### **SUCESSFUL AND UNSUCCESSFUL E-APPLICATIONS: A** COMPARATIVE ANALYSIS **GLORIA IYAWA**



## OINTRODUCTION OCOMPARISON OF CASE STUDIES OLESSONS LEARNT

#### INTRODUCTION

- Olt is always envisaged that E-Applications (commercial and non-commercial) will be successful after it has reached the market.
- OHowever, this is not always the case.
- OMany E-Applications have been developed and many have reached the market.
- OHowever, many struggle to attain success.



OShort video: SnooCodeRed Ghana

Ohttps://www.youtube.com/watch?v=JgEcHzfkuWs

#### CASE 1: TEXT MESSAGING APPLICATIONS

#### WhatsApp

**Brian Acton and Jan Koum** 

2009

No restriction on user category

Free to users

\$1.5 billion200 million active usersMost popular textmessaging platform

Constantly adds new features

Source: businessofapps.com

# Tyler Droll and<br/>Brooks Buffington2013High school and<br/>college studentsFree to use -<br/>> Monetisation (lost users)Initially raised \$73.5 millionCyberbullyingFired 60% of staff

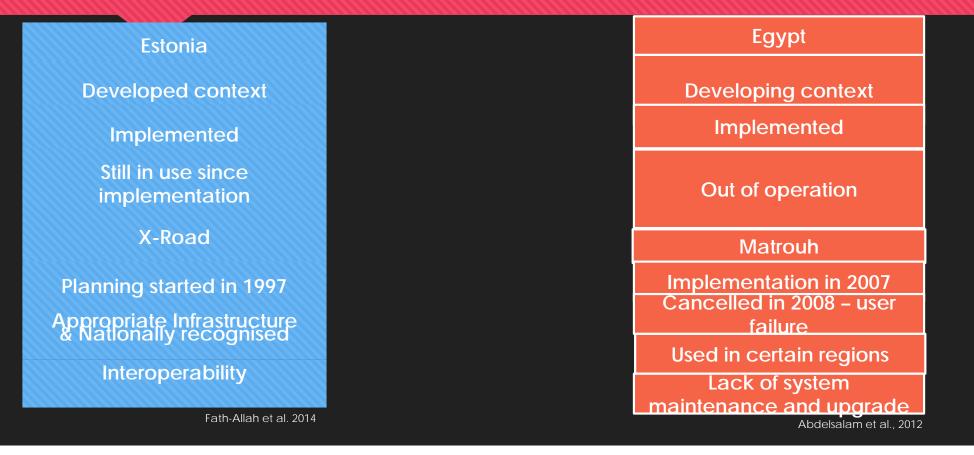
Yik Yak

Source: nytimes.com

#### REFLECTIONS

What did WhatsApp do right? Where did Yik Yak go wrong? What lessons can we learn? How can we apply these lessons to promote success in African E-Applications startups?

#### **CASE 2: E-GOVERNMENT APPLICATIONS**



#### REFLECTIONS

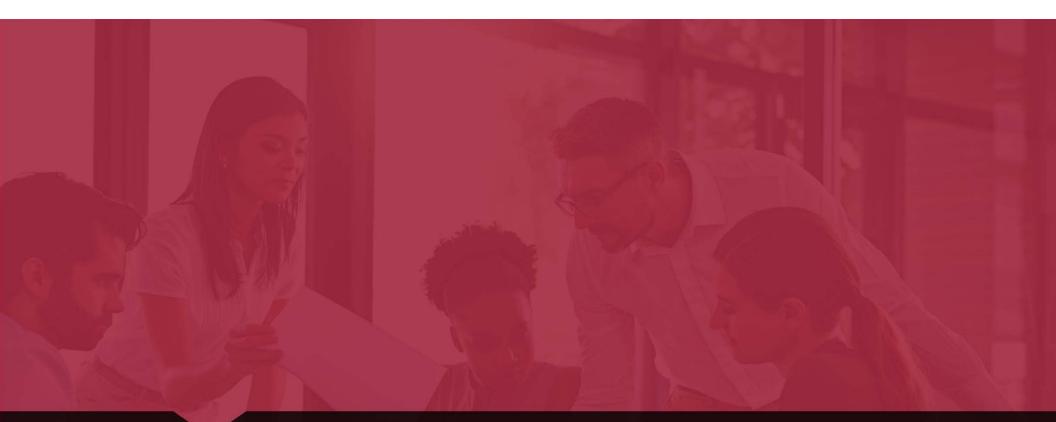
What lessons can be learnt from the failure of Matrough?

How can African countries avoid this mistake when implementing E-Applications in the future?

#### REFERENCES

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#### Thank You