



SUCCESSFUL AND **UN**SUCCESSFUL E- APPLICATIONS: A COMPARATIVE ANALYSIS

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OUTLINE

- INTRODUCTION
- COMPARISON OF CASE STUDIES
- LESSONS LEARNT

INTRODUCTION

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

INTRODUCTION

- Short video: SnooCodeRed Ghana

- <https://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 billion

200 million active users

Most popular text
messaging platform

Constantly adds new features

Source: businessofapps.com

Yik Yak

Tyler Droll and
Brooks Buffington

2013

High school and
college students

Free to use -
> Monetisation (lost users)

Initially raised \$73.5 million

Cyberbullying

Fired 60% of staff

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

Estonia

Developed context

Implemented

Still in use since implementation

X-Road

Planning started in 1997

Appropriate Infrastructure & Nationally recognised

Interoperability

Fath-Allah et al. 2014

Egypt

Developing context

Implemented

Out of operation

Matrouh

Implementation in 2007
Cancelled in 2008 – user failure

Used in certain regions

Lack of system maintenance and upgrade

Abdelsalam et al., 2012

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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Abdelsalam, Hisham M., Christopher G. Reddick, and Hatem A. El Kadi. "Success and failure of local e-government projects: lessons learned from Egypt." *Digital Democracy: Concepts, Methodologies, Tools, and Applications*. IGI Global, 2012. 183-201.



Thank You