thorough investigation to identify the root causes and is prioritizing solutions to address these bugs. We anticipate implementing a series of updates to resolve these issues and improve overall performance.

I will keep you updated on our progress and any major developments. Thank you for your attention to this matter.

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## Team Members:

To: Team Members

From: XYZ, Team Lead

Date: Aug 29, 2024

Subject: Immediate Action Required Regarding App Performance Issues

Hi Team,

I wanted to let you know that we've received some concerning feedback from users about our app. They've reported issues like crashes, slow speeds, and screen splitting.

I know we've been working hard, but these bugs need our immediate attention. I've outlined a plan for addressing these problems, and your input and expertise will be crucial in resolving these issues quickly.

Let's focus on fixing these problems and improving our app's performance.

Thanks for your dedication and hard work!

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## **Consumers:**

To: Users

From: XYZ, Team Lead

Date: Aug 29, 2024

Subject: Working on Improvement of App

Dear Valued Users,

We've heard your feedback about recent issues with our app, including crashes, slow performance, and screen splitting. We understand how frustrating this must be, and we sincerely apologize for any inconvenience.

Our team is actively working on fixes to address these problems and enhance your experience. We appreciate your patience and support as we make these

improvements.

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