

Where can Quick Apps “change the game”?

3838 Words

Content

1. Introduction	1
2. Background and Context	1
3. Key Findings and strategy response (Part 1)--Catering industry	4
4. Key Findings and strategy response (Part 2)--E-commerce industry	10
5. Conclusions and Limitations	13
6. Reference.....	16
7. Appendix	17

1. Introduction

The demand for lightweight and convenient mobile applications is growing in tandem with the rapid development of mobile Internet technology. Quick App is a new type of application developed by developers such as Huawei to meet this demand. Quick apps are lightweight and efficient apps that do not require installation and can significantly reduce storage space and time required for app downloads and updates. Quick apps are built with the idea of "zero download, zero installation, and zero delay" in mind. Users can use the application right away without having to download and install it, making it easier for them to access the services they require. Quick apps not only provide a quick and smooth user experience, but they also support a variety of functions such as payment, e-commerce, catering, and social networking. Quick Apps, despite being a relatively new technology, have already gained widespread popularity in China, with over 400 million monthly active users. Quick apps are also growing in popularity on a global scale, with an increasing number of developers and users. This article will discuss how quick apps have changed the industries of e-commerce and catering, as well as some strategies for going global.

2. Background and Context

Quick apps, as a web-based application form, can support cross-platform development and adapt to a variety of terminal devices, including different operating systems, resolutions, and screen sizes. Quick apps, for example, can run on both the Android and iOS platforms at the same time, as well as on various smart devices such as smart

watches and smart TVs. Quick apps can make use of artificial intelligence technology to provide intelligent, automated, and personalized services, while also improving user experience and satisfaction. Quick apps, for example, can use artificial intelligence technology to recommend users and provide personalized services and content, as well as to realize functions such as intelligent interaction and voice recognition. Through augmented reality and virtual reality technologies, quick apps can provide users with a richer and more immersive experience. Quick apps, for example, can use augmented reality technology to provide users with more convenient and intuitive services and experiences such as virtual reality roaming and AR navigation. Mobile payment and smart IoT technologies can be combined in quick apps to provide users with more convenient, efficient, and secure services and experiences. Quick apps, for example, can realize functions such as fast payment, transfer, and cash withdrawal via mobile payment technology, as well as smart home control and smart health monitoring via smart IoT technology.

To begin with, traditional app stores remain a competitor of quick apps. There are numerous app stores available today, including the Apple App Store, Google Play, Huawei App Store, Xiaomi App Store, and others. These app stores have a large user base and a diverse set of application resources, allowing them to provide more comprehensive and rich application services. In contrast, the number and variety of quick apps are limited, with some popular apps and games missing. Second, Quick Apps competes with the app store that comes with the mobile operating system. Apple's App Store and Google's Play Store, for example, are built-in application

stores that allow users to download and use applications without having to install additional application stores. These application stores also have a large user base and a large number of application resources, allowing them to offer more convenient and integrated application services. Users must download and install the app store separately for quick apps, which increases the difficulty and threshold of use. Finally, new application forms are emerging, such as PWA (progressive web applications), applets, and so on. These application forms, too, are Web-based, can run across platforms, and provide efficient and convenient application services. When compared to quick apps, these application forms offer more freedom and flexibility in some areas.

The quick app market has a relatively small user base. According to the 2020 quick app industry development report, the number of monthly active users in the quick app market is only 140 million as of the end of 2020. In comparison to the hundreds of millions of users in other popular application markets, There is a significant gap.

Furthermore, the social aspects of the quick app market are weak, making it difficult for users to share applications, comments, likes, recommendations, and so on as they would with traditional applications. This results in user interaction and experience in the quick app market. The developer community is small. According to data from May 2021, the number of applications in the quick app market is only 55,000, far behind the millions of applications in other mainstream application markets.

Furthermore, the development threshold for quick applications is relatively high, and specific technologies and tools are required for development, which can be

challenging for some developers. The lack of a large community of quick app developers has also resulted in an incomplete quick app ecosystem. Because app types and functions are relatively limited, it is difficult to meet the diverse needs of users. The market lacks monetization capabilities for advertising. Quick apps, unlike other app markets, primarily rely on in-app purchases and revenue sharing as monetization methods. However, for most applications, this revenue model is unsustainable. For example, advertising revenue is frequently the primary monetization method for some consumer applications, such as short videos and social networks. However, the quick app market has a small number of users, and the effect and benefits of advertising are difficult to compare to those in the mainstream app market. This results in lower revenue for quick app developers and makes attracting more developers to the quick app market difficult. Quick apps are primarily designed to run on the operating systems of major mobile phone manufacturers, with limited support for other platforms. This restricts the user base and market size of Quick Apps, as well as their global expansion.

3. Key Findings and strategy response (Part 1)---Catering industry

Because of the strong competition in the restaurant sector, businesses are constantly looking for innovative ways to differentiate themselves from their competitors in order to gain a competitive advantage. And the Quick app can create a competitive

advantage by allowing clients to order food and beverages for their events in a quick and easy manner. In the catering industry, a Quick app is a mobile application that allows customers to purchase food and beverages from catering firms using their smartphones or tablets. With the growing popularity of mobile Internet, more and more consumers are opting to buy catering products online. The rise of new ways of delivery and reservation has considerably aided the growth of the catering sector.

According to a QuestMobile research, the number of Quick App users in China will reach 270 million in the first quarter of 2021, accounting for nearly half of all mobile Internet users. The catering business is one of Quick App's primary application scenarios. According to market research firm QuestMobile, the number of Quick App users in China will reach 270 million in the first quarter of 2021, with the catering business being one of the key application scenarios for Quick App. Downloads:

According to App Annie data, Quick App downloads in China's catering industry are rapidly increasing, with a growth rate of 94.2% in 2020, placing second among all industries. According to QuestMobile, the Chinese Quick App market will reach 2.24 billion yuan in 2020, with the catering industry being one of the most prominent application areas. This type of application, which has the features of quick start, limited area occupation, and no installation, among others, has evolved into a new mode of contact between catering firms and consumers. Quick software boosts catering business sales by recruiting new consumers and increasing market share. It also lowers the time and cost of manually managing orders, allowing businesses to give more personalized and entirely customized menus to their clients.

I will use SWOT analysis to identify the strengths, weaknesses, threats, and opportunities of quick apps in the catering business, and I will explain how quick apps in the catering industry will extend the international market and change the game for the entire catering sector. The first is the benefit. Customers can use the quick app to place orders quickly and conveniently without having to wait in line or phone. This improves the ordering process's efficiency, resulting in faster order fulfillment and higher customer satisfaction. Quick apps give customers a more convenient and user-friendly way to order food, explore menus, and pay for orders, which improves the whole customer experience, familiarity, and favorability of the restaurant, and making them more inclined to dine there in the future. Quick apps give restaurants new ways to sell products and services, which helps to enhance overall sales. Furthermore, quick apps give restaurants access to data analytics tools, which can help them better understand their customers and tailor their offerings accordingly. By automating some portions of the ordering and delivery process, quick applications can help cut labor costs. This improves the bottom lines of eateries and makes them more competitive in the market. Quick applications provide restaurants with new marketing opportunities, including as the ability to send push notifications to customers about promotions and discounts. This increases client loyalty and encourages repeat business. By shortening the ordering process and giving real-time data on inventory levels and order fulfillment, quick applications can assist enhance restaurant operational efficiency. This reduces waste while increasing profits. Quick apps can assist restaurants in reaching a larger client base by making it easier for people to

locate and purchase from them. This is especially advantageous for small and medium-sized eateries that may lack the ability to sell themselves successfully through traditional channels. Its dependence on technology, such as smartphones and the Internet, is its second problem. This means that restaurants that rely primarily on quick apps may experience service interruptions as a result of technological issues or network failures. Quick apps are becoming increasingly popular in the catering market, resulting in severe competition among eateries. This might make it harder for eateries to differentiate themselves and attract consumers. Some Quick Apps, such as the ability to create unique menus or promotions, may not allow for exclusive customization. This may hinder eateries' capacity to distinguish themselves from their competitors. The opportunity for rapid apps in the restaurant business is separated into the following points: convenience, which restaurants can emphasize in marketing and promotional operations to attract clients. Customers might be encouraged to utilize the quick app by offering discounts or promotions. Quick apps enable restaurants to provide a more personalized experience to their customers. Customer data can be used by restaurants to deliver personalized recommendations, promotions, and menus. Customer satisfaction and loyalty improve as a result. Finally, the quick app should integrate with other systems such as POS and inventory management systems. This enhances operational efficiency and gives clients with a consistent experience. The threat of quick apps in the catering business stems from the fact that the catering sector's quick app market is very competitive, with many firms contending for market share. To be successful, quick apps must distinguish themselves from their

competitors. Quick apps gather and store sensitive client data, such as personal information and payment information. Any data breach or data misuse can erode customer trust and harm a restaurant's brand. Quick applications rely on technology to function, and any technical faults or unavailability could result in dissatisfied customers and a restaurant's reputation being harmed. Customer tastes and behaviors are continuously evolving, and restaurants' quick app initiatives must evolve to stay up. China's regulatory framework is complex and ever-changing. Quick Apps must follow applicable rules and regulations, such as those governing data privacy, food safety, and delivery. Third-party companies are typically used by quick apps to provide services such as payment processing and delivery. Any issues with these suppliers will have an impact on the performance of quick apps. Economic and societal reasons, such as changes in consumer spending habits, could be to blame. Some establishments prioritize mingling and dining, while others favor contactless services. To some extent, this will have an impact on the proliferation of rapid apps in the catering industry.

Finally, it describes how the quick app has entirely transformed the rules of the game in the worldwide catering industry. The first step is to promote and popularize quick app, which includes using various marketing tactics to promote quick app, strengthening publicity and promotion, and increasing brand awareness and impact. Using social media, advertising, public relations activities, and other channels, promote the benefits and operation methods of the quick app in the catering industry to global users, increasing user exposure and awareness. The second step is to study

local dining habits and traditional customs in international markets, develop a cultural and legal framework, and optimize and alter local consumers' food preferences and customs based on this knowledge. The next step is to work with local caterers, restaurants, grocers, and other partners to encourage the use of quick apps. Establish a long-term and solid cooperation connection with local partners, strengthen partner support and assistance, and increase partner engagement and loyalty. The fourth method is to analyze user data in order to understand the user's catering consumption patterns and needs, and then optimize and improve in a targeted manner to improve user experience. Simultaneously, data analysis allows us to understand the trends and changes in the catering industry, adjust and optimize strategies in real time, and maintain a competitive advantage. The most important thing is to improve diners' and users' experiences. Improving user pleasure is the key to speedy app global expansion. Improve user experience and satisfaction by continuously optimizing interface design, simplification and thorough development of operating procedures, response speed and if the functions are complete, etc., consequently boosting user utilization rate and money conversion rate. In foreign markets, there is also a high demand for speedy apps. How to get your rapid apps on the foreign market. Prior to entering the international market, market research is required to understand the needs and habits of local users, as well as the competition in the catering industry. This data can be gathered through online surveys, user feedback, competitive analysis, and other means.

4. Key Findings and strategy response (Part 2)--E-commerce industry

With the growth and popularity of the Internet, an increasing number of individuals began to shop and consume online. Online consumption grew rapidly, particularly during the epidemic. According to Statista, worldwide e-commerce sales will exceed US\$4.2 trillion in 2020, representing a 27.6% growth year on year. Mobile retail sales in the United States are predicted to reach \$339.9 billion in 2020, representing a 25.1% increase over the previous year. People began to want personalized and tailored consuming experiences as their living conditions improved and consumption notions changed. Many restaurants, for example, began to offer personalized menus and customized services, and some clothing brands began to offer tailor-made services, among other things, and began to pay attention to and support environmentally friendly and sustainable products and services. For example, some food and beverage companies are beginning to use recyclable and biodegradable packaging, while some hotels and tourism enterprises are beginning to use renewable energy.

The e-commerce industry is one vertical where rapid apps can enter the market and compete with competitors. Quick Apps allow customers to access and purchase things more quickly and conveniently than downloading and browsing entire e-commerce programs. This is especially appealing to customers who may be browsing on a mobile device but do not want to download the complete app. It can also use its integration capabilities with other apps and services to provide users with a more seamless and integrated purchasing experience. Quick apps, for example, enable users

to switch effortlessly between browsing products and emailing friends or posting product recommendations on social media. It can also exploit its speed and ease to attract customers who have limited data consumption or sluggish internet connections. This is especially essential in emerging nations, where mobile e-commerce is quickly expanding, yet customers may suffer data use and connectivity issues.

However, there are already several competitors in the e-commerce industry, and quick app needs to focus on its own strengths and provide unique features and advantages that differentiate it from other platforms in order to compete with established players such as Amazon and Alibaba in the e-commerce industry. Quick apps can compete by providing customers with a personalized and tailored buying experience. Users' browsing and purchasing history data can be used by quick apps to deliver customised product recommendations and suggestions. This can provide users with a more interesting and relevant buying experience, enhancing user loyalty and retention.

Concentrate on providing a broader selection of products and services than competitors. They can, for example, collaborate with local and niche stores to provide unusual and hard-to-find products that are not available on larger e-commerce platforms. Quick app may be able to catch a market segment that is looking for more specialized and distinctive products as a result of this. The second is that Quick applications can attract price-sensitive users and gain a competitive advantage over huge e-commerce platforms by working with retailers and giving specials and promotions. Furthermore, quick apps can use their integration capabilities to offer users a more seamless and integrated shopping experience. They can, for example,

integrate with social media platforms and messaging apps, enabling users to share product recommendations and purchases with friends and family.

Quick apps must also focus on enhancing the user experience and addressing any potential security issues customers may have in order to be successful in the e-commerce business. Quick apps must invest in solid e-commerce security mechanisms to secure users' personal and financial information.

The mobile gaming sector is one vertical where I believe rapid apps may open up the market and fight with competitors. Quick apps have the potential to give consumers with a seamless and frictionless gaming experience without the need for massive game files to be downloaded and installed. This may appeal to casual gamers who may not want to commit to downloading the complete game. Users may immediately launch games without having to browse traditional app stores, giving them a competitive advantage in terms of speed and convenience. This could allow speedy apps to get a bigger market share in the mobile game business, particularly in emerging areas with limited data consumption and storage space. Assist game developers in lowering app development expenses and reaching a larger audience. Developers can avoid the costs associated with building full apps by developing games as quick apps, allowing them to reach people who may not have access to high-end smartphones or high-speed internet. Create a more tailored and engaging experience for users by providing personalized recommendations and game suggestions based on user preferences and behaviors. Furthermore, quick apps can use social features like leaderboards and multiplayer game modes to provide users with a

more interactive and competitive gaming experience.

Quick App can also focus on growing into emerging markets and locations where established app stores may not be as dominant in order to open up the market and obtain a larger portion of the mobile gaming industry. Quick Apps can enter new regions and expand their user base by collaborating with local game developers and adjusting to regional preferences and restrictions. The mobile gaming business provides verticals where rapid apps may open markets and engage competitors by providing a fluid and frictionless gaming experience, lowering development costs for game producers, giving unique features and benefits, and growing into emerging countries. However, the mobile gaming industry already has numerous competitors, including established players such as the Apple App Store and Google Play Store, as well as emerging platforms such as cloud gaming services. To compete with these players, rapid apps must constantly improve user experience, provide a diverse range of high-quality games, and capitalize on their speed and convenience. Partnerships and clever marketing efforts with game producers can also assist Quick App in gaining popularity in the mobile gaming sector. Another option is to provide unique features and perks that set it apart from competing platforms.

5. Conclusions and Limitations

This article mainly describes the concept, characteristics and advantages of Quick App as a new type of application, and focuses on the future prospects in the e-commerce and catering industries. As a lightweight, efficient application form that

does not require downloading and installation, quick apps can provide users with a fast and smooth experience. Supports a wide range of features, including payments, e-commerce, dining, and social networking. As a relatively new technology, Quick Apps have gained widespread popularity in China, with more than 400 million monthly active users, and their influence is gradually expanding, with very promising prospects.

As an application form based on Web technology, quick apps have the characteristics of cross-platform development and adaptability to various terminal devices, and can use artificial intelligence technology to realize intelligent, automated and personalized services, combined with augmented reality and virtual reality technologies, Bring a richer and more immersive experience to users, and combine mobile payment and intelligent IoT technology to provide users with more convenient, efficient and secure services and experiences. These are the advantages of quick app technology.

In the catering industry discussed in this article, we can consider that catering companies can improve customer experience by continuously improving the functions and designs of quick apps. For example, provide more payment methods, richer menu information and pictures, increase social media sharing functions, etc. In addition, it should ensure that the operation process of the quick application is simple and easy to understand, and ensure the speed and accuracy of order fulfillment to improve customer satisfaction and loyalty.

Based on the excellent customer software ecology and customer stickiness of quick apps, catering companies can use quick apps to collect and analyze customer data, and

customize more targeted menus and promotions based on the analysis results.

Expand the international market: Quick apps have been widely used in the domestic market, and catering companies may consider expanding quick apps to overseas markets. In overseas markets, catering companies can promote their quick apps to local consumers by cooperating with local quick app development companies. The advantages of quick apps and portability can have a very positive effect.

Regarding the e-commerce industry, the article also lists the advantages and opportunities of quick apps in the e-commerce industry. The core advantage of quick apps is fast and more convenient access and shopping methods and integrated functions. Although there are multiple competitors in the e-commerce industry such as Amazon and Alibaba etc. The article also gives corresponding suggestions, such as personalizing and tailoring the shopping experience, cooperating with niche retailers, etc., to attract consumers and maintain a competitive advantage.

In short, quick apps should continuously improve and optimize the functions and design of quick apps, improve customer experience and satisfaction, and increase sales and repeat customer business through data analysis and marketing. At the same time, we should actively expand the international market and enhance our differentiated competitive advantages, so that our products can achieve greater success in a broader market.

6. Reference

Anonymous2018, Jan 06. Android Malware Targets Over 200 Apps Including Banking Apps, Reports Quick Heal. ICT Monitor Worldwide.

Samsukha, A. (2023) On-demand food catering app development (complete guide), Tech Blog | Mobile App, eCommerce, Salesforce Insights. Available at:
<https://www.emizentech.com/blog/on-demand-catering-app-development.html>

Sheeplau(2022) Baidu. Advantages of native APP.Available at:
<https://baijiahao.baidu.com/s?id=1742684626216925488&wfr=spider&for=pc>

LIU, Y., XU, E., MA, Y. and LIU, X., 2019. A First Look at Instant Service Consumption with Quick Apps on Mobile Devices. Piscataway: The Institute of Electrical and Electronics Engineers, Inc. (IEEE).

ATTAR, R.W., SHANMUGAM, M. and HAJLI, N., 2021. Investigating the antecedents of e-commerce satisfaction in social commerce context. *British Food Journal*, 123(3), pp. 849-868.

Wood, G. M., van Boom, S., Recourt, K., & Houwink, E. J. (2022). FHH Quick App Review: How Can a Quality Review Process Assist Primary Care Providers in Choosing a Family Health History App for Patient Care?. *Genes*, 13(8), 1407.

Medlick, S., & Airey, D. W. (1981). Profile of the hotel and catering industry. Profile of the hotel and catering industry.

Robinson and John Wallace*, O., & Wallace, J. (1983). Employment trends in the hotel and catering industry in Great Britain. *The Service Industries Journal*, 3(3), 260-278.

Leamer, E. E., & Storper, M. (2001). The economic geography of the internet age. *Journal of international business studies*, 32, 641-665.

7. Appendix

