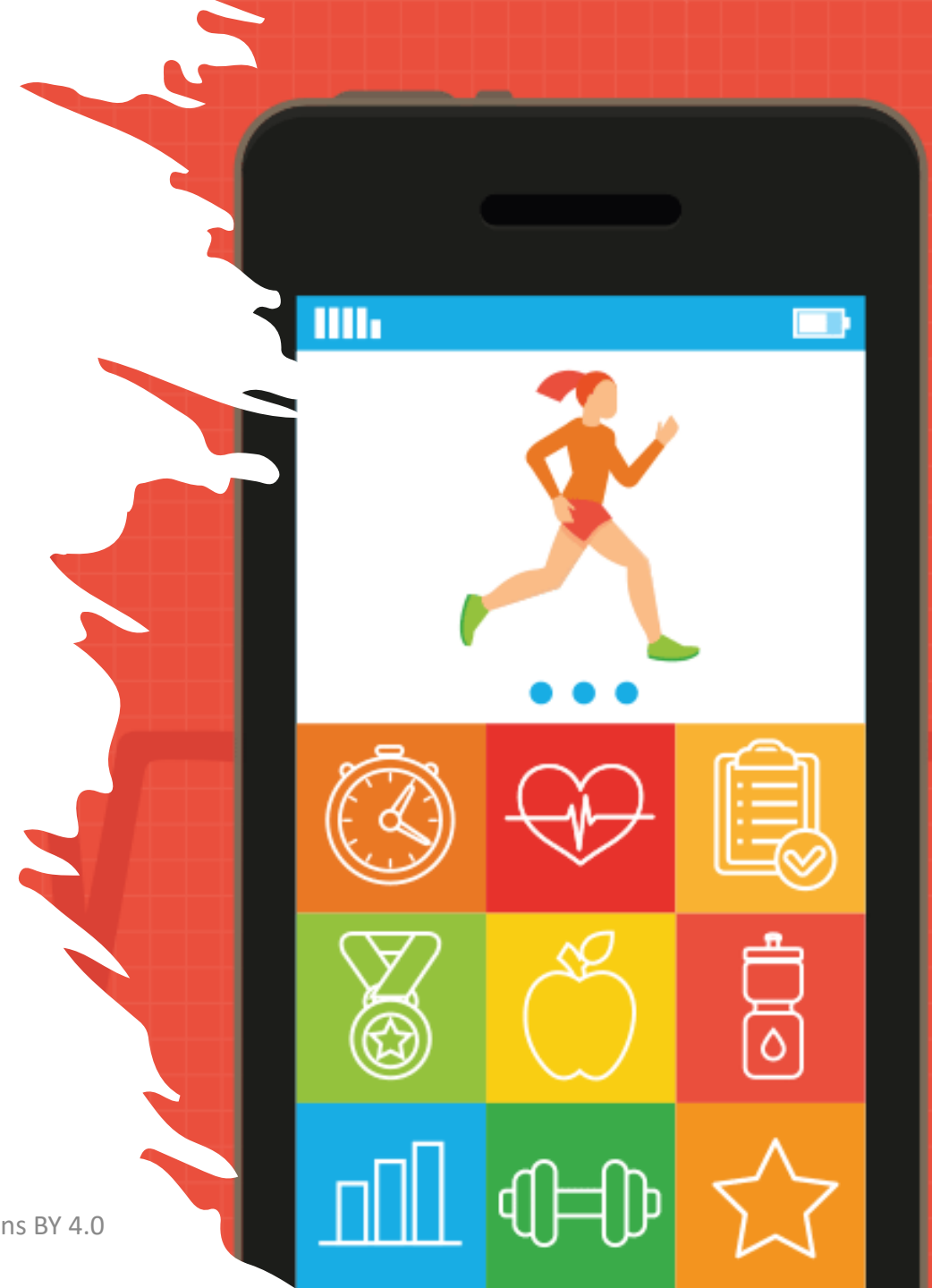# Identifying Health and Fitness Opportunities for the Quick App Industry.

'*The Greater Good*' Quick App.

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Introduction

- A deep-dive into the emerging Quick App culture and report on prototype development for the *'Greater Good'* Quick App prototype and business metrics

- Challenge: defining a space in the Health and Fitness Industries for a QuickApp to leverage the 'main players' and mediums.

Justification for Research

- The UK and Ireland have seen development into Growing Health and Fitness Hubs

- Shift toward healthy living trends (Smirmaul, 2021; Hammouri et al. 2022) has been brought about by negative outlooks on obesity in each country and social media influences.

- Many took advantage of shift toward healthier lifestyle and developed successful firms; i.e 'GymShark' and 'MyProtein' to enhance competition and contribute £78bln to global GDP for the UK market alone.

- Negative influences also exist - misinformation on social media, unsustainable dietary guidelines accompanied by buzzwords

- Thus, the '*Greater Good*' aim to change that!

What are Quick Apps?

- Quick apps are lightweight mobile applications that can be accessed instantly without the need for a traditional installation process

- They are designed to provide users with a fast and seamless experience, as they do not require any downloading, updating or installation

- Quick apps, or instant apps, are thus gaining popularity due to their fast and convenient access to app functionality without installing the whole app. This results in higher engagement and retention.

- They are particularly popular in markets with limited storage space and slower internet connections

- Quick apps are also cost-effective and can help developers reach a broader audience through links or QR codes.

- Additionally, they can be used as a marketing tool to offer a preview of the app's functionality and user experience, potentially increasing downloads and usage.

The Quick App Alliance was formed in 2018 by 10 major Chinese companies, including Huawei, Xiaomi, OPPO, and Vivo, to create a community for developers to interact with quick app providers

The Quick App alliance has since grown to 12 developers including ZTE Meizu, Gionee, Lenovo, Nubia, OnePlus, HiSense and China Mobile Group Device Co., Ltd
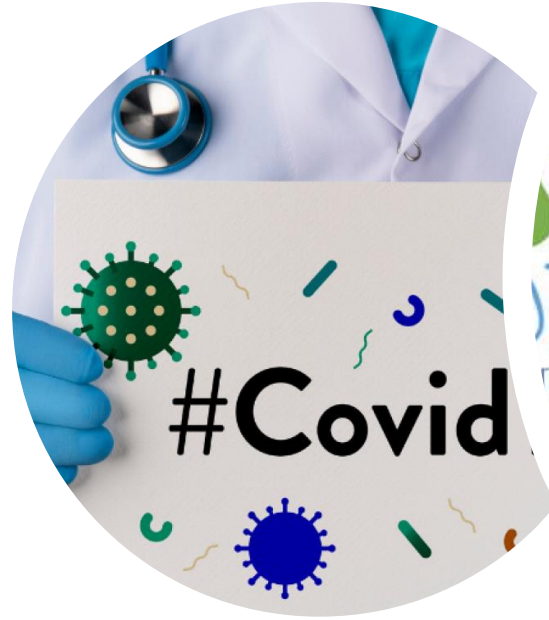
In 2019, Alibaba, Baidu, Huawei, Intel, Xiaomi and a dozen other major global companies formed the W3C MiniApps Ecosystem Community Group, a working group dedicated to incubating homogeneous specifications and defining a common format for the widespread dissemination of light mobile applications in Asia.

The success of Quick Apps facilitated the formation of a formal standardization group, with the W3C MiniApps Working Group being established in 2021, making Quick Apps one of the first operational MiniApps standard set implementations.

The OW2 Quick App Initiative, led by international companies, SMEs, and individuals, will be the cornerstone for the roll-out of OQuick Apps in Europe and beyond.

The European Commission has created a digital strategy to outline the future growth of digital services with the goal of preserving consumer rights while boosting the effectiveness and competitiveness of the sector, encouraging innovation, and fostering fairness.

Background Research

COVID-19 has brought significant changes in people's lifestyle habits, with many people turning to their devices for daily workouts, diet and nutrition plans, mental health, etc.

In addition to health crises, many people also face mental health issues brought on by activities changes to professional and everyday lifestyles stemming from the pandemic

Mental health and mindfulness apps have also emerged to meet the need and new demands in the market, with spending on mental health apps expected to reach $491 million by 2022, more than twice as much as in 2019. People are turning to their devices to ease their mental burden.

A Viable Option for Developing Healthcare Apps

- The healthcare and fitness industry has seen significant growth, with global spending on health and fitness apps growing by 70% YoY in 2021.
- Quick Apps are a viable option for creating healthcare apps, particularly for aging populations who may find complex applications challenging to use.
- They offer a range of ready-made elements that can be utilized to develop these apps rapidly.
- It can generate revenue through multiple mediums, such as the Subscription Business Model, In-App advertising, Sale of Plugins, and/or Partnerships with other companies.

Health & Fitness Quarterly Revenue Exceeded $200M

U.S. quarterly gross revenue of health & fitness apps, App Store and Google Play

Legend: ■ App Store ■ Google Play
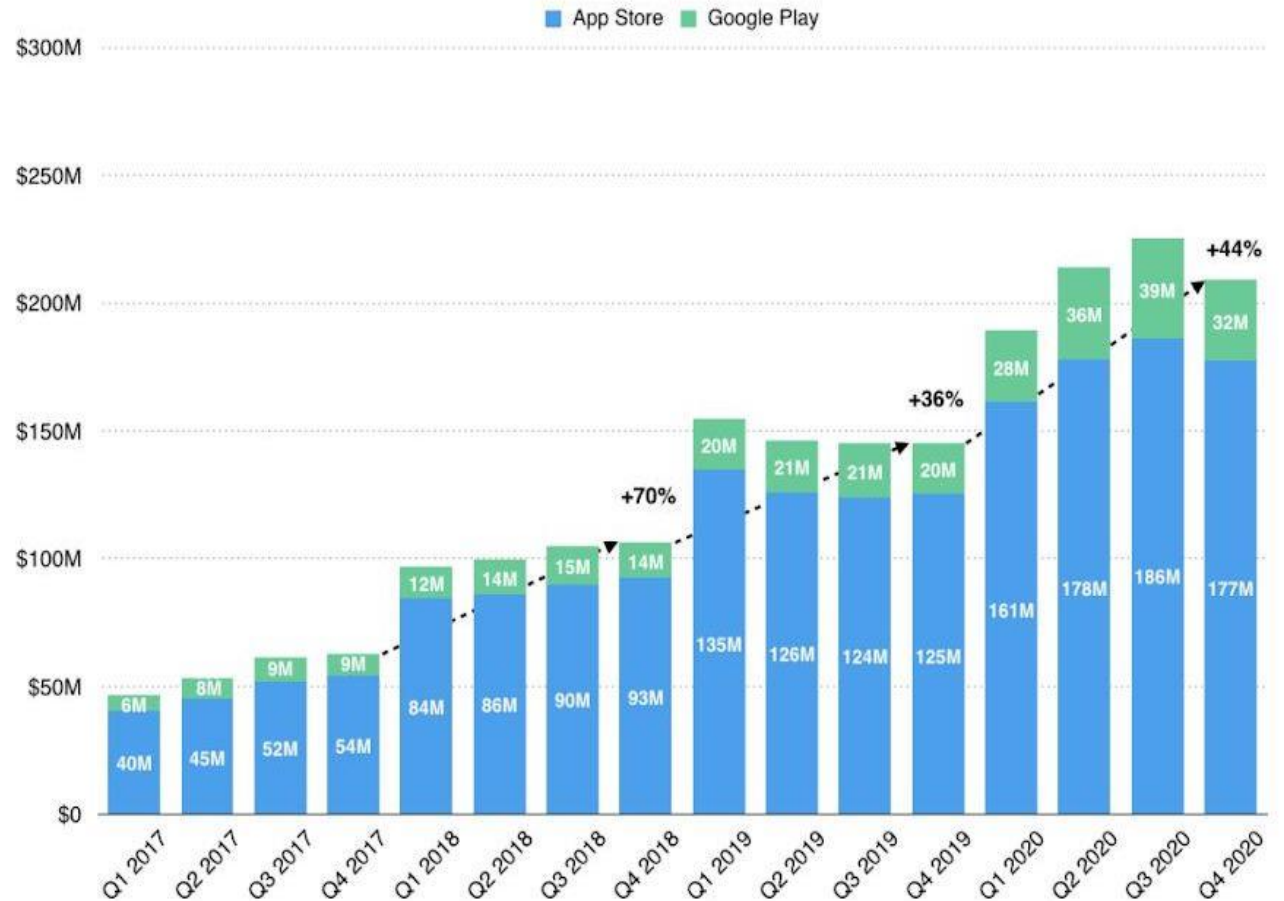
Revenue Generation Strategies

- Quick Apps uses a Freemium business model, offering a no-cost version of a product or service that can be upgraded to a premium version with added features or functionality upon payment.
- It generates income by vending plugins and templates to software developers and engaging in strategic partnerships with firms that provide supplementary services.
- The In-App Purchases market in the UK and Ireland is projected to reach $29 billion by the year 2023, highlighting the potential for generating revenue through in-app purchases.
- With its various revenue generation strategies, QuickApps is a sustainable solution for building economies of scale in the health-tech industry.

Freemium Subscription Model

The 'Greater Good' app will use a Freemium Subscription Model, with free and premium versions. The free version will have basic features while the premium will have more advanced capabilities and customized content. It aims to be like successful platforms such as Fortnite and Snapchat, which use engaging and community-focused advertising campaigns. Through partnerships with health and fitness companies, the app will offer unique features and create a sense of community, providing a new and innovative app for the health and fitness industry.
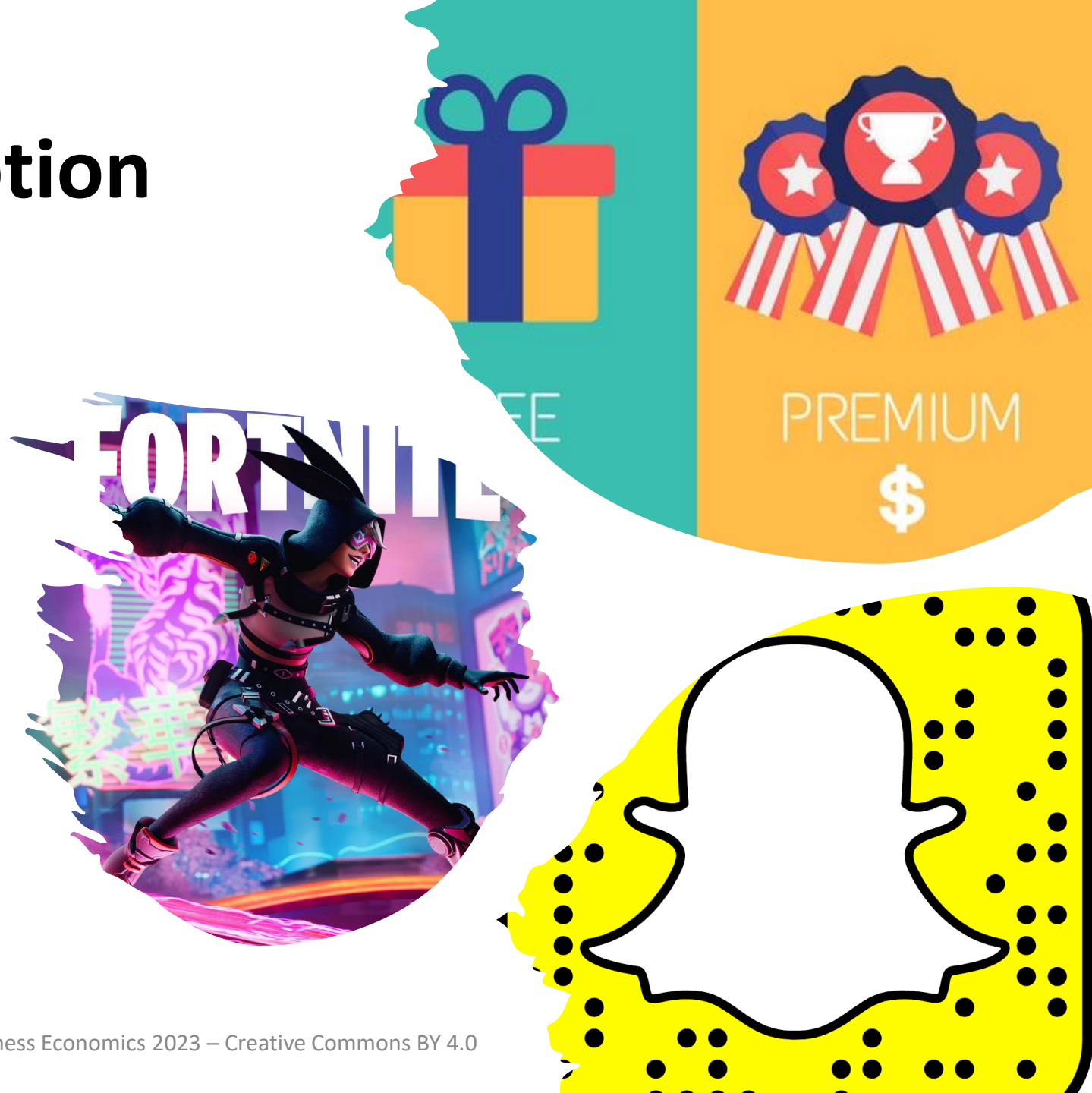
Discussion of Features

- The 'Greater Good' app will provide standard features such as tracking, exercise plans, dietary tracking, coaching, and wearable device integration to assist users in reaching their wellness goals.

- The 'Greater Good' app aims to stand out in the highly competitive health and fitness app market by offering unique features such as:

- Mental health support,

- Social and group support,

- Facilitating interaction with tourism and the environment.

Mental Health Support

- Mental health is important in health and fitness apps because it plays a significant role in overall well-being. Mental health affects a person's emotions, thoughts, and behaviours, which can impact their physical health and ability to achieve fitness goals.

- Additionally, many individuals who engage in health and fitness activities do so for mental health benefits such as stress relief, improved mood, and increased self-esteem. By incorporating mental health components into health and fitness apps, such as mindfulness exercises and stress management tools, users can have a more comprehensive and holistic approach to their overall health and wellness.

- Therefore, mental health should not be overlooked in health and fitness apps as it can contribute to an individual's overall success and well-being.

- Recent studies show there is a need for more comprehensive mental health support, such as resources to manage stress, anxiety, and depression, even though some applications have mindfulness and meditation capabilities (Cleary & Dowling 2009; McGorry et al 2013).

Social and Group Support

- Social and group support is important in health and fitness apps because it can provide users with a sense of accountability, motivation, and community. Engaging in health and fitness activities can be challenging, and having a support system can make it easier to stay committed and motivated.

- Through social and group support, users can connect with others who have similar health and fitness goals, share their progress, and receive encouragement and feedback. This can help users feel more accountable for their actions and provide them with a sense of belonging to a community that shares their interests.

- Additionally, social and group support can also provide users with access to valuable information, resources, and tips on how to achieve their health and fitness goals more effectively.

- Therefore, incorporating social and group support features into health and fitness apps can enhance the user experience and increase the likelihood of long-term success.

- There is a need for more extensive community tools, such as forums or support groups, to build a sense of connection and accountability. Some applications have social features, such the ability to share workouts with friends (Agarwal & Liu 2008; Crilly et al 2019).

Facilitating interaction with tourism and the environment.

Facilitating interaction with tourism and the environment in health and fitness apps promotes physical activity, connection with nature, and environmental awareness while also fostering adventure and exploration. This can be achieved by promoting environmentally responsible behaviour, providing information on scenic routes and outdoor recreational activities, and incorporating wellness tourism with QR codes that offer historical and cultural information about scenic locations.

Potential Opportunities for the 'Greater Good'

- Combining health and fitness with wellness tourism can provide a holistic approach to wellness. Government funding can greatly impact the industry by promoting healthy lifestyle choices and making fitness more accessible.

- The 'Greater Good' app offers unique features such as mental health support, social and group support, and facilitates interaction with tourism and the environment. It will operate on a Freemium Subscription Model and seeks to work with companies associated with health and fitness.

- Trust can be built through clear communication, a polished user-friendly look, ratings and feedback, and secure data storage.

Potential Threats to 'Greater Good'

- Political threats: Changes in regulations and healthcare policies could impact the demand for health and fitness products, which could affect Quickapps' success. Uncertainty surrounding Brexit and Chinese producers may also affect the creation and promotion of health and fitness apps. Changes in data protection rules may also affect the health and fitness industry.

- Economic threats: A potential threat of recession in the UK could arise from rising inflation and cost of living, supply chain disruptions, and a potential slowdown in global economic growth. Quick Apps may also face competition in the market, which may impact its pricing strategy and market share.

- Sociological threats: Shifts in demand due to changing societal ideals, education, attitudes, and gender roles could impact the success of Quick Apps.

- Technological threats: If Quick Apps does not keep up with technological advancements, it may lose customers to competitors who offer more personalised, practical, and adaptable solutions.

Prototyping and Target Audience

To prototype a health and fitness quick app in Ireland/UK, the Greater Good would have to follow these steps:

Define the purpose and features of the app, Conduct market research, Create a user persona, Sketch a wireframe, Design the user interface, Create a clickable prototype, Test the prototype and iterate, Create a development roadmap, Build the app, Launch and iterate based on user feedback.

Young adults and teenagers may be a good target audience for a health and fitness app in Ireland and the UK because they are more likely to engage in unhealthy habits, are tech-savvy, and have an active lifestyle. Targeting them with a health and fitness app can help them establish healthier habits, adopt technology more easily, and track their progress towards fitness goals.

Conclusion and Findings

- The health and fitness app industry has grown significantly and is projected to continue to rise. In Ireland, revenue is expected to reach $16.46m in 2022, and the UK is seen as a prime expansion area.

- However, political factors such as Brexit and regulation may impact the industry. Despite this, the Greater Good Quick App aims to stand out by offering unique features such as mental health support, social and group support, and interaction with tourism and the environment.

- Overall, despites these challenges the industry presents a promising opportunity for growth and innovation to improve the health and well-being of individuals in the region.

Thank you for your time!

If you have any questions, we would be glad to answer.