

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Think about your favorite brand. What features do you like about the brand's mobile app? What do you not like about the app? Does it include a loyalty or rewards program?

Using this worksheet, create an updated version of the app that will create a better customer experience for users. Be sure to detail any new or improved features, new technology, or other features that customers might enjoy. Be prepared to share your ideas in class, and explain how the new features will offer an improved customer experience. Also, explain how the brand will benefit from new app features.

1. What brand did you choose?

2. What features do you like about the brand's app? What do you dislike?

3. In the space below, describe in detail any new or improved features for an updated version of the app, including new technology or other features that customers might enjoy. Use the backside of this page to sketch or draw any additional details you would like to include.