Person ID	Problem	App / Website	Likes	Dislikes	Improvements
1	This app monitors workouts and sessions related to training & fitness.	Apple Fitness	High-Quality Production: Users often praised the high-quality production values of Apple Fitness+ workouts, including professional trainers and clear, easy-to-follow instructions. Integration: Many users appreciated the seamless integration with Apple Watch, which provided real-time metrics like heart rate and calories burned during workouts.

Privacy and Security: Apple's focus on privacy and security was a positive point for many users. Health data was kept private, and the app did not share personal information. | Cost Complaints in which people often didn't like that Apple Fitness+ needed a subscription, even though they gave a free trial. And needing Apple gadgets like an Apple Watch. It's tough using the app without them. Limited options on various workouts

Apple Fitness+ was only accessible in few countries. And limited to apple devices only.

Missing Workout Types: Some people wanted special workouts that the app didn't have. They wanted more unique and different workouts. | Expanding support to Android and other non-Apple devices would open the service to a broader user base.

Continuously adding new types of workouts and partnering with different fitness instructors could keep users engaged and cater to diverse fitness interests.

Consider offering more affordable subscription plans or bundling Fitness+ with other Apple services to make it more accessible.

Global availability by expanding the service to more countries would help reach a wider audience. |
| 2 | Duo Mobile is used for secure authentications used in logins but has Compatibility Issues. | Duo Mobile | Security: Users appreciate the added security that Duo Mobile provides by requiring an additional authentication step. | Device Compatibility Issues while using app because it doesn't work well with their specific phone or operating system. This can make it hard to set up and use. | Making the setup process simpified and intuitive would be beneficial, especially for less tech-savvy users. Adding battery optimization can reduce battery consumption when |

| | | | User-Friendly: Duo Mobile is known for its user-friendly interface and ease of use, particularly with push notifications that allow users to approve or deny login attempts with a single tap.

Versatility: The app supports various authentication methods, giving users flexibility in how they verify their identity. | App drains your phone's battery faster, especially if it's sending a lot of notifications and running in background Lack of Backup Options and Complicated Setup Setting up Duo Mobile and connecting it to your accounts can be confusing for some users.
If you forget your phone or it gets lost, you might have trouble getting into your accounts if you haven't set up other ways to verify your identity. | using push notifications would improve the user experience.

Enhanced Account Recovery by offering more robust and user-friendly methods for account recovery, such as backup codes or alternative contact methods, can help users regain access to their accounts if they lose their primary device.
Additional Authentication Options by adding more authentication methods, such as hardware tokens or support for additional biometric methods, could increase flexibility and security. |
| 3 | Waze is a popular navigation app which relies on user-generated data to provide real-time traffic information and route guidance. But has Accuracy Issues and Privacy Concerns. | Waze | Waze provides real-time traffic info, accidents, road closures, and police presence, helping users make informed route choices. Waze's community-driven approach encourages users to report incidents and hazards, improving data accuracy. | Map Inaccuracies Users have complained about inaccuracies in the maps, like wrong street names or places missing, which can be annoying when using the app for navigation.

High Data Consumption: The app can use up a lot of mobile data, which may not be suitable | Improved Data Verification by making sure that user-submitted map data is accurate can help fix mistakes.

Enhanced Offline Mode which allows users to download larger map sections and use basic navigation without needing the internet can be a valuable |

| | | | Users can customize Waze with preferred routes, voice options, and vehicle icons, personalizing their experience. Waze smoothly integrates with popular apps like Spotify and ride-sharing services, boosting its features. Waze frequently updates, fixing bugs, and adding new features to enhance the app. | for users with limited data plans.

Variable Traffic Data Precision: Although Waze usually offers live traffic updates, how precise these updates are can differ depending on where you are and how many users are using the app in that area.

Limited Offline Features: As mentioned before, Waze's offline mode is not as extensive as some other navigation apps. | improvement. Optimizing Better Battery Efficiency.

Simplified User Interface with a more straightforward and user-friendly interface would make it easier, especially for new users.

Enhanced Privacy Settings by giving users more control over how they share their data and their privacy settings can address privacy concerns. |
| 4 | Bank of America (BofA), a major American multinational investment bank and financial services company. Which as issues related to Customer Service with overdraft fees and Charges. | BofA | Branch and ATM Network it boasts an extensive network of ATM and branches across the United States, providing customers with convenient access to their accounts. The bank offers robust digital banking solutions for both online and mobile platforms, enabling customers to efficiently manage their accounts, make bill payments, and deposit checks remotely. | As mentioned earlier, fees, especially monthly maintenance fees and overdraft fees, are a common source of frustration for customers. Some customers find the bank's financial products and services to be complex and difficult to understand, which can lead to confusion. While some customers have positive experiences with BofA customer service, others have had negative encounters, which can deter customer loyalty. | Fee Transparency & Enhanced Customer Service Investing in improving customer service by reducing wait times, increasing the availability of knowledgeable representatives, and providing better online support could enhance customer satisfaction. Addressing ethical concerns by implementing sustainability initiatives and responsible lending practices could improve the bank's reputation and |

			Credit Card Selection BofA presents a diverse array of credit card options featuring various rewards programs, catering to the preferences of discerning consumers.	Security Concerns Like any financial institution, BofA is susceptible to cybersecurity threats, and some customers may have concerns about the security of their accounts and personal information.	attract socially-conscious customers. User-Friendly Technology & Expanding efforts to educate customers about financial literacy and how to make the most of the bank's services could benefit both the bank and its clients.
5	Greyhound is a popular bus transportation service that provides long-distance travel which has Punctuality, Comfort, Cleanliness & Safety issues with Delays and Cancellations.	Greyhound	Greyhound is usually cheaper than other long-distance options like flights. Greyhound has lots of routes that connect cities and towns, so it's easy for many different people to use. Greyhound often has many buses going on popular routes every day, which gives travelers more options. You can easily plan and buy your Greyhound tickets online or using a mobile app, which is very convenient. Greyhound lets you bring a reasonable amount of luggage without charging high fees.	Greyhound buses may not have as many extras as trains or planes, like movies or internet. Sometimes, people on Greyhound buses can be noisy or cause trouble, which can be annoying. Some passengers have had problems with Greyhound's customer service, like not being able to talk to someone or fix issues. Greyhound stations are different, and some don't have things like food or clean bathrooms. Sometimes, Greyhound has had issues with handling luggage or losing things, but it doesn't happen a lot.	Greyhound could work on improving the punctuality and reliability of its services to provide a better experience for passengers. Investing in more comfortable seating options, especially for longer journeys, could enhance comfort. Cleanliness Standards and continue to prioritize safety by implementing advanced safety features and training for staff.Enhance customer service responsiveness and problem resolution to address passenger concerns more effectively. Invest in modernizing bus fleets to provide a more comfortable and efficient travel experience.