

1.) As I have noticed that a fellow classmate has raised a topic on the app Instacart/Big Basket that the app must include more features and a user-friendly interface and also must include a voice search engine to order groceries there are lot of improvements to be done on the app such as the discounts based on basket size will incentivize them to do their entire grocery shopping online. Another key factor to improve the revenue of the company would be how to instantly gratify customers. we are used to get the grocery right before we need it. This means that delivery time must improve for online channels. And also there must be options for a subscription plan for the app like basic and premium which allows the users to gain access to limited as well as additional features.

2.) Several people mentioned the “conflict” between the desire to have a free app.

-Yes customers always face problems using several apps which are paid and many people can't afford it this problem can be solved by reducing the number of ads and hiring more marketing agents for creating public awareness and their advantages of the app and also there must be a one month free acces to the app for the users to know the advantages of the app.

3.) Instagram is a social app that has an excellent Ui/Ux, I like how convinient it is that the app makes use of such function in such an efficient way One of the biggest advantages of Instagram is its interface. With so much visual content, you would expect it to be slow and messy. Contrary to that, Instagram is very neat and organized. What I liked is that the app's buttons are mapped out so that the natural way of holding the phone for most people allows the user to access the most used features: home feed and user profile. On an iPhone, the home button is placed in the middle of the phone and it's the natural placement of the thumb when holding the phone, thus by placing the add photo/s button above the home screen makes the most sense and it's what users generally want to do most when they're logged into Instagram. And also A well-contrasted menu and easy-to-access tabs make it a much easier process to visit for the user and thus create a great User Experience.

4.) I have heard a fellow classmate discussing about big basket app which has brough me up with an idea of developing a app which basically allows the people who are

unable to cook for a big amount of members(for parties or for family meets etc) to find nearby chefs and pay them and get their cooking done, This app allows 2 inputs 1.) for the user to search for nearby chefs 2.) For chefs who are certified and get registered in the app so that customers nearby can find them.i would like to take this as my project