

# Quick apps

Where can Quick Apps “change the game”

University College Cork, MSc Business Economics 2023 –  
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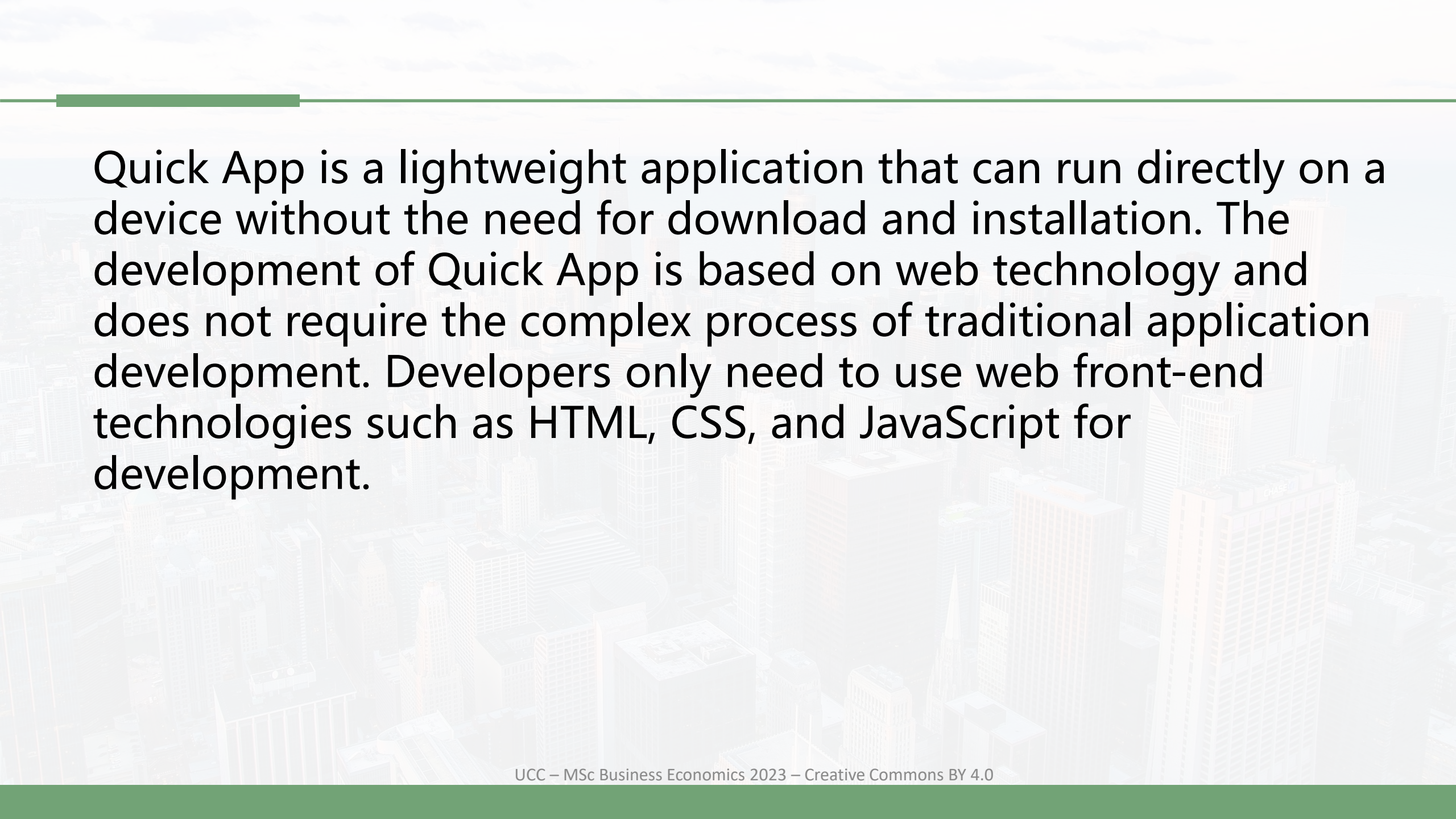
## SUMMARY

# 01

## PART ONE

# INTRODUCTION

---Quick apps

The background of the slide is a faded, aerial view of a city skyline with numerous skyscrapers. A solid green horizontal bar is positioned at the top of the slide, partially overlapping the city image.

Quick App is a lightweight application that can run directly on a device without the need for download and installation. The development of Quick App is based on web technology and does not require the complex process of traditional application development. Developers only need to use web front-end technologies such as HTML, CSS, and JavaScript for development.

# Advantage

Quick Apps implements the emerging W3C MiniApp standard: to create applications that span the gap between the powerful functionality and fluency of traditional mobile applications and the immediacy of the web

Save device storage space: Since Quick Apps do not require installation, they do not occupy device storage space.

Native experience: Efficient native rendering

Due to the fact that Quick Apps do not require downloading and installation, they can load and run faster.

Reduce application development costs: Due to the ability of Quick App to directly use existing web technologies for development, development costs may be reduced. And it has 20% less code than Android applications, which can help developers launch new applications faster and achieve success in the market

Better performance: Fast applications use native Android technology and are closely integrated with the system, thus having significant performance advantages.

## Disadvantage


1. Relatively small user coverage: The promotion channels for Quick Apps are mainly the app stores of Android phone manufacturers, so the user coverage is relatively small. And WeChat mini programs can cover a wider user group through WeChat's social attributes. The number of daily active users on WeChat has exceeded 1 billion, compared to a much smaller user base for Quick Apps.

2. Insufficient ecological environment: The ecological environment for fast application is relatively new compared to WeChat mini programs, so there may be shortcomings in some details. For example, the payment, push, and other functions of the fast application still need to be further improved

Huawei Quick App is one of the largest smartphone manufacturers in China. Huawei has promoted Quick App globally. As of March 2021, the monthly active users of Huawei Quick App have exceeded 150 million, covering multiple countries and regions.

Google Play Instant is one of the Quick App solutions launched by Google, currently covering multiple countries and regions around the world. According to Google Play data, the download volume of the Google Play Instant trial app increased by 30% in 2019.





Retail industry: Quick App can help retailers provide a better shopping experience by quickly loading product pages, placing orders with one click, and receiving coupons, improving user engagement and shopping experience.

Tourism: Quick App can help the tourism industry provide faster and more convenient services, such as online hotel booking, ticket booking, navigation, and maps.

Financial industry: Quick App can help financial institutions provide better user experience and higher security, such as fast login, account balance query, payment and transfer, etc.

Education industry: Quick App can help educational institutions provide more convenient learning experiences, such as online courses, textbook reading, exams, and assessments.

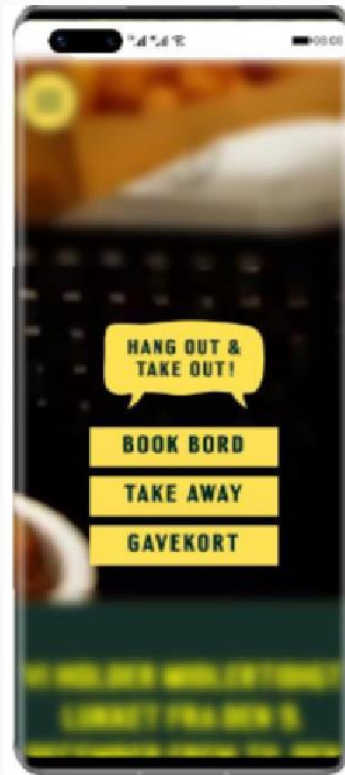
Social entertainment industry: Quick App can help social entertainment applications provide a better user experience, such as quick access to games, online live streaming, chatting, and sharing





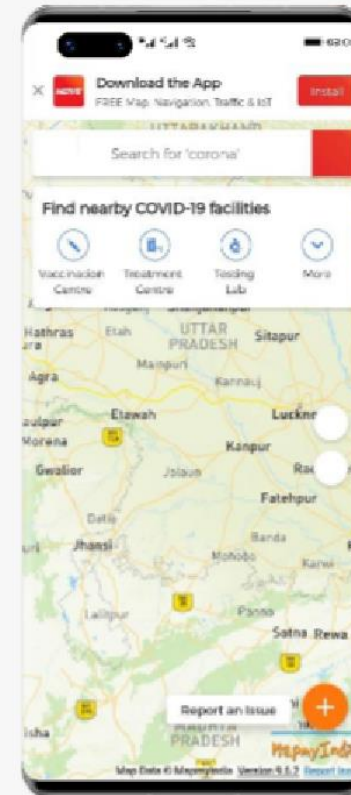
## CASUAL GAMES

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



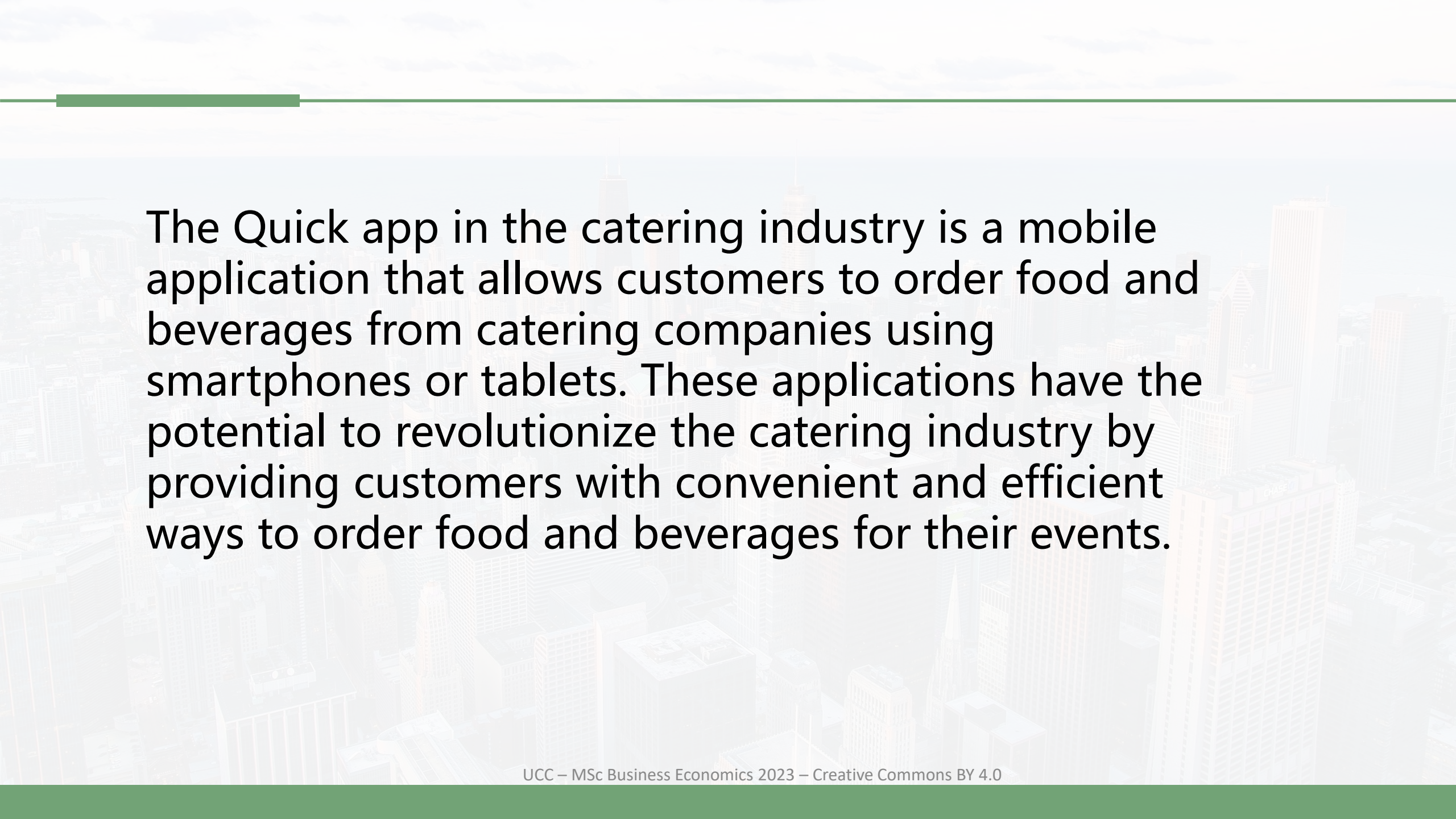
## BARS & RESTAURANTS

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

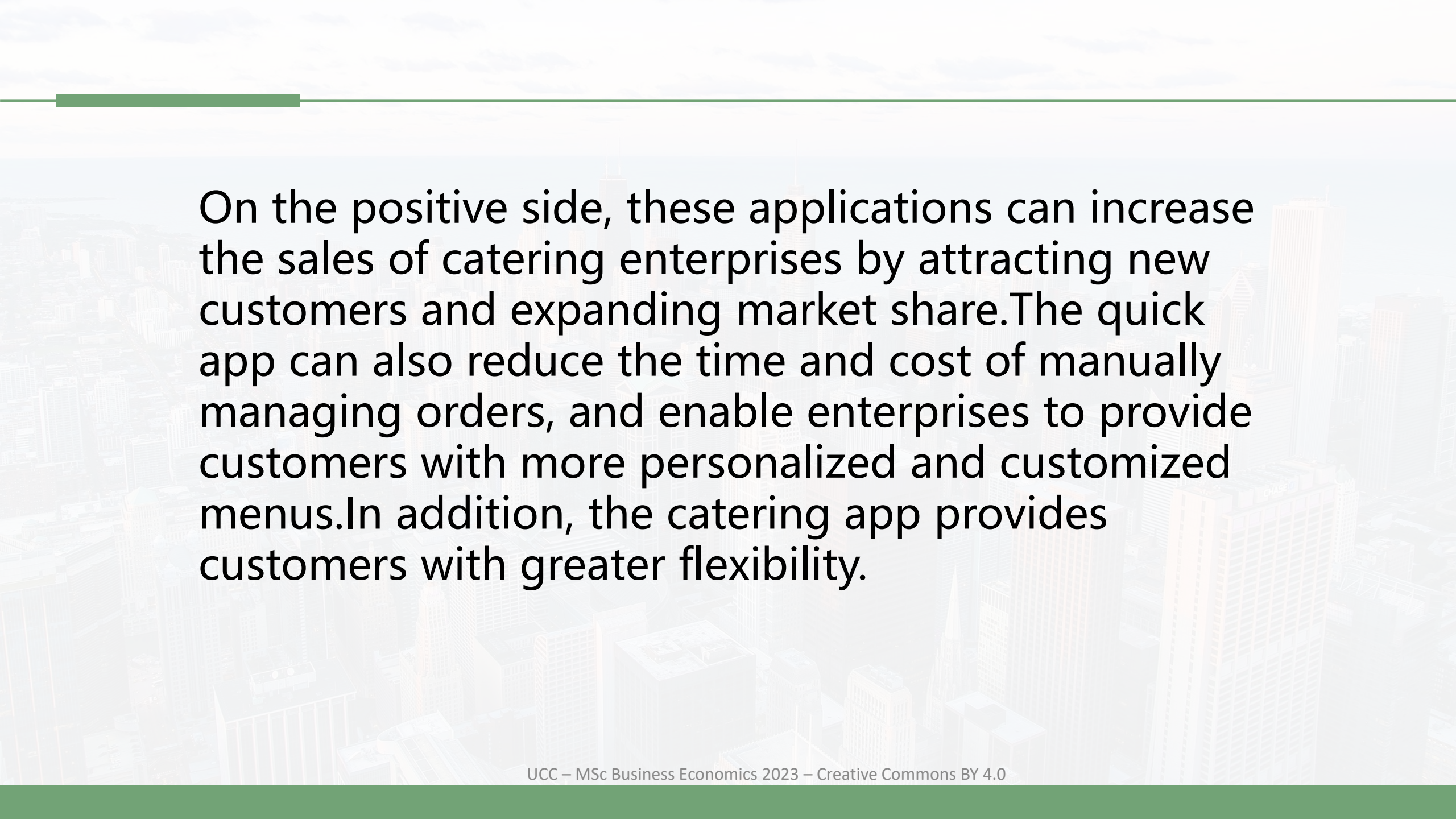


## HEALTH

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

The background of the slide is a faded, aerial view of a city skyline with numerous skyscrapers. A solid green horizontal bar is positioned at the top of the image. The text is centered in the middle of the slide.

The Quick app in the catering industry is a mobile application that allows customers to order food and beverages from catering companies using smartphones or tablets. These applications have the potential to revolutionize the catering industry by providing customers with convenient and efficient ways to order food and beverages for their events.



On the positive side, these applications can increase the sales of catering enterprises by attracting new customers and expanding market share. The quick app can also reduce the time and cost of manually managing orders, and enable enterprises to provide customers with more personalized and customized menus. In addition, the catering app provides customers with greater flexibility.



The market size continues to expand: With population growth, accelerated urbanization, and the improvement of the consumption capacity of the middle class, the market size of the catering industry will continue to expand. According to a report released by market research firm Technavio, the global catering industry market size reached \$3.4 trillion in 2020 and is expected to reach \$4.2 trillion by 2025.

According to a report released in March 2021, the size of China's Quick App market reached 2.24 billion yuan in 2020, an increase of approximately 103% year-on-year. In 2021, it is expected that the market size will further expand, with an expected growth rate of over 60%.

Another report released by QuestMobile shows that in the first quarter of 2021, the number of Quick App users in China reached 270 million, accounting for nearly half of the total number of mobile internet users. Among them, the catering industry is one of the main application scenarios of Quick App. This indicates that the market size of Quick App in the catering industry is still very large and continues to grow.

According to 2019 data, the market size of Quick App in China's catering industry is approximately 1.1 billion yuan.

Download volume: According to App Annie's data, the download volume of Quick App in China's catering industry has grown rapidly, with a growth rate of 94.2% in 2020, ranking second among all industries.

Consumption scale: According to a report by QuestMobile, the market size of Quick App in China reached 2.24 billion yuan in 2020, with the catering industry being one of the most important application areas.

Compared to mini-program, apps are still not widely popular, but the threshold and cost; The Quick App has a fast response speed and can be loaded in a few seconds, allowing users to use it directly. it is not as flexible and scalable as mini programs. And mini-program can extend functionality and enhance user experience through plugins and other development technologies. Due to the fact that Quick App is a relatively new application form, its promotion and marketing methods are relatively single.



# 02

## PART TWO

Quick app

-----Catering industry

# Catering industry

01

## Introduction

Overview of the quick app for the catering industry : Quick apps are changing the restaurant industry by providing customers with greater convenience, flexibility and personalized service. The application of quick application technology in the catering industry can provide users with more convenient and fast food ordering services, and reduce the trouble of downloading applications and occupying storage space..

03

## Effect

The importance of quick app in catering industry: China's catering industry has grown rapidly in recent years, and quick apps have played a vital role in helping businesses reach new customers and provide greater convenience and a personalized food ordering experience.

02

## Market Size and Structure

According to a report released in March 2021, China's Quick App market size will reach 2.24 billion yuan in 2020, a year-on-year increase of approximately 103%. In 2021, the market size is expected to expand further, and the growth rate is expected to exceed 60%.

04

## SWOT analysis



## Catering industry

Meituan : Meituan is one of the largest Quick app platforms in China, providing delivery services for various restaurants and stores. This application provides a variety of delicacies, including China, Japan, South Korea, and the West, and allows customers to track their orders in real-time.

Ele.me: Ele.me is another popular Quick app platform in China, providing delivery services from various restaurants and stores. This application allows customers to browse menus, place orders, and track their delivery status in real-time.



# SWOT analysis---Catering industry

## Strengths

- Efficiency improvement
- Enhance customer experience
- Increase sales
- Cut costs

## Opportunities

- Emphasis on convenience
- Personalized experience
- Integrate with other systems
- Use data analysis
- Expand

01

02

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04

## Weaknesses

- Reliance on technology
- Some quick apps may not allow exclusive Customization
- Does not match the actual

## Threats

- Rapid Changes in Customer Preferences
- Compete
- Technical problem
- Data Security and Privacy Issues

# SWOT analysis---Catering industry

In response to these threats, Quick apps should focus on technology investment and product diversification, constantly adapt to customer preferences through data, and be ready to adjust strategies as needed to maintain competitiveness. Quick apps must also be alert to data security and privacy issues, and take measures to reduce the risk of data leakage or improper data processing.

# 03

## Shopping industry

PART THREE



01

shopping  
quick apps  
example

data and  
possibly analysis



02

SWOT analysis

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**JD Quick App:** This is an e-commerce platform that provides hundreds of millions of commodities. In the quick app, users can search, filter, browse and purchase products. In addition, users can also use coupons and gift cards, view order details and logistics information, evaluate and post orders.

**Taobao Quick App:** This is an e-commerce platform that offers a variety of products and brands. In quick apps, users can search, browse, and purchase products. In addition, users can also view product details, reviews and logistics information, bookmark and follow products, use coupons.

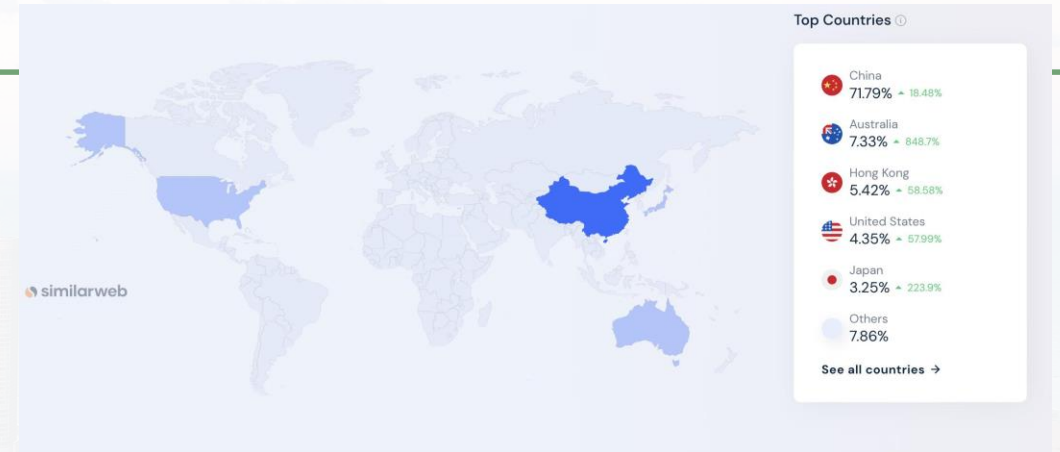
**Vipshop Kuai App:** This is an e-commerce platform that provides various brands of clothing, shoes, bags and other commodities. In the quick app, users can browse, filter and purchase products, use coupons, view order history, logistics information, post orders.

## variety quick apps



In addition to the above quick apps, there are many other shopping quick apps, such as Mogujie quick apps, JD Daojia quick apps, etc

# Data analysis



The main competitors in the fast application industry include traditional applications, light applications, etc. At the same time, quick apps also need to meet the individual needs of users to attract more customers.

Industry and business prospects: The fast application market has a bright future and will continue to maintain rapid growth in the next few years. Quick apps will also develop in a more intelligent and personalized direction to meet the ever-changing needs of users.

**Competitiveness mainly includes the following aspects:**

**Technical innovation capability:** Quick Apps require continuous technological innovation to improve application performance and user experience.

**Partnerships:** Quick apps need to establish and strengthen partnerships with partners such as mobile phone manufacturers and app stores to promote the promotion and marketing of quick apps.

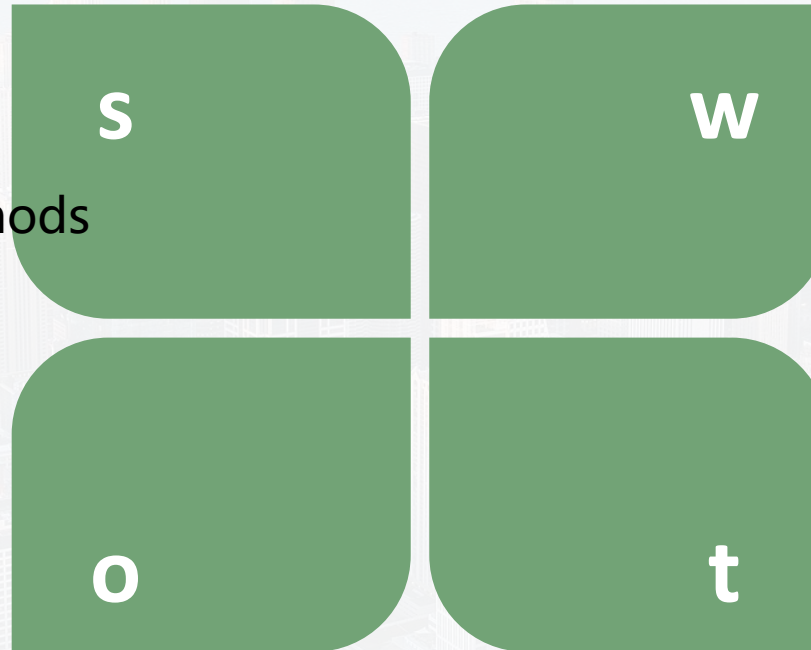
**Data analysis and market research capabilities:** Quick apps need to continuously conduct data analysis and market research to understand user needs and market trends, so as to better meet user needs.

**Security and stability:** Quick apps need to have a high degree of security and stability to protect user privacy and data security.



# SWOT analysis

More lightweight  
Faster  
More personalized  
More convenient payment methods

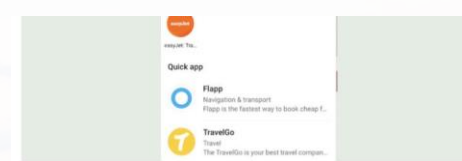


Data security issues  
more marketing campaigns  
Compatibility issues  
More user education is needed  
Requires more resource investment

new markets  
more convenient services  
Improve user stickiness  
Reduced costs



In Huawei's quick app shopping industry, one of the biggest challenges is how to establish a reliable supply chain and logistics system to ensure fast product delivery and customer satisfaction. In addition, fierce competition, the rise of new entrants to the market, and intensified price wars pose a major threat to Huawei's quick app shopping business.



## What advantages and help can quick app bring to the shopping industry in this

Huawei's quick app can provide a fast and convenient shopping experience because it can run directly on the home screen of the mobile phone without downloading and installing, saving users time and space. In addition, Huawei can use the powerful performance and technical advantages of the quick app to improve the user's shopping experience, such as fast loading and low power consumption.

Advantages of Quick App Mall over Taobao

1. More lightweight: Quick App is a lightweight application. It does not require users to download and install it, and it runs directly on the mobile phone. Compared with Taobao, it is lighter in weight, faster in loading speed, and occupies less storage space and mobile phone memory.
2. Faster: The operation method of the quick app store is similar to that of the native application. Users can directly open the application on the desktop of the mobile phone without entering the Taobao application first, and then search and jump, so it is faster and more convenient to use.
3. More personalized: Quick App Mall provides more personalized recommendations and services. Users can customize their own application list according to their own interests and needs, unlike Taobao, which is full of advertisements and promotional information.
4. More convenient payment methods: Quick App Mall supports multiple payment methods, including Alipay, WeChat, UnionPay, etc. Users can choose their favorite payment methods for shopping settlement. This is more convenient than Taobao

### Quick App Center

Users can go to AppGallery > Manager > Quick App manager to search for, access, and manage quick apps. Quick App Center can be added to the home screen.

# Weakness

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**Data security issues:** Quick shopping apps may need to access users' personal information and sensitive data, such as account passwords, payment information, etc. If this information is not properly protected, it may lead to user privacy disclosure and security risks.

**Need for more marketing campaigns:** Since shopping quick apps need to cooperate with multiple merchants and brands, more marketing campaigns are needed to attract users. This may cause discomfort or annoyance to the user and resistance to using the quick app.

**Compatibility issues:** Different manufacturers and devices may support different versions of the quick app engine, which may cause some compatibility issues. This requires developers to spend more energy on testing and optimization.

**More user education is needed:** Compared with native apps, quick apps are relatively new in terms of user awareness, and users need to learn and understand more, such as how to use quick apps and how to open quick apps from the desktop. This may affect user experience and acceptance.

**Requires more resource investment:** Although shopping quick apps provide some advantages over native apps, they require more resource investment for development and maintenance. This may make it difficult for some small merchants and brands to bear such costs

# Key Trends, Shortcomings and Challenges and Threats

As Huawei's quick app business develops, different approaches and ecosystems may become fragmented, which means that using quick apps in different regions or countries may encounter different challenges, problems and challenges. At the same time, different ecosystems may lead to incompatibility and inconsistency in information and services, which may confuse and dissatisfy users, thereby reducing the user experience and market share of quick apps.

# competitor analysis:

competitors mainly include e-commerce platforms such as Alibaba, [JD.com](https://www.jd.com), and Pinduoduo, and mobile payment platforms such as Alipay and WeChat Pay. The following is the ranking of these companies in the Chinese market:

## 1. Taobao (淘宝)

Website: [taobao.com](https://www.taobao.com)

Estimated monthly traffic: 240 mln

Overall rank: 136. Rank in China: 9

Taobao is the largest C2C platform in China, having been founded in 2003 and solidifying its position as the nation's biggest marketplace in 2005 after a fierce competition with eBay. Taobao's significance in the Chinese e-commerce market was cemented by the introduction of Alipay, one of the country's two major payment systems.

## 4. Pinduoduo (拼多多)

Website: [pinduoduo.com](https://www.pinduoduo.com)

Estimated monthly traffic: 168 mln

Overall rank: 383. Rank in China: 21

Pinduoduo is a relative newcomer to the eCommerce industry, having been founded in 2015. Despite its short history, it has quickly become the world's fastest-growing company, with a remarkable annual growth rate of up to 50%, catching up with the user base volume of Alibaba and JD.

## 2. JD (京东)

Website: [jd.com](https://www.jd.com)

Estimated monthly traffic: 150 mln

Overall rank: 190. Rank in China: 10

Another big contender on the Chinese market is JD.com. JD has been around for almost thirty years, starting as a computer equipment seller. The SARS epidemic of 2003 forced the company to take significant losses and shift their business model to online – something that would define their current success.

## 3. Douyin (抖音)

Website: [douyin.com](https://www.douyin.com)

Estimated monthly traffic: 160 mln

Overall rank: 263. Rank in China: 16

Douyin, also known as "TikTok for China" in Western countries, was originally a short video social platform, developed and launched by the company ByteDance in 2016. In March 2018, Douyin introduced a shopping cart feature together with live streaming and live stream sales functions.

Ranking of mobile payment platforms: Alipay (1), WeChat Pay (2).


According to data released by market research organization iiMedia Research, in the first quarter of 2021, the total transaction volume of China's e-commerce market reached 7.47 trillion yuan, of which mobile terminal transactions accounted for more than 85%

# 04

PART FOUR

The advantages and  
future of

Quick apps



Quick Apps is a new concept of mobile applications, whose main goal is to provide users with faster and more convenient mobile application experience. Quick Apps have unique advantages in terms of user experience and convenience due to their low memory usage, fast downloading and opening, and no need to install and uninstall. The following will analyze the environmental and social impact, competition pattern and future development trend of Quick Apps.



## Environmental and social impacts:

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The emergence of Quick Apps has brought new changes to the mobile application market, which is characterized by light, fast and convenient. It provides a better mobile application experience for consumers and more opportunities for businesses to attract new consumers and improve user satisfaction. In addition, Quick Apps do not need to be downloaded and installed by users and can reduce the memory usage and waste of storage space on mobile phones, thus helping to promote green and sustainable development.

## **Future prospects and development Trends:**

**With the increase of people's demand for mobile applications, Quick Apps has a very broad development prospect. The application of Quick Apps technology and market is constantly expanding. More and more enterprises begin to realize the importance of quick Apps, and invest a lot of resources and funds in research and development and promotion. According to the data, the global fast app market will be worth billions of dollars in the next few years. Therefore, Quick Apps will become a major trend and development direction of the mobile application market.**

## **Competitive landscape and its Impact:**

**Consumers pay more and more attention to fast, convenient and efficient mobile application experience, so the application of Quick Apps technology is becoming more and more popular. Consumers are also very concerned about issues such as data privacy and security. Therefore, fast application developers need to continuously improve the security and reliability of applications to meet the needs of consumers**

# **The future direction of Quick Apps**

## **The future direction of Quick Apps**

- 1. Emergence of more industry application scenarios: Quick Apps, as a lightweight application, is suitable for various industries, including education, medical treatment, catering, tourism and so on. In the future, more industries will adopt Quick Apps to improve user experience and ease of use.**
- 2. Enhance intelligent ability: With the continuous development of artificial intelligence technology, Quick Apps will make more use of artificial intelligence technology to provide users with more intelligent and personalized services to meet their needs.**
- 3. More secure applications: Quick Apps, as a lightweight and fast application compared with traditional applications, may face certain challenges in terms of security. Therefore, security measures should be strengthened in the future to improve the security of applications.**
- 4. More convenient application: the user experience and convenience of Quick Apps is one of its biggest advantages. In the future, more application scenarios will use Quick Apps to provide more convenient user experience.**

# Conclusion

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**Quick Apps will certainly play an increasingly important role in the future mobile application market and become an important tool to meet users' needs because of their unique advantages and good prospects in the future. At the same time, with the constant changes of technology and market, Quick Apps will continue to develop more functions to meet the ever-changing market demand.**

An aerial view of a city skyline, likely New York City, with a large green semi-circular overlay covering the bottom half of the image. The text "THANK YOU!" is centered in white within the green area.

# THANK YOU!