

Module 1

Mobile Applications and Models used in Business

Chapter Overview

- ◆ What is a mobile app?
- ◆ Why develop a mobile application?
- ◆ The business models for mobile apps

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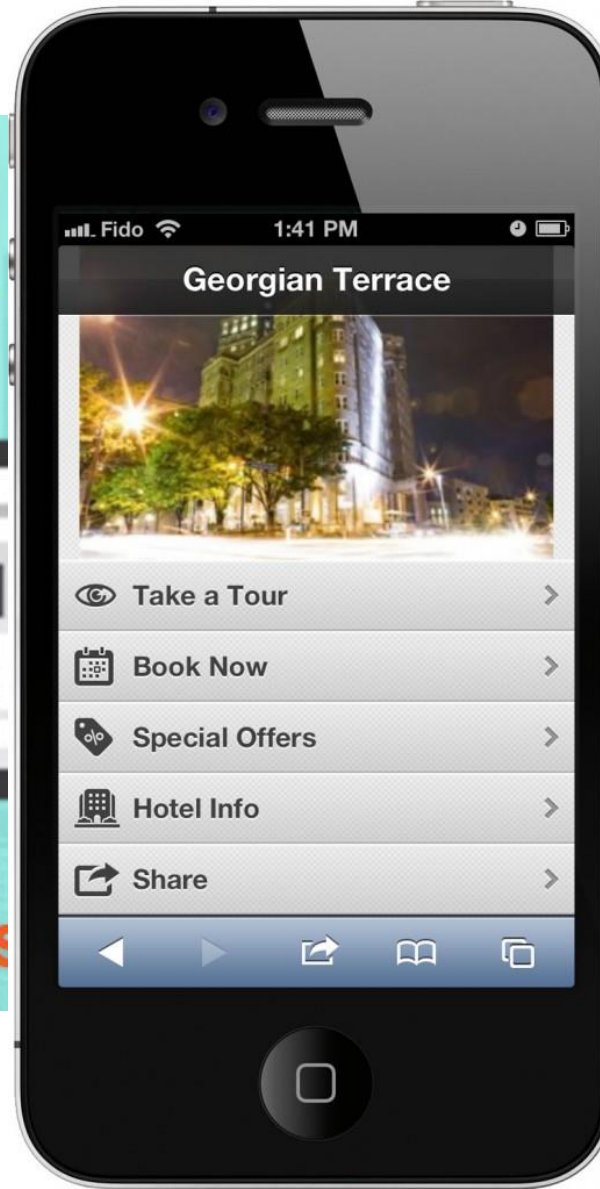
What is mobile app?

- ❖ It's a basic question but with the intersection between mobile apps and mobile compatible or responsive apps and websites increasingly blurred, one worth briefly answering.
- ❖ A mobile app is a software application designed specifically for use on smartphones and tablets.
 - These devices run on different operating systems (OS) to laptop and desktop computers

COMPATIBLE WEBSITE

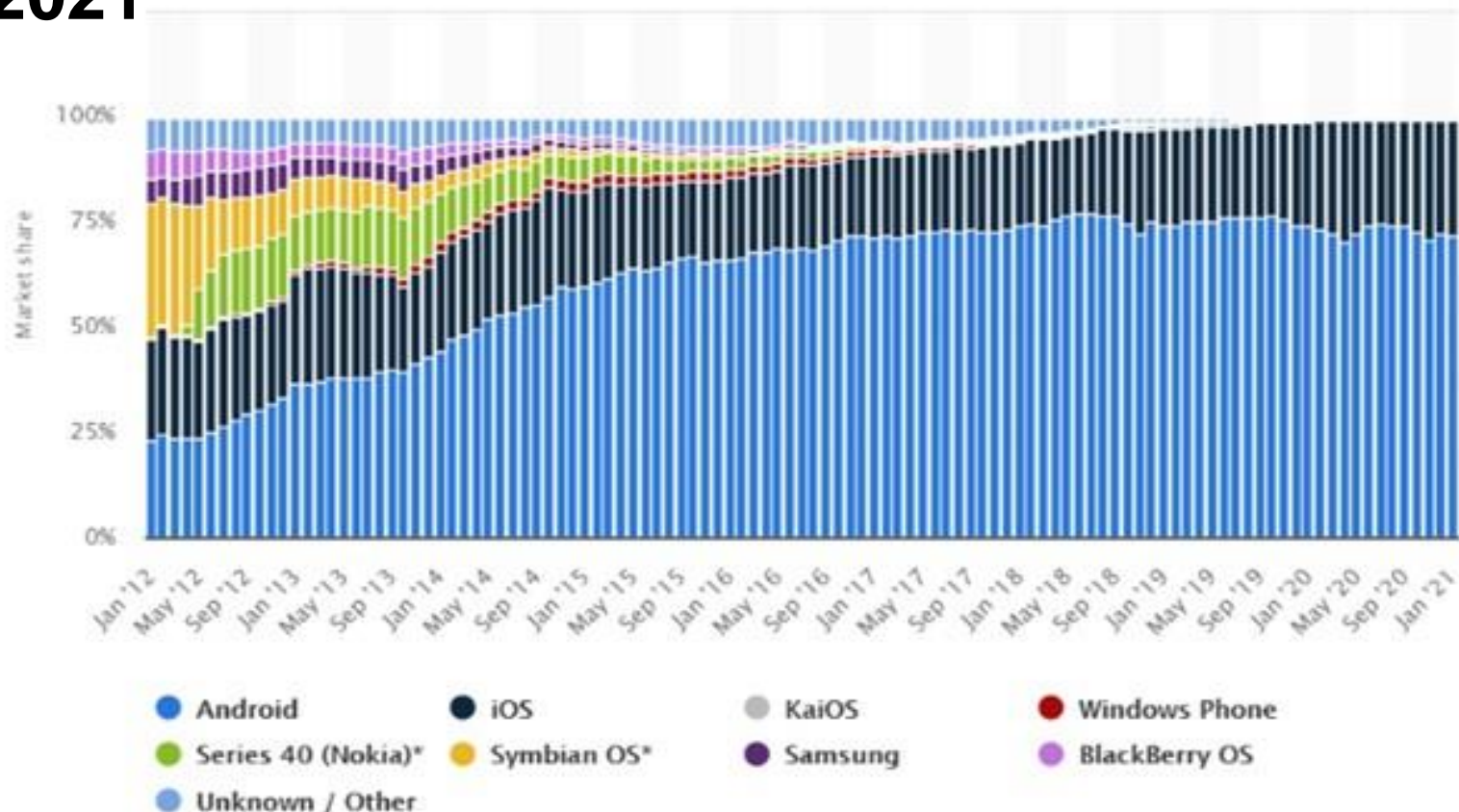


OPTIMIZED WEBSITE



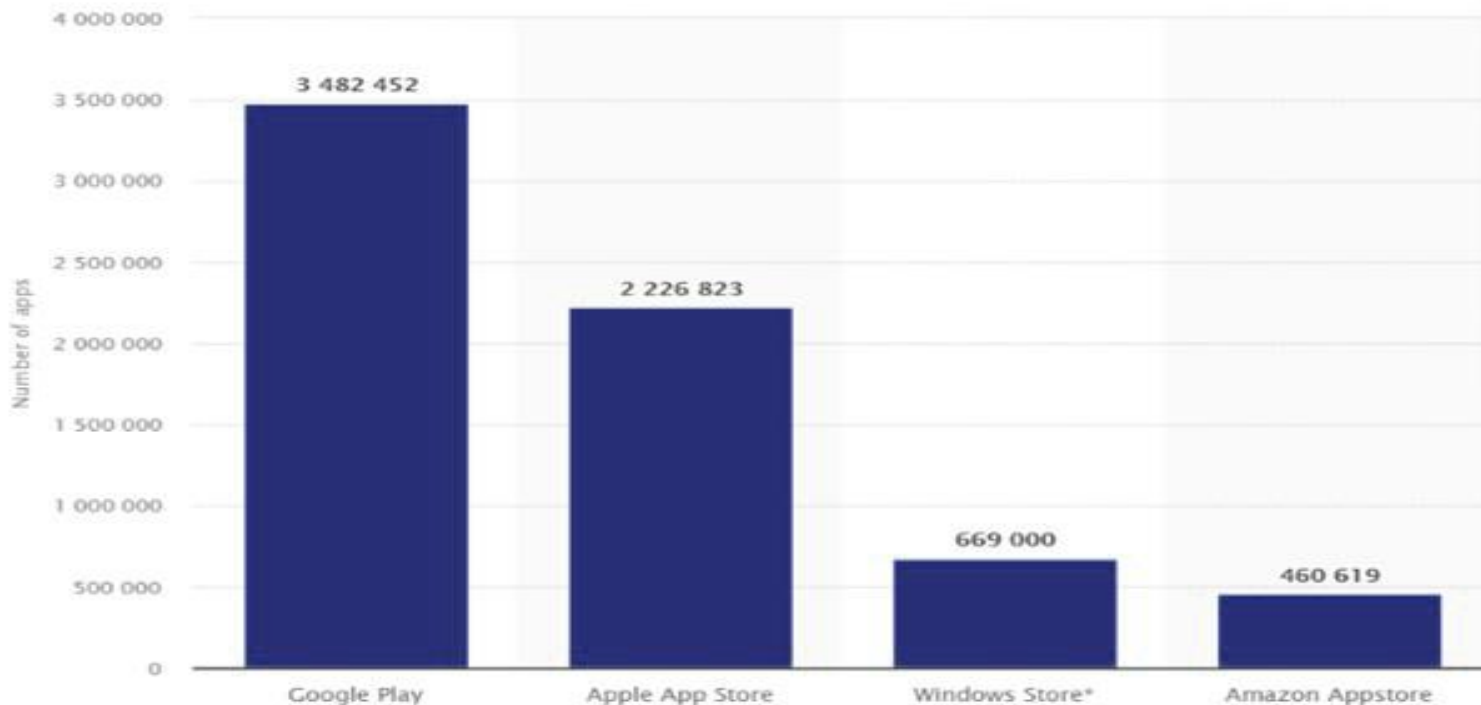
Number 1

Mobile operating systems' market share worldwide from January 2012 to January 2021

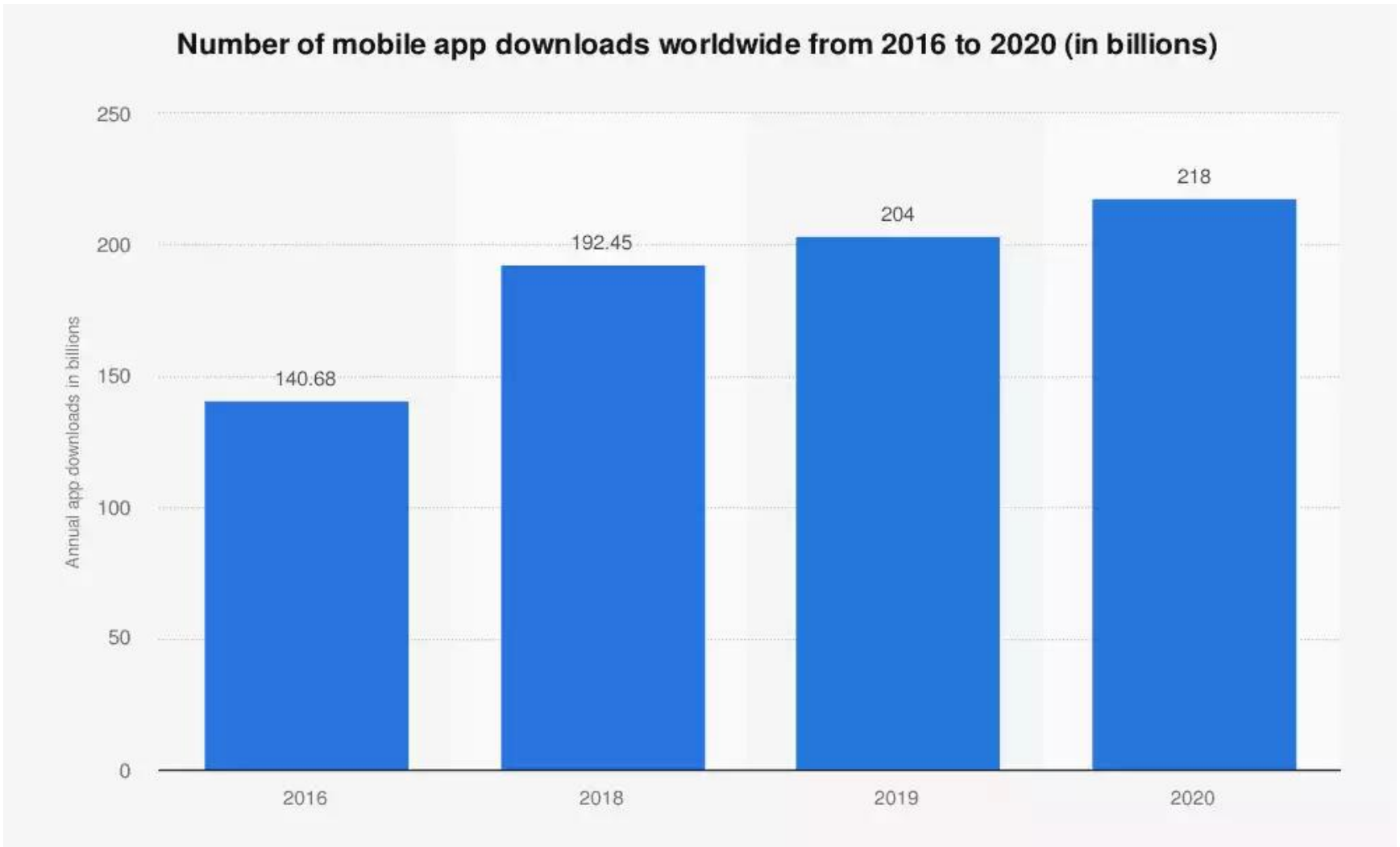


Number 2

Number of apps available in leading app stores as of 1st quarter 2021

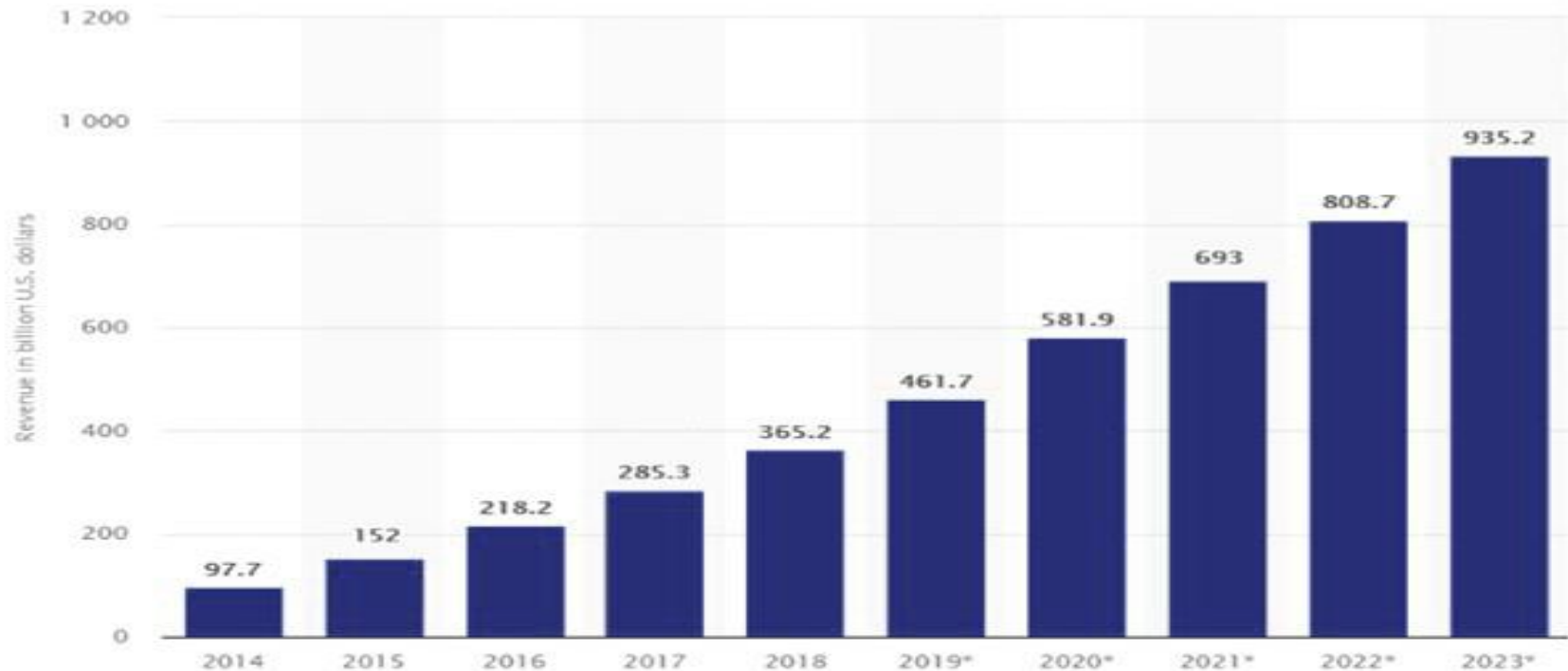


Downloads



Revenues

Worldwide mobile app revenues in 2014 to 2023



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Why develop a mobile application?



Please give at least one reason to explain?

Why develop a mobile application?

- ◆ **Increased brand visibility and recognition**

- ◆ KidloLand, downloaded more than 6 million times, 174 countries

- ◆ **Mobile apps increase engagement**

- ◆ **customer service**

- ◆ According to SoftwareAdvice, more than 65% of consumers in the age range of 18-44 use their mobile devices to seek service more than once a month

- ◆ **Higher customer loyalty**

- ◆ segmented targeting, personalized messaging, and unique offers

Why? II

◆ Mobile apps offer valuable insights

- ◆ Data gets collected at a more granular level which can then be used to drive decision making
- ◆ Analytics tools such as Firebase and UXCam

◆ Data-driven marketing with mobile apps

- ◆ Data can then be leveraged in order to craft more strategic, targeted messaging to customers through the use of push notifications

◆ Improve user-friendliness

- ◆ When you take steps to make internal fulfillment easier on the consumer, you boost user-friendliness

Why? III

- ◆ **A mobile app can help expand your customer base**
 - ◆ Investing in a mobile app is also a great way to expand your customer base to include younger demographics
- ◆ **Increase your brand value with a mobile app**
 - ◆ you are taking steps to increase brand awareness, recognition, value and boost the quality of your services
- ◆ **Competitive advantage**
 - ◆ Mobile apps are pretty much turning into a standard for companies all over the globe

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The business models for mobile apps

◆ Business Model

- ◆ The aim is to directly commercialize them as an app-based business.
- ◆ Achieve efficiencies and generating a return on investment that way.

◆ Non-profit Business Model

For a charity or foundation

Non-profit Business Model

- ◆ the World Wildlife Federation's (WWF) mission is *"is to conserve nature and reduce the most pressing threats to the diversity of life on Earth"*.
- ◆ The charity sees raising individual awareness and behavioural change as key to it achieving its mission. It runs several apps to that end like *My Footprint*, which sets *"every day challenges on food, energy and nature to help stop climate change"*.

Mobility in Various Areas

- ◆ The role of mobility in the corporate
 - ◆ Mobility in Travel
 - ◆ Mobility in Transportation Service
 - ◆ Mobility in Insurance, Banking and Financial Services (IBFS)
 - ◆ Mobility in Field Service, Transportation and Logistics (FSTL)

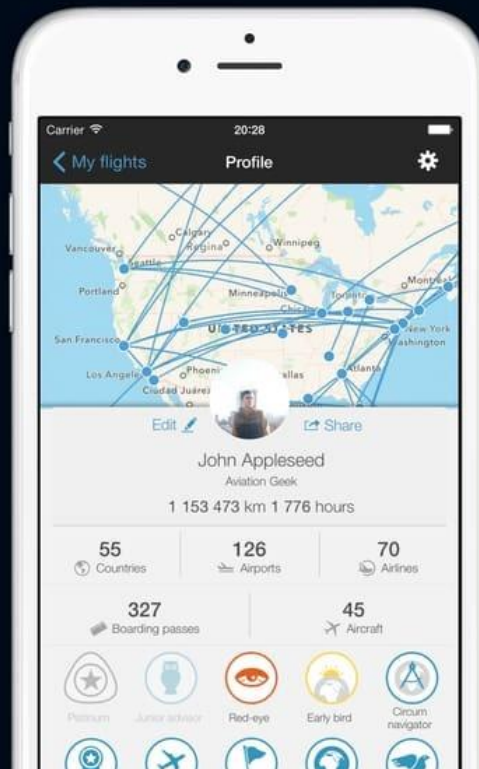
Business model case I

Airline apps

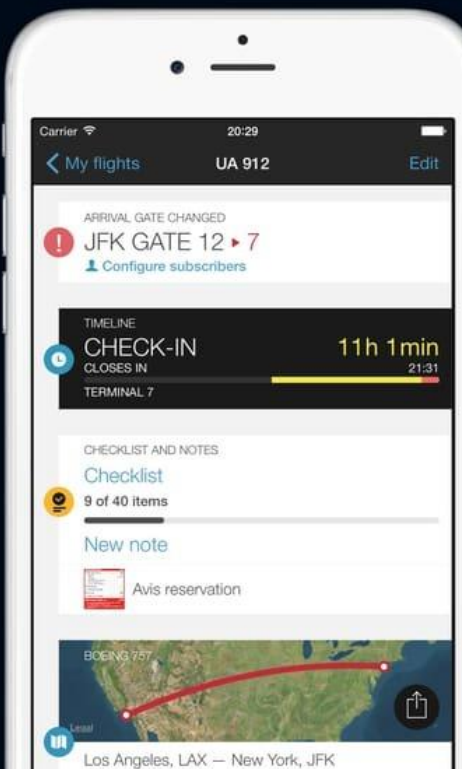
- ◆ Be designed for “frequent fliers” or “aviation geeks” who need assistance with their flights
- ◆ Reduced the amount of time needed to check flight passengers in,
- ◆ Reducing staff costs.
- ◆ More convenient for most passengers than having to print and carry a paper document
- ◆ Helping improve customer satisfaction.

App in the Air

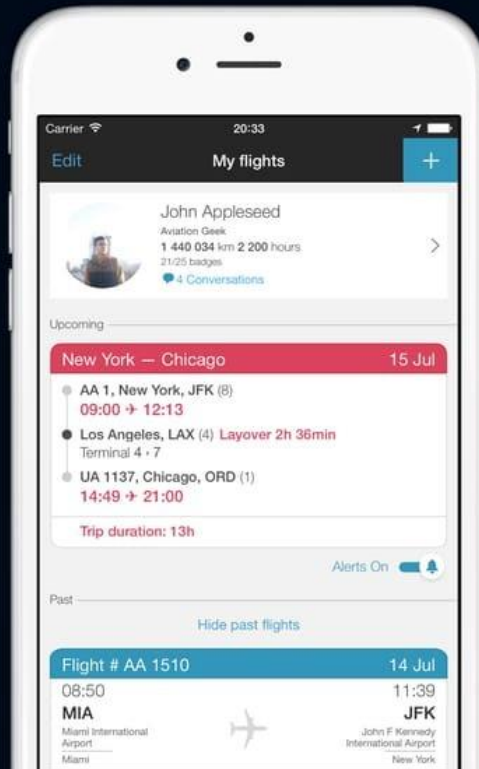
Profile. Every flight matters



Travel feed. All flight details in one tap



My flights. Easy access to any flight

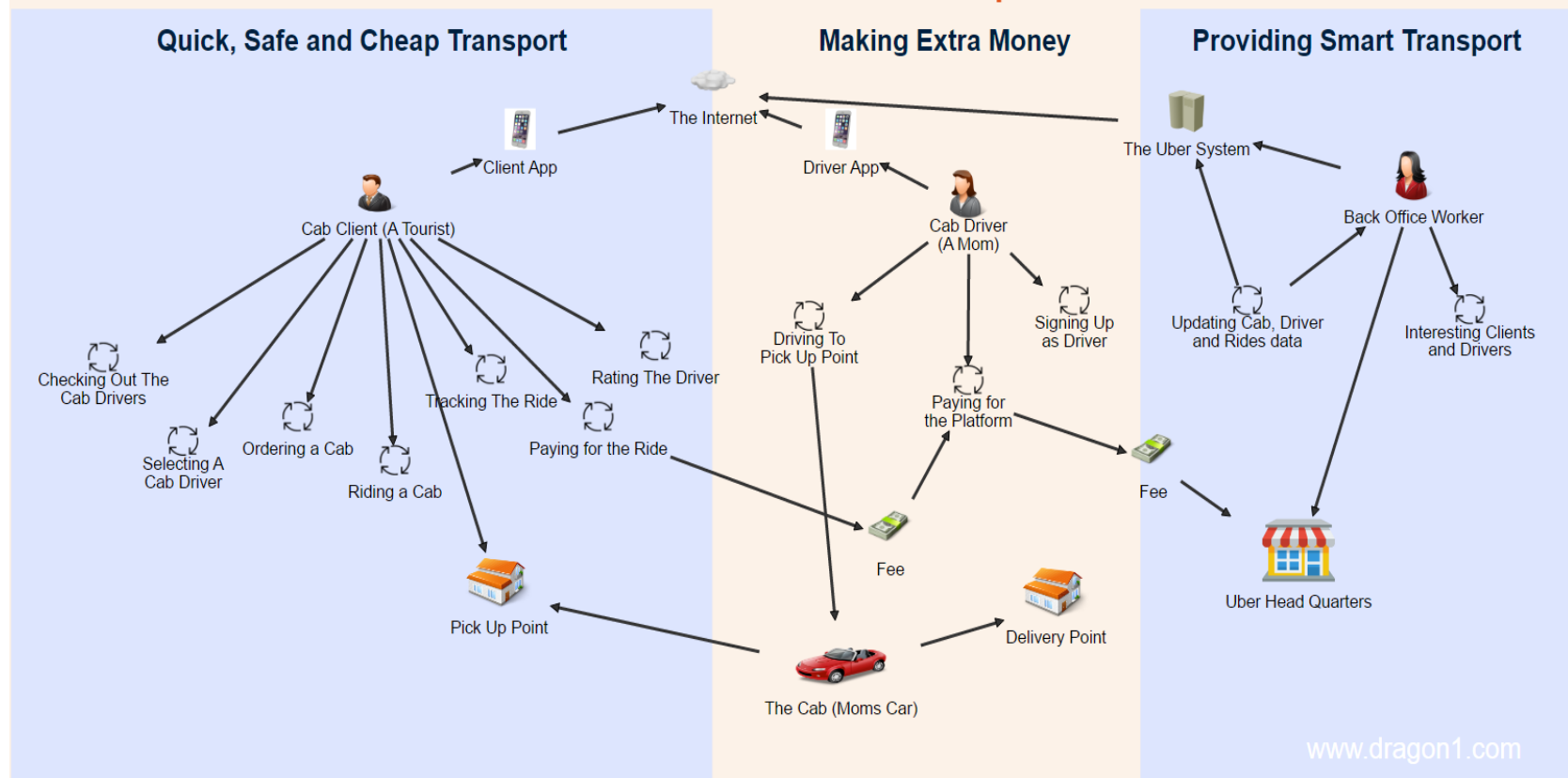


Business model case II

Uber Business and Revenue Model

The Smart World Wide Transport Service

Values / Virtues



Work Flow of Uber

Step 1: Requesting of
Taxi Service



Step 3: Details of the **Ride**



Step 5: Rating **Rides and**
Performance



Step 2: Notifying
the **Driver**

Step 4: **Payment** Process

Business model case III

Mobility in Insurance, Banking and Financial Services (IBFS)

❖ Mobile technology in insurance

- Member self-service apps
 - ✓ 1. Enrollment, 2. Member account management (Member self-service), 3. View benefits and coverage, 4. File a claim, 5. View claim status
- Field sales apps for insurance agents

❖ Mobile technology in banking and payments

- On the go
- At the branch
- At the ATM
- At the customer's home or workplace

Mobility in IBFS (Cont.)

The mobile banking app

SMS banking

The mobile branch

Mobile to mobile money transfer

Digital wallet based money transfer services

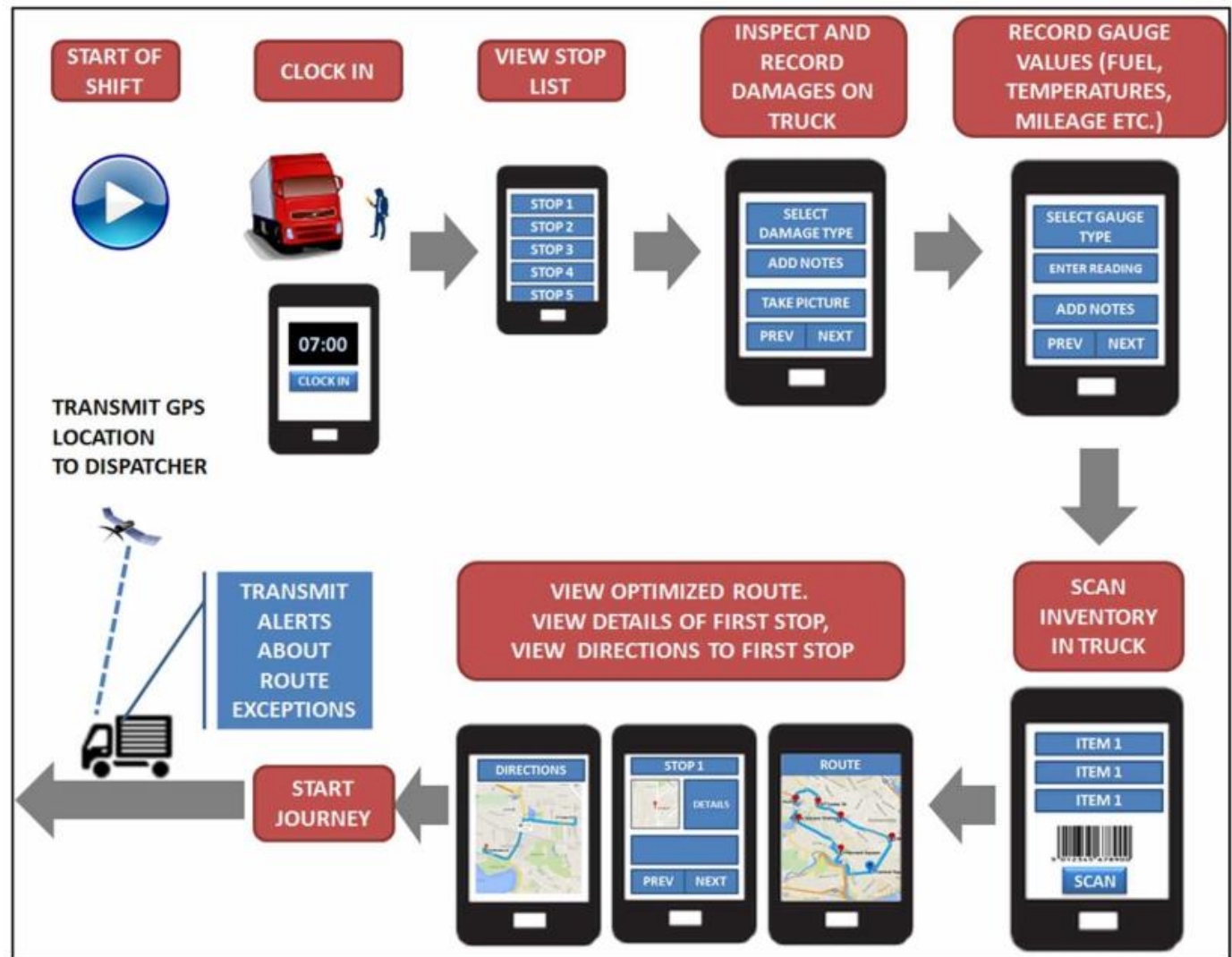
Mobile technology in capital markets

Mobility in Filed Service, Transportation and Logistics (FSTL)

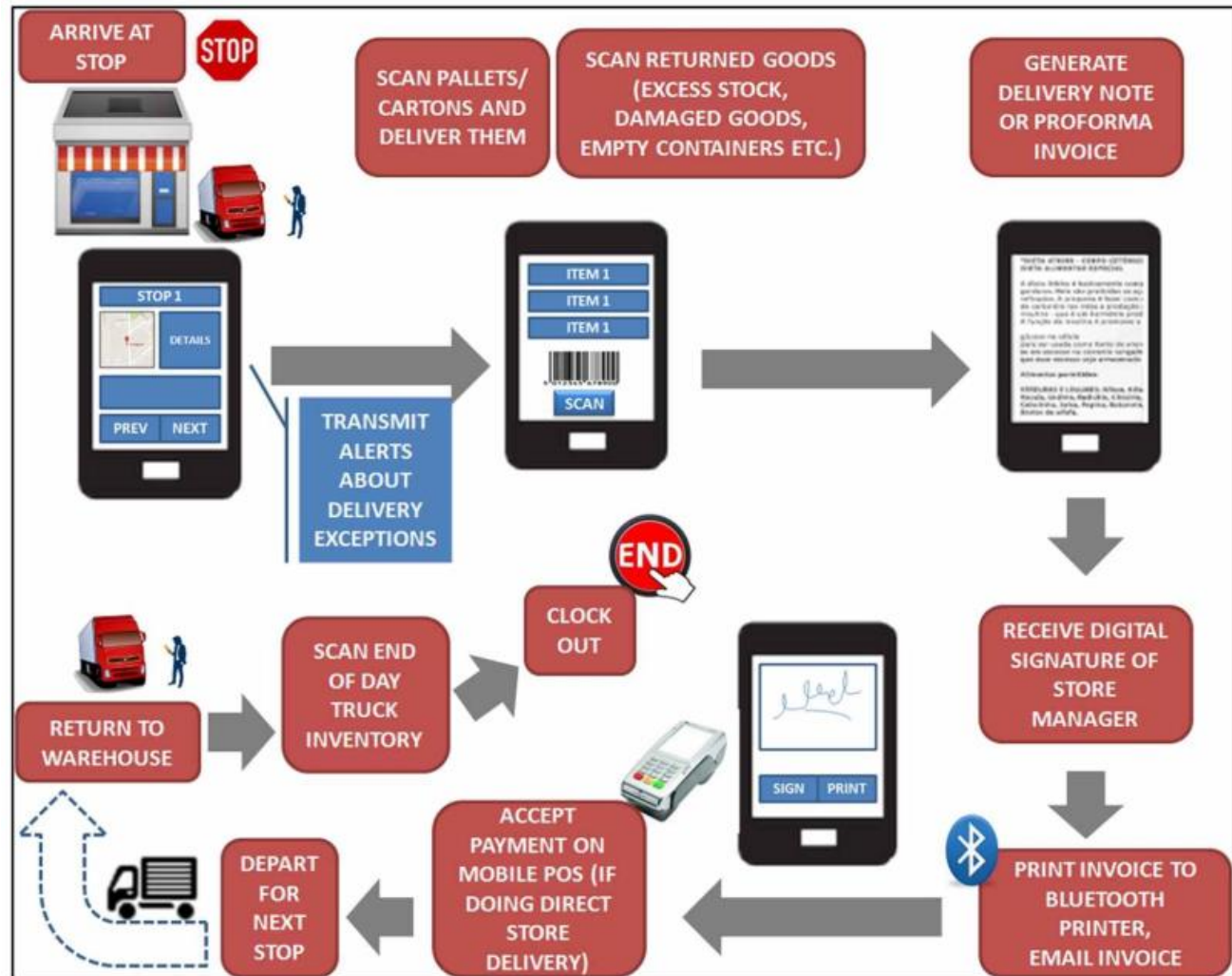
Delivery management mobile apps

- Target: delivery truck/van drivers while they perform deliveries to places
such as offices, restaurants or to people's houses

Mobility in FSTL (Cont.)



Mobility in FSTL (Cont.)



Summary

❖ Mobile app

- ❖ a software application designed specifically for use on smartphones and tablets

❖ To Develop a mobile application

- ❖ your app can be built out to absolute perfection but the truth of the matter remains that if you're not getting any traffic to it, then it's going to fail

❖ The business models for mobile apps

- ❖ how integrative the role mobile technology is in variety of types business.