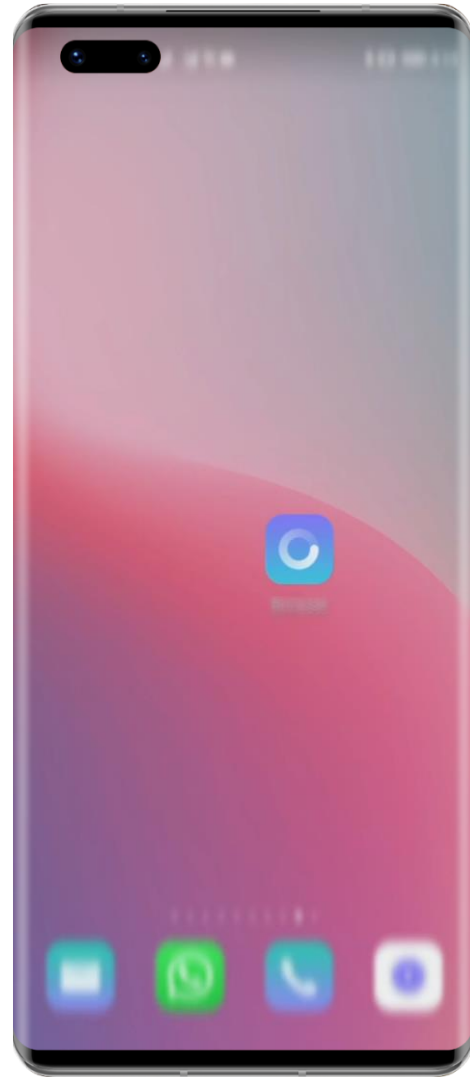


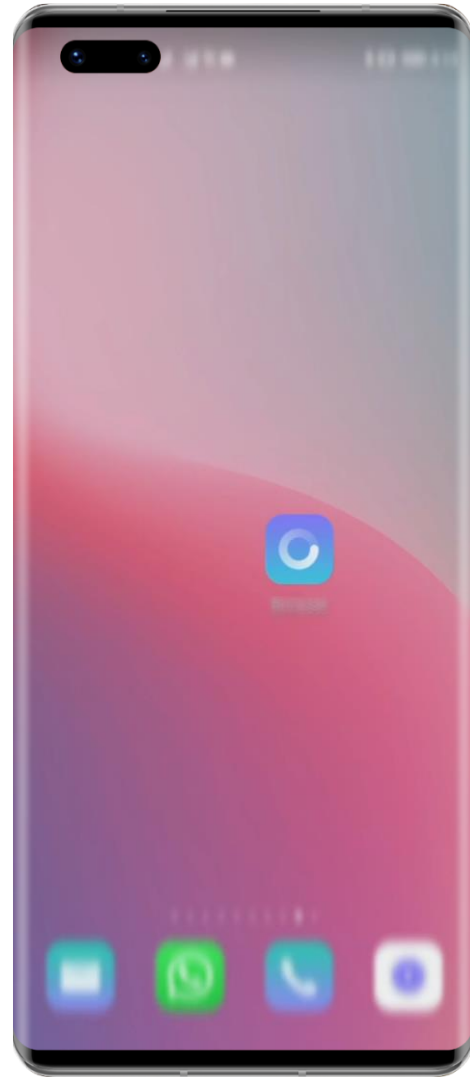
QUICK APPS: SPEEDY DEVELOPMENT, MAX OUTREACH

Martin Alvarez @espinr

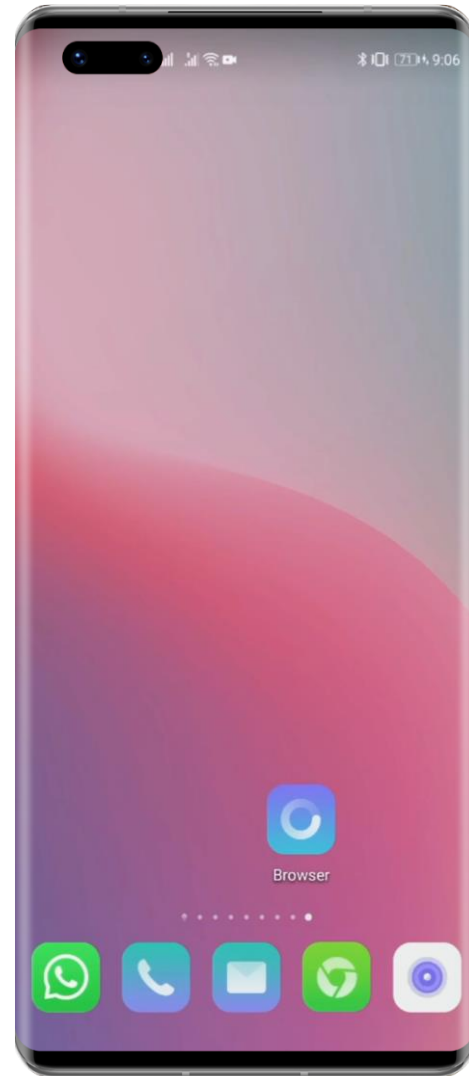
Droidcon Berlin



TOO MANY APPS?



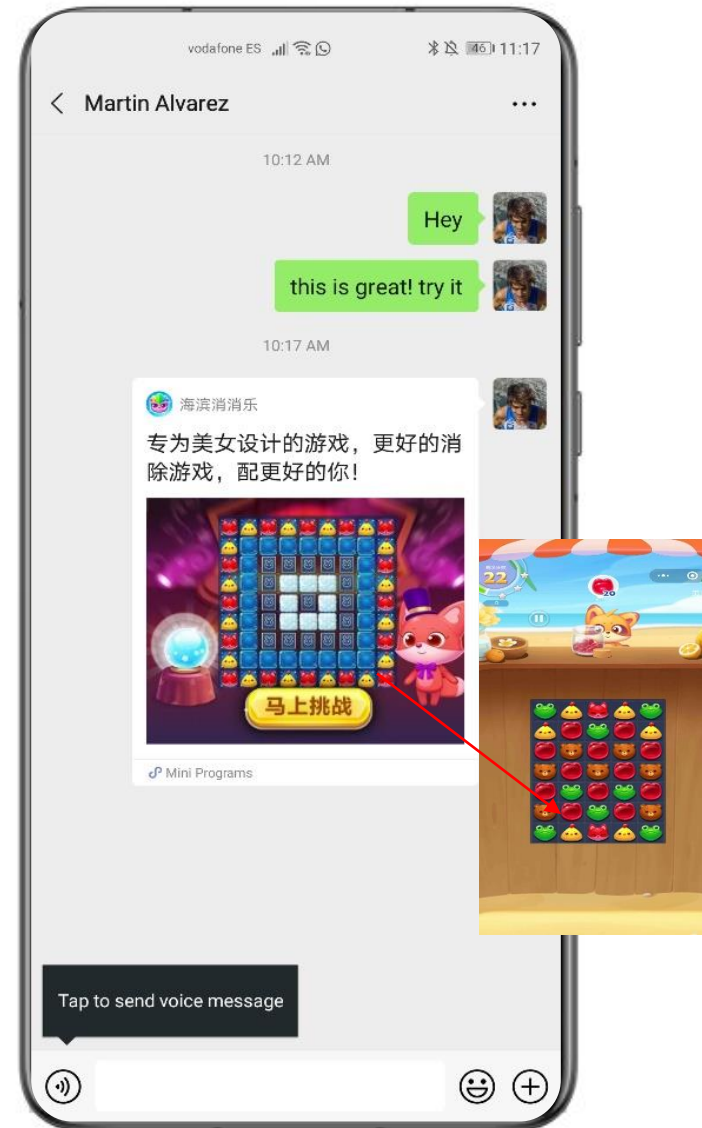
TOO much friction?

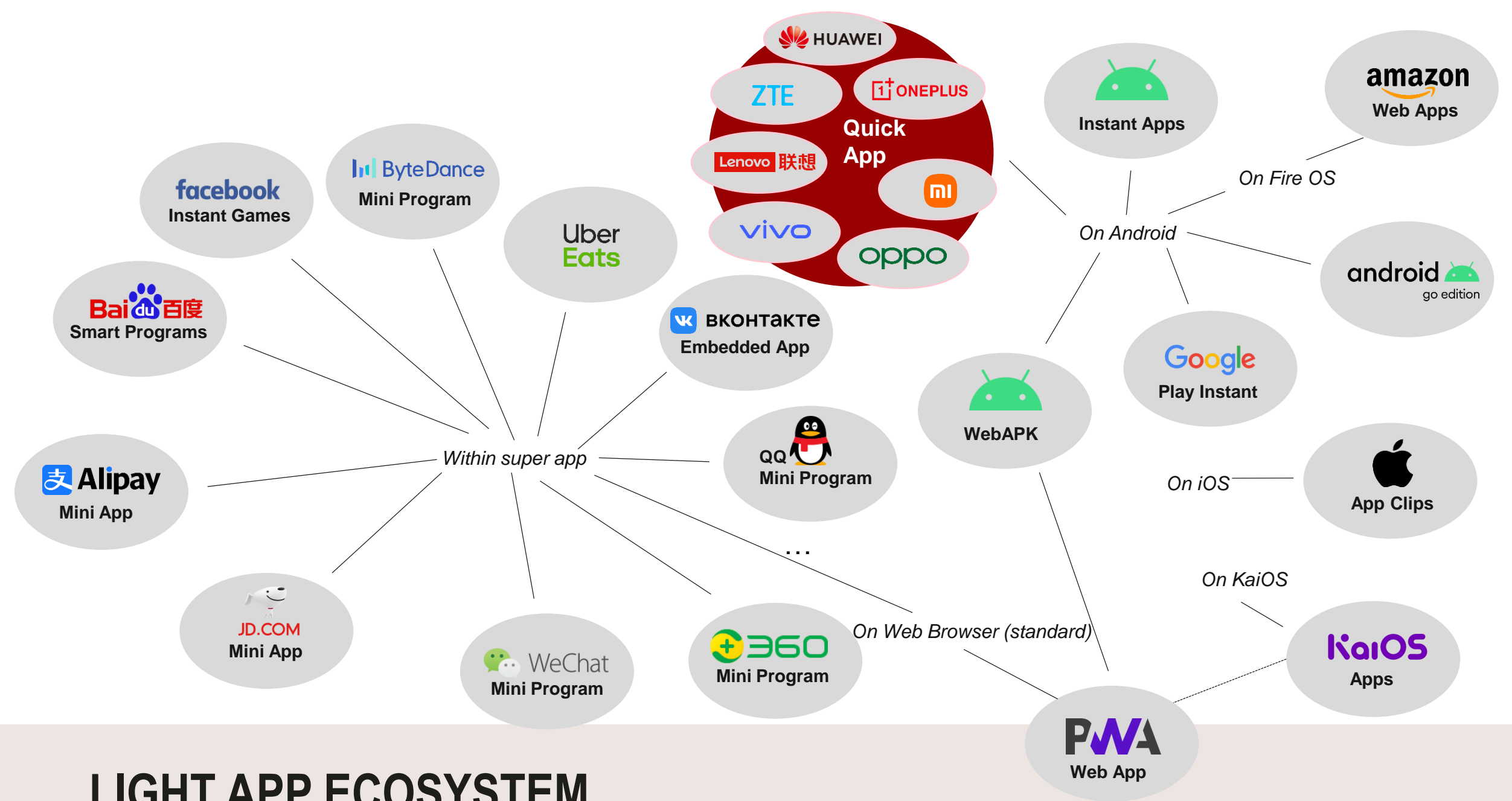


MINIMIZING FRICTION

NO INSTALLATION APPS

Direct user interaction
Frictionless apps

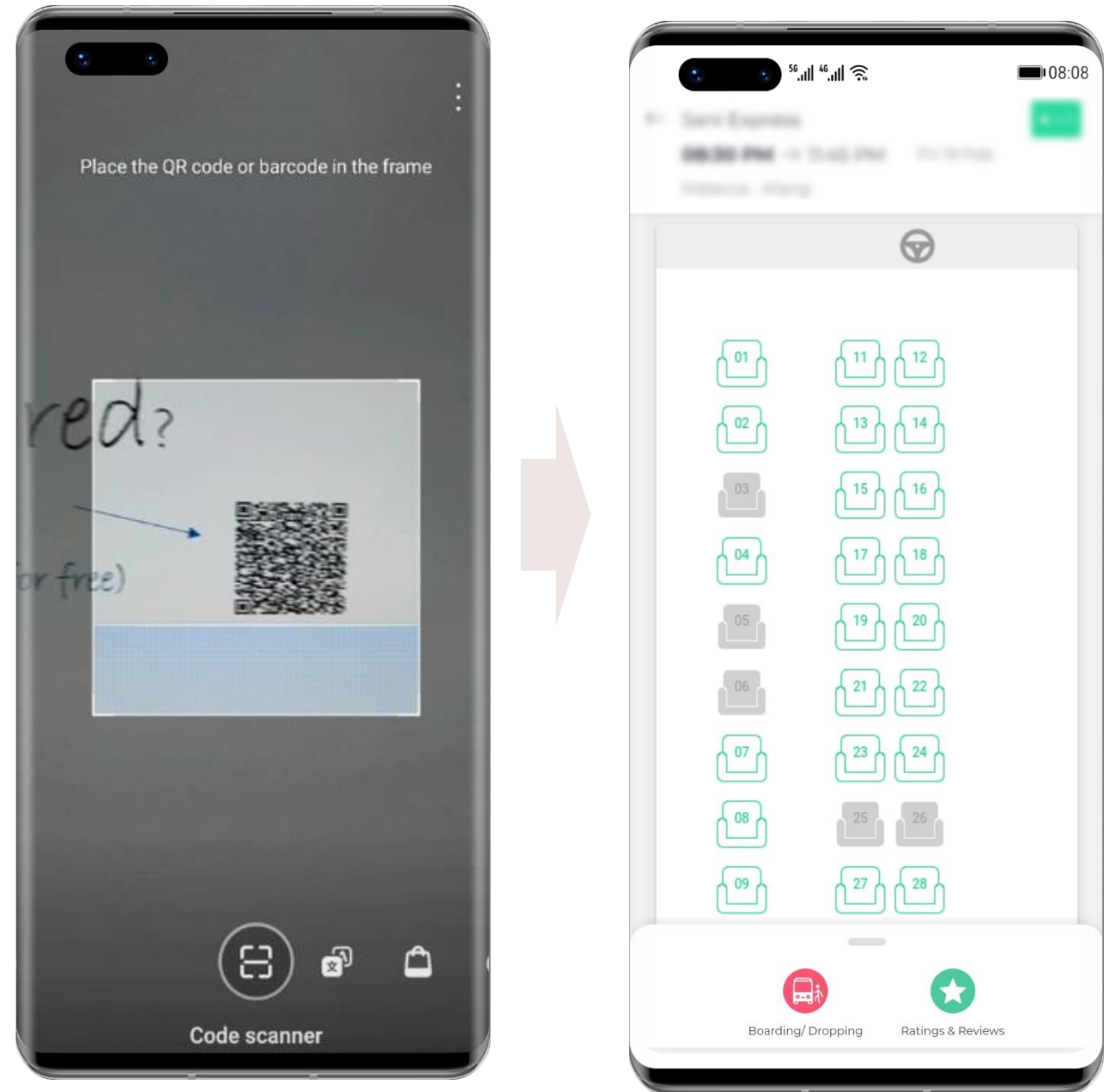




LIGHT APP ECOSYSTEM

QUICK APP

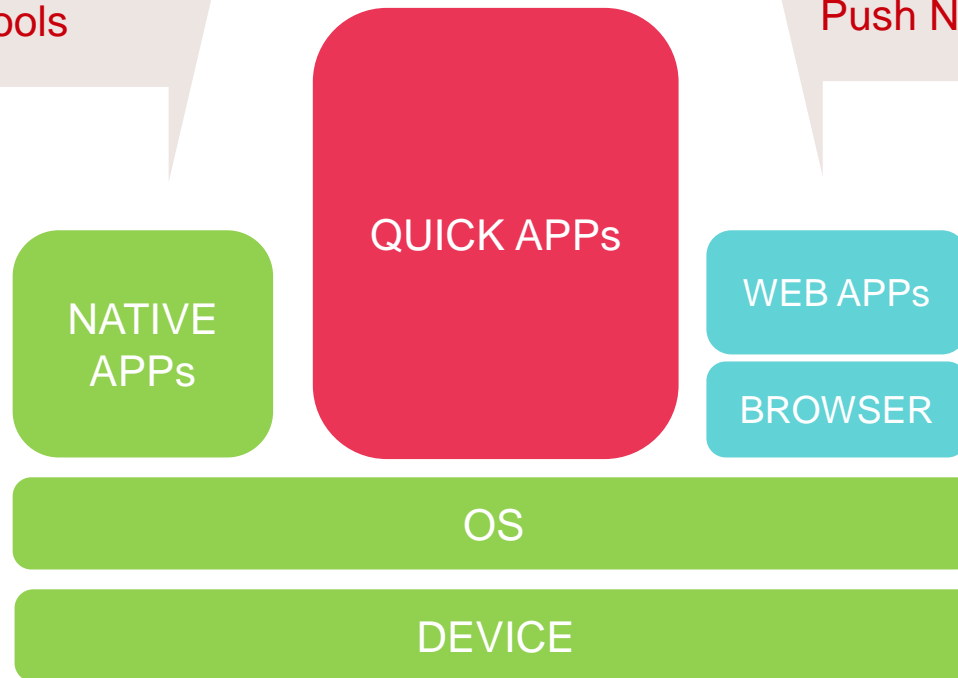
A MVVM framework
based on *Vue.js* to
develop *native-like*
applications that *do not*
require installation





Native look & feel
Scan QR-code & run
Tap on link & run
No installation
Native performance
Quick games, tools

Access to system APIs
Marketplace flexibility
20% code lines
Low code approach
UI predefined elements
Push Notifications...



QUICK APP MAIN FEATURES

DISCOVERABILITY

```
graph TD; A[DISCOVERABILITY] --> B[USER ACQUISITION]; B --> C[MONETIZATION]; C --> D[USER RETENTION];
```

USER ACQUISITION

MONETIZATION

USER RETENTION

PRODUCT'S LIFECYCLE SUPPORT

DISCOVERABILITY

USER ACQUISITION

MONETIZATION

USER RETENTION

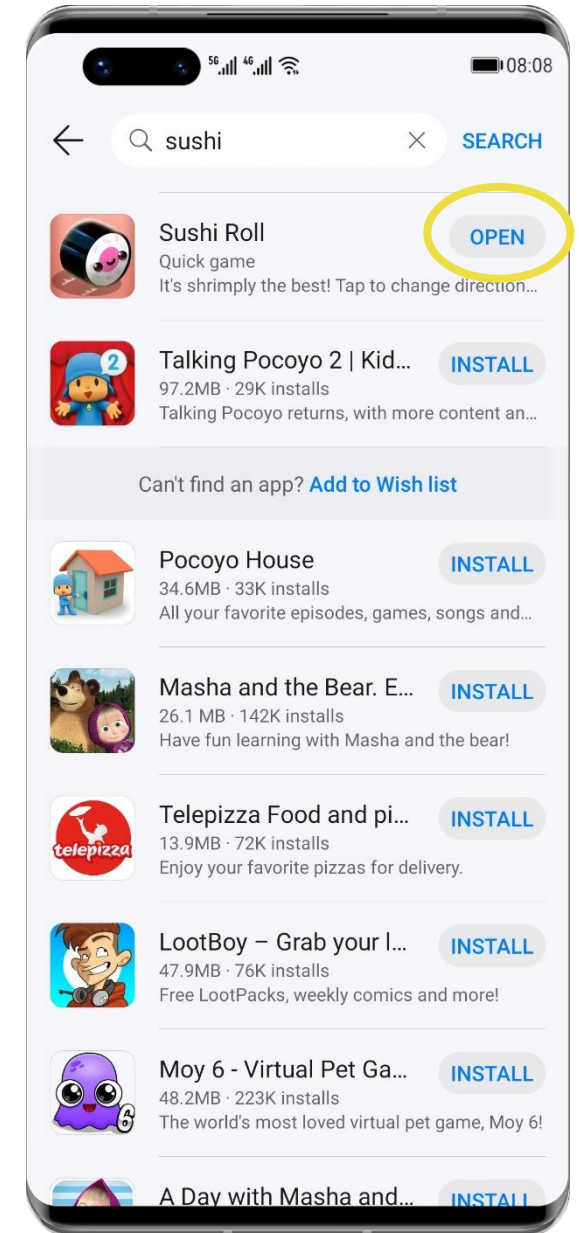
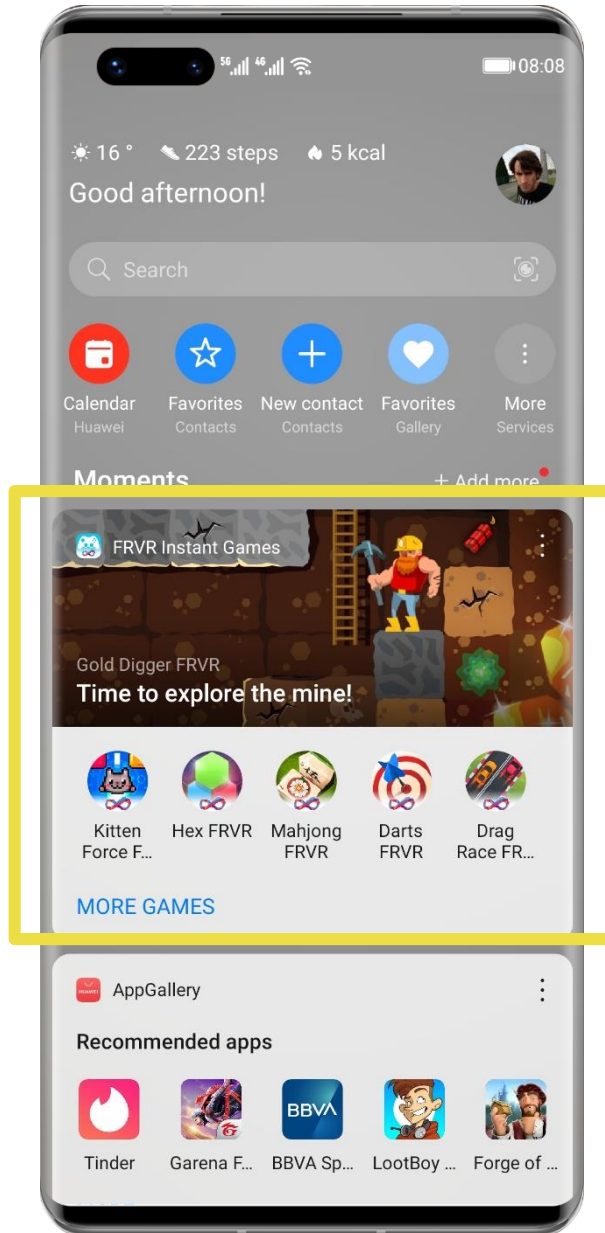
Widgets on dashboard

Global search results

Web sites (URL links)

Links from other apps

Listed in app marketplaces



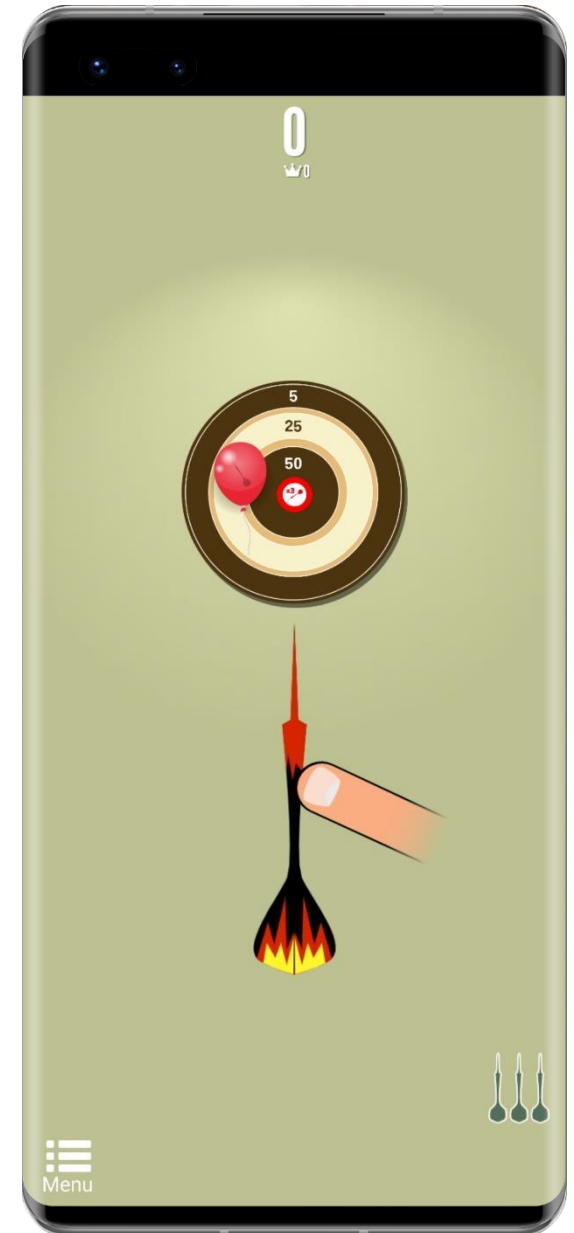
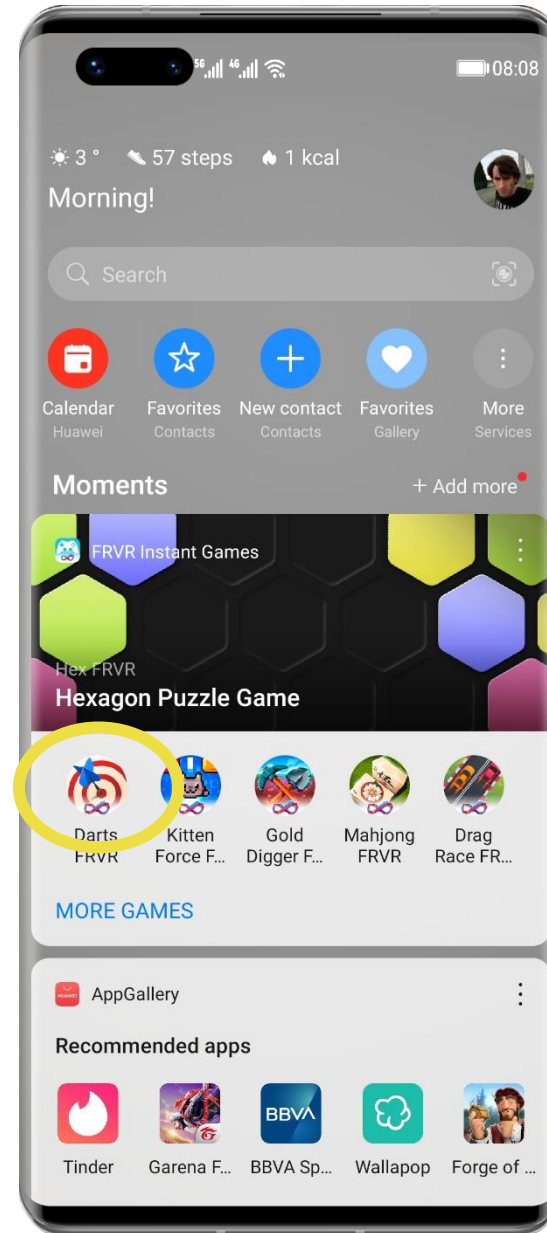
DISCOVERABILITY
USER ACQUISITION
MONETIZATION
USER RETENTION

Huge discoverability

Instant access

Minimum friction

User identification

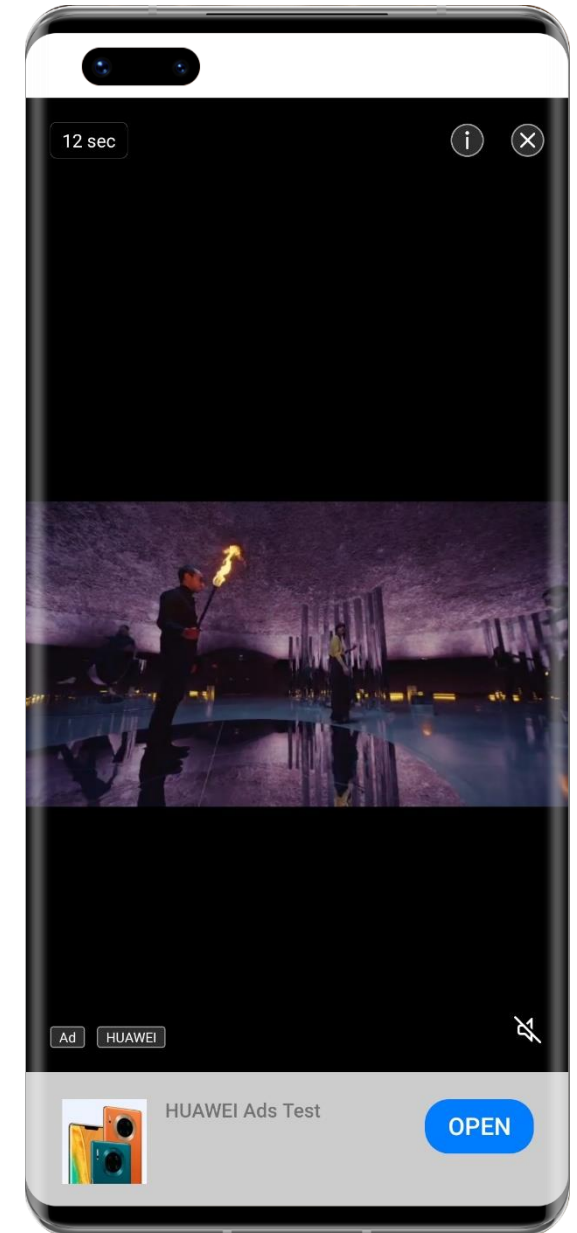
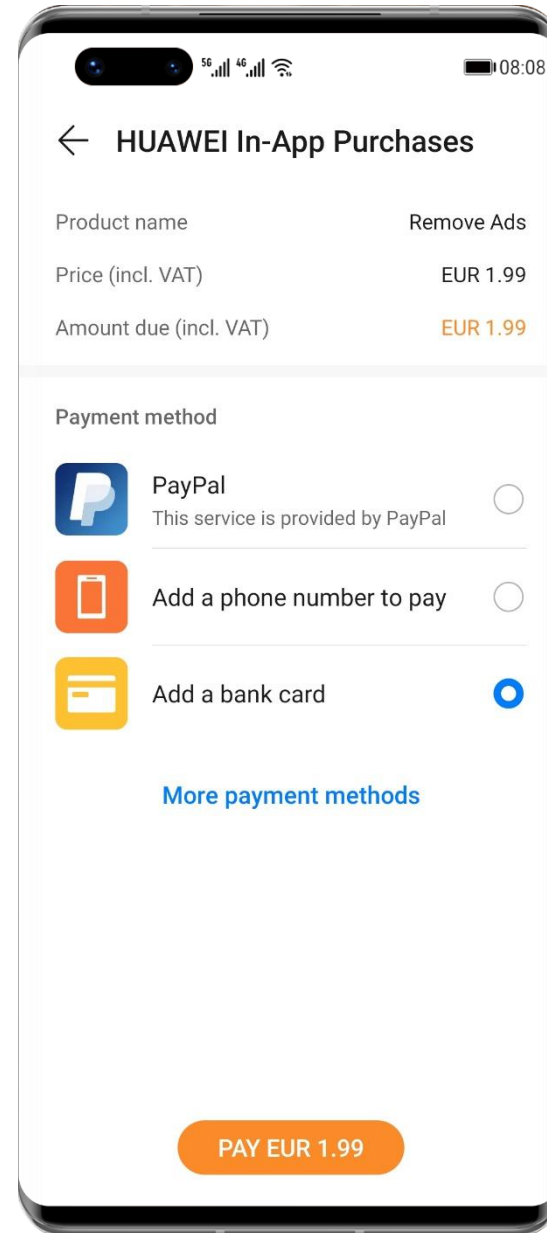


DISCOVERABILITY
USER ACQUISITION
MONETIZATION
USER RETENTION

In-app payments

In-app ads

Rewarded ad videos

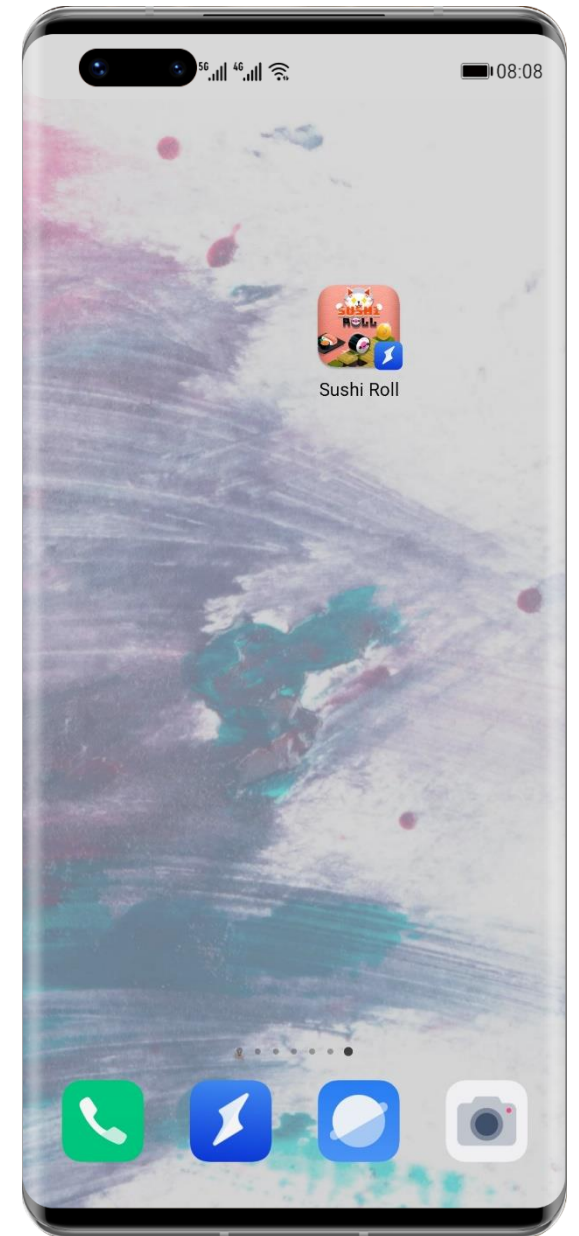
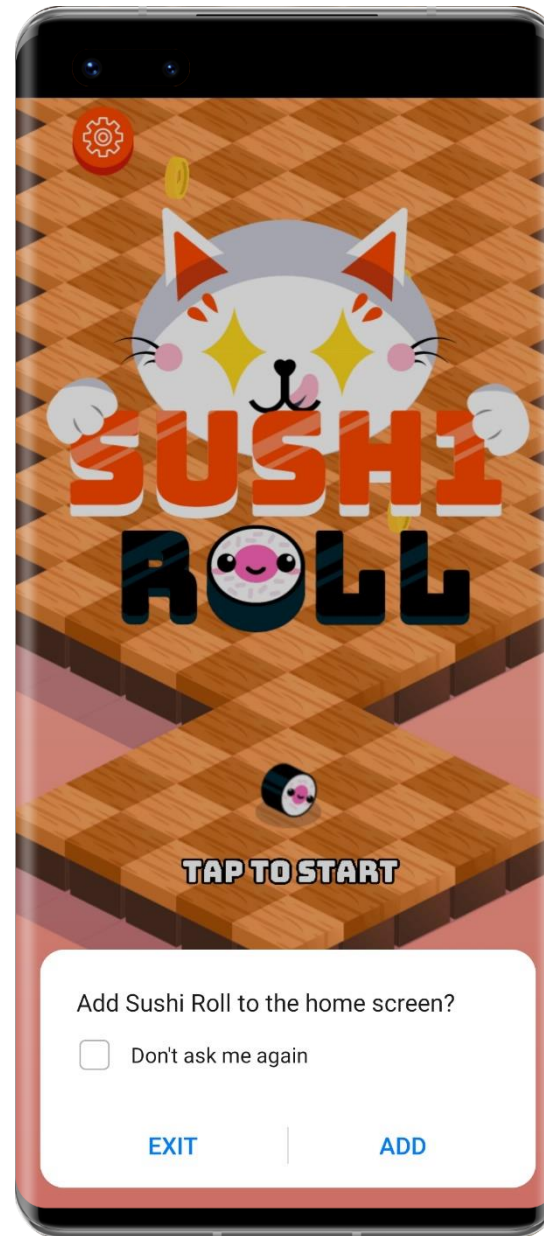


DISCOVERABILITY
USER ACQUISITION
MONETIZATION
USER RETENTION

Tap to open

Save shortcut in home screen

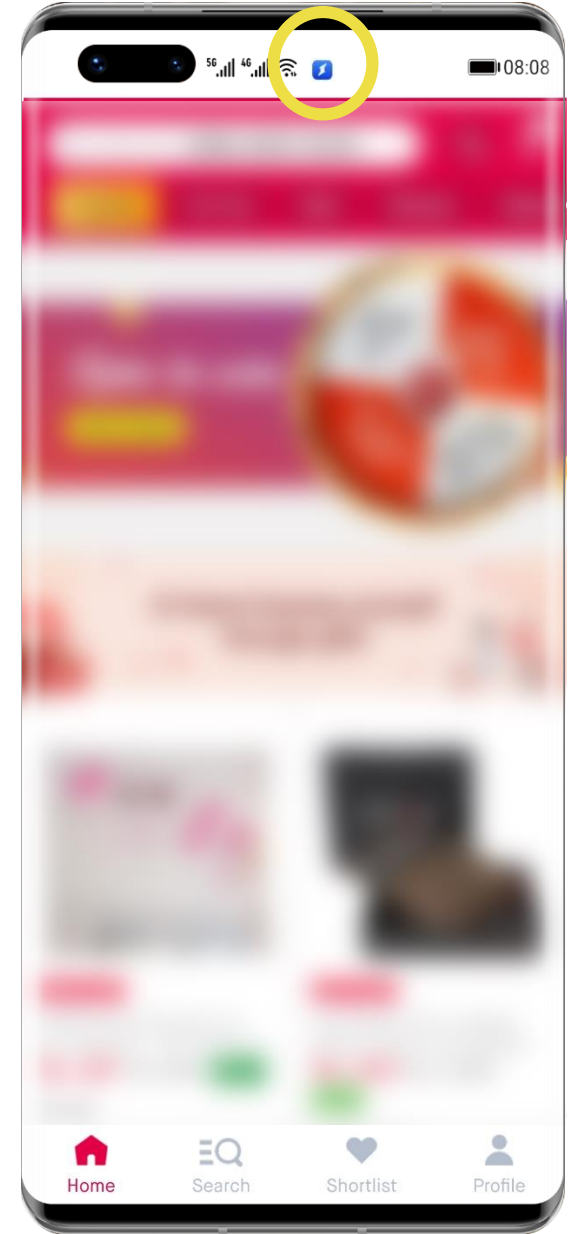
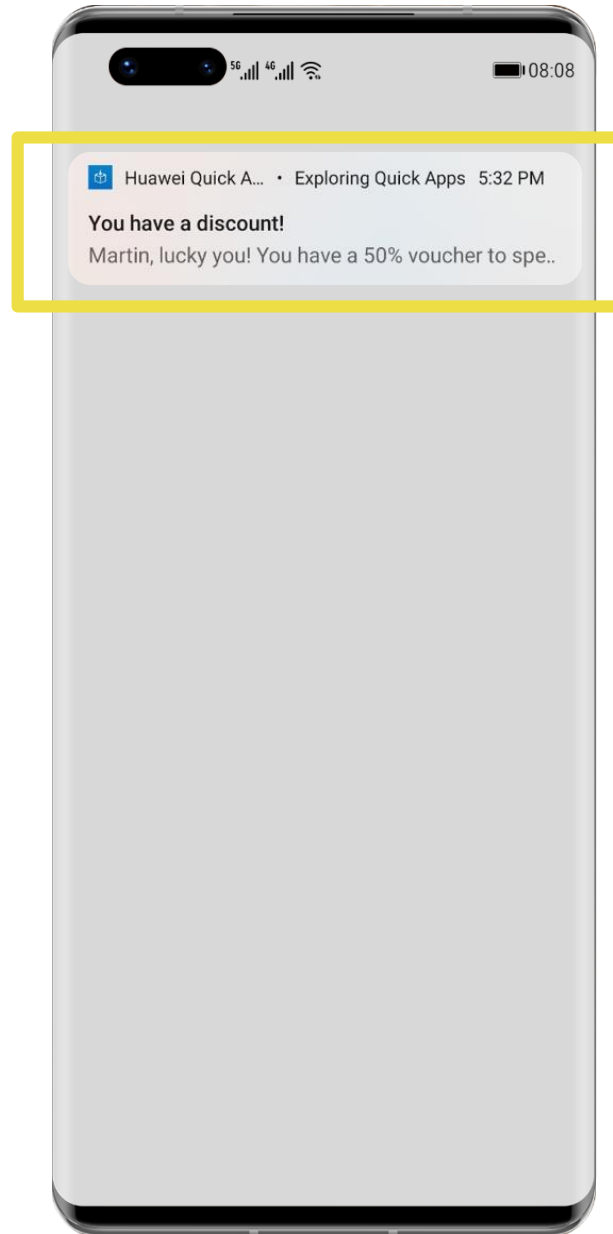
Remember status



DISCOVERABILITY
USER ACQUISITION
MONETIZATION
USER RETENTION

Push notifications

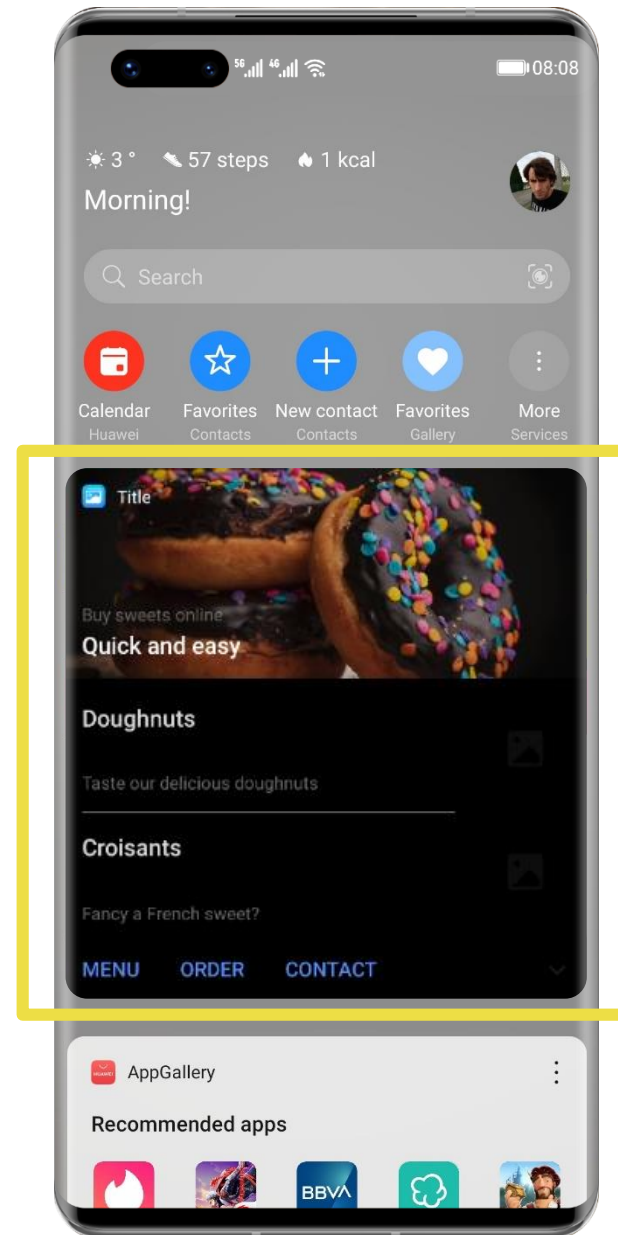
Banners in other apps



ALSO AS WIDGETS

Display on the home screen

Direct user interaction





THE FRAMEWORK

Photo by [Silvia Brazzoduro](#) on [Unsplash](#)

MVVM FRAMEWORK

Vue.js-like

Declarative rendering

Reusable UI components

Reactive HTML templates*

One-way data flow

Event binding

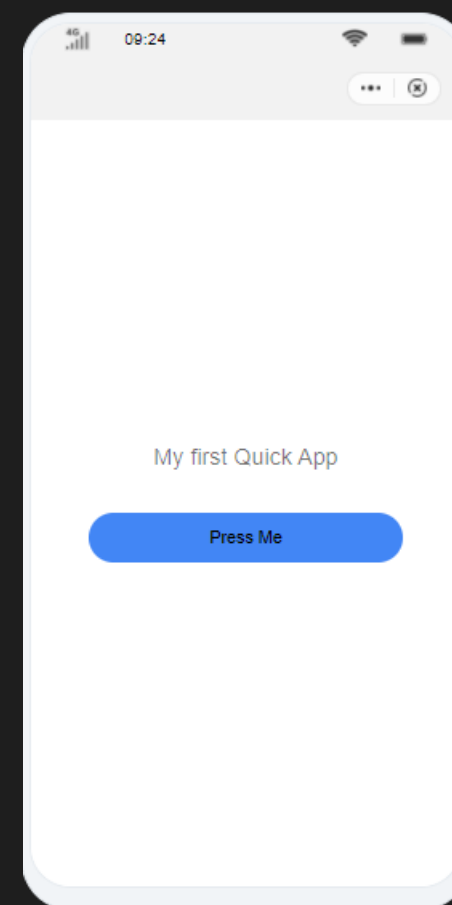
Virtual DOM manipulation

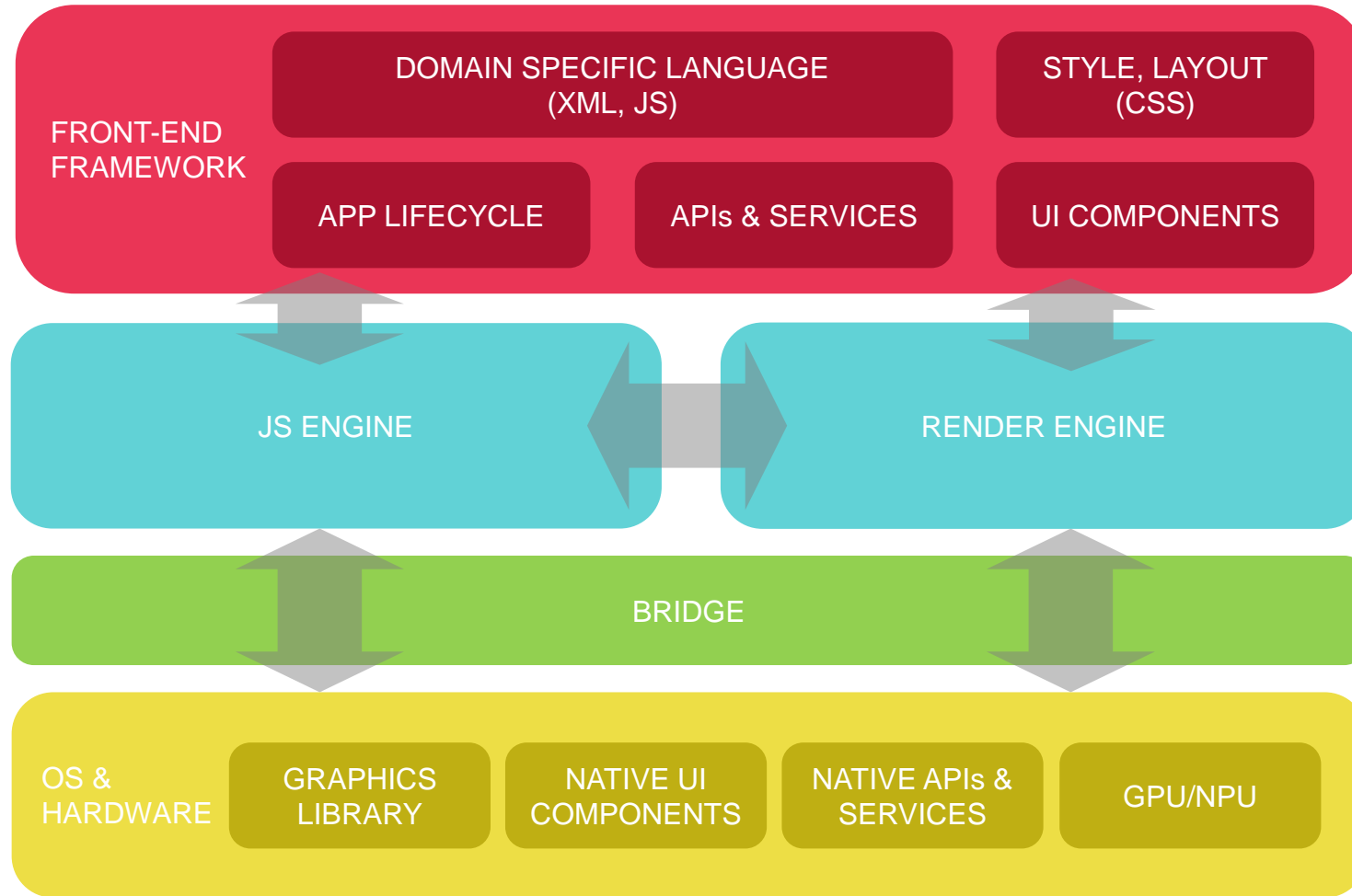
CSS (+LESS +Saas)

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

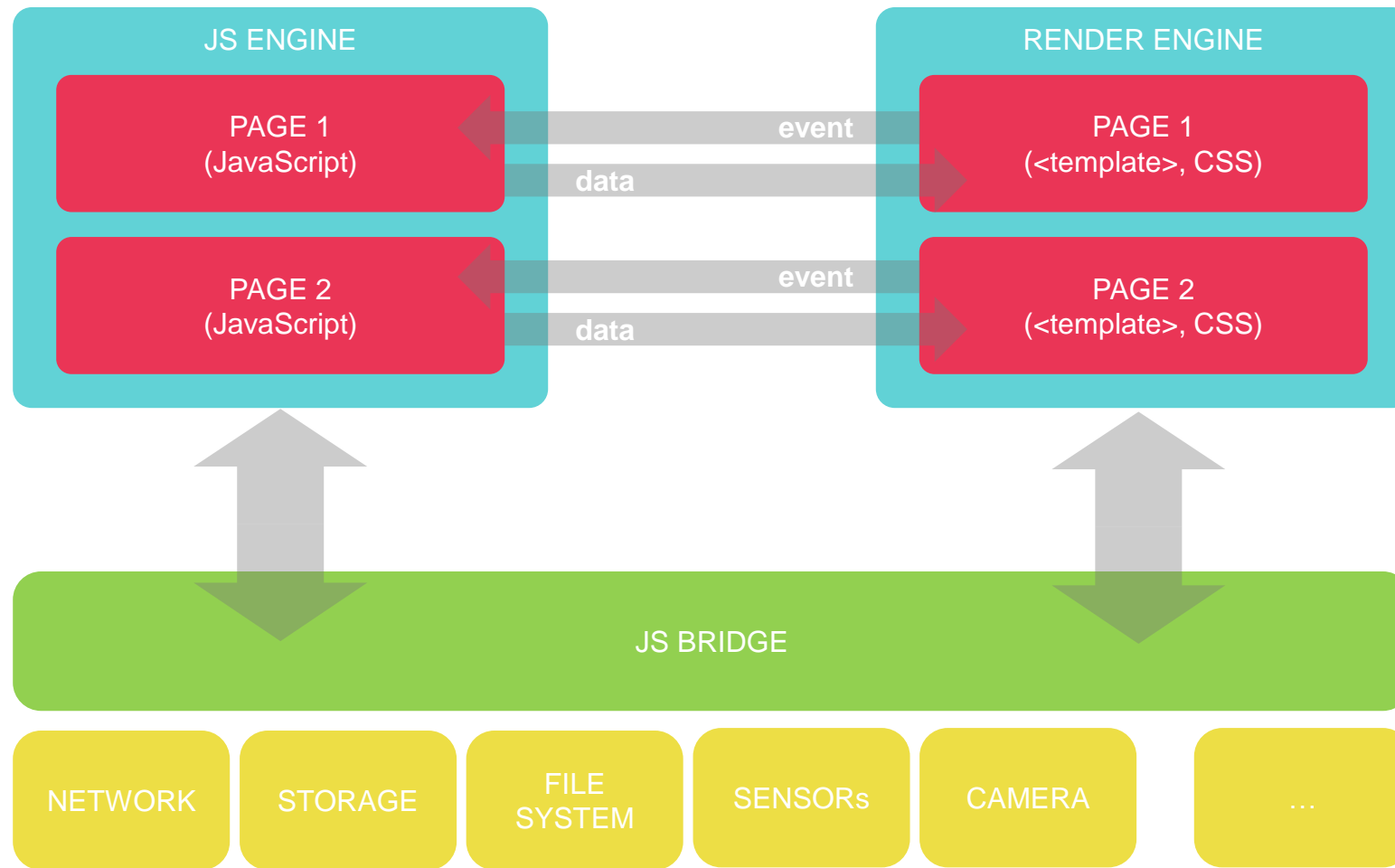
```
<script>
export default {
  private: {
    title: 'My first Quick App'
  },
  changeText () {
    this.title = 'hello world'
  }
}
</script>
```

```
<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>
```





QUICK APP PLATFORM ARCHITECTURE



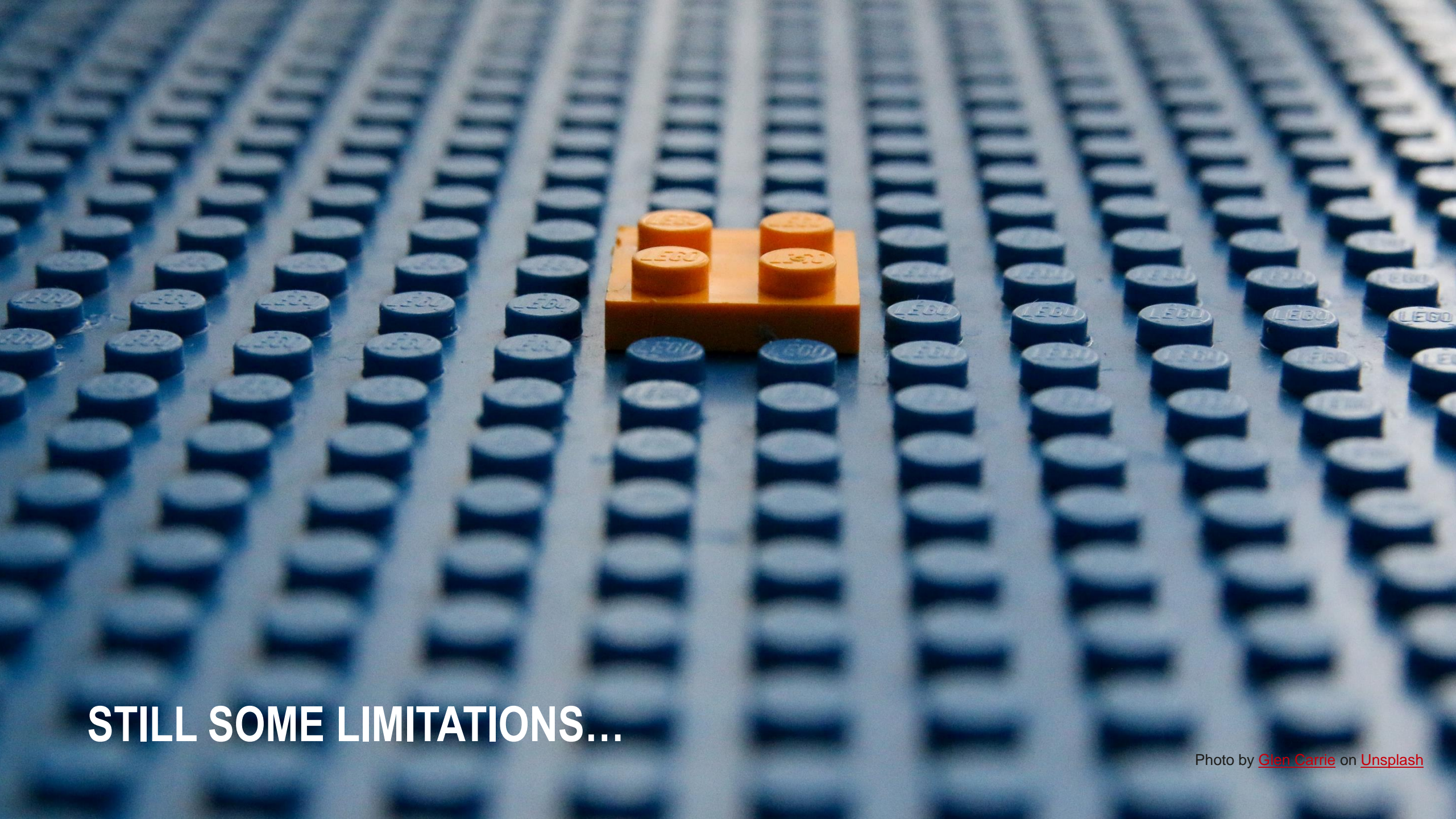
RUNTIME FRAMEWORK

BASIC COMPONENTS		CONTAINERS		FORMS		VIDEO
						CAMERA
A	WEB	DRAWER	RICHTEXT	INPUT	LABEL	CANVAS
PROGRESS	RATING	LIST	STACK	OPTION	PICKER	SLIDE VIEW
SPAN	TEXT	POPUP	SWIPER	SELECT	SLIDER	MAP
MARQUEE	IMAGE	REFRESH	TABS	SWITCH	TEXTAREA	CUSTOM MARKER

QUICK APP BUILT-IN UI COMPONENTS

SYSTEM & NETWORK		INPUT - OUTPUT		DEVICE FEATURES		VENDOR SERVICES
RUN IN BACKGROUND	CRYPTOGRAPHY	QR CODE	QUICK APPS SHARING	NETWORK STATUS	DEVICE AUDIO VOLUME	(AI) TEXT TRANSLATION
SHORTCUT (INSTALLATION)	ZIP MANAGEMENT	AUDIO RECORDINGS	CLIPBOARD	BATTERY	DEVICE ALARMS	(AI) SPEECH RECOGNITION
SYSTEM CONFIGURATION	STORAGE	CANVAS	EXTERNAL SHARING	BRIGHTNESS	CONTACTS	PAYMENTS
PACKAGE MANAGEMENT	FILE SYSTEM	ANIMATIONS	PUSH NOTIFICATIONS	GEOLOCATION	CALENDAR	AUTH.
APP INFO	WEB SOCKETS	IMAGES	WEB VIEW	SENSORS	SMS	STATISTICS
ROUTING	FETCH	AUDIO	DIALOGS	VIBRATOR	WIFI	ADS
DEVICE INFO	UPLOAD DOWNLOAD	VIDEO	IN-APP NOTIFICATIONS	DAILY STEPS	BLUETOOTH	USER ACCOUNT

APIs & SERVICES



STILL SOME LIMITATIONS...

Photo by [Glen Carrie](#) on [Unsplash](#)



QUICKAPP

INITIATIVE

- *Open source community hosted by OW2*
- *Vendor-neutral*
- *Collaborative task forces*



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

Thank you.

[@espinr](#)

martin.alvarez.espinar@huawei.com

More info:



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