**Customer Needs**

1. Comprehensive Business Information: Customers need complete information about businesses, including their location, phone number, hours of operation, website, and other relevant details.

2. User Reviews and Ratings: Customers need access to user reviews and ratings of businesses to help them make informed decisions about where to eat, shop, and play.

3. Easy Navigation: Customers need an app with an easy-to-use interface and intuitive navigation, so they can quickly find what they're looking for.

4. Search Functionality: Customers need a robust search function that allows them to filter and sort search results based on various criteria, such as location, category, and price range.

5. Personalization: Customers appreciate personalized recommendations based on their preferences and search history.

6. Photo and Video Content: Customers enjoy being able to view photos and videos of businesses to get a sense of what they can expect.

7. Special Offers and Deals: Customers appreciate having access to exclusive discounts and offers for businesses listed on the app.

8. Ability to Save Favorites: Customers like the ability to save businesses as favorites, so they can quickly access them in the future.

9. Integration with Maps: Customers need an app that integrates with maps so they can get directions to businesses they're interested in.

10. User-Friendly Registration and Login: Customers appreciate an easy-to-use registration and login process that allows them to start using the app quickly.

11. Business Verification: Customers value an app that verifies the accuracy of business information to ensure they're not wasting their time visiting a business that no longer exists.

12. Availability of Business Menus: Customers appreciate having access to the menus of businesses, especially restaurants, so they can make informed decisions about what to order.

13. Ability to Leave Tips: Customers may want to leave tips for other users about the best dishes, hidden gems, or other insights about businesses.

14. Social Sharing: Customers like the ability to share their reviews and recommendations on social media platforms like Facebook, Instagram, and Twitter.