

This is peer review for the paper that I read for my fellow classmate. The author is developing an app for a car washing company, which now a days apps are very popular among tech users. Therefore, I think it would be a great project for the author to work on to develop an app for a company. The author is to making an app that would make business to grow and make everybody life easier. I think the author wants to also not only make an app but to get the hands on experience. Hence I think it would be a great idea that he or she should find apps that works in similar fashion. Now a days there are apps for every purpose and there is nothing wrong for making an app for the company, you never know it might turn out to be a great hands on for future experiences.

The author furthermore details the purpose of an app which is to provide information ready to go for customers and for business owners. The apps would come with features such as customer information, appointments scheduling and so on. However, I feel we the author should also be concerned about the security aspect of the project. Since the app would hold customers information and it could get decrypted by some ill users, who are trying to get customers credit information, or personal information. There are many hackers out there now a days, even novice hackers who are learning to hack, are hacking to gain more experience. This is why sometimes new hackers hack companies that are known to not have many security features on their computer systems such as laundry places, small car wash companies, or even a deli. I would suggest the author also mention what he would be working on as far as security features for his or her app. In my opinion there are many options that can be used and one might be to have the app run by Amazon cloud system. Since just for the sake of this project, I know the app would be in controlled environment but if the app has to be released in market it should have security for the app to avoid hacking.

I like how the author gives priority to customers and I think a customer first approach is a success criteria for any business. Furthermore, in objective section the author gives clear indication that

his or her project would have a designing stage, testing phase, and implementation of an app. This gives author a clear timeline of what he or she will be doing for the project.

Finally, the author's hypothesis is that customers might tend to like his or her app. Yes, it is very true that customers would love to use the app, however to truly find out, it is very important that before the release date of the app there should be polling/testing period in which real customers get to use the app and give feedback on it. This way when customers are able to use the app there are no major bugs or broken scripts that would make an app hard to use, and we can confirm its demand. I think author has a very good topic submission so far, and he or she is going in the right direction, the project would come out to be great. The author might run into some technical issues but I think with the help of some research he or she might be able to solve the problem in no time. As far as feasibility, I believe this is definitely a project that is doable with the semester, and it has a clear and testable hypothesis. We will be testing whether an app dedicated to the car washing business can increase customer loyalty of a given car wash. I believe enough background information is given to this topic to propose the hypothesis with clear context.