



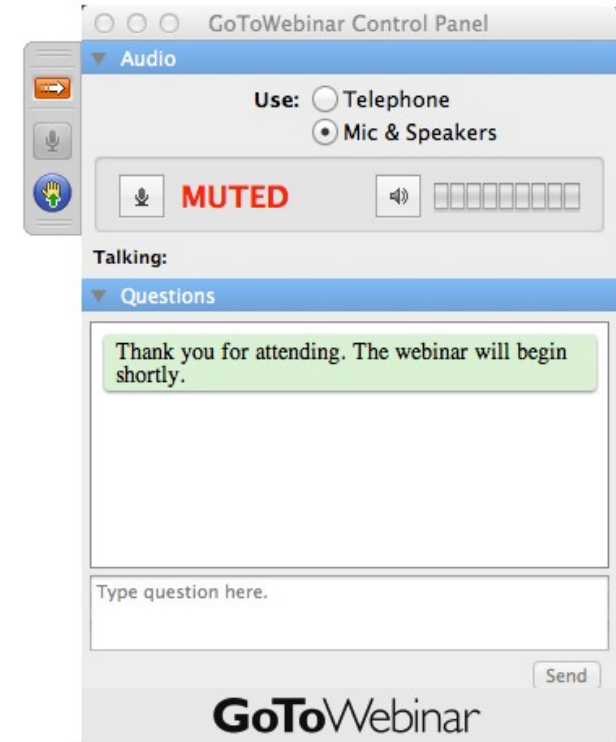
APPLAUSE®  
WINNING APPS GET IT

# MOBILE APPS AND THE RISE OF THE SHARING ECONOMY

Monthly Webinar Featuring The Results Of ARC's Latest Research

June 17, 2015

- **Today's webinar will be recorded. You will be emailed a link.**
- **We welcome your feedback.**
- **Please enter your questions in the Questions box. We will answer as many as possible at the end.**
- **If you're having technical difficulties, try logging in with a different browser.**





**Ben Gray**  
**App Quality Evangelist**  
**Applause**  
**[bgray@applause.com](mailto:bgray@applause.com)**

- **The industries disrupted by the Sharing Economy**
- **What it takes for brands to delight their customers**
- **A profile of the best and worst Sharing Economy apps**
- **How brands can benchmark themselves on app quality**
- **Q&A / automation webinar featuring Forrester Research**







**9,000+**

STARTUPS

**\$7+ Billion**

FUNDING

**30+**

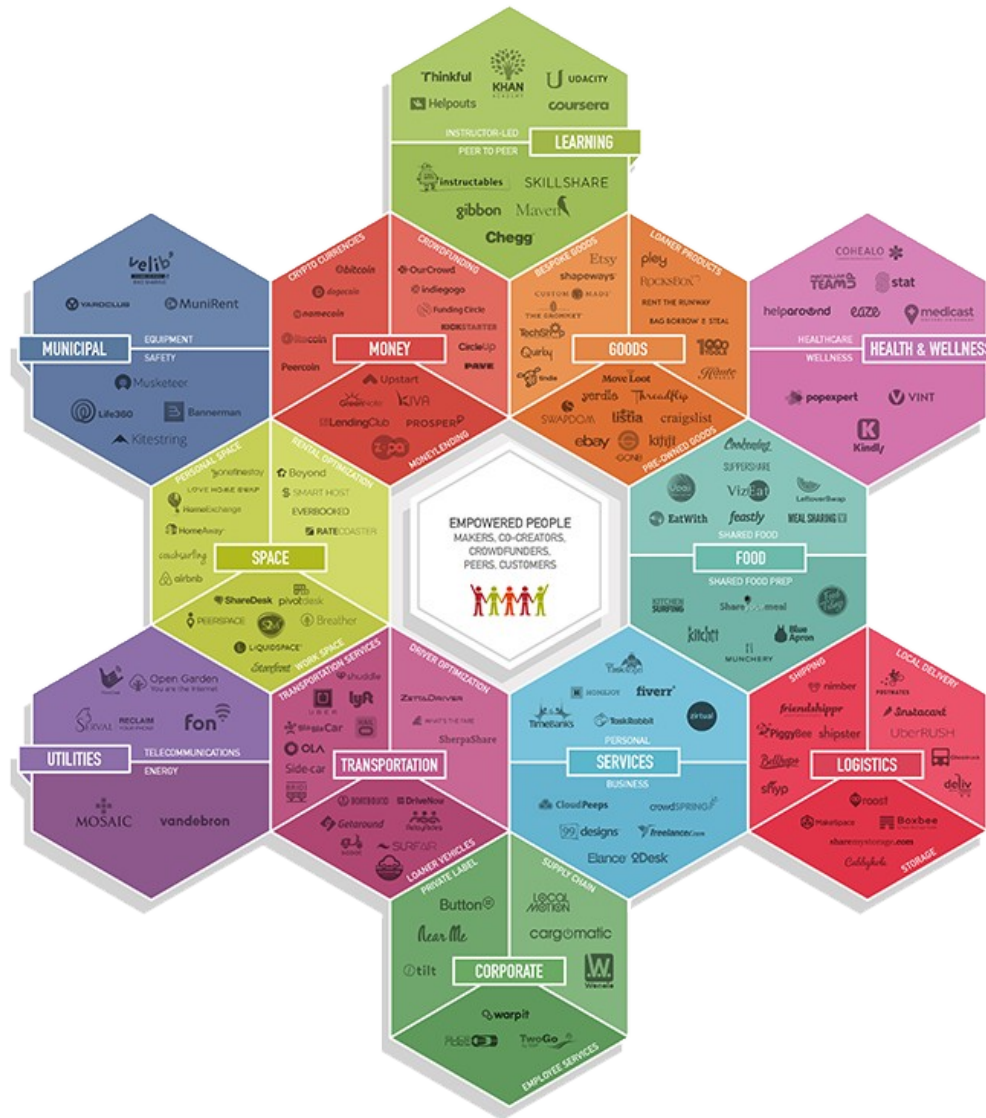
INDUSTRIES  
DISRUPTED

**-8**

QUALITY DELTA

**\$335+ Billion**

FORECASTED REVENUE IN 2025 (PwC)





Source: company-name websites

119570

Source: Forrester Research, Inc. Unauthorized reproduction or distribution prohibited.





# Market Trends: Mobile Apps Will Drive the Sharing Economy

🕒 21 May 2014 📄 G00261117

Analyst(s): *Hendrik Bartel*



## Summary

With over 9,000 marketplaces, peer-to-peer marketplaces have become a rapidly soaring area for app developers. Owning the end-to-end customer experience, app developers can explore new untapped marketplaces in addition to applying intense pressure on traditional consumer businesses.



## Overview

### Key Findings



- Marketplaces are rapidly evolving from just being platforms to end-to-end full-service experiences – including customer support, guiding users and experience sharing.
- Peer-to-peer marketplaces can become a new distribution channel for traditional businesses, rather than simply being feared as competition.
- Regulatory policies need to evolve in order to allow peer-to-peer (P2P) marketplaces to become more user friendly.





The Economist

World politics

Business & finance

Economics

Science & technology

Peer-to-peer rental

## The rise of the sharing economy

On the internet, everything is for hire

Mar 9th 2013 | From the print edition



7.5k



## Sharing economy sector and traditional rental sector projected revenue growth

Sharing economy sector

Traditional rental sector



Peer-to-peer lending and crowdfunding



Online staffing



Peer-to-peer accommodation



Car sharing



Music and video streaming



Equipment rental



B&B and hostels



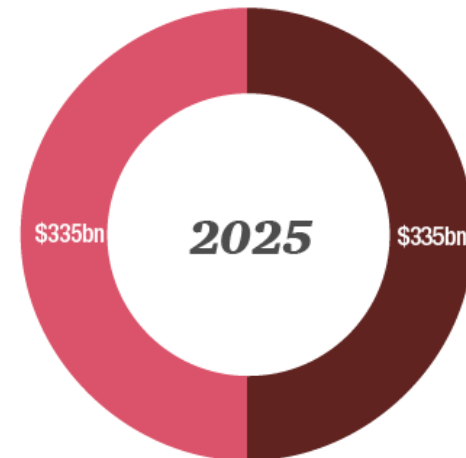
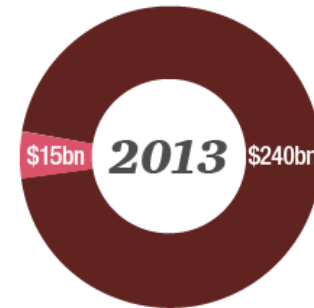
Book rental



Car rental



DVD rental



Sharing economy sectors Traditional rental sectors

Source: PwC analysts

## The New York Times

### Welcome to the 'Sharing Economy'

JULY 20, 2013



Thomas L. Friedman

IT all started with air mattresses.

Brian Chesky's parents wanted just one thing for from the Rhode Island School of Design — that h insurance. He tried that for a while with a design he got fed up and packed up his Honda Civic and to crash with his pal, Joe Gebbia, who agreed to :

FAST COMPANY

## THE SHARING ECONOMY

THANKS TO THE SOCIAL WEB, YOU CAN NOW SHARE ANYTHING WITH ANYONE ANYWHERE IN THE WORLD. IS THIS THE END OF HYPERCONSUMPTION?

ILLUSTRATION BY CRAIG ROBINSON

BY DANIELLE SACKS

## CONFUSED?

PEER ECONOMY. ACCESS ECONOMY. GIG  
ECONOMY. SHARED CAPITALISM.  
COLLABORATIVE CONSUMPTION.  
SHARING ECONOMY. ON-DEMAND  
ECONOMY. CIRCULAR ECONOMY. THE  
MESH. HIPPIENOMICS, PEOPLE  
ECONOMY. SHARING ECONOMY.  
ENABLING ECONOMY. EMPOWERING  
ECONOMY. INSTANT GRATIFICATION  
ECONOMY. COLLABORATIVE ECONOMY...

- **Sharing Economy brands want to deliver experiences that are:**
  - Socially-conscious
  - Useful
  - Convenient
  - Easy
- **If done right, the opportunities are:**
  - Endless
  - Lucrative



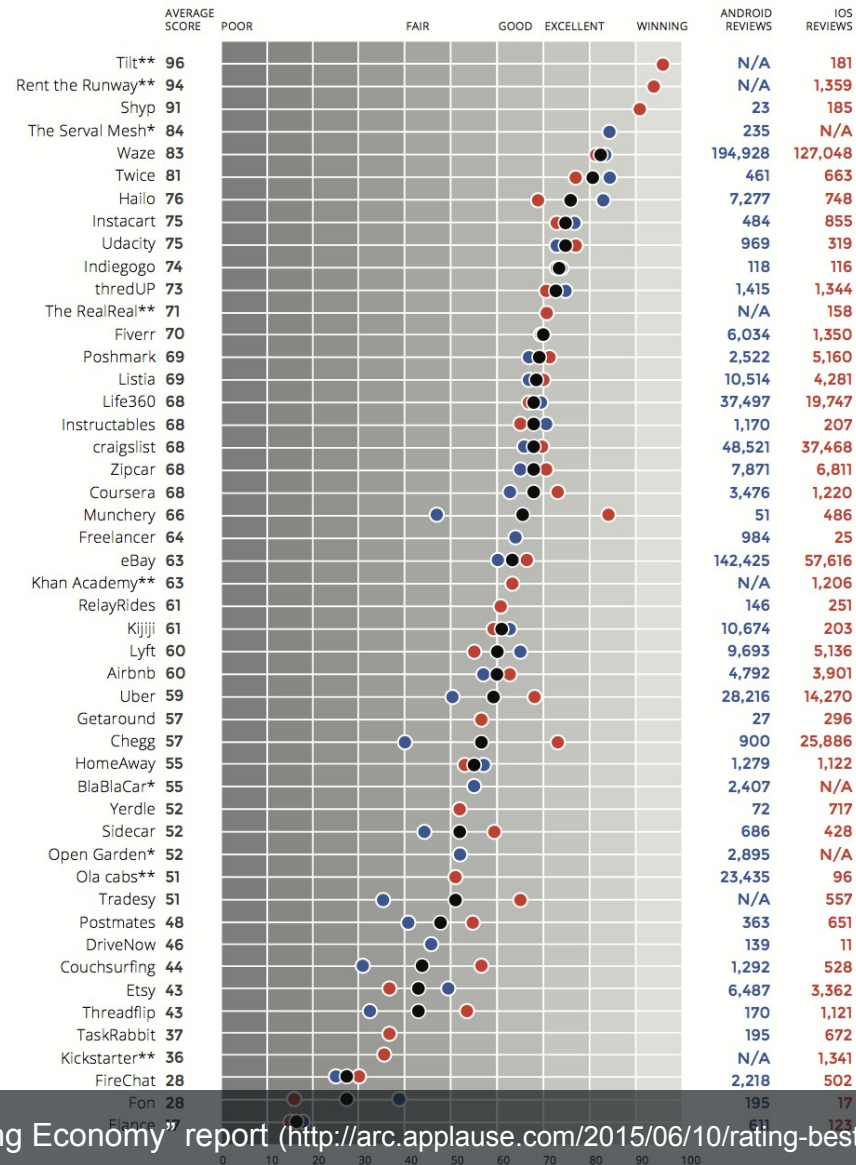


- **Sharing Economy brands fall short of your users' quality expectations**
- **The inability to benchmark yourselves on app quality is a problem**
- **Most brands don't understand what your users value most . . .**
- **. . . And what users value most is where you're falling most short**
- **Applause and ARC by Applause want to help**





## APPLAUSE SHARING ECONOMY APP QUALITY INDEX

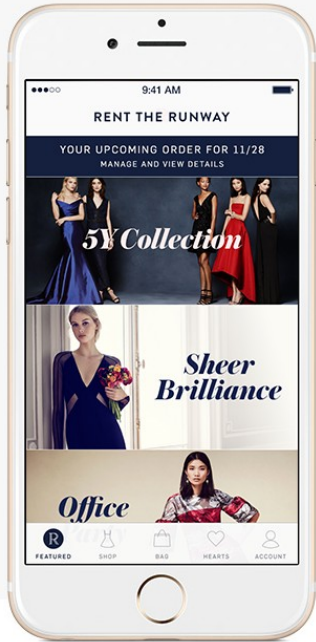


“Rating The Best Apps In The Sharing Economy” report (<http://arc.applause.com/2015/06/10/rating-best-sharing-economy-apps/>)

\*ANDROID ONLY  
 \*\*IOS ONLY  
 SOURCE: APPLAUSE ANALYTICS, JUNE 3, 2015

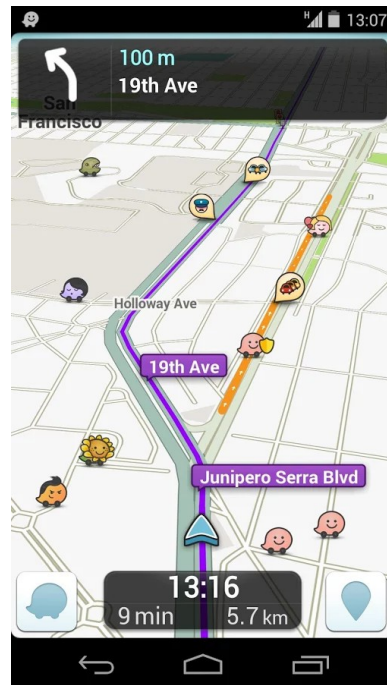
● AVG. SCORE ● ANDROID ● IOS

#	App	Android reviews	Android score	iOS reviews	iOS score	Total reviews	Average score
1	Rent the Runway	N/A	N/A	1,359	94	1,359	94
2	Waze	194,928	82	127,048	83	321,976	83
3	Twice	461	84	663	78	1,124	81
4	Hailo	7,277	82	748	69	8,025	76
5	Instacart	484	77	855	73	1,339	75
6	Udacity	969	73	319	77	1,288	75
7	thredUP	1,415	75	1,344	71	2,759	73
8	Fiverr	6,034	69	1,350	70	7,384	70

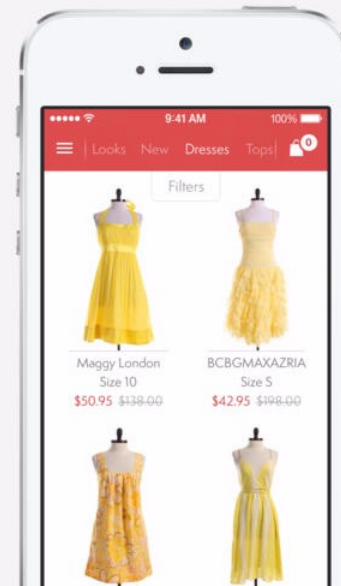


**Rent the Runway**

**Waze**

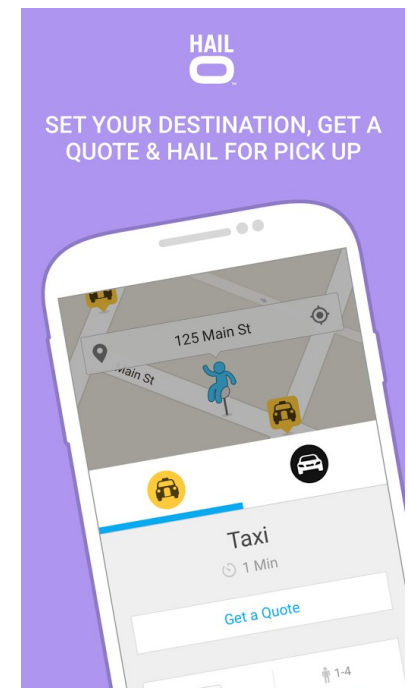


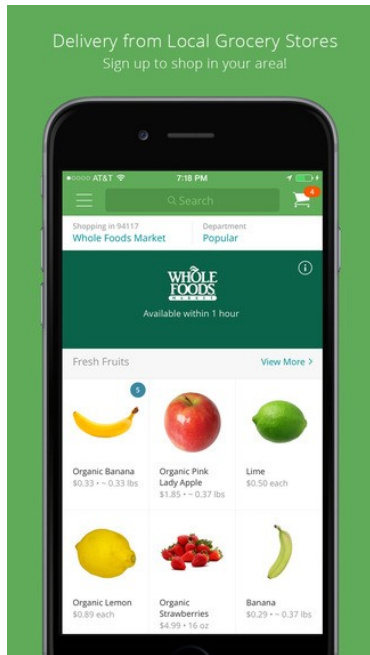
1000+ new items every day



**Twice**

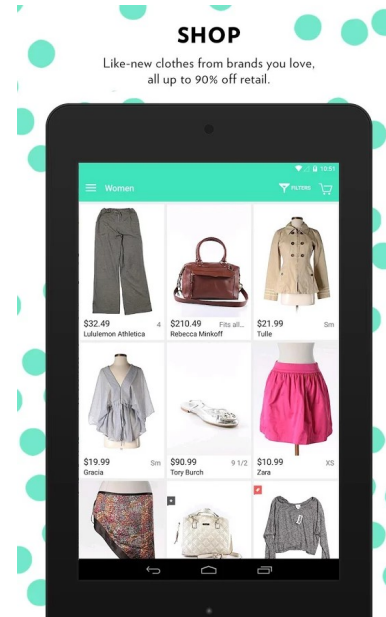
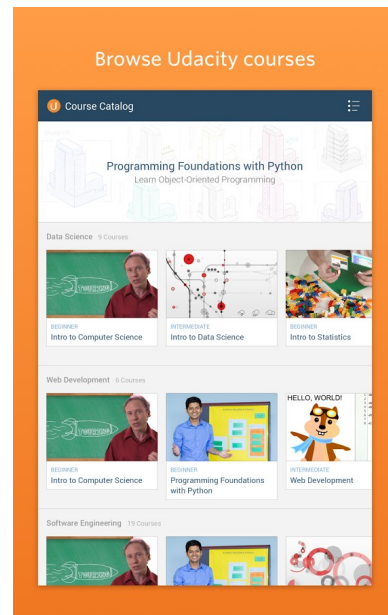
**Hailo**





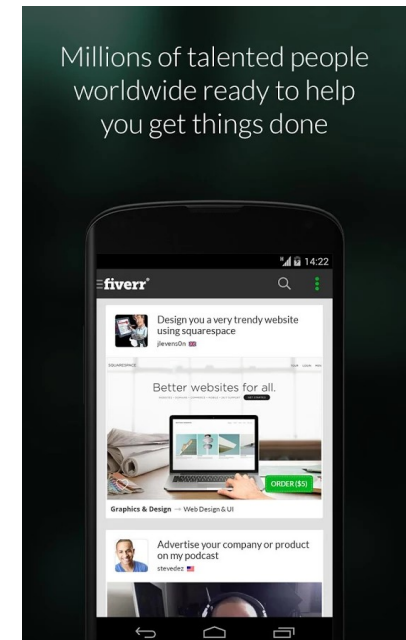
**Instacart**

**Udacity**



**thredUP**

**Fiverr**



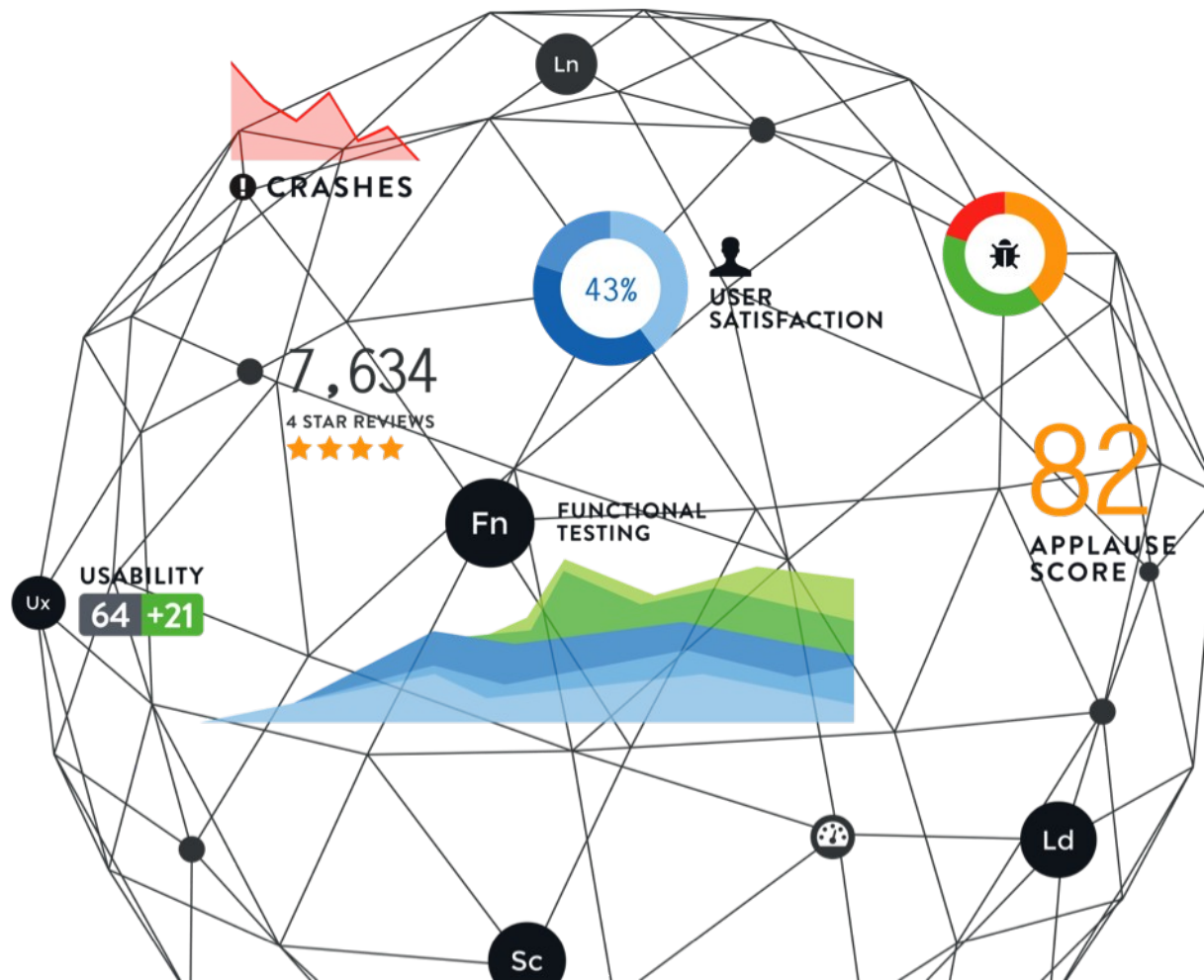
#	App name	Android reviews	Android score	iOS reviews	iOS score	Total reviews	Average score
1	FireChat	2,218	25	502	30	2,720	28
2	Kickstarter	N/A	N/A	1,341	36	1,341	36
3	Threadflip	170	32	1,121	53	1,291	43
4	Etsy	6,487	49	3,362	37	9,849	43
5	Couchsurfing	1,292	31	528	57	1,820	44
6	Postmates	363	41	651	54	1,014	48



- **Bad news: Most Sharing Economy brands fall short with their app's:**
  - Elegance (e.g., unintuitive navigation)
  - Privacy (e.g., broken social networking features)
  - Content (e.g., displaying unwarranted content)
  - Interoperability (e.g., frequent freezes, hangs and crashes)
- **Good news: All of these issues are comparatively easy to fix via:**
  - Focused usability audits/testing
  - Security testing
  - Manual and automated functional testing
  - App store analytics as an extension of your Voice of the Customer program

# 360° APP QUALITY

QUALITY, DEFINED BY YOUR USERS



<b>Fn</b>	<b>FUNCTIONAL TESTING</b>	Do your apps function flawlessly in the hands of your users?
<b>Au</b>	<b>TEST AUTOMATION</b>	Are your apps maintaining quality from build to build?
<b>Ux</b>	<b>USABILITY TESTING</b>	Are your apps as intuitive and easy-to-use as you think?
<b>Ln</b>	<b>LOCALIZATION TESTING</b>	Are your apps primed to thrive in different markets & cultures?
<b>Ld</b>	<b>LOAD TESTING</b>	Can your apps handle the peaks & pressures of the real world?
<b>Sc</b>	<b>SECURITY TESTING</b>	Are your apps protecting your users data & privacy?

**MOBILE BETA  
MANAGEMENT**

**Gain early feedback from users  
with mobile-first flows**

**APPLAUSE  
ANALYTICS**

**Listen to what your users are  
saying in the app stores**

**APPLAUSE  
SDK**

**Discover crashes in real time  
and distribute builds**

**360° APP QUALITY  
DASHBOARD**

**Access all of your app quality  
results in a single place**



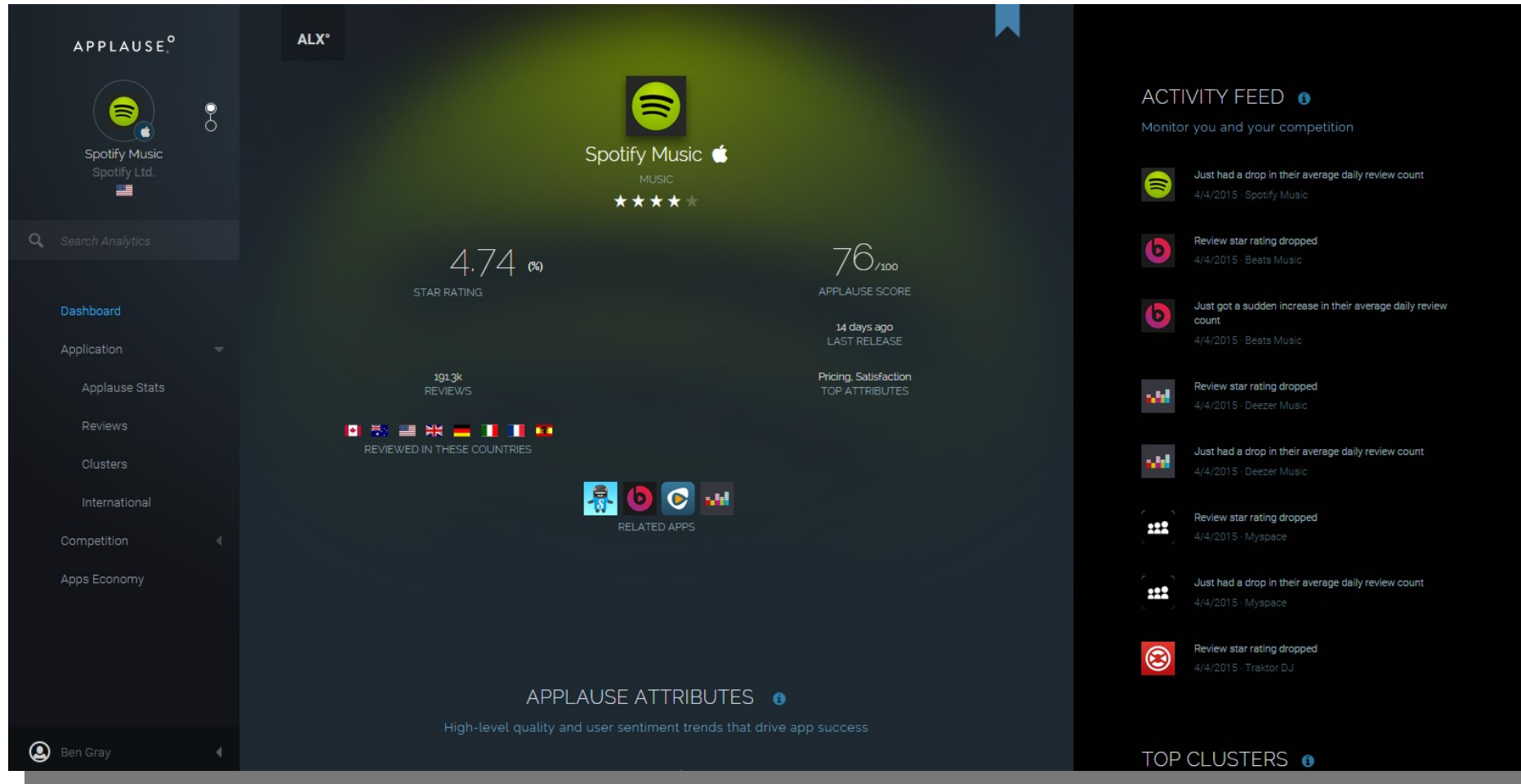
A close-up photograph of a woman with blonde hair pulled back, wearing a black dress with a heavily jeweled, sparkling choker. She has a shocked or distressed expression on her face, with wide eyes and an open mouth. The background is slightly out of focus, showing people in dark blue uniforms with white stars, suggesting a formal event or ceremony.

WHAT IS OR ISN'T WORKING? WHAT'S NEXT?





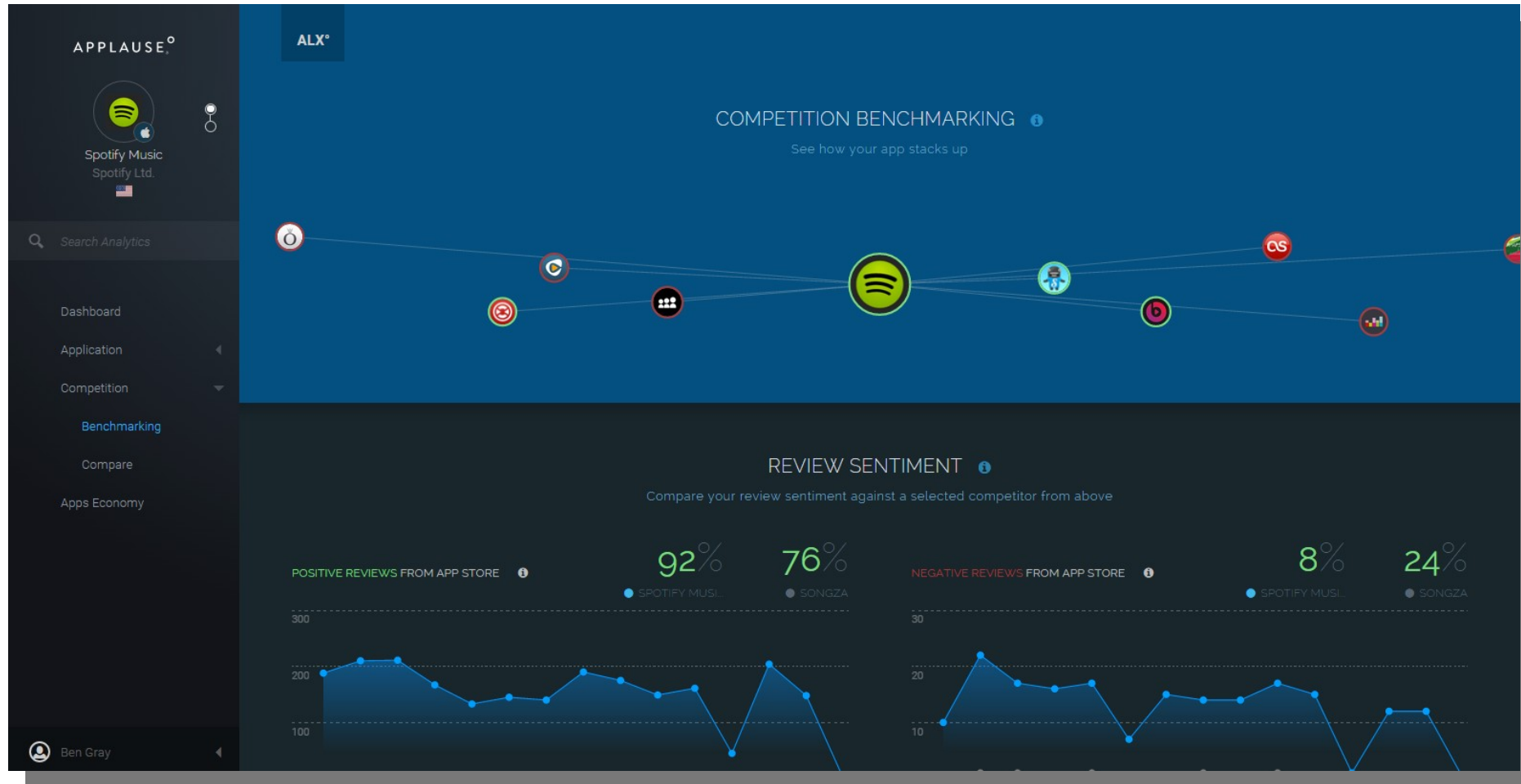
HOW DO I COMPARE WITH THE COMPETITION?



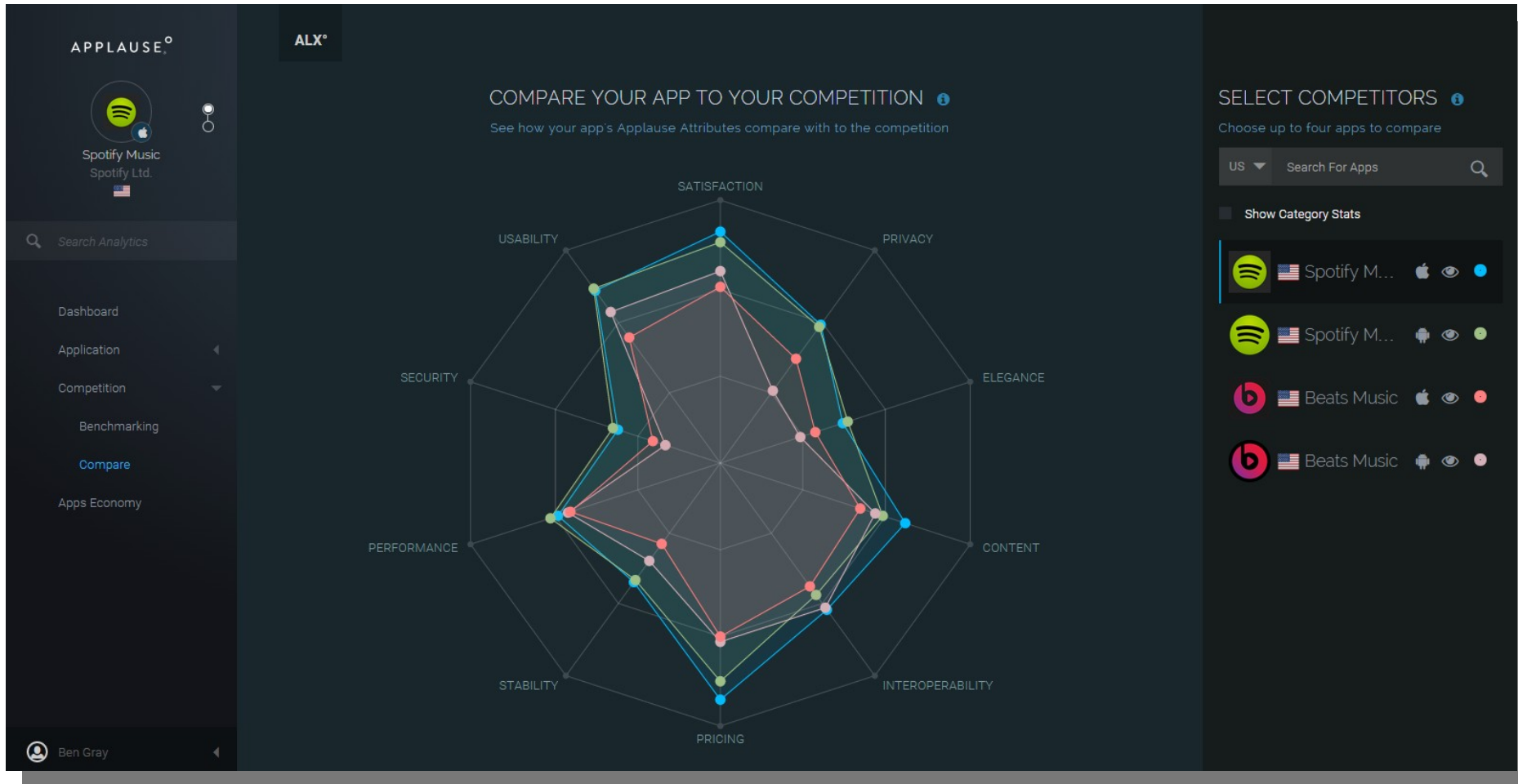


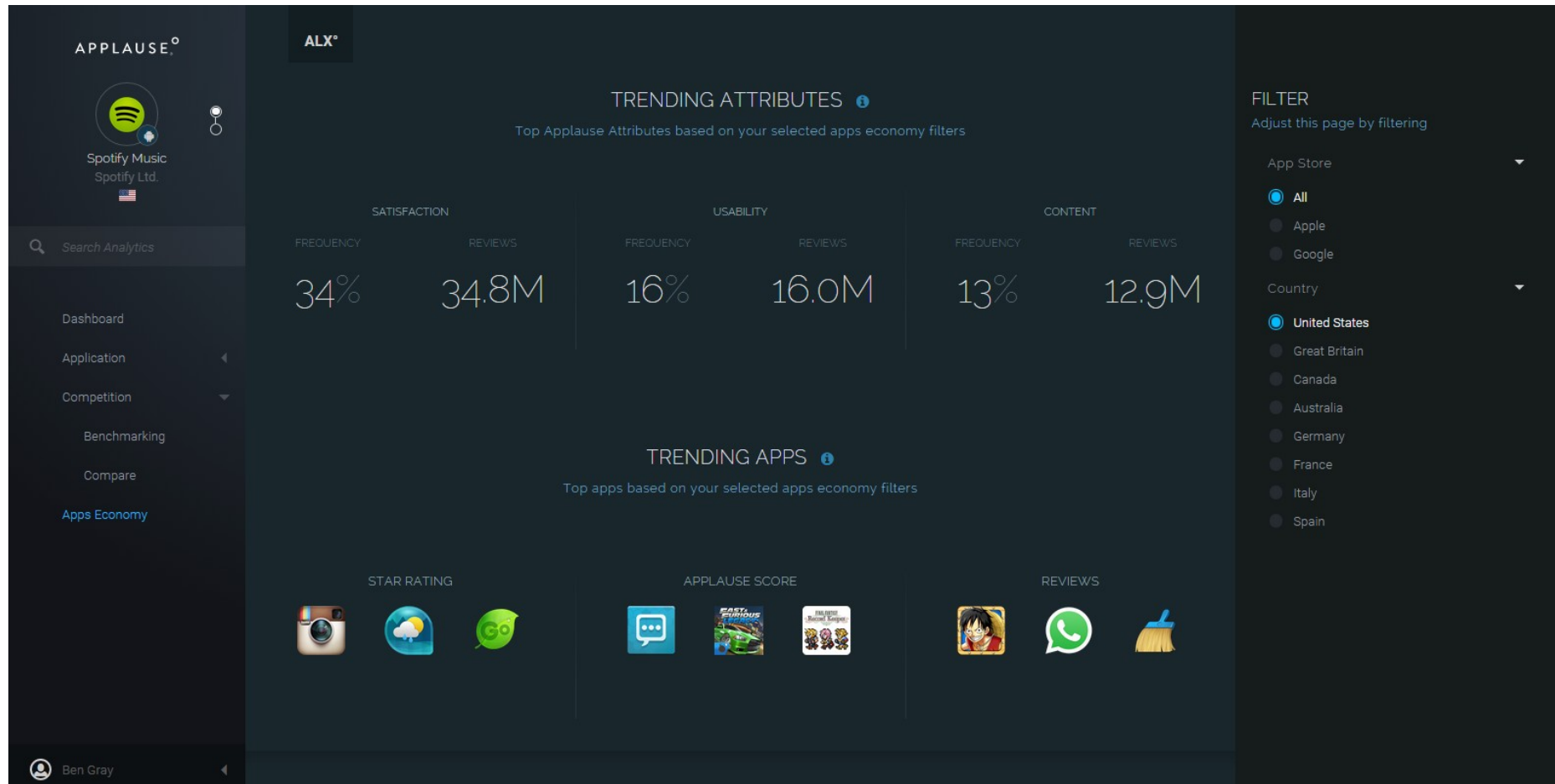












- **The Sharing Economy is off to a phenomenal start**
  - With more than 9,000 startups and some valued in the billions, the opportunities within the Sharing Economy are awesome. However, protecting your brands with high quality experiences is becoming an increasing concern that requires addressing before it's too late.
- **Brands must listen and respond to user feedback**
  - App store analytics distills the noise into actionable intelligence that drives quicker, more informed decisions for developers & product managers and competitive intelligence for M&S professionals.
- **Raise your app quality benchmark along with your users' lofty customer experience expectations**
  - Monitor mobile app quality – as defined by your users – so your internal benchmark for quality can raise along with customer expectations.

- Visit **[www.applause.com](http://www.applause.com)**
- Email **[sales@applause.com](mailto:sales@applause.com)**
- Download our new ARC 360 report, “Rating The Best Apps In The Sharing Economy” from **<http://arc.applause.com/2015/06/10/rating-best-sharing-economy-apps/>**
- Speak with an app quality advisor by calling **844.300.2777**



**Thank you!**

**Ben Gray**

**App Quality Evangelist**

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