



# OW2 QUICK APP INITIATIVE

General Presentation / February 02, 2021

# WHAT ARE QUICK APPS?

A new paradigm of hybrid apps

Frictionless applications

Popular in Eastern countries

Gaining traction worldwide

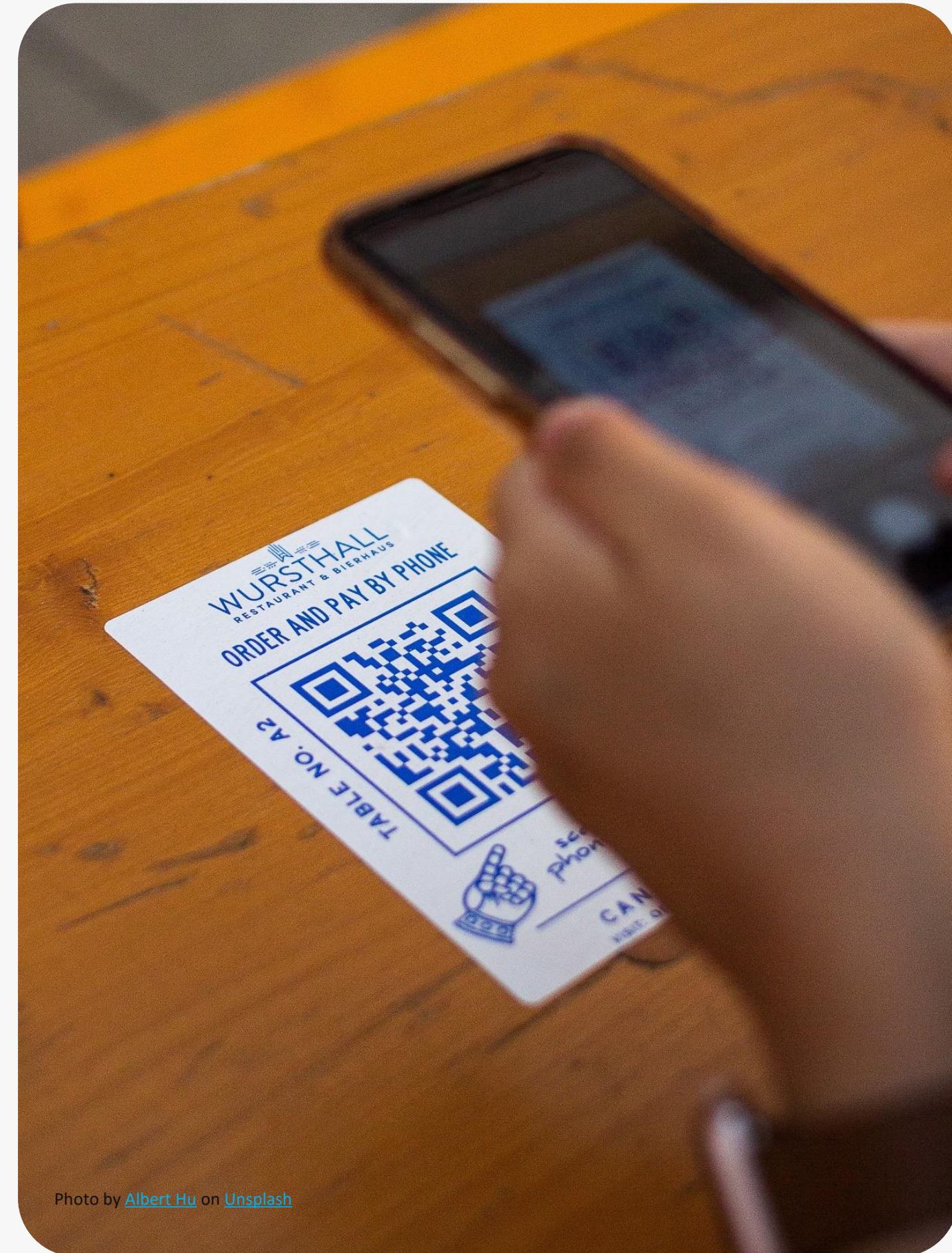
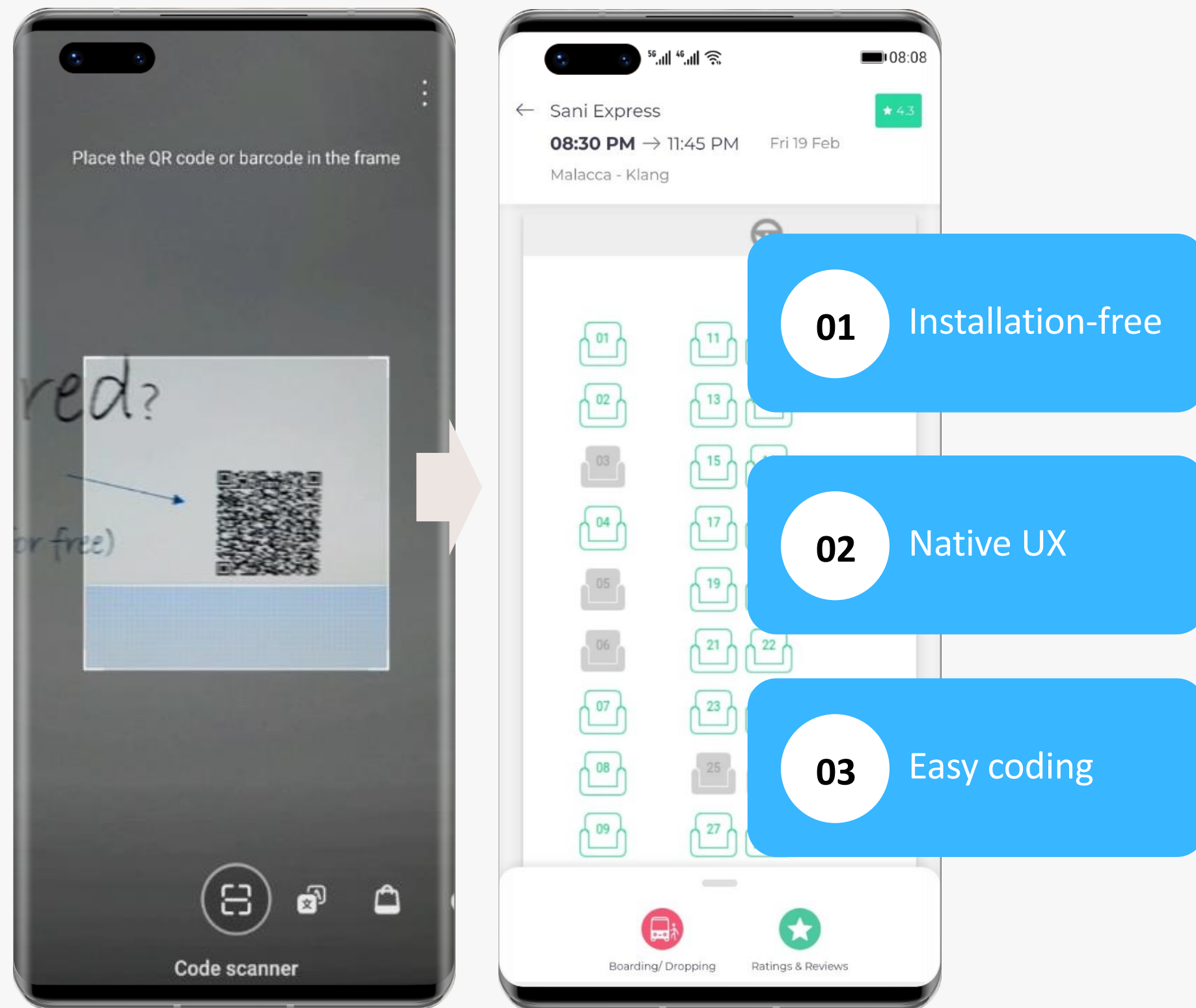


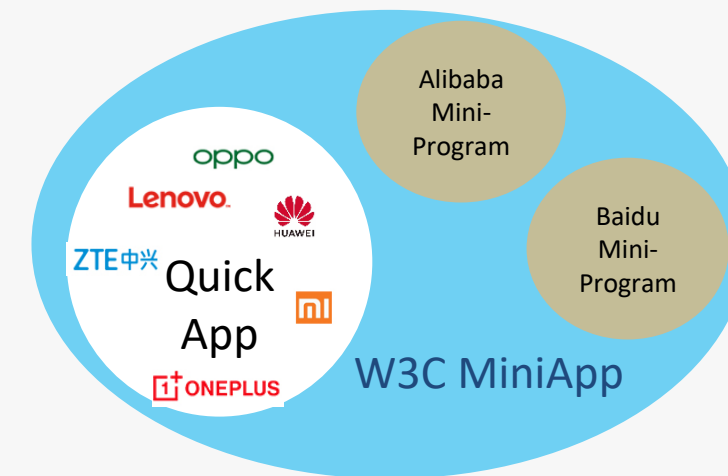
Photo by [Albert Hu](#) on [Unsplash](#)



# A FAST GROWING PARADIGM FOR MOBILE APPS

## Implementation of the W3C MiniApp standard

Supported by over 1.2b devices (12 vendors: Huawei, OPPO, Xiaomi,...)



- Easy discoverability and direct access (deep links, QR codes, stores...)
- Not tied to walled gardens (flexible distribution)
- High retention rate (mechanisms for user engagement)
- Reduced development & publication costs (less code; pack and share)

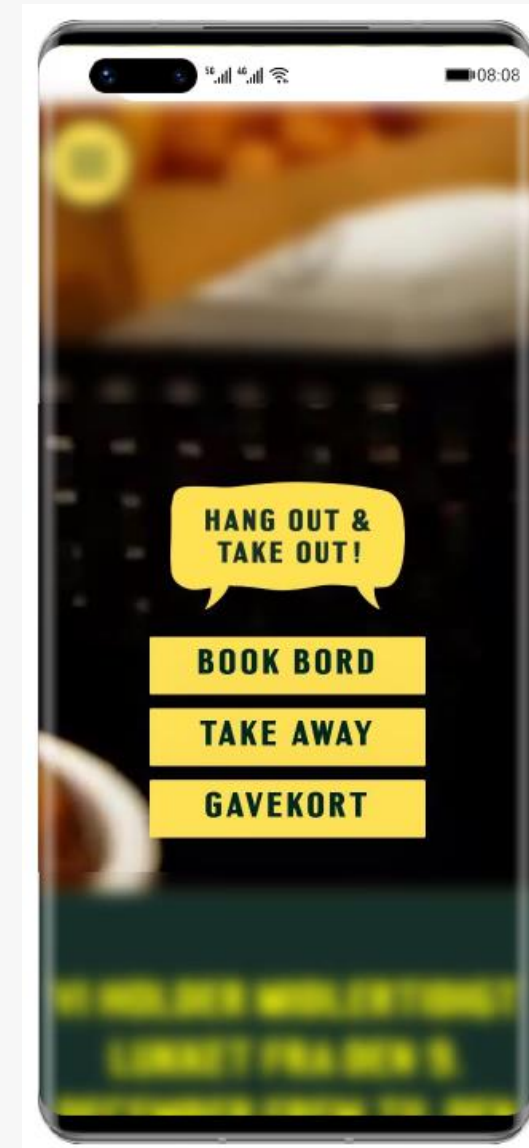
## CAR INFOTAINMENT

In-car entertainment functions  
Reading news, watching videos  
Casual games



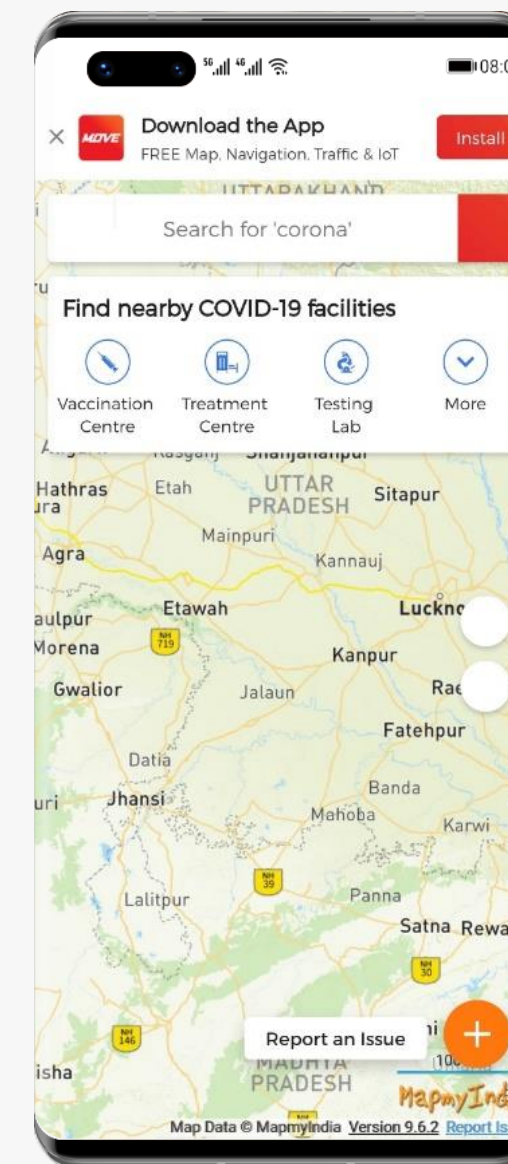
## CASUAL GAMES

Easy to discover and play  
May include Ads and iAPs  
One-click authentication  
Trial, preview version



## BARS & RESTAURANTS

Touchless service  
QR code and access menu  
Targeted discounts  
Book, order, pay



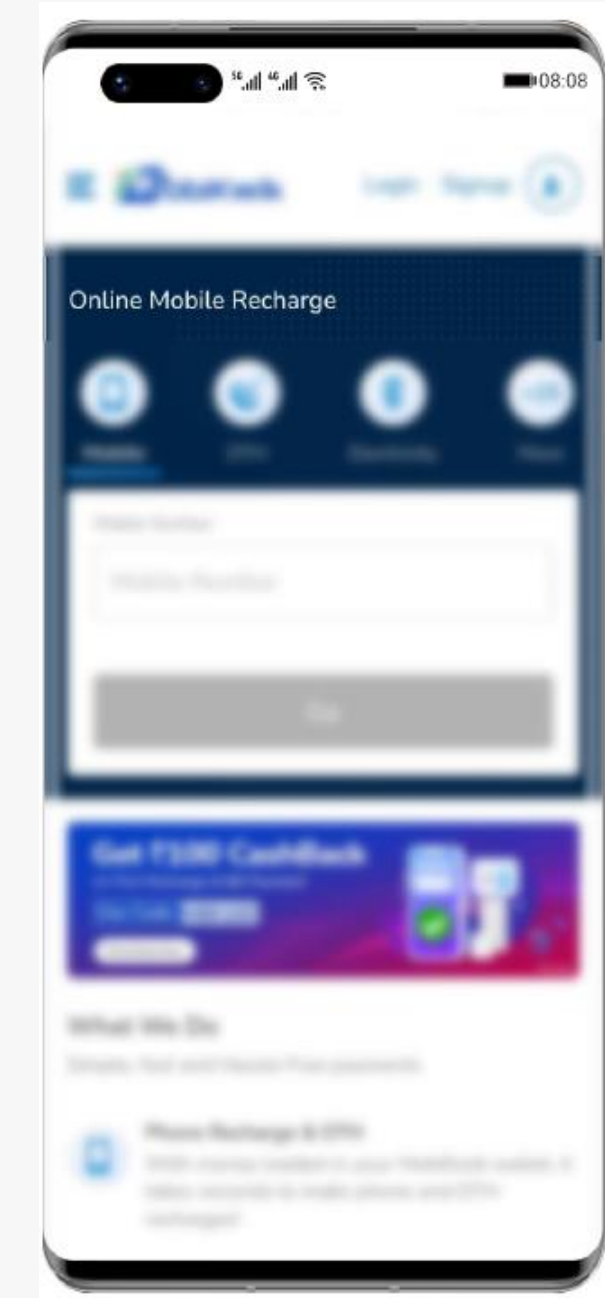
## HEALTH

Emergencies, first aid  
Nearby facilities & services  
Alert notifications  
Exposure warnings

## UTILITIES

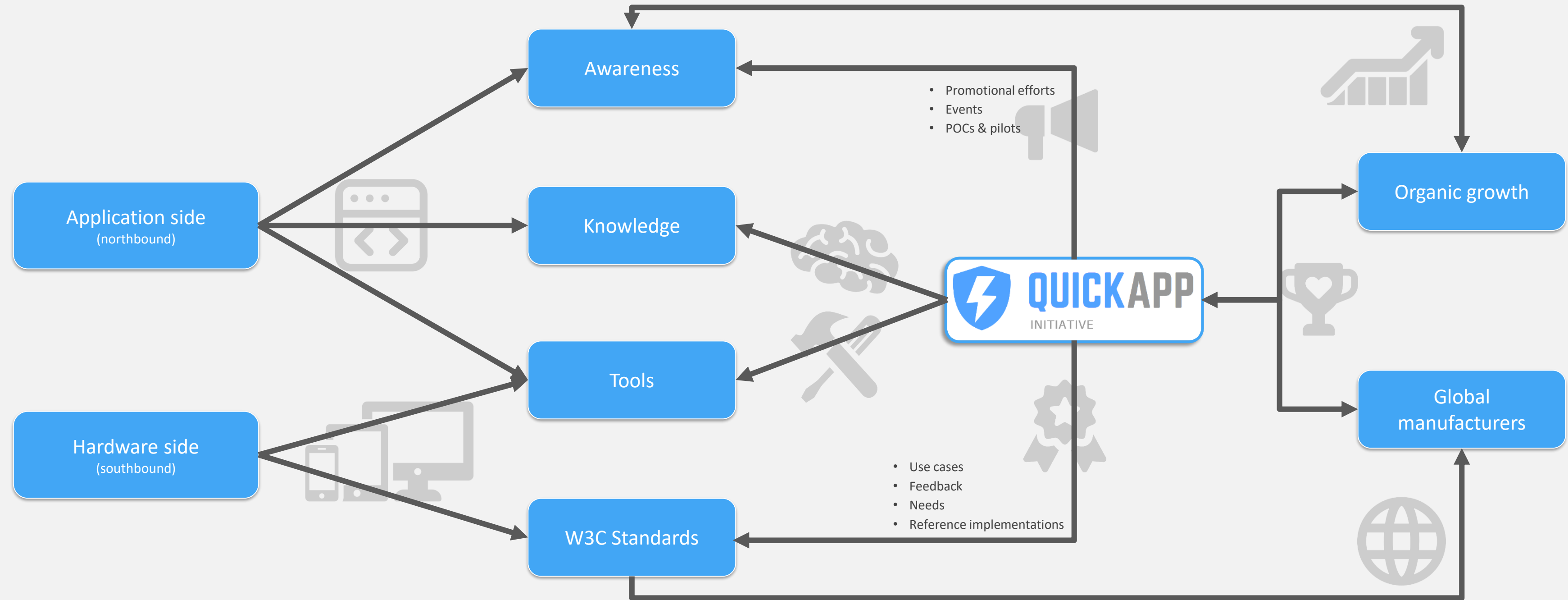
Touchless, online services  
Covering citizens' needs  
Utility, taxes payments  
Smart city productivity

## SOME EXAMPLES

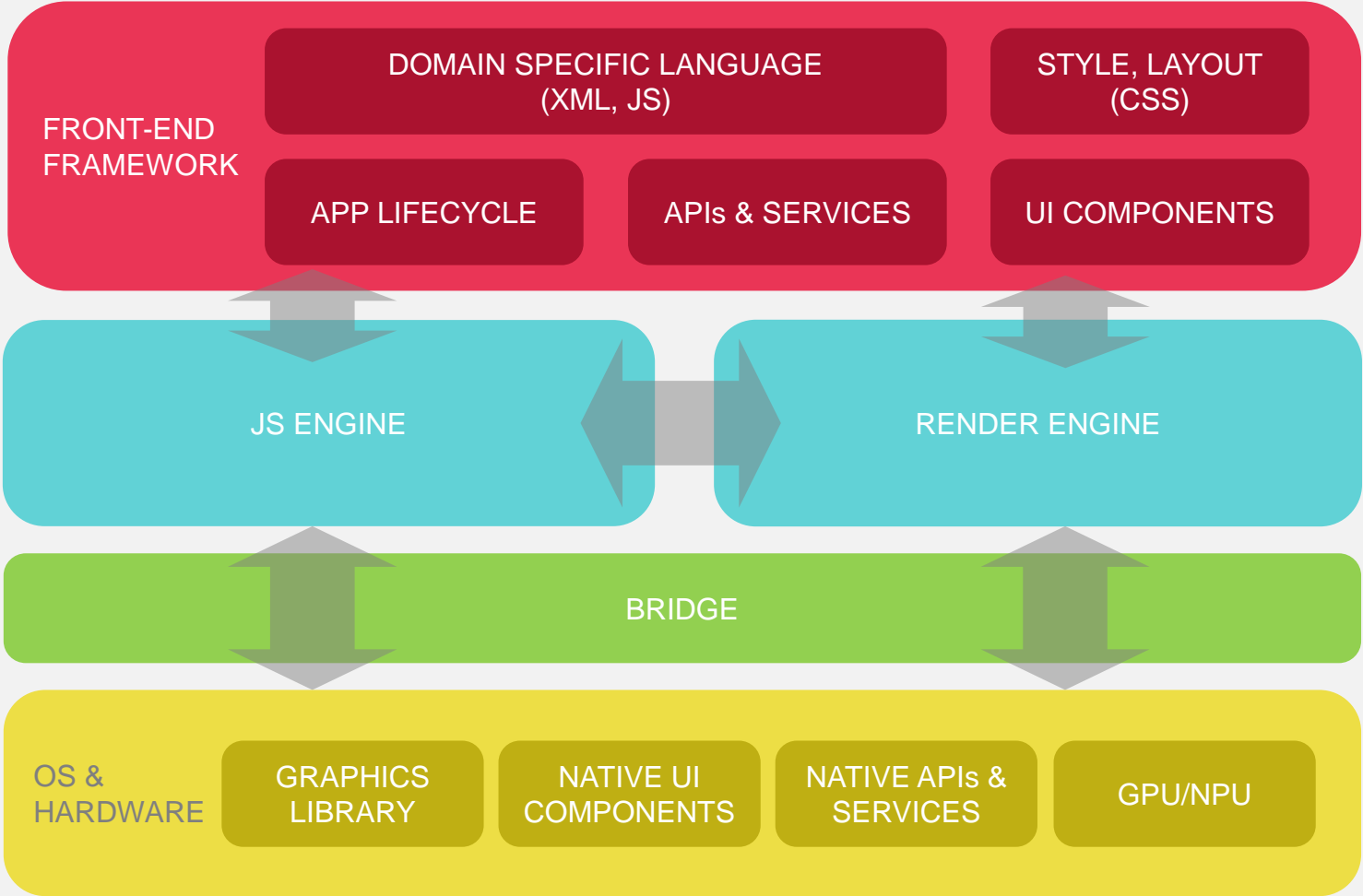


# OW2 QUICK APP INITIATIVE

building the enablers for ecosystem success



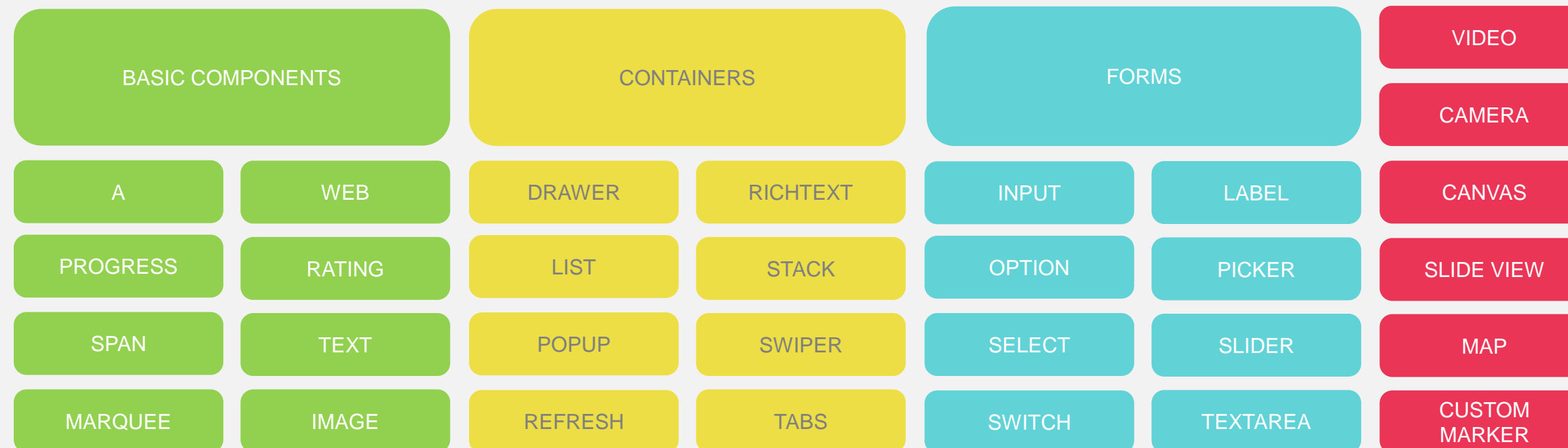
# QUICK APP FRAMEWORK SITS ON THE OS



- Model-View-Viewmodel framework
- Based on Web technologies
- Predefined UI components
- HTML-like templates
  
- Two main threads
- Better performance
  
- Adaptation layer
  
- Use of system’s features
- Performance maximized

# BUILT-IN UI COMPONENTS

Customizable and reusable



# QUICK APPS CODING

Vue.js-like

Declarative rendering

Reusable UI components

Reactive HTML templates

One-way data flow

Event binding

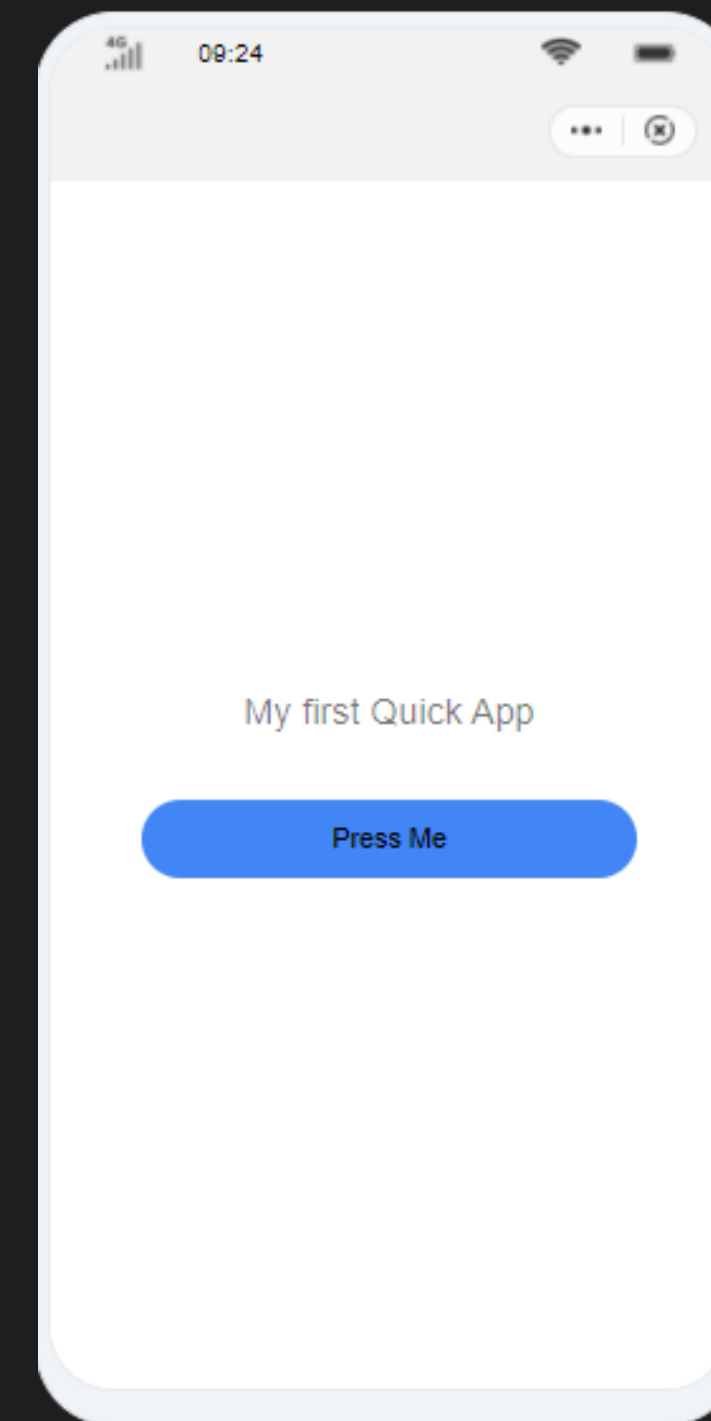
Virtual DOM manipulation

CSS Stylesheets

```
<template>
  <div class="main-page">
    <text class="title">{{title}}</text>
    <input class="btn" type="button" value="Press Me" onclick="changeText" />
  </div>
</template>
```

```
<script>
export default {
  private: {
    title: 'My first Quick App'
  },
  changeText () {
    this.title = 'hello world'
  }
}
</script>
```

```
<style>
.main-page {
  flex-direction: column;
  justify-content: center;
  align-items: center;
}
.btn {
  width: 550px;
  height: 86px;
  margin-top: 75px;
  border-radius: 43px;
  background-color: #4286f5;
  font-size: 30px;
  color: #000000;
}
</style>
```





# A NEW COLLABORATIVE EFFORT

## OW2 QUICK APP INITIATIVE

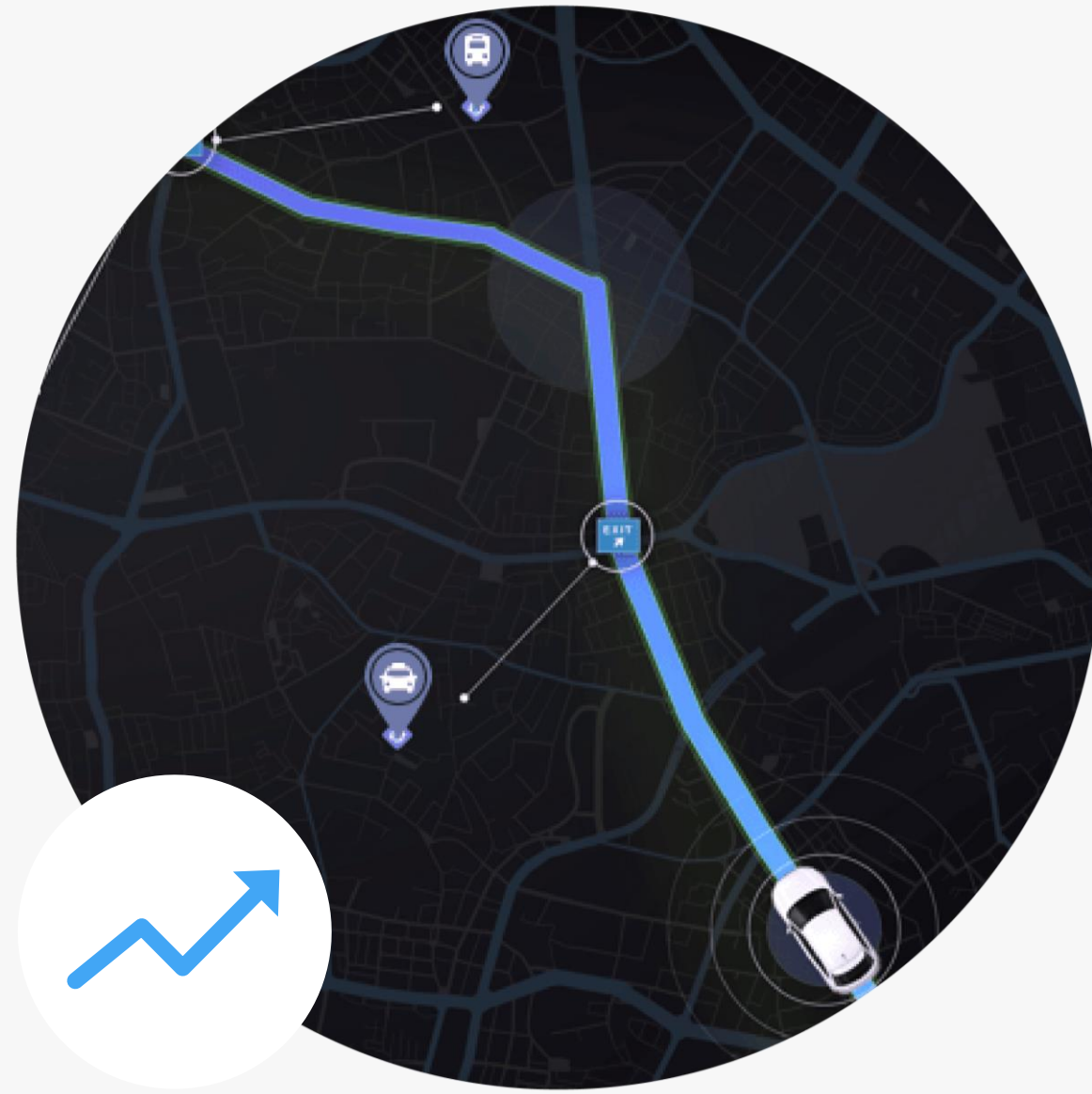
OPEN-SOURCE



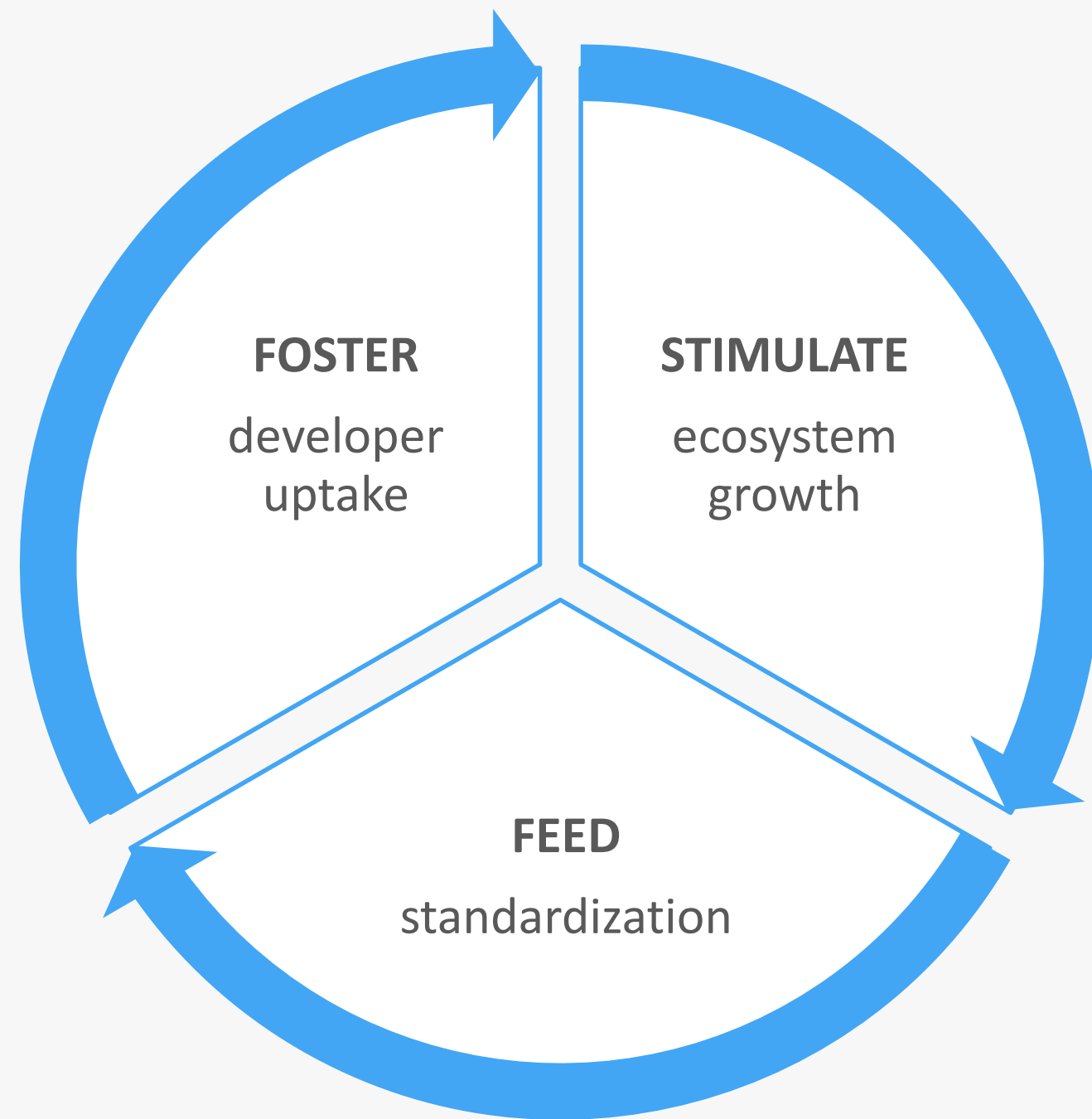
COMMUNITY



To foster a vibrant, multi-party Quick App ecosystem in Europe and beyond



# QUICK APPS + OPEN SOURCE = GRASSROOTS DRIVEN SUCCESS



The OW2 Quick App Initiative is a **neutral space** to drive Quick App awareness through **collaboration** and **open technologies**

Open, collaborative, meritocratic  
Multi-stakeholder  
Consensus-based  
Pragmatic

Knowledge, tools,  
next generation engines  
use cases, best practices,  
documents, meetups,  
conferences...

# PEELING THE ONION

Open by design

## TASK FORCES

Multi-participant Task Force per subject of interest

*OW2 Community tools  
OW2 mailing list  
OW2 oversight*

## INCLUSIVE

*Transparent, respectful, meritocratic  
Democratic charter  
Not pay to play*

## BENEFIT FOR ALL

*App developers and publishers  
Operating system communities  
Smart device vendors  
Businesses  
Non-profits and academia  
Public administrations*

## OPEN DELIVERABLES

*Collaborative process  
OSI or CC licensed  
Reusable output*

# Example use case: *tourism*



<https://pixabay.com/images/id-632394/>

## “Scan & Visit”

### Places of interest

- Parks & Monuments
- Historic buildings
- Museums & Galleries
- ...

### Local guide

- What's on
- Discover **Places of Interest**
- Useful numbers
- Discount vouchers
- **Public transport (see next)**
- ...

### Vacation rental

- NFC powered door key
- Control A/C, heating, lighting, music
- How to work cafetière (for example)
- **Local Guide**
- Reservation services
- ...

# Example use case: *transport*



VirtualVentureMediaCoin – CC Attribution-Share Alike 4.0  
<https://commons.wikimedia.org/wiki/File:Smart-cities-iot-app-development.gif>

## “Scan & Go”

### Multi-modal

- Car parking
- Smart bus stops
- **Public transport**
- eScooter & eCar hire
- ...

### Public transport

- **Ad hoc metro & bus tickets**
- Group and/or short-break travel ticket offers
- Events (cinema, exhibition ...) packaged with a transport ticket offer
- Personalized mix-mode routes with step by step guidance
- ...

[https://livejapan.com/en/in-tokyo/in-pref-tokyo/in-tokyo\\_train\\_station/article-a0001321/](https://livejapan.com/en/in-tokyo/in-pref-tokyo/in-tokyo_train_station/article-a0001321/)



<http://www.retail-innovation.com/sainsburys-smartshop-scan-and-go>

## Example use case: *point of sale*

### “Scan & Buy”

#### Vending

- Multi-user queuing
- From-desk ordering
- Customizable products
- Connect to enterprise payment schemes
- Fidelity programs
- ...

#### Shopping

- Scan, pay, go ... avoid the queues
- Reduce purchase friction
- Generate cross-sell opportunities
- Provide promotional offers
- Encourage post sale relationship
- Educated purchasing
- ...

<https://www.business2community.com/mobile-apps/how-second-screen-voting-creates-new-winners-on-reality-talent-shows-0268177>



## Example use case: *home life*



<https://www.youtube.com/watch?v=E8WBi2wsbV0>

### “Scan & Do”

#### Appliances

- Personalized experiences
- Recipes
- Consumables easy order
- Monitor program advance
- Guided instructions & maintenance
- ...

#### Life

- Interactive TV (vote now, live betting, backroom visits, live chat, storyline select ...)
- “Chained” experiences from TV to Kitchen to shop to taste to social media sharing to fidelity programs
- Give house guests an NFC door key + easy control of environment settings



<https://www.idownloadblog.com/2018/10/01/best-homekit-door-locks/>

# Let's help each other

Photo by krakenimages on Unsplash



## 01 Cross promotion

- Introduce Quick Apps to your company, spark the creative
- Foster relations between QAI participants and your community
- Participate to events (sponsorship, speakers, demos ...)
- Social media (fireside chat interviews for example)

## 02 Code events

- Co-hosted hackathons
- Technical masterclasses
- Mobile app development & publishing insight & experience share

## 03 Business

- Explore use cases, collaborate on POCs & pilots, create opportunities
- Create, sponsor, join QAI co-funding project proposals
- Explore opportunities to answer European collaboration project calls

## 04 Standards

- Provide input into W3C MiniApp thinking through QAI
- Co-host W3C MiniApp events



## OW2 QUICK APP INITIATIVE



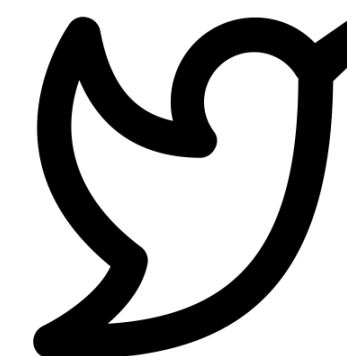
### Information

<https://quick-app-initiative.ow2.io>



### Contact

[quickapp-team@ow2.org](mailto:quickapp-team@ow2.org)



### Tweet

[@OW2QuickApps](https://twitter.com/OW2QuickApps)  
[#QuickAppsEU](https://twitter.com/OW2QuickApps)

# THANK YOU

## Acknowledgements

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