

MiniApps: Quick Development, Superb UX

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OSXP – 10 Nov 2021

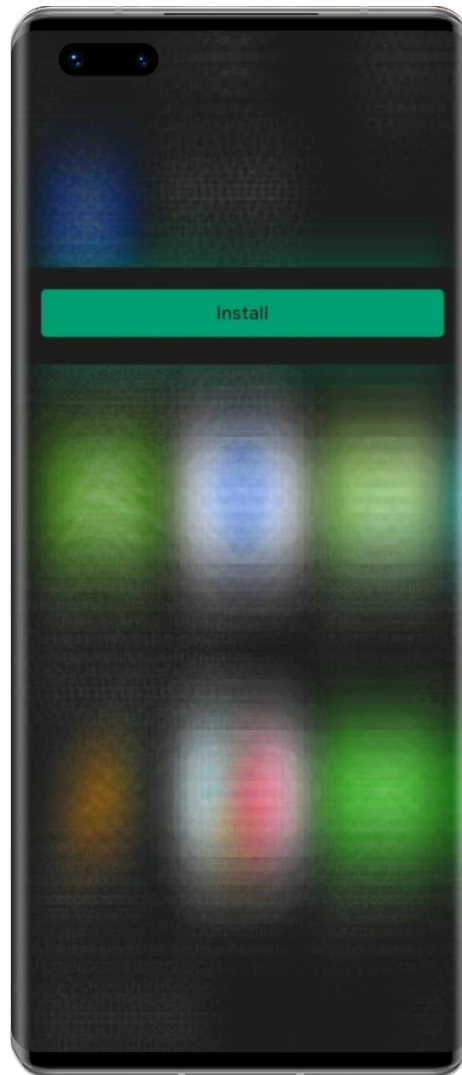


TOO MANY APPS?



TOO

much friction?



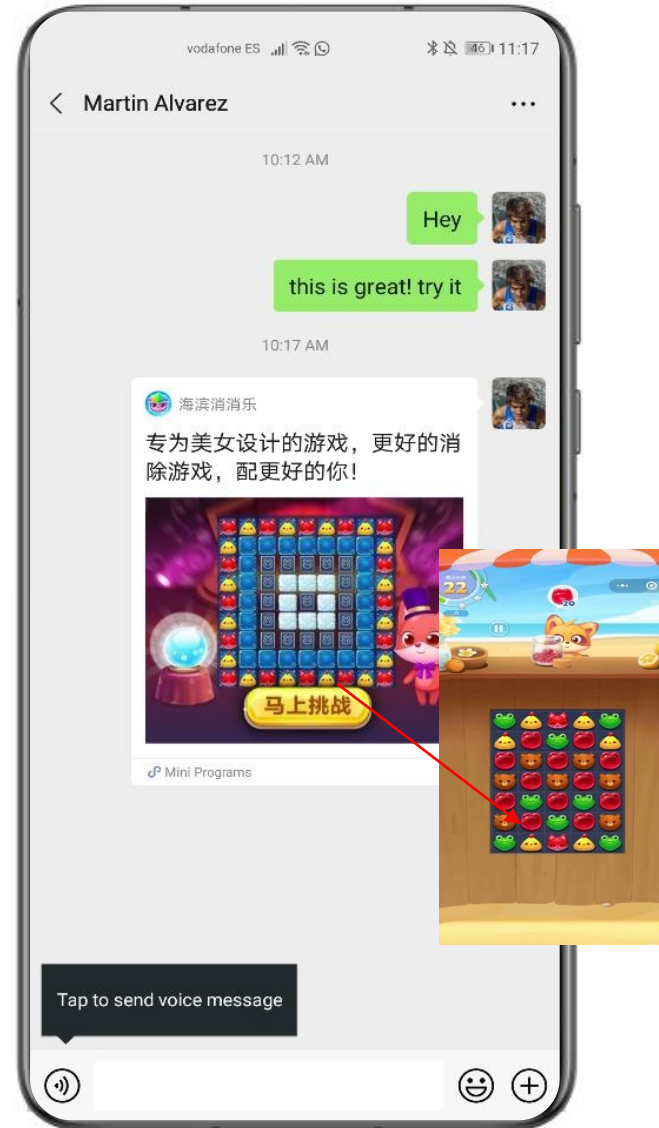
MINIMIZING FRICTION



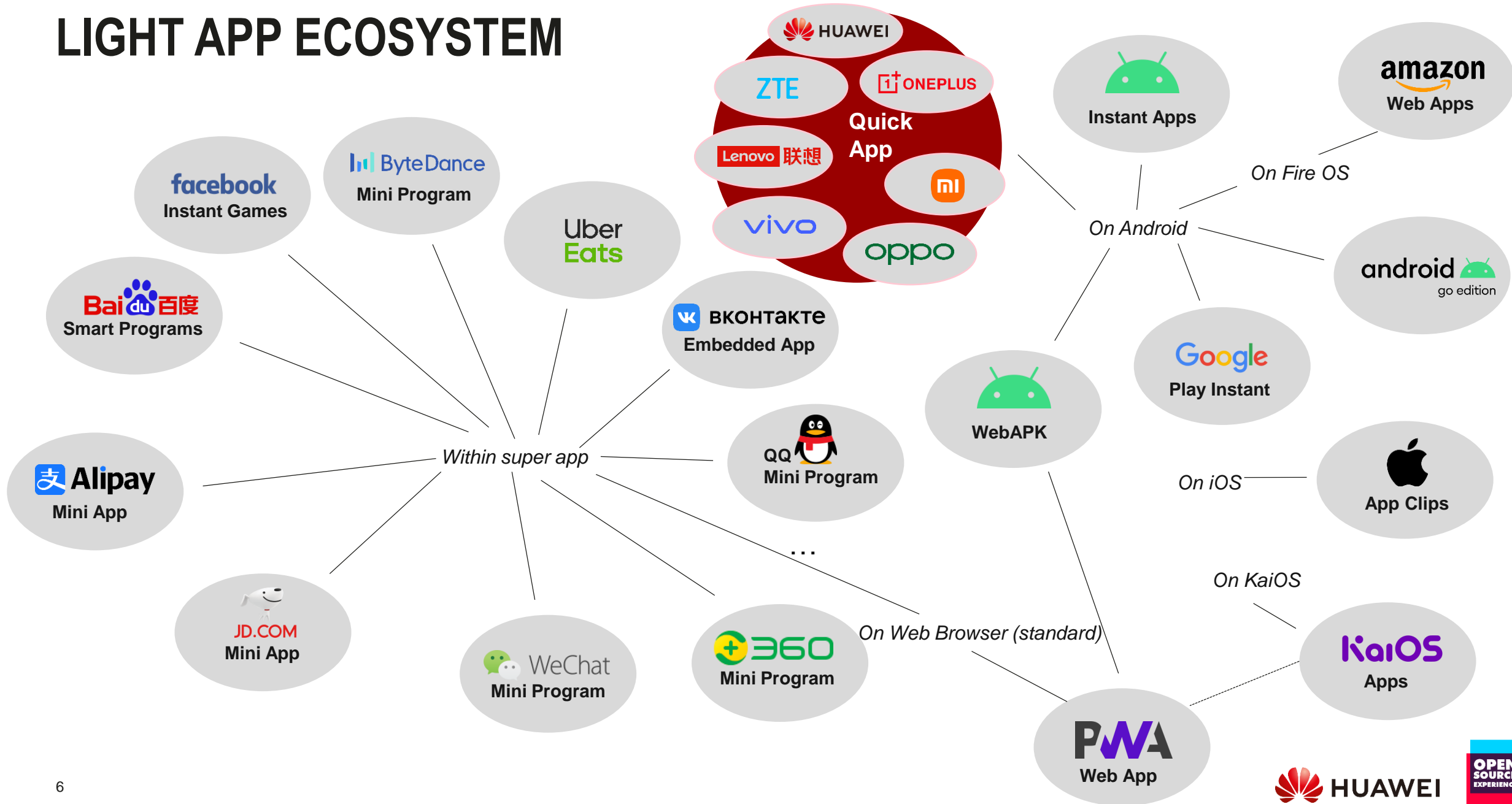
NO INSTALLATION APPS

Direct user interaction

Frictionless apps

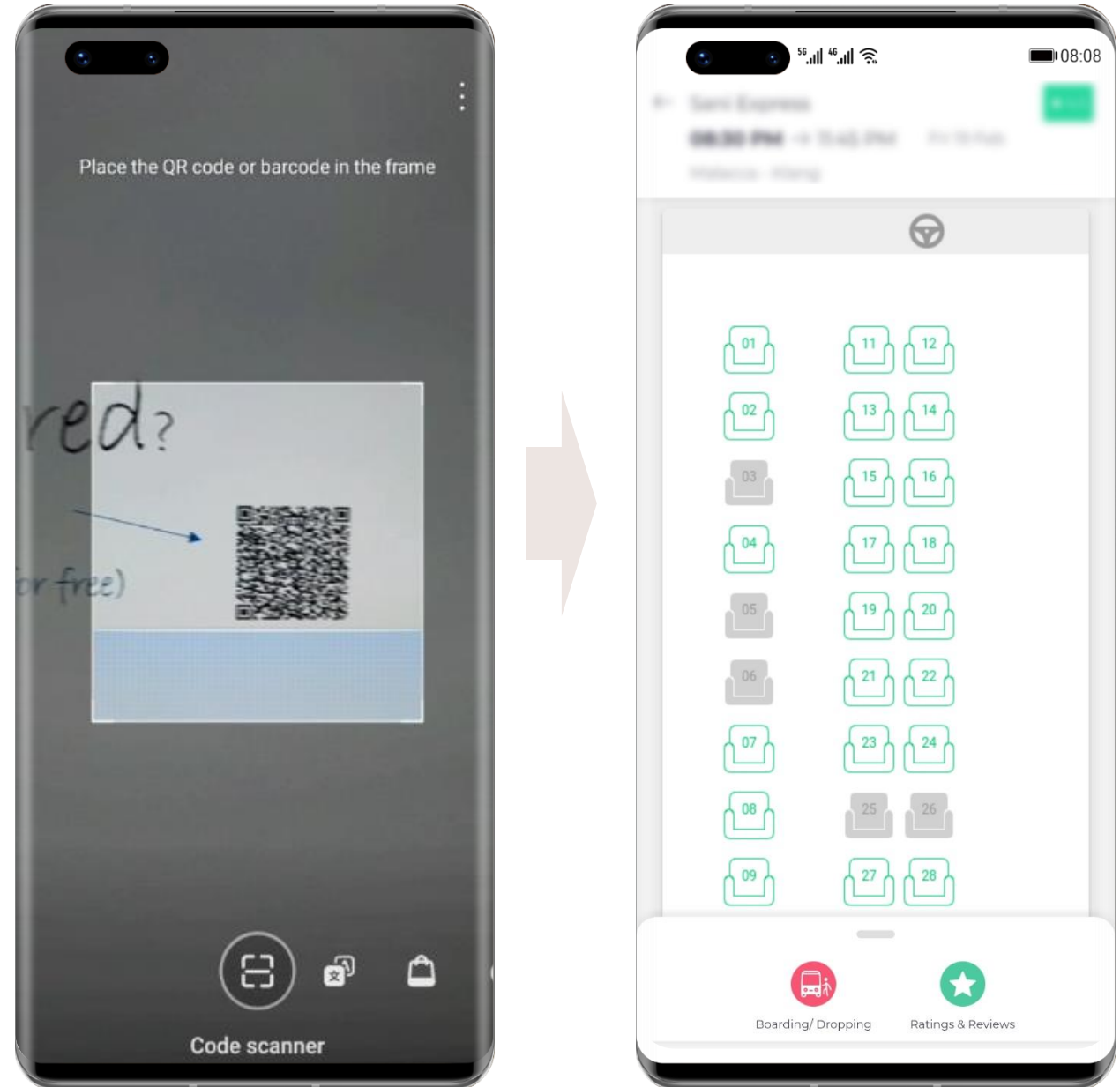


LIGHT APP ECOSYSTEM

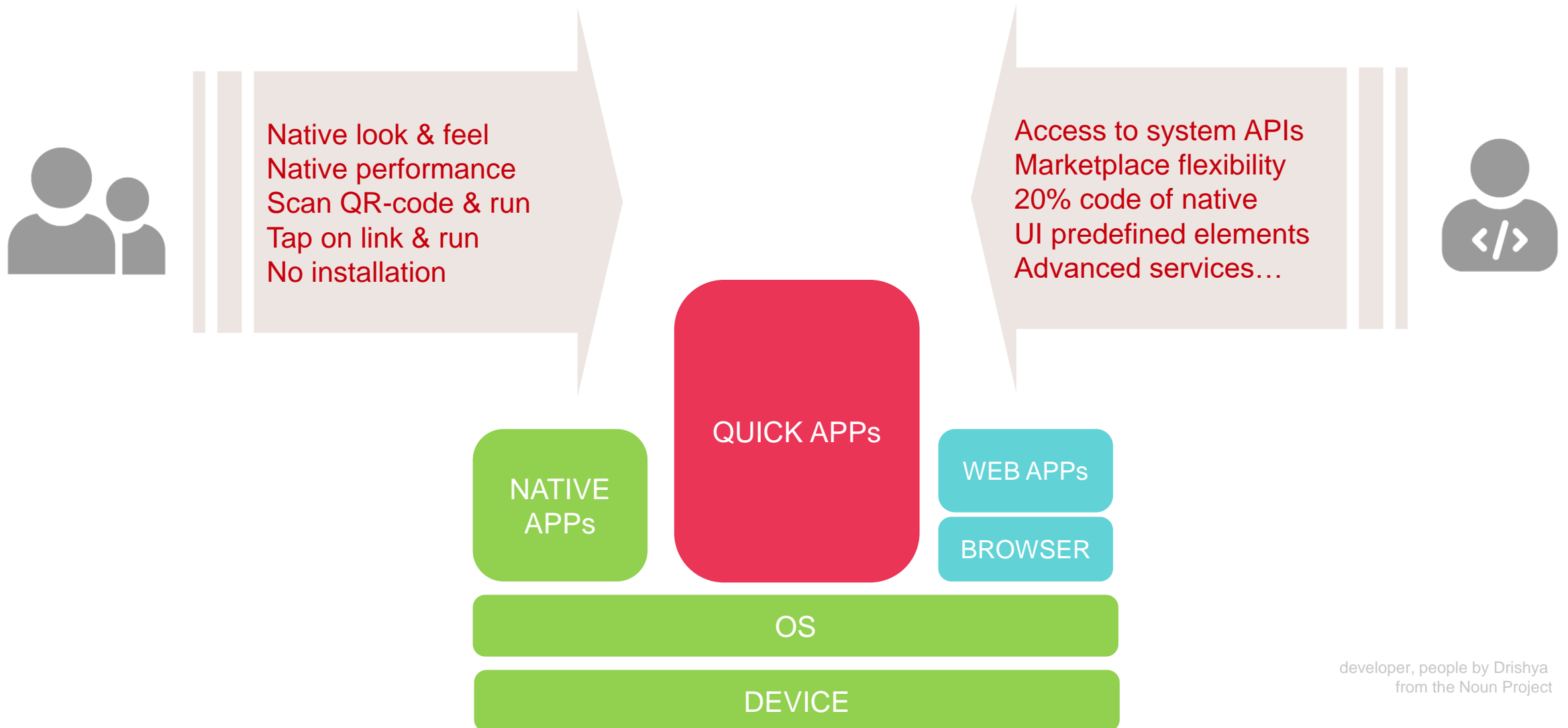


QUICK APP

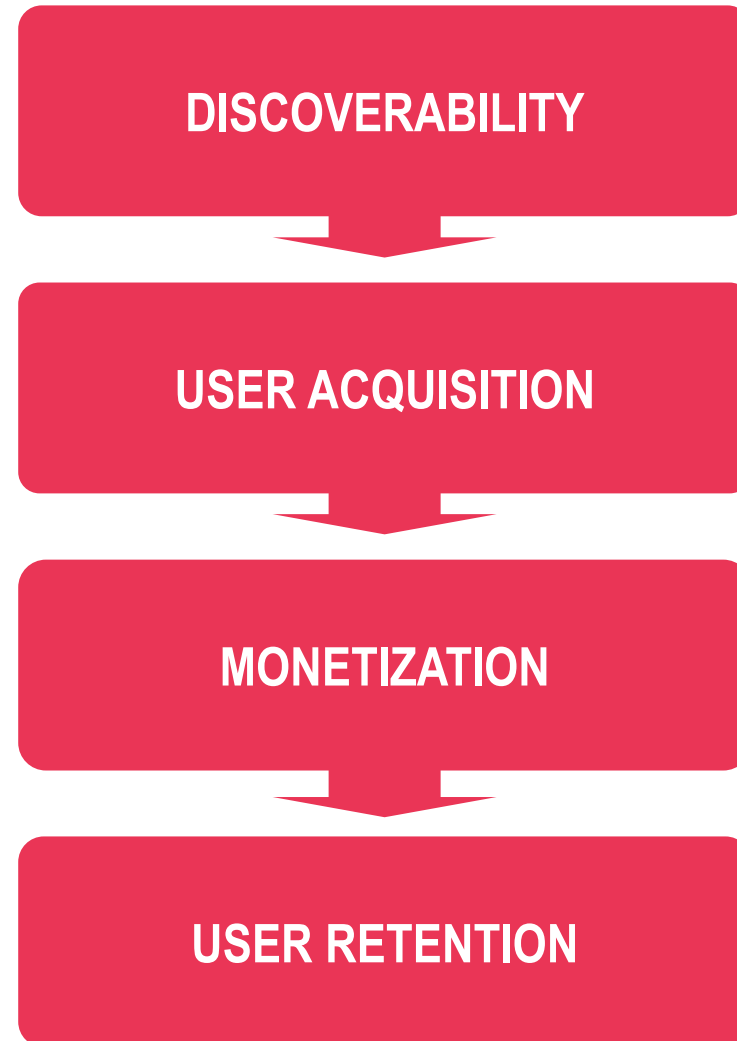
*An MVVM framework
based on **Vue.js** to
develop **native-like**
applications that **do not**
require installation*



QUICK APP MAIN FEATURES



PRODUCT'S LIFECYCLE SUPPORT



DISCOVERABILITY

USER ACQUISITION

MONETIZATION

USER RETENTION

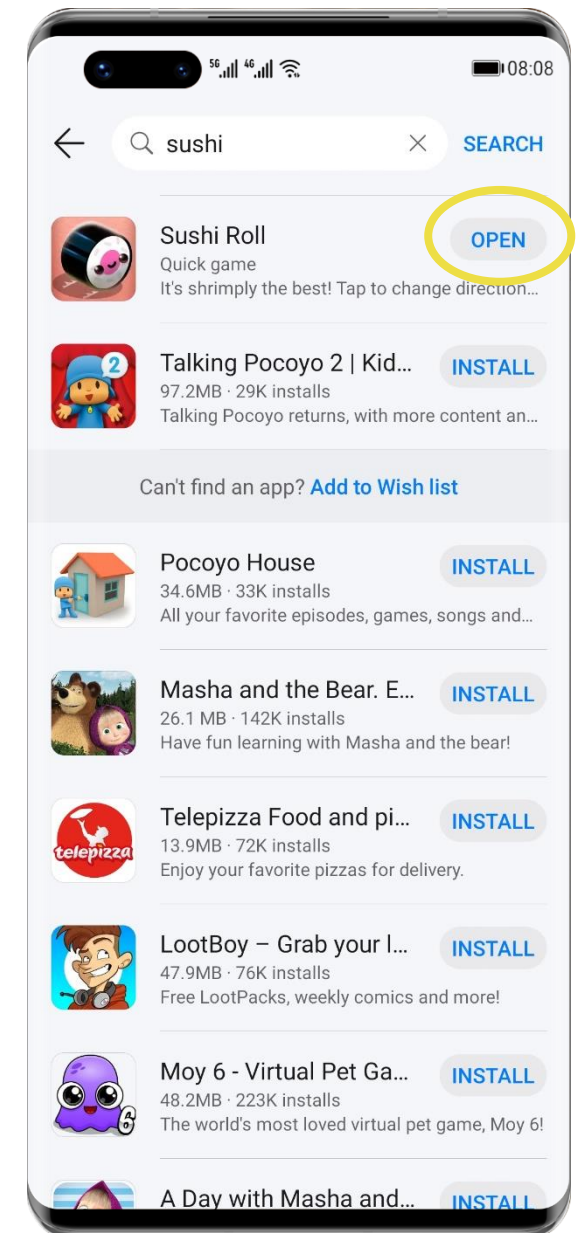
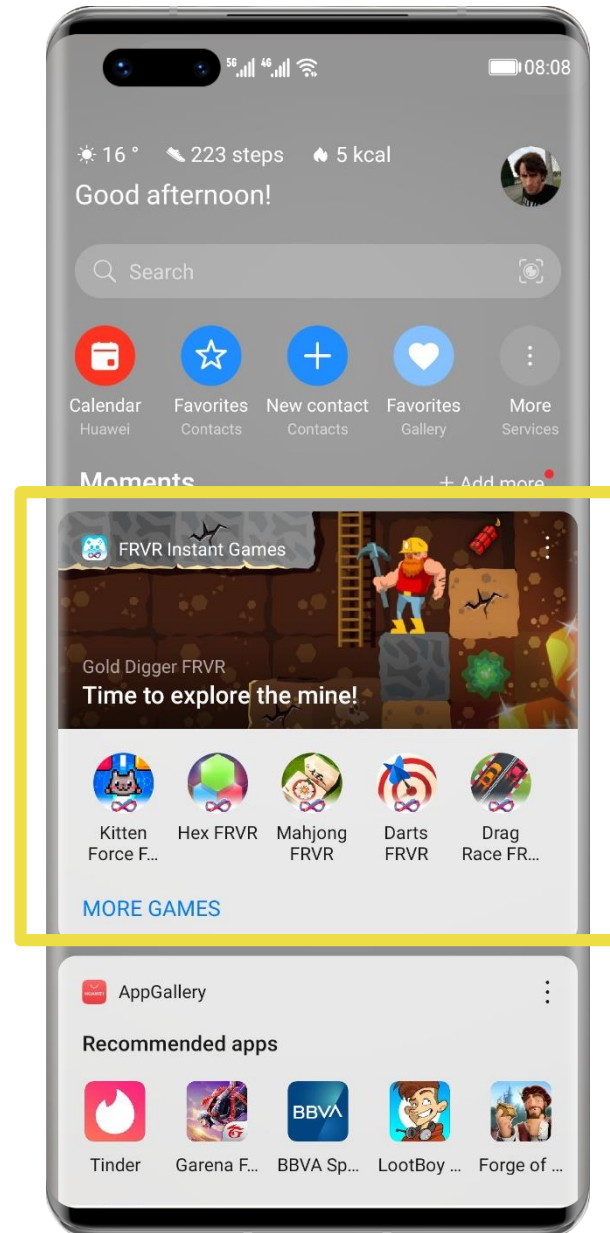
Widgets on dashboard

Global search results

Web sites (URL links)

Links from other apps

Listed in app marketplaces



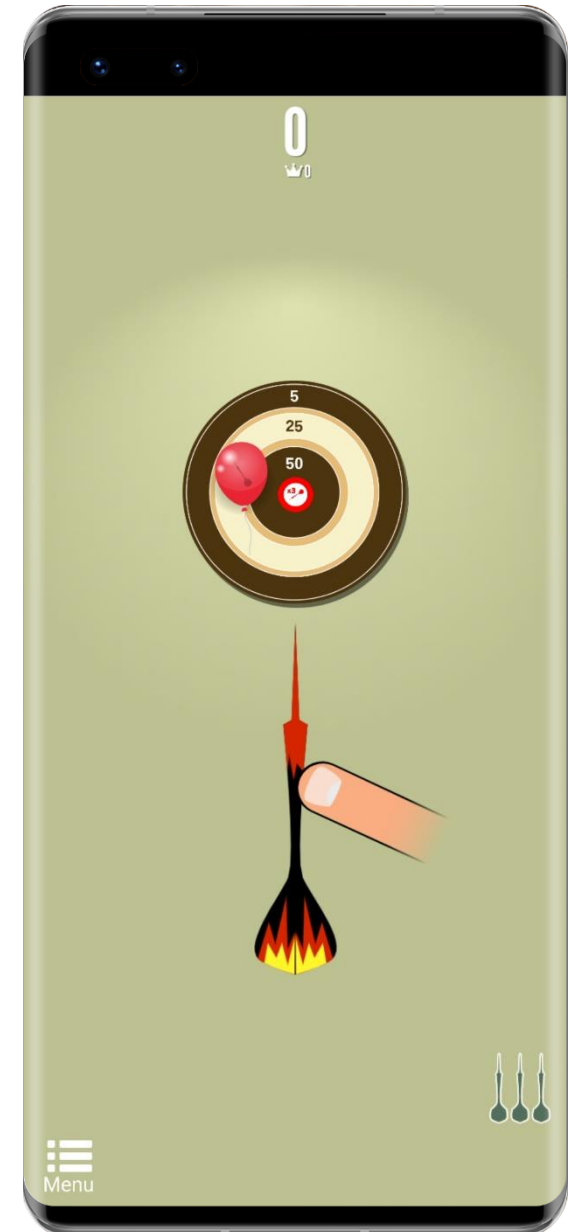
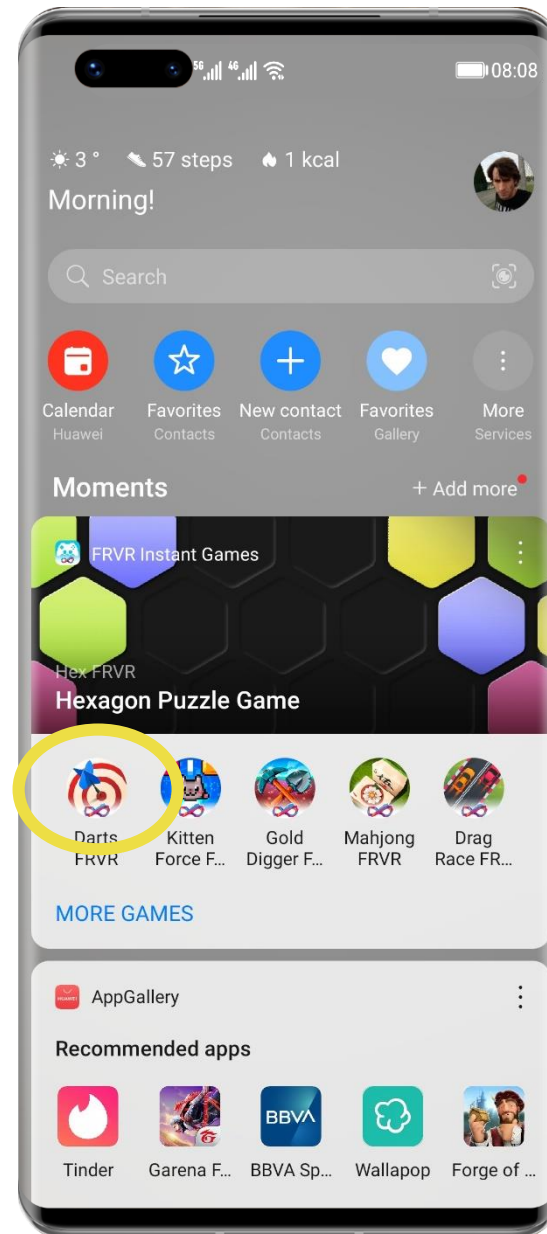
DISCOVERABILITY USER ACQUISITION MONETIZATION USER RETENTION

Huge discoverability

Instant access

Minimum friction

User identification

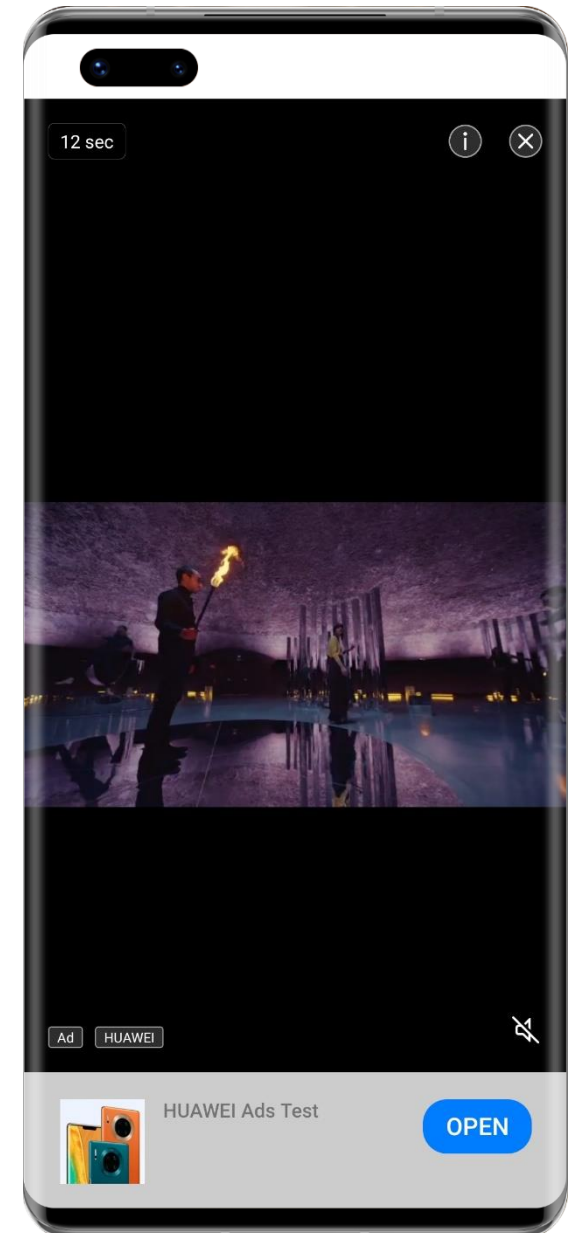
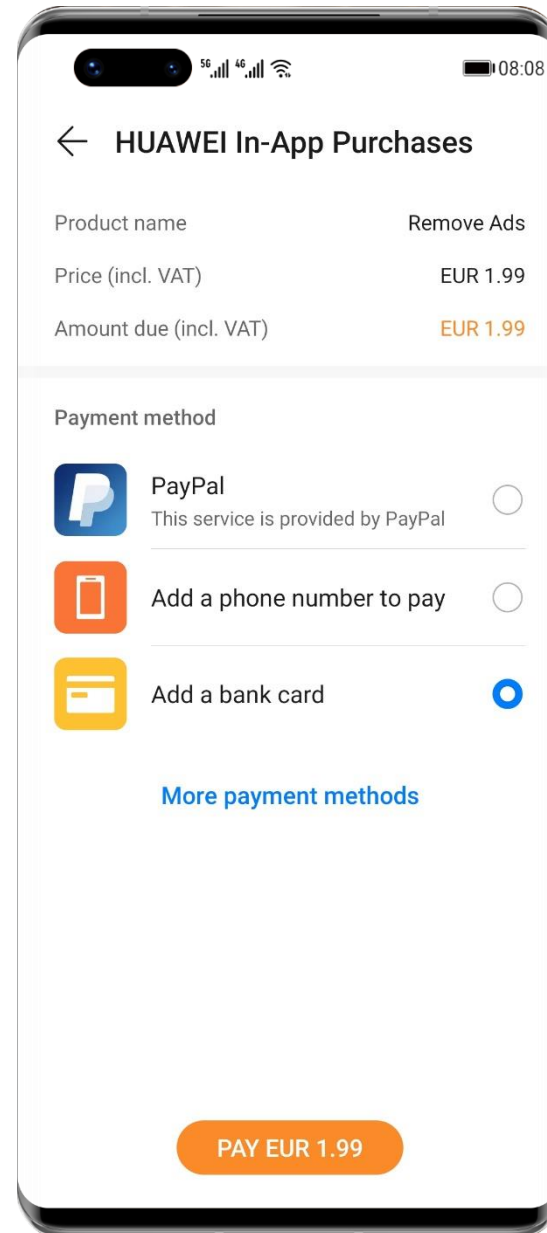


DISCOVERABILITY USER ACQUISITION **MONETIZATION** USER RETENTION

In-app payments

In-app ads

Rewarded ad videos

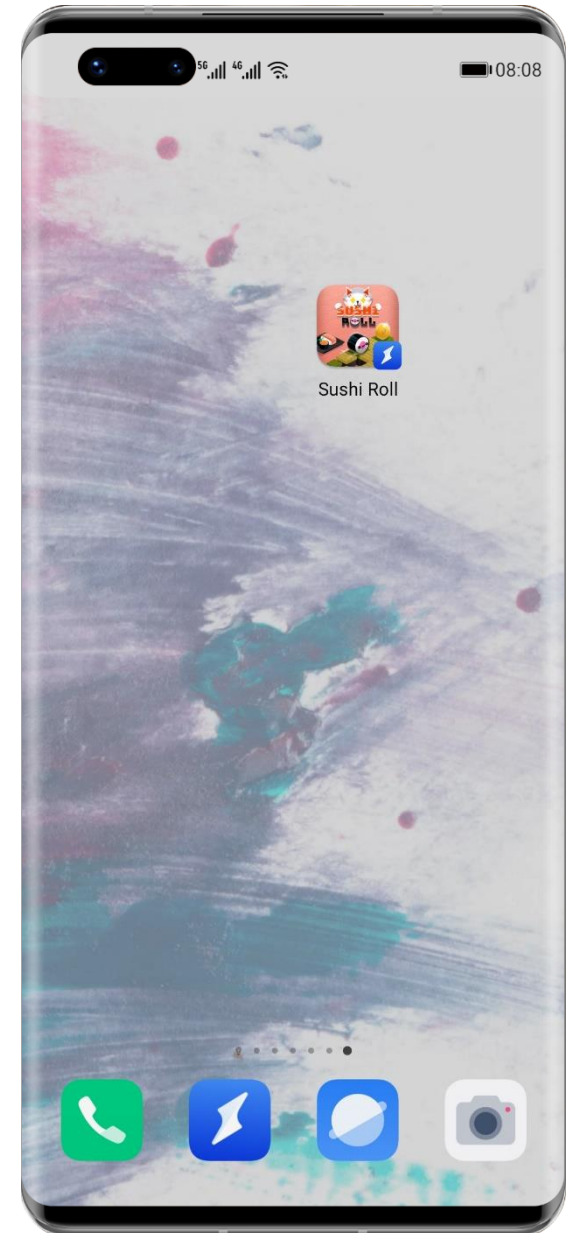
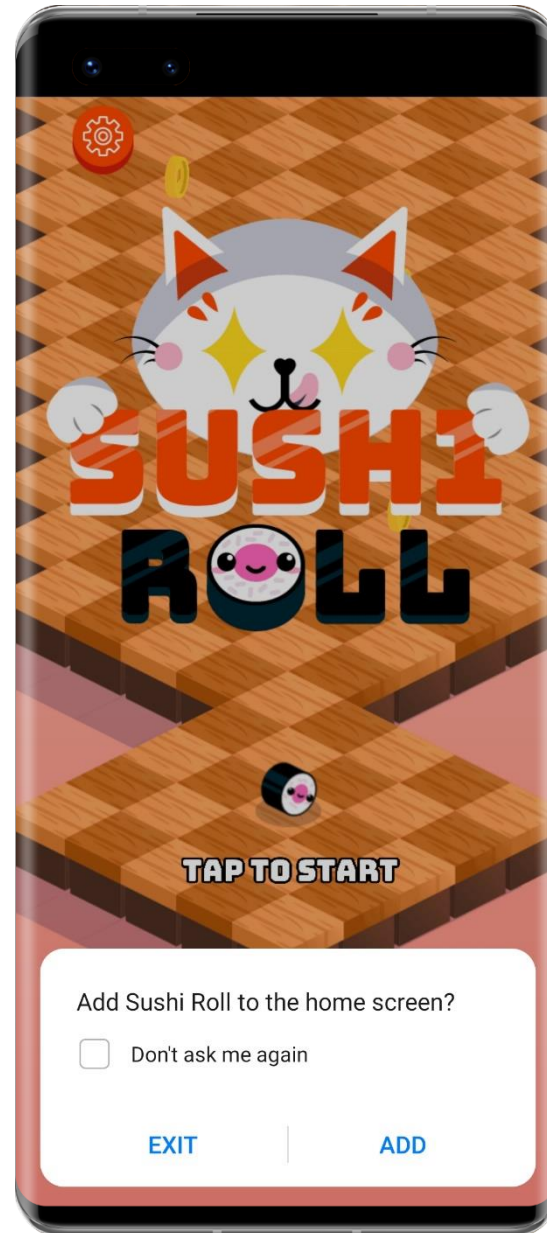


DISCOVERABILITY USER ACQUISITION MONETIZATION USER RETENTION

Tap to open

Save shortcut in home screen

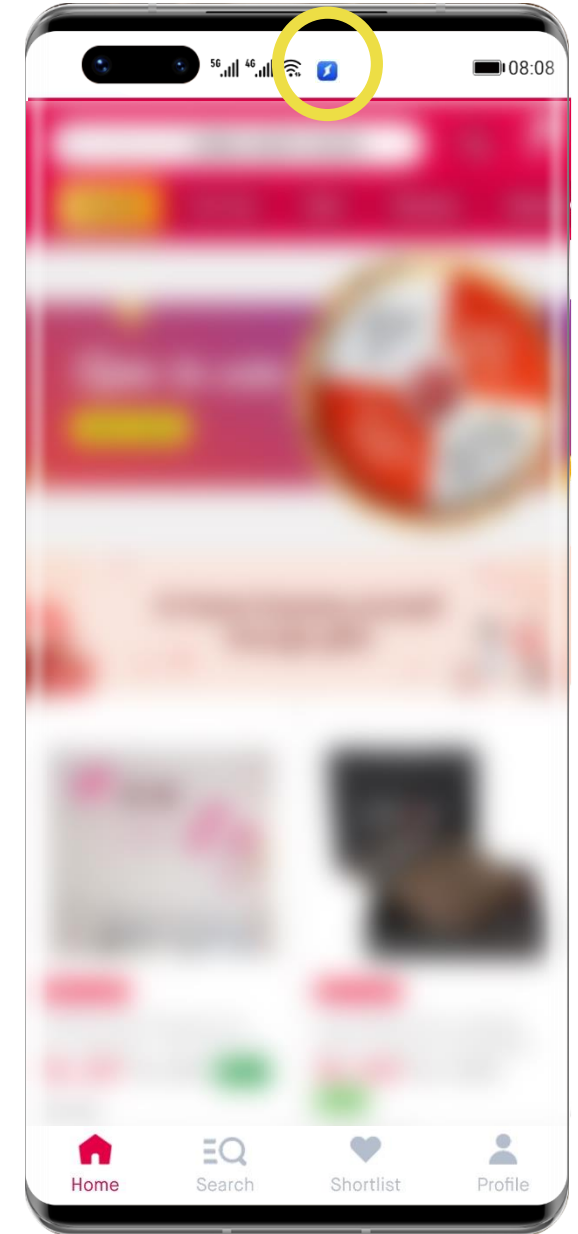
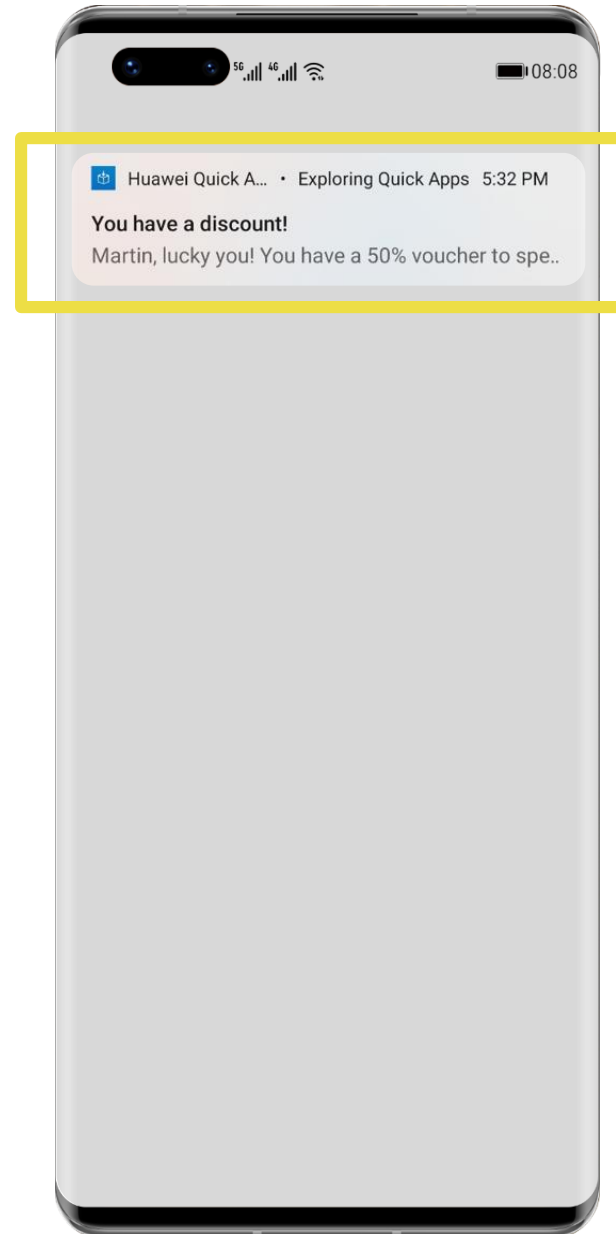
Remember status



DISCOVERABILITY USER ACQUISITION MONETIZATION USER RETENTION

Push notifications

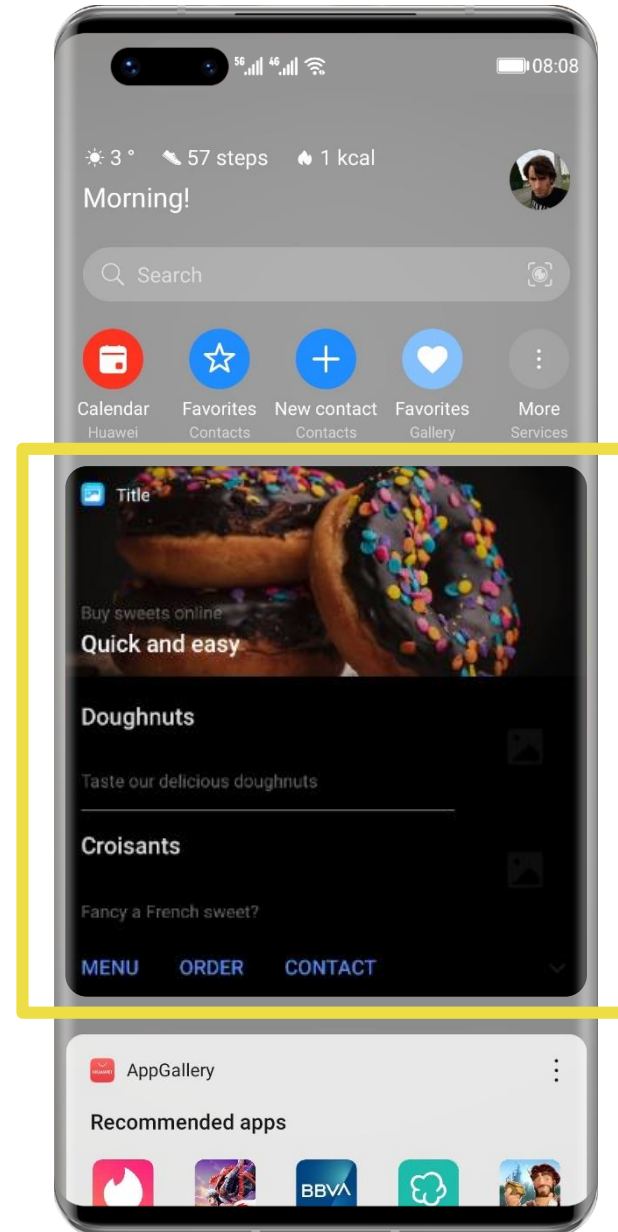
Banners in other apps



ALSO AS WIDGETS

Display on the home screen

Direct user interaction





THE FRAMEWORK

Photo by [Ricardo Gomez Angel](#) on [Unsplash](#)

MVVM FRAMEWORK

Vue.js-like

Declarative rendering

Reactive HTML templates*

Reusable UI components

One-way data flow

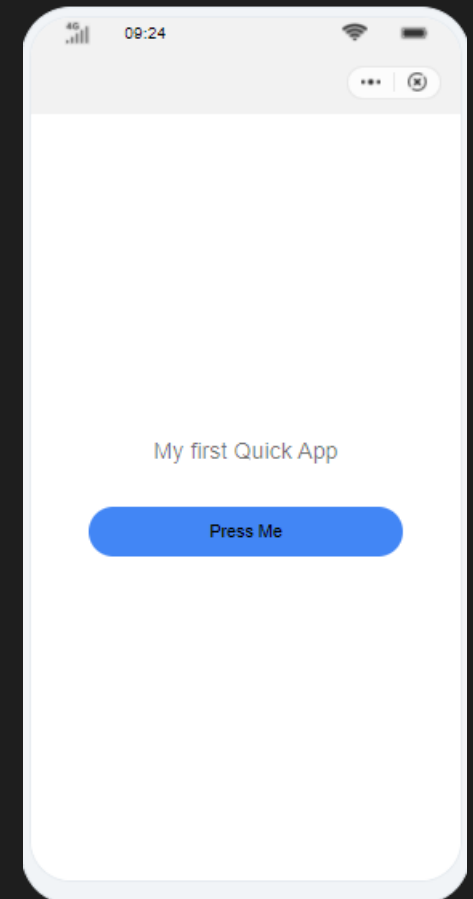
Event binding

CSS (+ LESS + Saas)

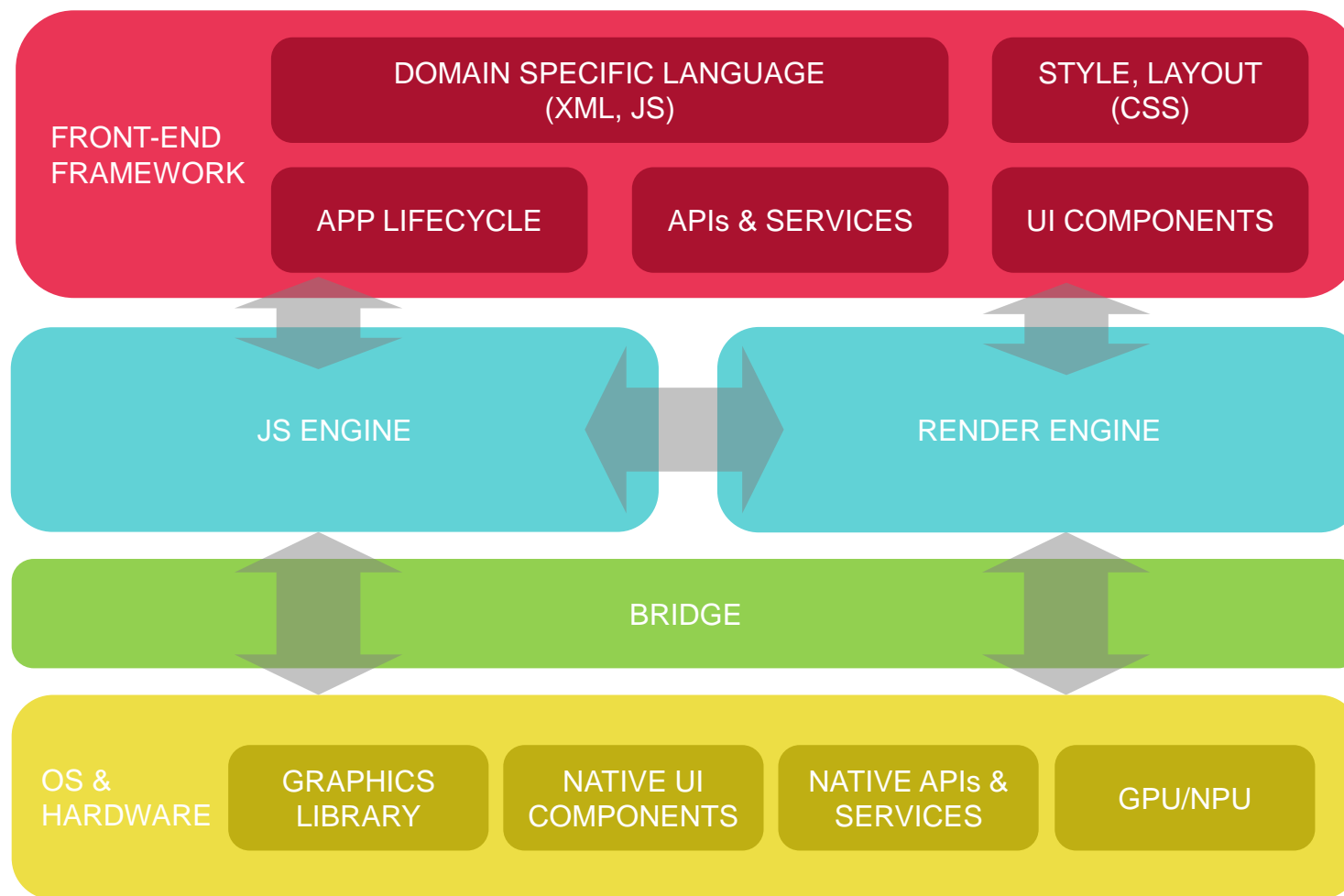
```
<template>
  <div class="main-page">
    <text class="title">{{title}}</text>
    <input class="btn" type="button" value="Press Me" onclick="changeText" />
  </div>
</template>
```

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

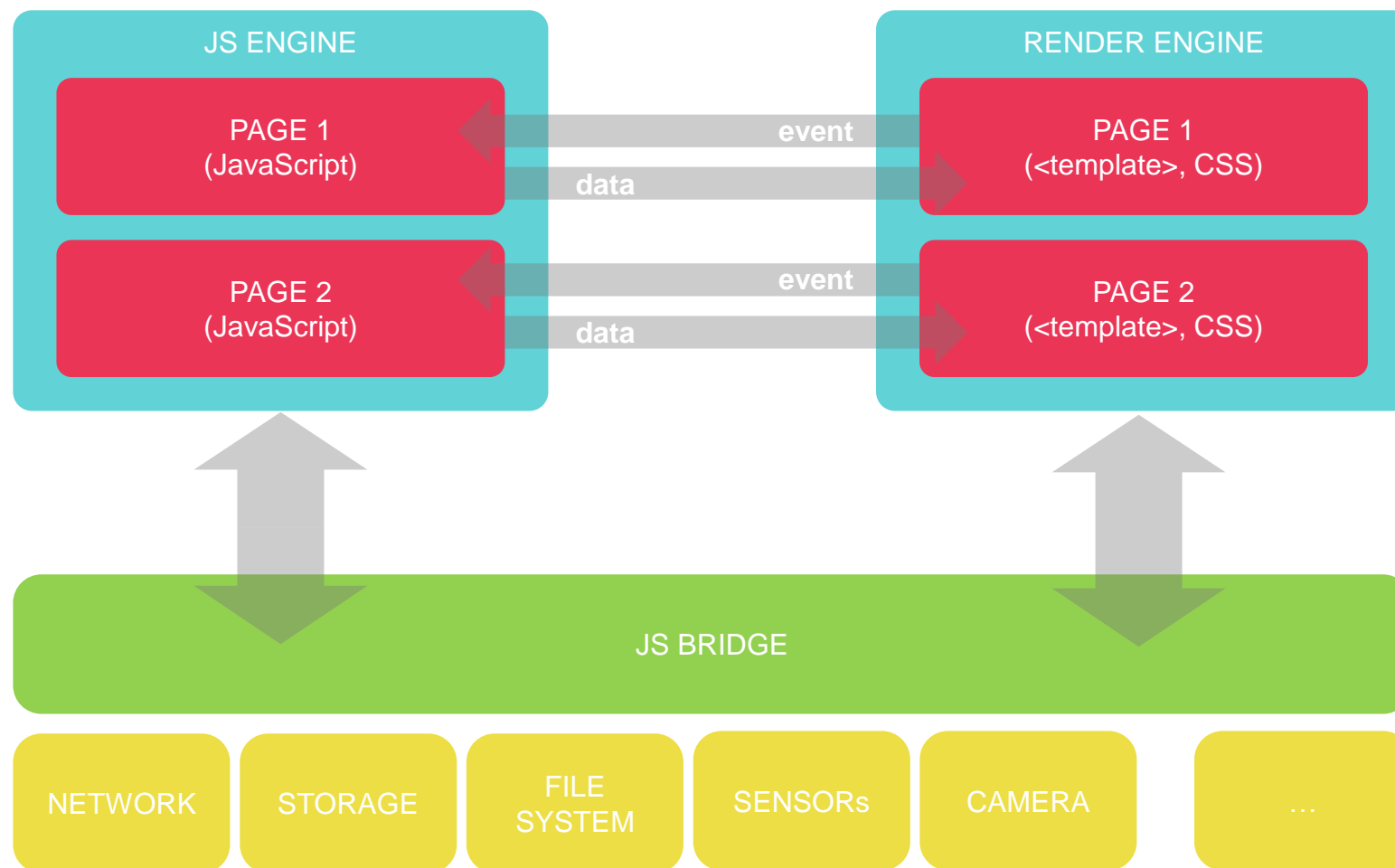
```
<style>
.main-page {
  flex-direction: column;
  justify-content: center;
  align-items: center;
}
.btn {
  width: 550px;
  height: 86px;
  margin-top: 75px;
  border-radius: 43px;
  background-color: #4286f5;
  font-size: 30px;
  color: #000000;
}
</style>
```



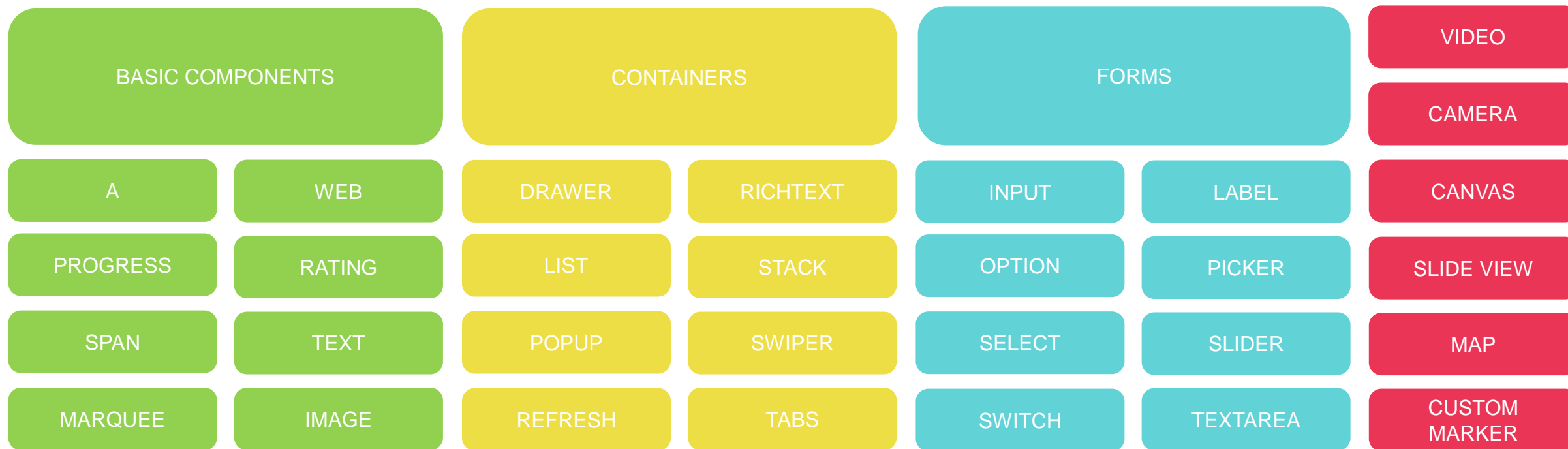
ARCHITECTURE



RUNTIME FRAMEWORK



QUICK APP BUILT-IN UI COMPONENTS



APIs & SERVICES

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



STILL SOME CHALLENGES...

Photo by [Ali Kokab](#) on [Unsplash](#)



QUICKAPP
INITIATIVE

Open source community **hosted by OW2**

Vendor-neutral

Collaborative task forces

Join us now! →



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

Thank you.

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More info:



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

Thank you.

Bring digital to every person, home and organization for a fully connected, intelligent world.

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