

Person ID	Problem	App/Website Found (Name/None)	Likes	Don't Likes	Improvements	Age	Gender	Occupation	Comments
1	Music streaming and discovery	Spotify	Extensive music library and playlists	Intrusive ads in the free version	Offer more affordable ad-free options	22	Female	Student	None
2	Finding a new home or rental property	Zillow	Extensive property listings, property value estimates	Limited support in rural areas, occasional outdated information	Improve rural area coverage, update data more frequently	27	Male	None	None
3	Car rental booking	Avis	Convenient car rental options and Rewards program	Complex booking process	Simplify the booking interface	35	Male	Sales Manager	None
4	Need a fitness routine to follow at home	Peloton-Fitness and Workouts	Easy-to-follow workouts and progress tracking	Limited exercise varieties	Add more diverse workout options	26	Female	Teacher	None
5	Language translation	Google Translate	Accurate and fast translations	Inconsistent voice recognition	Improve voice recognition for better translation	23	Female	Student	None
6	Finding the best local restaurants	Yelp	User reviews and restaurant ratings	Overwhelming amount of ads	Reduce the number of ads in the app	25	Male	Student	None
7	Finding a ride or transportation	Uber	Convenient ride-hailing service	Surge pricing during peak hours	Reduce surge pricing during peak times	24	Female	Student	None
8	Time management and task tracking	Trello	Visual task management	Limited offline functionality	Enhance offline access for better productivity	24	Female	Student	None
9	Home improvement and DIY projects	Pinterest	Good DIY project ideas and Interface	Occasional slow loading	Improve app speed for a smoother browsing experience	30	Female	Designer	None
10	Document scanning and storage	Adobe Scan	High-quality document scanning	Limited free storage space	Offer more affordable cloud storage plans	26	Male	Student	None