### **So, What Should We Fix First?**

After going through all 5,000+ reviews, the message from users is pretty clear. They're not upset about fancy features; they're mad because the basic stuff is broken. People expect a Toyota or Lexus app to just *work*. Here’s the game plan, based on what's causing the most headaches.

**1. First off, Just Make the App Work.**

* **What to do:** Before anything else, the app needs to be stable. It's slow, it crashes, and people can't even log in. This needs to be the top priority.
* **Why it matters:** This is the biggest problem by a mile. We saw **1,285 complaints** just about performance and basic usability. If the app doesn't open, none of the other features matter.

**2. Fix the Digital Key and Remote Start.**

* **What to do:** The whole digital key and remote start system needs a serious look. People are getting stranded or just plain frustrated when it fails. It has to be reliable.
* **Why it matters:** This was the second biggest complaint magnet with **678 reviews**. When this feature fails, people get *really* mad, and it has the absolute worst satisfaction rating of any feature. It's a huge source of frustration.

**3. People Can't Even Pay You!**

* **What to do:** Teh payment system is a mess. It's failing, causing errors, and users can't manage their subscriptions. This whole section needs to be rebuilt so it's simple and reliable.
* **Why it matters:** We counted **571 complaints** about payments. When you mess with peoples money, they lose trust fast. This is a huge brand-damaging issue.

**4. Let People Actually Add Their Car.**

* **What to do:** The VIN and car registration process is the front door to the app, and it's locked for a lot of people. This needs to be a super easy, one-step process that doesn't fail.
* **Why it matters:** This is the *first thing* new users do, and it’s failing for **477** of them in our dataset. It’s an awful first impression and a huge reason people just give up immediately.

**The bottom line is:** if we can fix these four big areas—making the app stable, making the key work, fixing payments, and letting people add their cars—we'll solve the vast majority of problems and start turning those 1-star reviews around.