***GAP ANALYSIS FOR A SPORTS STREAMING APP***

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| **AREA** | **CURRENT STATE** | **DESIRED STATE** | **GAP** |
| **FEATURES** | Basic sports streaming | Live streaming of every sport round the world | Lacks of viewers |
| **SECURITY** | Username and password | 2-Step authentications | Missing high and security features |
| **UI/UX** | Outdated design and minimal focus on aesthetic | Modern, visually appealing, customizable UI | Design overhaul needed |
| **CUSTOMER SUPPORT** | In app support with slow response Times | AI chatbot and voice assistant integration  for streaming issues | Need for faster and automated customer service |
| **PERFORMANCE** | Crashes during peak hours | Optimized for high performance with minimal crashes | Requires server upgrades and better connectivity |
| **DEVICE COMPATIBILITY** | Available only on IOS, Android, Windows, Mac, Web | Support for VR | Needs expansion to other devices |
| **Notifications** | SMS and email alerts | Real time push notifications with customization | Lacks real time and flexible notification |