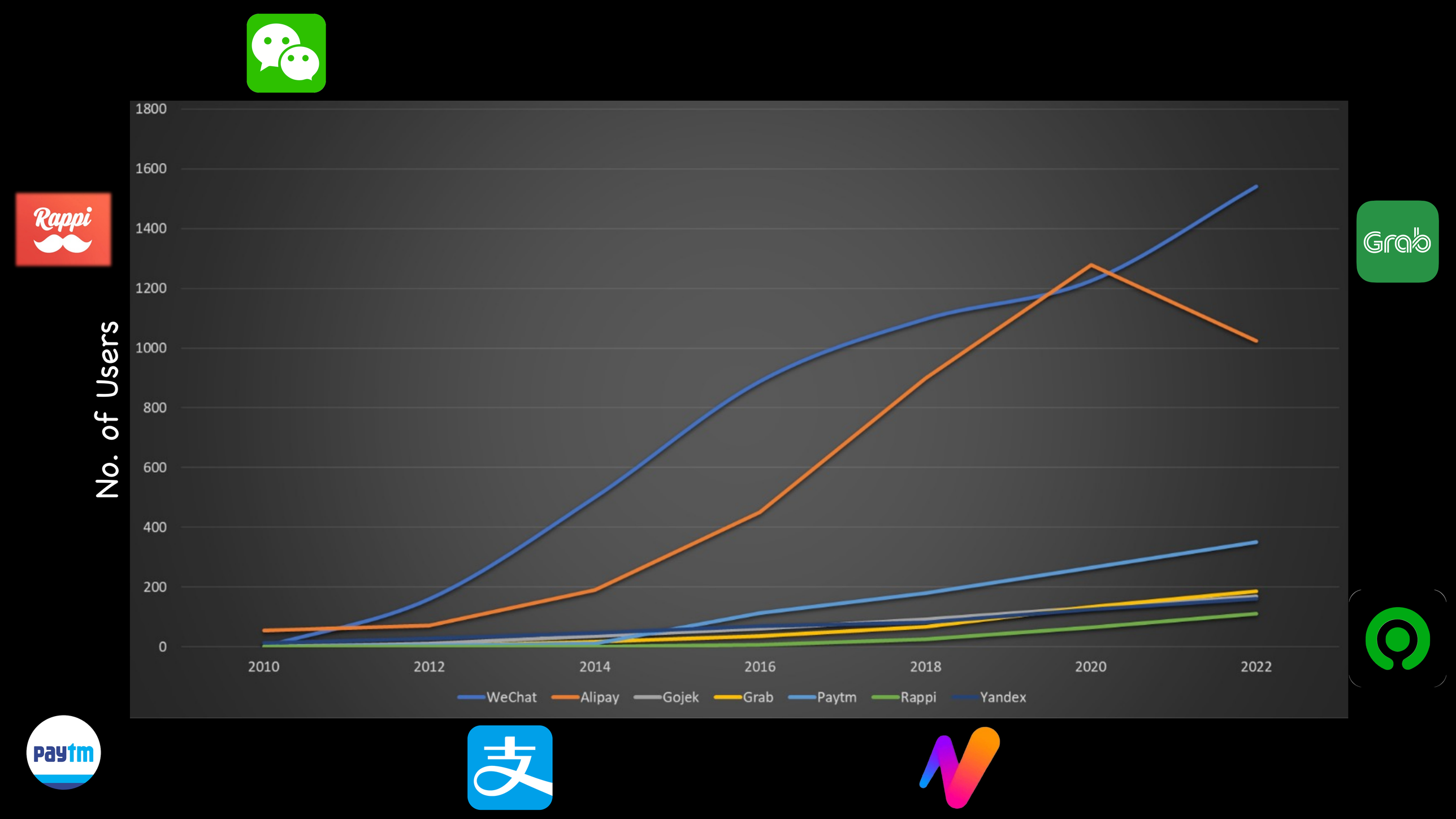
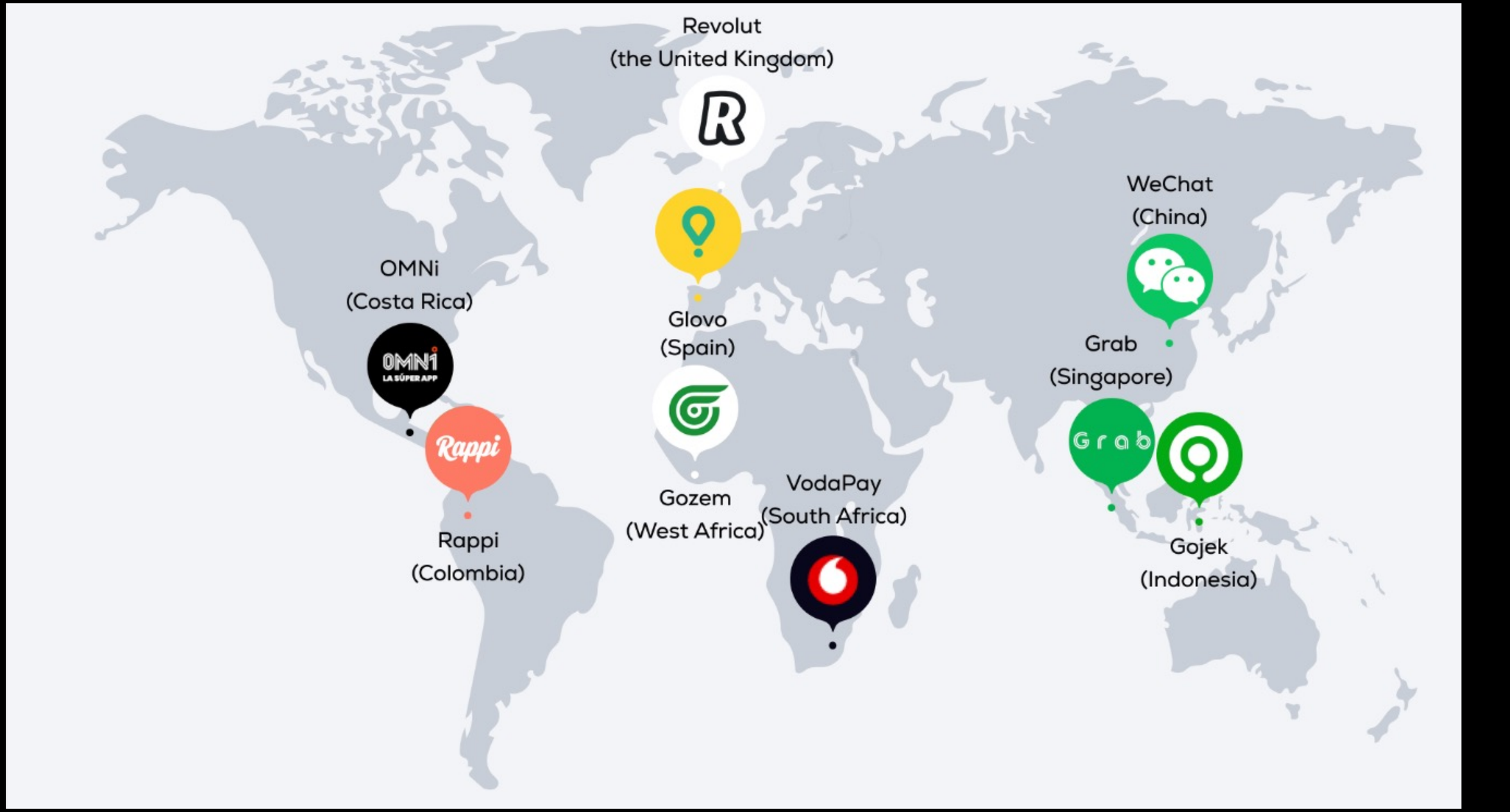
uper Apps

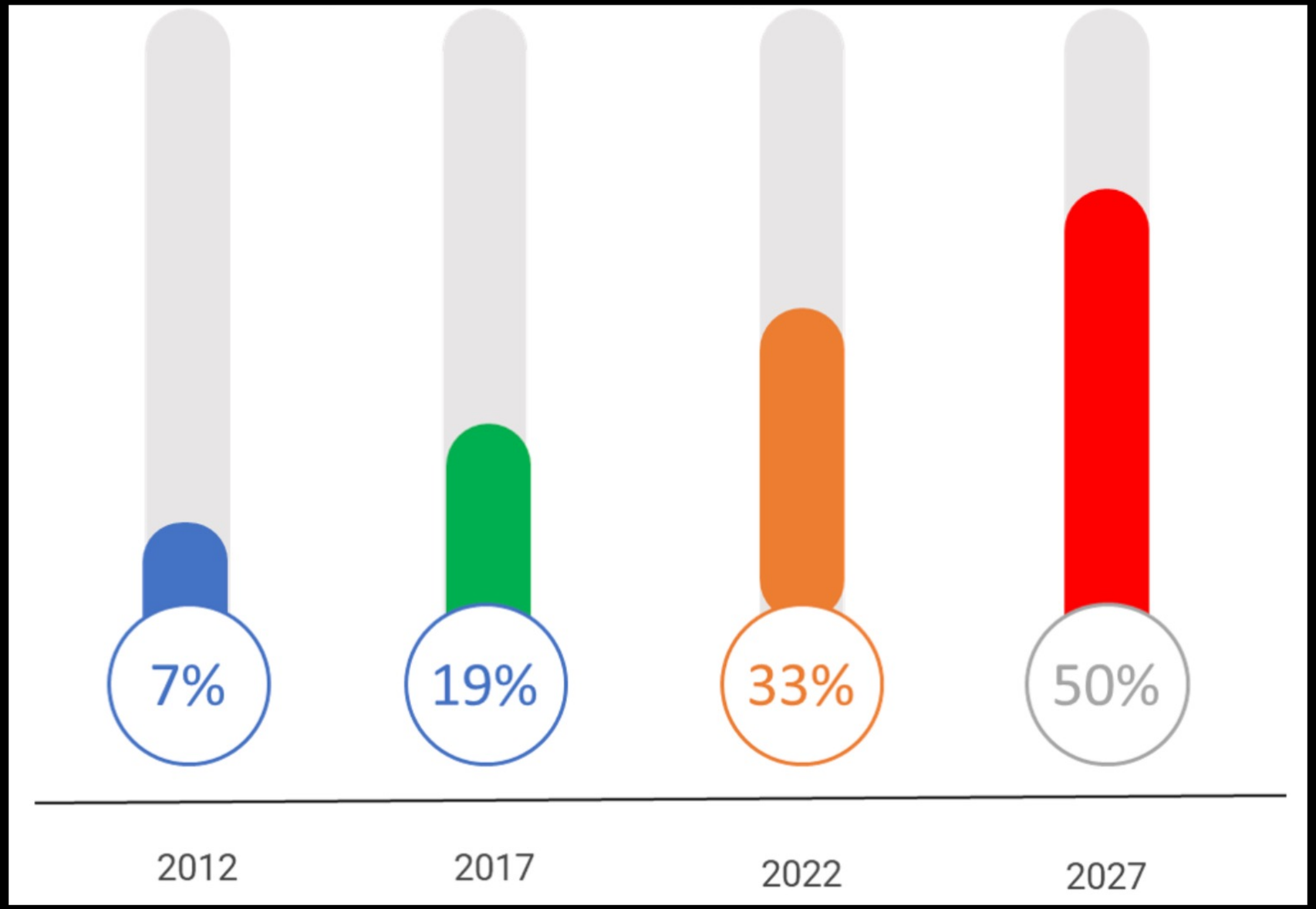
Subhankar Acharya

Agenda

- Evolution
- Why
- The How


No. of Users
1800
1600
1400
1200
1000
800
600
400
200
0
2010
2012
2014
2016
2018
2020
2022
WeChat
Alipay
Gojek
Grab
Paytm
Rappi
Yandex


Revolut
(the United Kingdom)
WeChat
(China)
OMNi
(Costa Rica)
Glovo
(Spain)
Grab
(Singapore)
Gozem
(West Africa)
VodaPay
(South Africa)
Rappi
(Colombia)
Gojek
(Indonesia)



Gartner

Elon Musk
@elonmusk

Subscribe

Buying Twitter is an accelerant to creating X, the everything app

11:39 pm · 04/10/2022 from Earth

SUPERAPP:

Infinitely scalable digital experience, composed of a **core** integrating independent **feature apps**

SUPERAPPS ELIMINATE BARRIERS

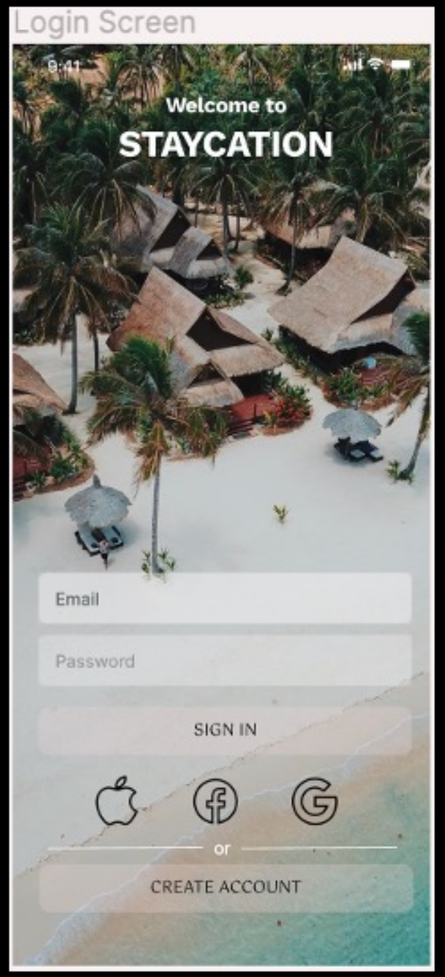
- Reducing the delays to conversion
- All-in-one experience in core app
- Leverage previously established identity and authentication
- Streamline intricate tasks with minimal interactions

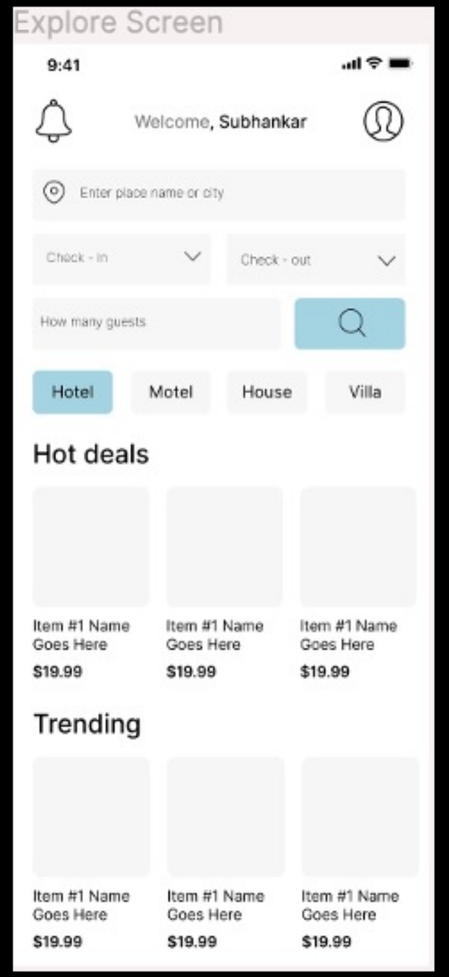
Roadblocks

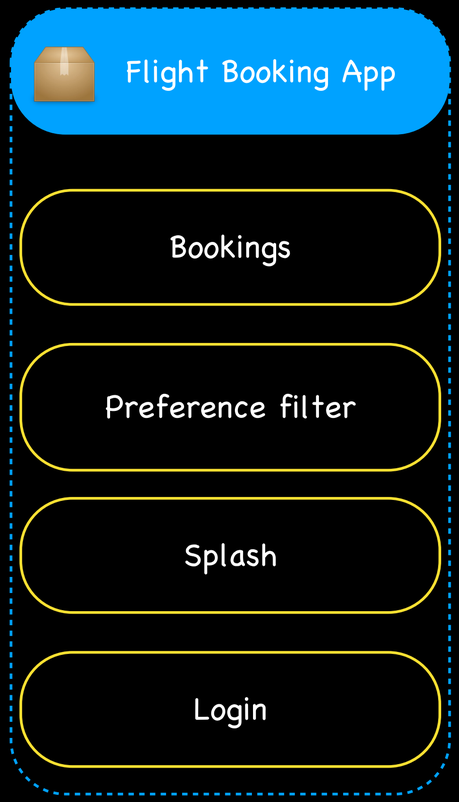
- How to deliver a large app maintain a great UX
- How to ship increments faster
- How to fix defects faster
- How to ship multiple versions of the same feature for A/B and beta testing?
- The cost of scaling is too great
- Regulatory issues, privacy concerns and data security

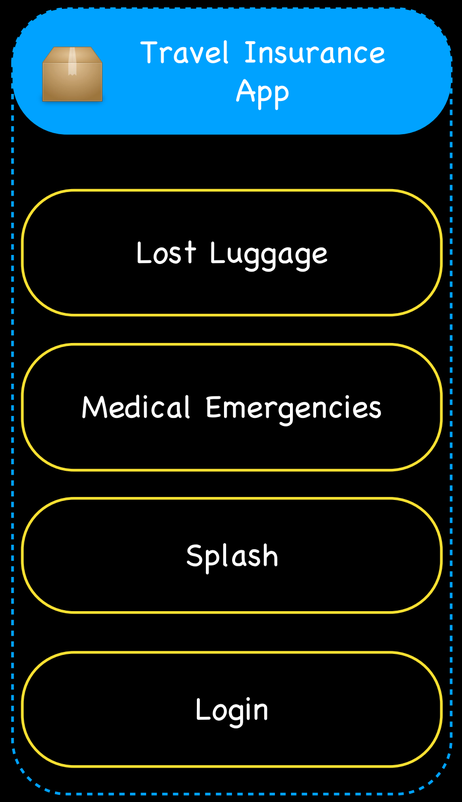
Travel Super App

- Travel Booking
- Vehicle Rentals
- Chat
- Shopping
- Split bills
- Client: mobile

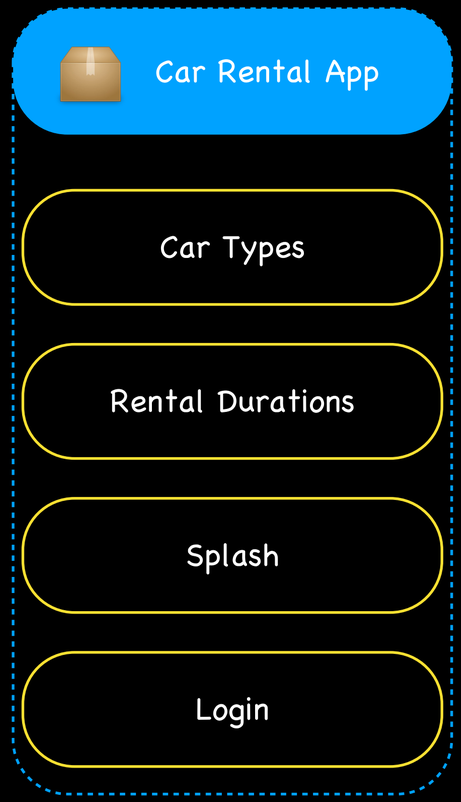




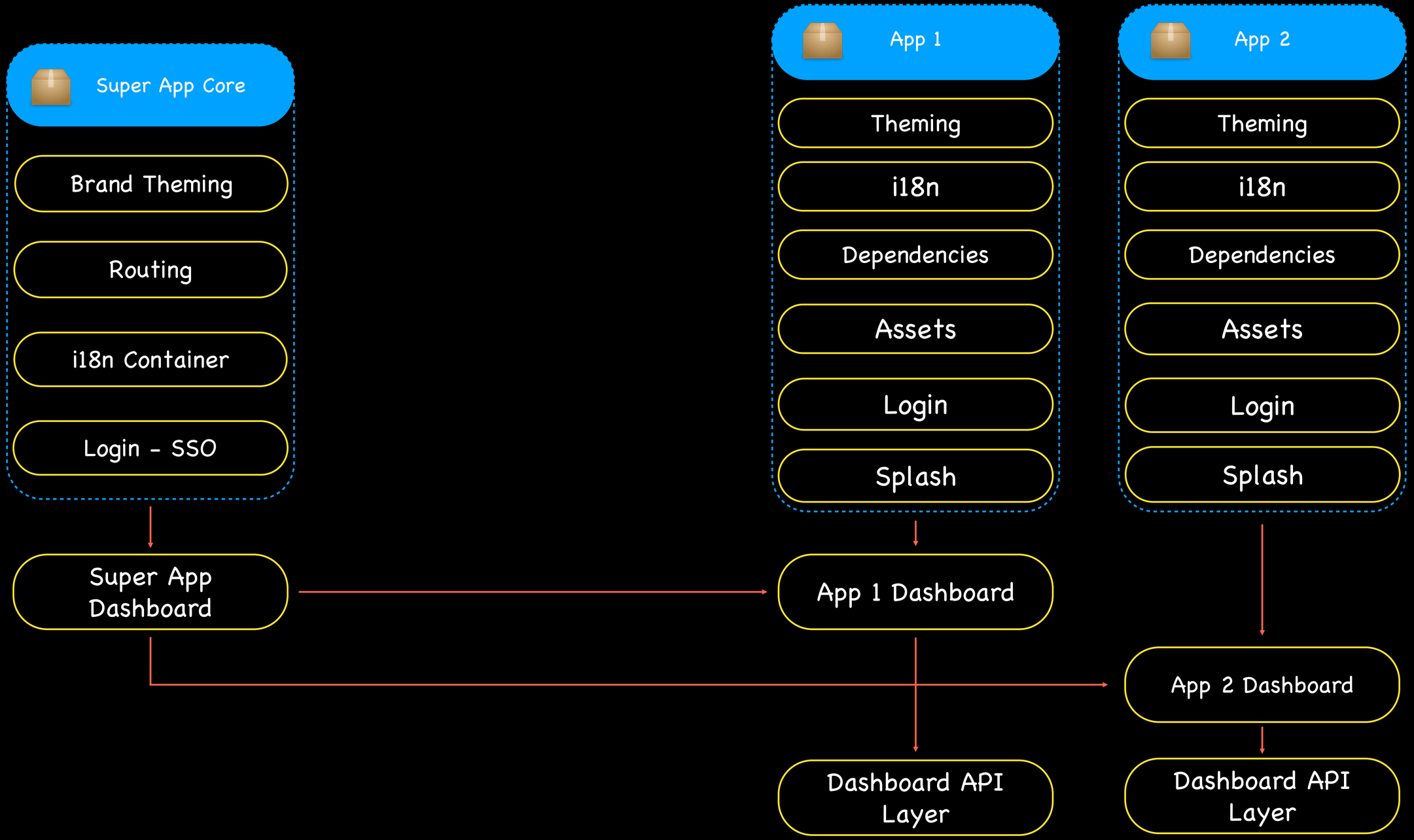
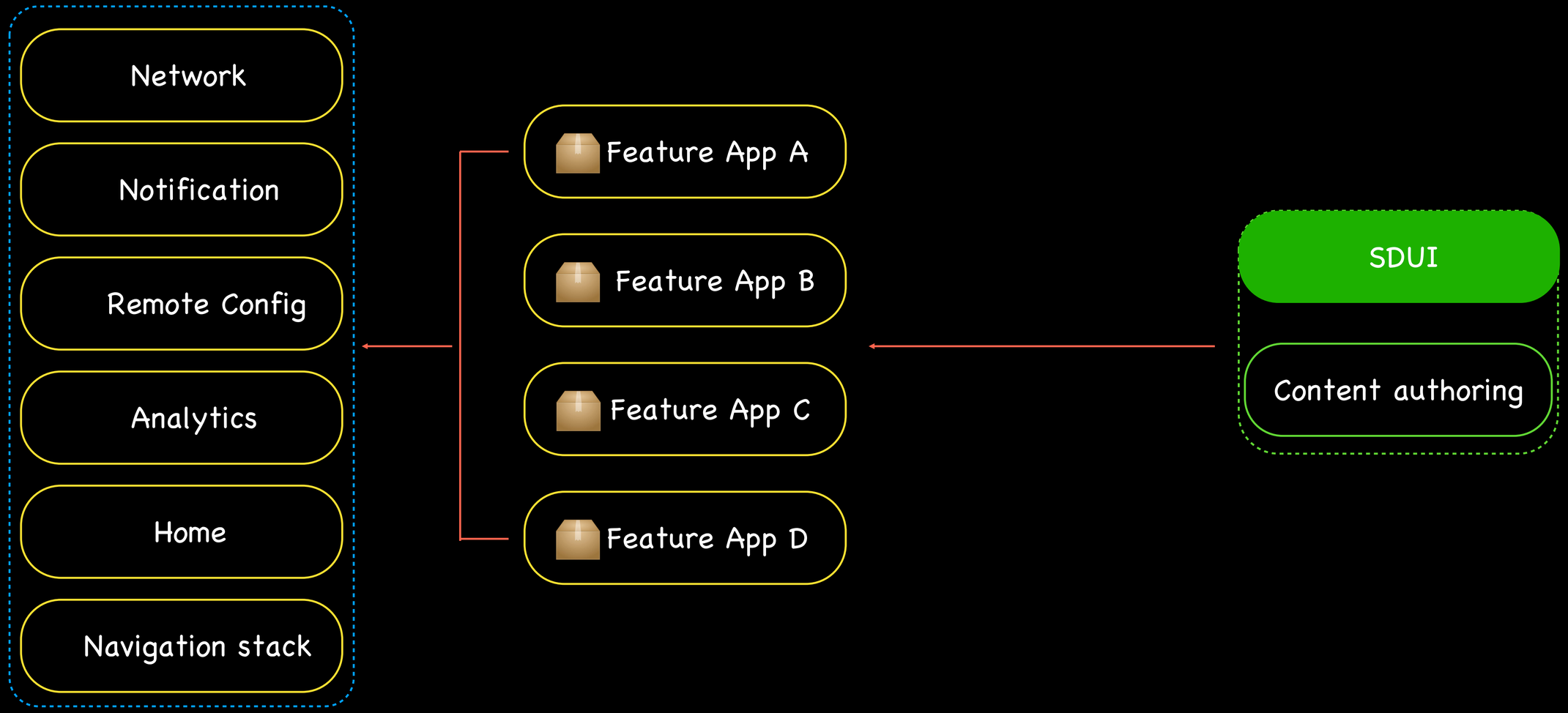

Flight Booking App
Bookings
Preference filter
Splash
Login


Travel Insurance App
Lost Luggage
Medical Emergencies
Splash
Login

Tour Activity App
Outdoor Adventures
Cultural experiences
Splash
Login


Car Rental App
Car Types
Rental Durations
Splash
Login

One App for All



Native with SDUI