

Original VS New App

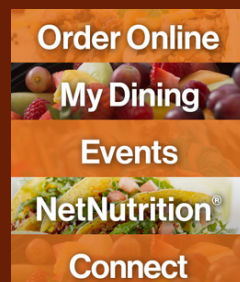
96%

say it doesn't satisfy
their need

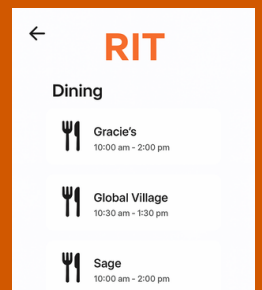


Directly address User complaints by
integrating websites into the app

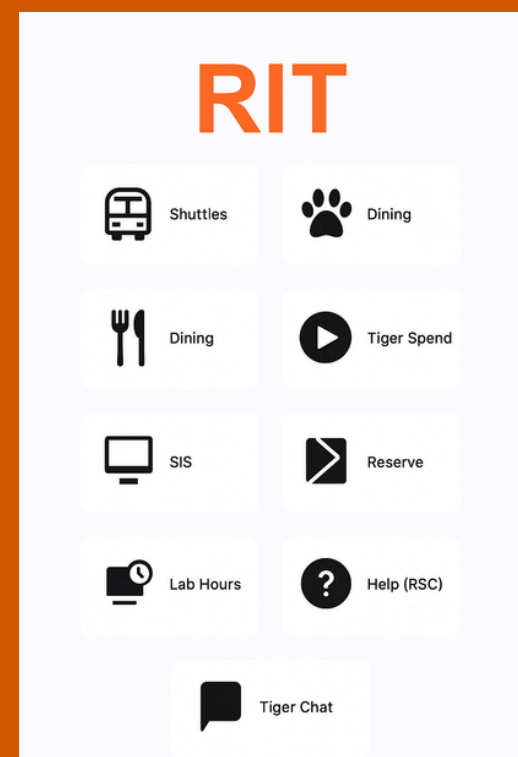
Confusing UI



Simple Clear UI



VS



23 slow separate websites,
forced into one app

All web components directly
integrated in the app