

APP POINT OF VIEWS

PRESENTATION



LTK (LIKETOKNOW) REVIEWS

Positive

The PERFECT app

★★★★★

I LOVE LTK! Before I knew about it, I would see an outfit and think, 'if only I had the links for this exact look'. And bam, I found LTK and basically all my shopping is done through this app. Highly recommend to all!!

I enjoy LTK

★★★★★

The app is so chic and user friendly! It is so nice to grab ideas, inspo and shop all in one place! Even better I recently got accepted into LTK Creator to also, share what I enjoy! 🎉🛍️

One stop shop

★★★★★

I love the convenience of scrolling through my favorite influencers and clicking, reviewing and purchasing for myself, my family and household goods. I never spend time searching for what I need/want to purchase, leaving ample time to stroll through the latest fashion trends. So much fun!

LTK (LIKETOKNOW) REVIEWS

Negative

Crashes and not optimized for ipad

★★★★★

App is will crash periodically when watching certain videos posted by creators. The app is also only designed for iphone so makes it very difficult to browse on ipad and actually try to shop properly. Have to find separate links in creators YouTube channel instead to get to the proper store.

Can't find my favorites

★★★★★

Terrible update or possibly a bug, can no longer see my saved favorites. This app is getting worse all the time.

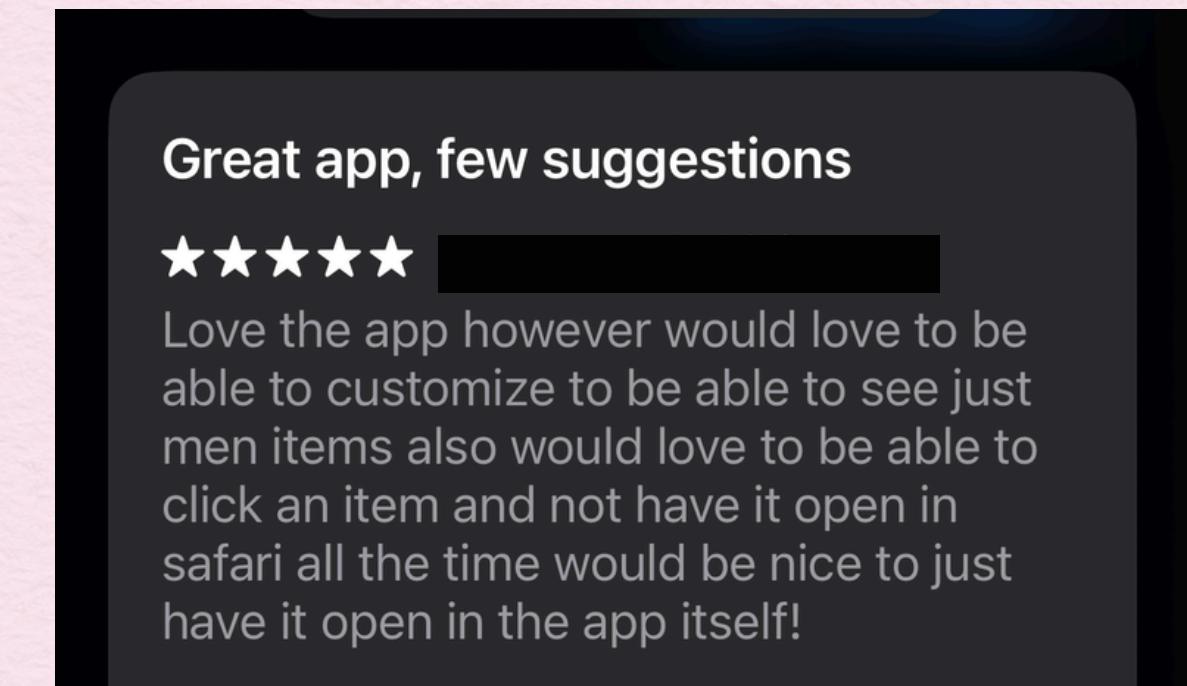
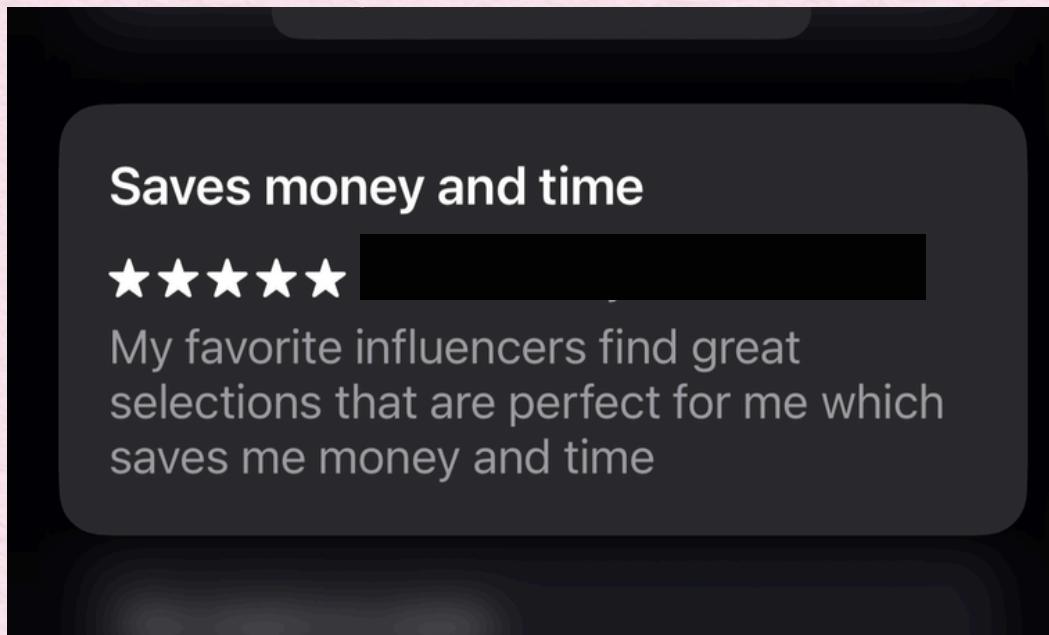
Miss the old app

★★★★★

This app is horrible to use since they updated the layout. Stories feature is so blurry, clunky and doesn't work as intended. Crashes every time I'm looking at something. The links don't work half the time. Begging LTK to bring back the old format!

LTK (LIKETOKNOW) REVIEWS

Suggestive



LTK POV Statements

Users who shop frequently online need to be able to find exact product as advertised because It can help their lives In many areas

Users who are influencers need to have place to link all their products because It will allow their followers to feel closer to them.

SEPHORA REVIEWS

Positive

Best app ever

★★★★★

I love to shop and love makeup I am so glad that Sephora has an app because I don't always have time go always go there this super to use and it will come in handy a lot like when you are bored you can just go to this app I absolutely love this app

Associate appreciation

★★★★★

Jen was really very helpful and quick to understand my choices. Amazing customer service.

Amazing app!

★★★★★

This app is so good! It's even better than going in the store because there is fast shipping and if you're feeling lazy you don't even have to go. It has all the stuff that is in the Sephora store. I definitely would recommend!

SEPHORA REVIEWS

Negative

Why



Why did they change it to 13+ years old, now I can't shop anymore. Thanks Sephora.

Stop making unnecessary updates



Stop breaking what's working! Updates to favorites (extra adding and removing buttons), additional lists that show up at the top and take half of the screen, needing to open the product detail page in order to remove it from the favorites - why add complexity and additional clicks for users can perform simple actions? I'm using the app less and less because of all these inconveniences! I now go for other apps like Nordstrom that I can actually use and get/manage what I want faster and without the hassle of navigating ten screens

Not able to sign in!



After updating the app, now i am not able to sign in!!

SEPHORA REVIEWS

Suggestive

App no functioning correctly

★★★★★

The app is not loading any product information, I can only search the product but once I click on it, it loads forever and nothing happens. I have tried login out and in again, deleting the app and downloading it again, there is no update available...

Update: problem fixed

It's buffering and loading a LOT!

★★★★★

Hi, I have a problem with searching the items and it shows that it is loading and it never stops loading.. and I can't make a purchase because it's loading!

Also, I already updated the app and I deleted from my phone and I thought that was the solution and no it's still loading! Could someone fix this issue please? Thanks!

Please fix these 2 things!

★★★★★

I have always loved the sephora app because it is so easy to use and feels smooth.. but after some recent changes there are 2 really annoying things.. 1. When you edit anything in your cart, it updates and rearranges the order of things which can be frustrating when trying to narrow things down. 2. When you try to delete things in your cart, the trashcan button is so small it usually takes you to the item's page.

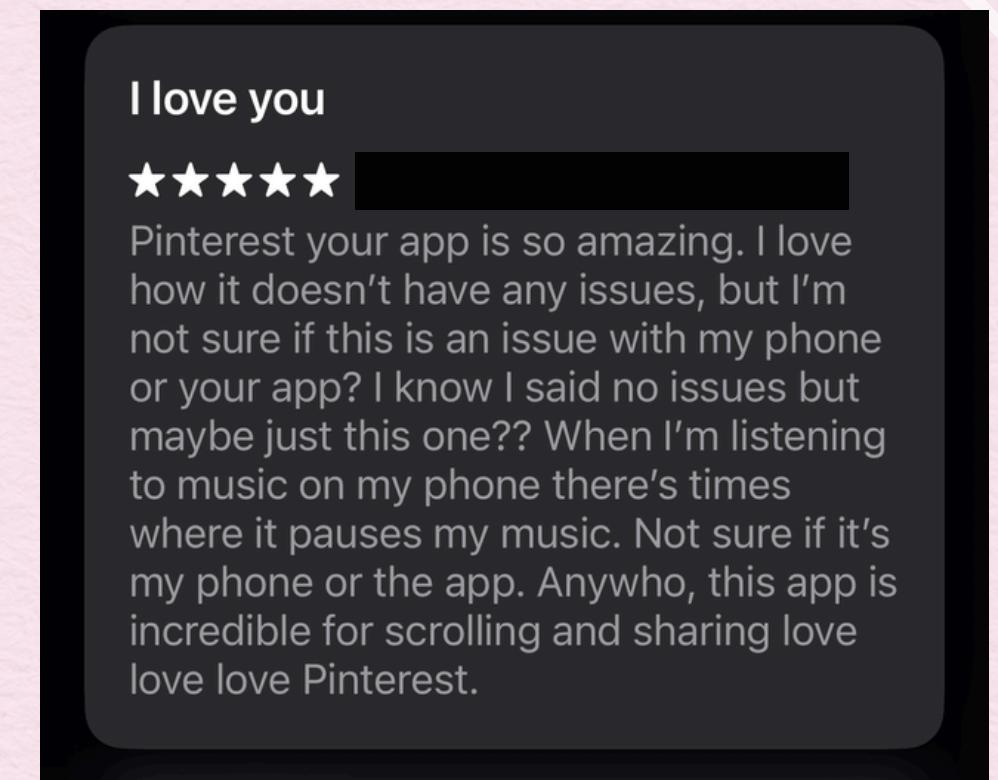
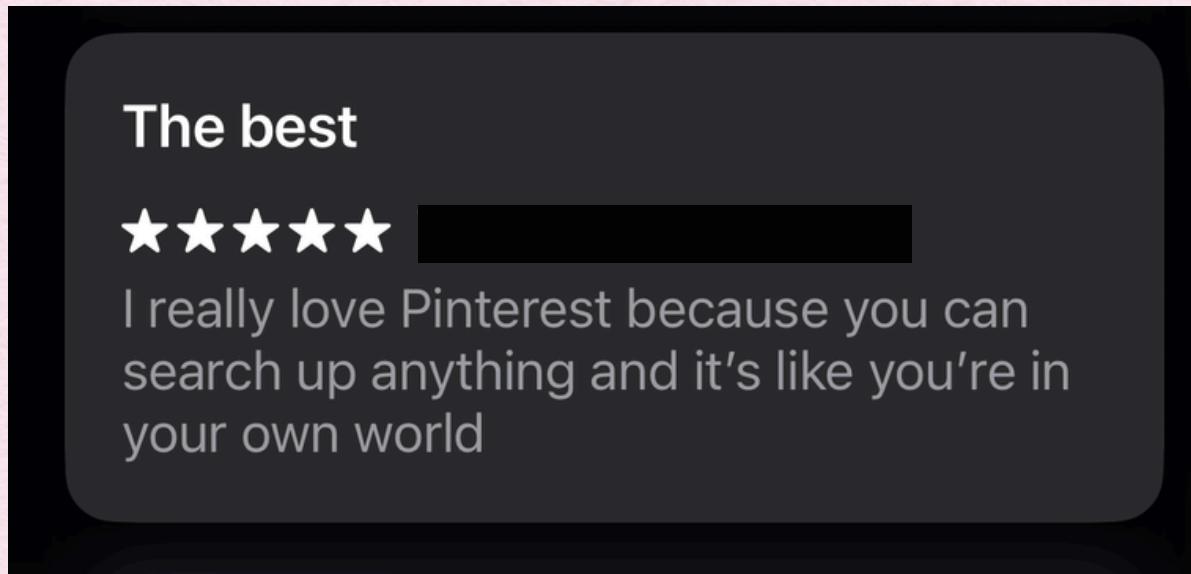
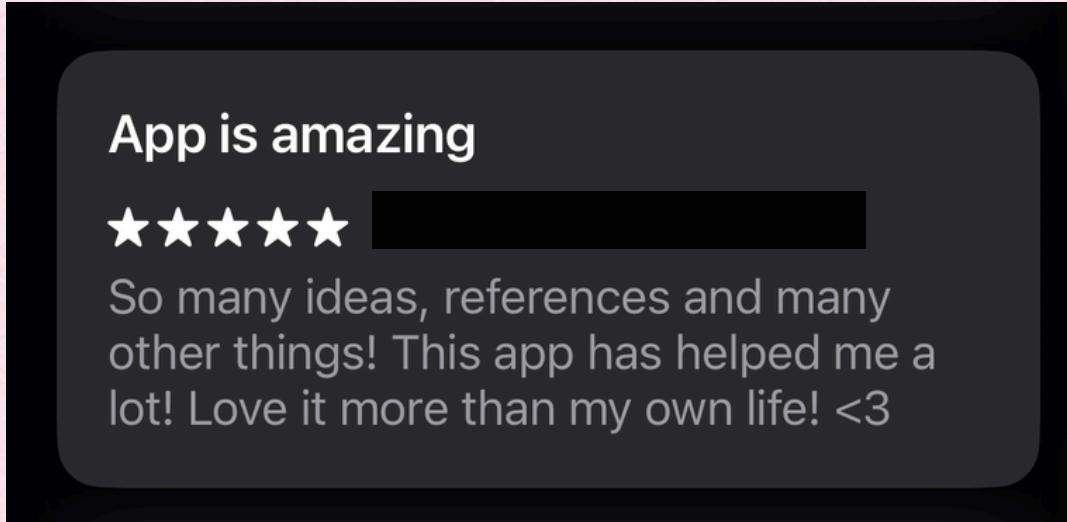
Sephora POV Statements

Users who wear makeup need to be able to buy highquality product because they use the product often and want to Invets In high quality products.

Users who purchase beauty products need to have a luxuious place to shop online because they may not be able to purchase all the products they want In person or need bulk orders for professional needs

PINTEREST REVIEWS

Positive



PINTEREST REVIEWS

Negative

Nearly unusable



I'm am very sad with how Pinterest has changed over the years. Pinterest already had a major issue of uncredited art being reposted without the artists knowledge or permission; this has not changed and now things are even worse. The number of ads outnumber anything I actually want to see. There is also the frustration of having to sort through AI generated content. I come to Pinterest to find read ideas from real people not fake slop trained on stolen art; not to mention the harmful environmental impacts AI Data centers create. Overall I am finding less and less reasons to stay on Pinterest.

THE ADS



I have used Pinterest for likely close to ten years. I am finding hard to even enjoy being on now. I will see 1-3 pins followed by 2 pins that are ads. Nearly 50% or more of my pins are ads. That is absolutely beyond ridiculous and I know many people that had said they've stopped using Pinterest for this reason. There isn't a single app on my phone that has even almost as many ads as this one.

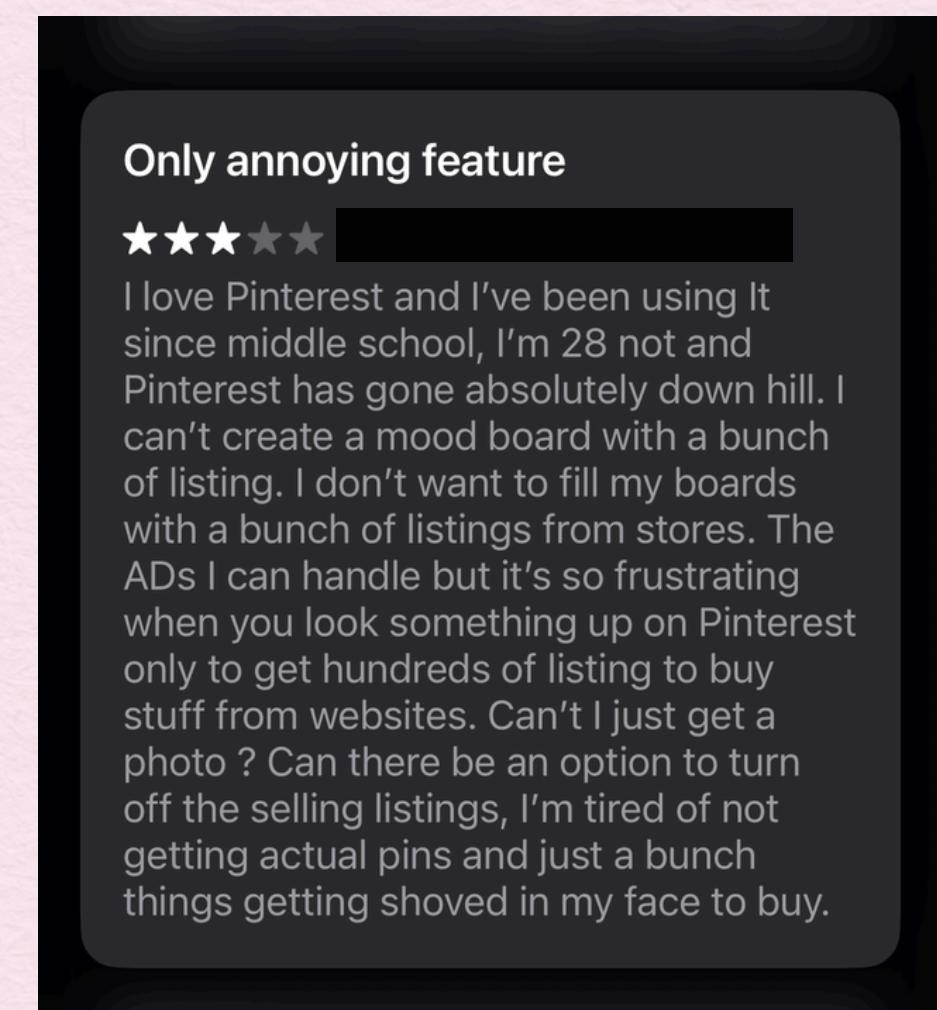
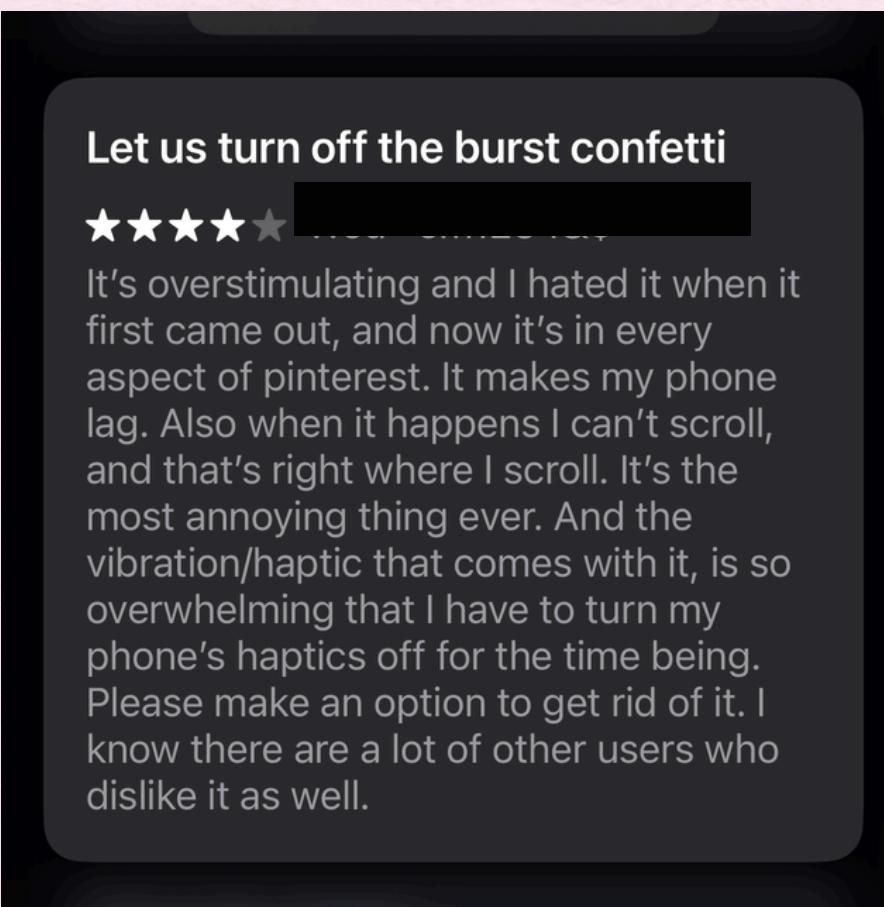
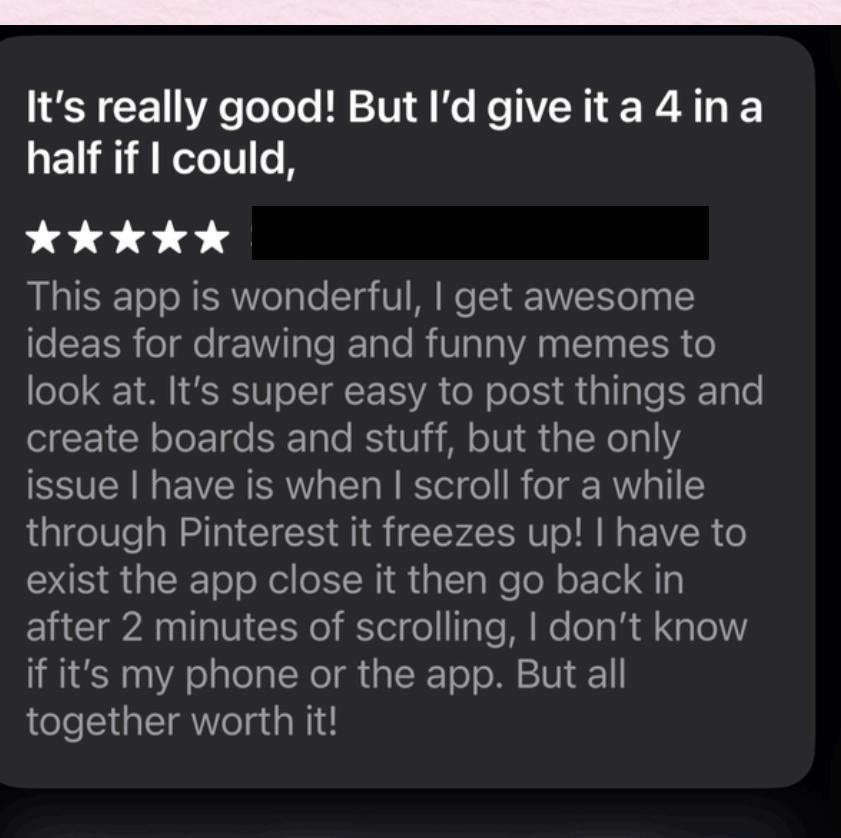
Trash app



Terrible app LOL terrible support team banning people for absolutely no reason and refusing to give accounts back

PINTEREST REVIEWS

Suggestive



Pinterest POV Statements

Users who like to gather Ideas online need to be able to find the Ideas In one spot and store them In the same area because It will make their Ideas easier to bring to life

Users who like to gather Ideas as well as shop for product need to be able to serach for general as well as shopable links because It will make meeting their needs easier