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Potential competing interests: No potential competing interests to declare.

Unfortunately, I don't think this paper is at a sufficient standard to be published. Major concerns: It does not state a clear hypothesis, methodology, and results. It is written as discussion paper about a the roll-out of a product and the viability of a potential app.

Minor concerns: referencing is poor as is written language. There are many errors in the document.

For all these reasons, this paper is not-publishable as an academic research paper.