

1. I have noticed one of my classmate's issues during the last class that the particular app should show the analysis of monthly expenditure should be clearly shown as on what type of category we spent overall. The app that it is clearly showing the expenses regarding the particular item we spent. It is also showing that the amount of GST paid over the products and we can collect that amount at the end of the year. So, like that here the tax paid for the products we buy here. So, my classmate suggests that there should be particular section for the currency conversion along with the taxes to be debited. For that the app developer should create a separate section that to calculate all taxes paid or debit while doing the money transfers automatically. So that will ease to check the taxes they paid regarding the particular department they charged by those products. So, this will be helpful for people to get access over the expenses the spent and the taxes paid for the products they bought.
2. Developers can reap their creativities and efforts on the basis of following manner: 1. App should be more optimized like it run fast, for loading of data it takes less time. So, the consumers won't get frustrated or irritated over app when it runs fast and consumer can do his desired work very easily. 2. App should not take more permissions. So, when the app takes more permissions, the consumer may feel that there is no protection for the privacy and feel inconvenience for giving the permissions. 3. The Commercial Ads to be displayed over the apps for very less time. If we are experiencing the ads at regular intervals, we get disturbed. so when there are no ads in the apps there will be demand for huge consumer base and that demand puts the app at high level. So even the developer can get huge revenue from downloads and usage. The developers need to provide some extension for paid plan users (to avoid advertisements) after their plan gets expired. That will be helpful for the developers when the consumer purchases the plan again.
3. Starbucks is multinational company that serves hot and cold drinks, chain of coffees Starbucks uses smart personalization in their mobile app for online ordering by understanding users' purchase histories and patterns. I'm habited and often repeatedly order the same thing from a short list of things. Therefore, for most people, it is easier to pick what you want from a list of your previously ordered items than from a full menu. I use the Starbucks app at least twice a week, and rarely do I use the option for the full menu, I look at the "Featured" tab to see if there is anything new and then I select what I want from the "Recent" tab. I love the Starbucks app, especially when I compare it to the Panera app, where I have to sort through the full menu every time. Both apps allow adding items to a favorites list, but that requires an extra step and is never a complete list of what I am likely to want. So, I use Starbucks regularly because the features in the app is very easy to access.

4. Here I would like to create an app regarding the investments. So, when consumer downloads an investment app that needs to show the consumer how to register and enroll in the app. I also make sure that it shows the consumers financial road map throughout his investments also the consumer needs to check risk tolerance in investing the amount. I also provide the Advantage of tax-efficient investing, so the consumer some good profit, Rebalance Regularly, Find Lower Cost Ways to Invest. Tune-Out the Experts so the consumer can find easy to invest. So, by providing all these I make sure that the consumer should have to use no other investment apps.