Assignment-0

Person ID	Problem	App/Website	Likes	Dislikes	Improvements
1.	Food/Grocery Delivery	Uber eats	Good search results for food recommendations based on user's location. App has neat UI/UX while ordering from restaurants. Streamlined payments options (credit/debit/online wallets) for hassle-free experience.	ETAs (delivery arrival) displayed sometimes are incorrect for the food deliveries. Scheduled delivery exists for restaurant order but not for the grocery stores.	Scheduling grocery deliveries and placing orders from grocery stores, even when the stores are closed. ETA calculation could be improved.
2.	Music Streaming Platform	YouTube Music	Integration with YouTube, so that user's music recommendations are is sync with YouTube watch history. YouTube music is not only limited to likes/dislikes. Users can also express their feelings via comments section.	Lower audio quality and lack of multi device support when compared with Spotify. UI/UX is generic looking which could have been better.	Hi-Res audio codecs could be supported. Addition of multi device support could be a major improvement.
3.	Social Networking site	X (formerly twitter)	Wide range of topics covered/discussed in the 'for you' section which is one of a kind	Users might mistakenly choose the wrong profile due to the presence of	Design of the app could have been little bit better.

			among social networking sites. Users can rectify misinformation through the 'readers added context' feature, which allows readers to provide additional information.	paid blue verification ticks. Twitter compresses media (specifically videos) heavily.	Media compression algorithms could be improved.
4.	Banking	AMEX	Good UI/UX, while checking balance, monthly statement, transactions, rewards and benefits. Seamless integration between AMEX banking and global travel.	Automatic session expiry (user inactivity) for the application is too short which is less than 1 minute.	Session expiry could have been a configuration or profile setting which can be managed by the user.
5.	Insurance Policies	Policy Bazaar	Easy to search and compare different health insurance policies in one go. Recommendations are curated based on age, gender and previous health records very accurately.	To many popup advertisements. To many spam notifications once an application is submitted.	Popup advertisements are high in number, reducing this could be an improvement for user experience.