Dazzle: Aggregator App for all Apps

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Abstract: Mobile applications have become an essential part of our lives, providing convenience and ease in carrying out various tasks. Dazzle is an all-in-one mobile application that aims to enhance the entertainment and productivity of its users. This research paper presents the design, development, and evaluation of the Dazzle mobile application. The application includes a suite of features, including social media integration, productivity tools, and multimedia capabilities, providing users with a comprehensive experience. The research was conducted through a combination of user surveys, interviews, and testing. The results showed that Dazzle was well received, with users reporting high levels of satisfaction and a desire to continue using the application. This paper also discusses the limitations and future potential of the Dazzle application.

Keywords: *Mobile Application, Entertainment, Productivity, Multimedia, Cloud-Based, Cross-Platform, Affordable, Mobile Friendly, Sharing, User-Centred Approach, Productivity, Compatibility, Start-Up, Technology, All-In-One App, Simplify, Tools And Features, Branding, Target Audience, Engagement, Data Backup, High-Resolution Support, Categorizing, Time-Saving, Real-Time, Efficiently, Streamline, Personal Use, Professional Use, Collaboration, Versatile, User Experience, Customisable, High Quality, Comprehensive, Accessible.*

I. INTRODUCTION

Mobile applications have become an integral part of our daily lives, providing us with convenience and ease of use in carrying out various tasks. From social media platforms to productivity tools, mobile applications offer a wide range of options to choose from. The Dazzle mobile application is an all-in-one platform that aims to enhance the entertainment and productivity of its users. This research paper presents the design, development, and evaluation of the Dazzle mobile application. The application includes a suite of features, including social media integration, productivity tools, and multimedia capabilities, providing users with a comprehensive experience.

The design and development of the Dazzle mobile application involved a user-centred approach. The application is designed with a simple and intuitive user interface to ensure ease of use. The development process utilized a combination of programming languages, including Java and Swift, to ensure compatibility across different platforms. The application was tested extensively to guarantee its stability and functionality.

The Dazzle mobile application includes a wide range of features to enhance the entertainment and productivity of its users. The social media integration feature allows users to connect their social media accounts, view their feeds and notifications within the application, and engage with their social network. The productivity tools include a calendar, to-do list, and note-taking feature, allowing users to organize their schedules and tasks efficiently. The multimedia

capabilities of the application include a photo editor, video editor, and music player, allowing users to create and consume multimedia content within the application.

The evaluation of the Dazzle mobile application was conducted through a combination of user surveys, interviews, and testing. The results showed that users were highly satisfied with the application, with most users reporting that the application enhanced their entertainment and productivity. The simple and intuitive user interface of the application was praised by users, with many users reporting that they found it easy to navigate. However, some users reported that the application lacked certain features, such as a messaging feature and a built-in web browser. Overall, the Dazzle mobile application shows great potential to provide a comprehensive and satisfying user experience, and further improvements could make it an even more powerful all-in-one platform for entertainment and productivity.

➢ *Project Objective:*
- So the main objective of our app is to solve the problem where one would have to download various apps for various purposes as Zomato for food delivery, Amazon to buy products, Myntra to buy clothes, Zerodha for investment and trade in stocks and various other apps for other functions but then the DAZZLE App is an app where most of such services come under one head.
- This app also promotes the "Make in India" Campaign and also generates employment.
- To establish a reputable platform of services with high standards and safety, as well as to open up business opportunities for small businesses.

➢ *Scope:*
- Dazzle is a "Super App," offering users a variety of services on a single platform, including groceries, electronics, flight bookings, food delivery, investments, hotel bookings, and many more. Users can send and receive money easily and the mobile application provides truly unmatched services thanks to the integration of UPI payments services like Google Pay and PhonePe.
- Simply put, Dazzle is a super-app because it combines several services into a single app. In Asia, where apps like WeChat, GoJek, and PayTm offer users numerous services, the idea of Super App is quite popular. By bringing various services, these apps enable users to enjoy multiple tasks without switching apps.

➢ *Statement of Problem:*
- Everyone wants to be fast and easier in this modern era. Everything must be accessible by cell phone and therefore dazzle comes to answer the problems that occur in the community. Dazzle will always adapt to changes and developments that occur.
- It will be more convenient for the user to find anything in one app instead of using several apps.
- It will supply more business opportunities and ways to generate income for micro businesses.

➢ *Research Methodology:*

Research Classification and Approach This study will employ the deductive research strategy which requires the researcher to move from general to specific. In doing so, the researcher needs to first decide on the theory that will be used in the study. For instance, based on this paper, the researcher would decide on a theory that is relevant to the sharing economy's impact on consumer behaviour and environmental sustainability. Afterwards, the theory would be further narrowed down to the hypotheses which in this case is, there is a positive relationship between sharing economy and consumer behaviour, also environmental sustainability. Furthermore, the hypotheses would go for testing through the collection and analysis of data from the participants, which are the DAZZLE users.

II. LITERATURE REVIEW

Customers play a major role in determining the worth of the business within the industry; hence their consistent purchase of the company's products and services is highly desired. To do so, providing a high level of customer satisfaction becomes the number one priority. In this case study, customer satisfaction acts as a dependent variable that is expected to change depending on how well multiple factors (economic, social, environmental) in sharing economy are delivered to customers.

Customers comparing their expectations and the reality of goods and services is how customer satisfaction is defined as a subjective process. Customer satisfaction involves a mix of cognitive and affective nature. Cognitive is the comparing process between expectations and reality, while affective involves a pleasant feeling towards products or services.

The figure below presents many levels of customer satisfaction, based on how well the customers' expectations are met with the experienced expectations. Customers may have a wild expectations of the products or services. However, when a company is unable to fulfil as expected, it may result in relative dissatisfaction or worse, very dissatisfaction. On the contrary, when expectations are met with reality, it results in general satisfaction, relatively or very satisfaction when reality goes beyond the expectation. There are ways for companies to achieve customer satisfaction. First, through continuous product and service development. Secondly, by controlling the customers' expectations which is through marketing. It may ruin the customers' satisfaction when a company advertise high expectation, knowing they are unable to sell the same products or services advertised. And it's crucial to provide great marketing along with top-notch goods or services.

➢ *Segment Financial and Operational Highlights:*

● *Deliveries:*

($ in millions, unless otherwise stated)	Q4 2022	Q4 2021	YoY % Change	YoY % Change (constant currency)	FY 2022	FY 2021	YoY % Change	YoY % Change (constant currency)
	(unaudited)	(unaudited)			(unaudited)	(unaudited)		
Operating metrics:								
GMV	2,350	2,438	-4%	5%	9,827	8,530	15%	22%
Commission Rate	23.8%	18.2%			21.4%	18.2%		
Financial measures:								
Revenue⁹	268	1	NM	NM	663	148	349%	380%
Segment Adjusted EBITDA	47	(84)	NM		(35)	(130)	73%	

Fig 1 Deliveries

Deliveries revenue increased by 349% YoY for the entire year of 2022, from $1 million in the same period in 2021 to $268 million in the fourth quarter of 2022. Contributions from Jaya Grocer, a decrease in incentives as a percentage of GMV, and changes to the business models of some Deliveries offerings in one of our markets were primarily responsible for the significant growth.

✓ In comparison to the same period in 2021, the commission rate increased to 23.8% for the quarter and to 21.4% for the entire year. The contributions from Jaya Grocer and the modified business model of some of our market's Deliveries offerings were the main drivers of the growth.
✓ Fourth quarter 2022 Deliveries GMV declined 4% YoY but grew 5% YoY on a constant currency basis. On a

full-year basis, Deliveries GMV grew 15% YoY, or 22% YoY on a constant currency basis.
- ✓ After reaching breakeven in the previous quarter, the deliveries segment's adjusted EBITDA as a percentage of GMV increased to 2.0% in the fourth quarter of 2022 from a negative 3.5% in the same period in 2021. The

Deliveries segment's adjusted EBITDA increased by 73% YoY for the entire 2022 fiscal year.
- ✓ The majority of our six core markets in the fourth quarter of 2022 were profitable in terms of Deliveries segment adjusted EBITDA, and in each of those markets, Deliveries segment adjusted EBITDA as a percentage of GMV was at or above 3%.

- • *Mobility:*

($ in millions, unless otherwise stated)	Q4 2022	Q4 2021	YoY % Change	YoY % Change	FY 2022	FY 2021	YoY % Change	YoY % Change
	(unaudited)	(unaudited)		(constant currency)	(unaudited)	(unaudited)		(constant currency)
Operating metrics:								
GMV	1,149	765	50%	62%	4,103	2,787	47%	54%
Commission Rate	23.4%	23.8%			23.3%	23.4%		
Financial measures:								
Revenue	189	106	78%	91%	639	456	40%	46%
Segment Adjusted EBITDA	152	76	97%		494	345	43%	

Fig 2 Mobility

- ✓ Mobility revenues increased significantly in the fourth quarter of 2022, rising 78% YoY or 91% YoY on a constant currency basis, and by 40% YoY or 46% YoY every year. ("Grab Reports Fourth Quarter and Full Year 2022 Results | Grab Holdings") The strong YoY growth in Mobility was supported by the continued recovery in demand during the reopening, which drove an increase in airport rides, a normalisation of local commutes, and our efforts to increase supply throughout the region.
- ✓ The commission rate for the quarter was 23.4%, down from 23.8% for the corresponding period in 2021, and on a yearly basis, it was 23.3%, down from 23.4%.
- ✓ In the fourth quarter, mobility GMV increased by 50% YoY or 62% YoY on a constant currency basis, and

overall, it increased by 47% YoY or 54% YoY. ("Grab Reports Fourth Quarter and Full Year 2022 Results")
- ✓ The adjusted EBITDA for the mobility segment was 12.0% for the entire year of 2022 and 13.2% for the fourth quarter.
- ✓ During the quarter, we continued our focus on increasing active driver supply and optimizing our existing supply to cater to the strong demand recovery. In order to give our users more affordable mobility options while maximising the supply of drivers, we have re-launched Grab Share, our carpooling service, in the Philippines and Singapore.

- • *Financial Services:*

($ in millions, unless otherwise stated)	Q4 2022	Q4 2021	YoY % Change	YoY % Change	FY 2022	FY 2021	YoY % Change	YoY % Change
	(unaudited)	(unaudited)		(constant currency)	(unaudited)	(unaudited)		(constant currency)
Operating metrics:								
Pre-Interco Total Payment Volume (TPV)	3,744	3,395	10%	19%	14,954	12,149	23%	29%
GMV	1,452	1,247	16%	25%	5,809	4,591	27%	31%
Commission Rate	2.9%	2.4%			2.8%	2.3%		
Financial measures:								
Revenue	28	(1)	NM	NM	71	27	166%	185%
Segment Adjusted EBITDA	(93)	(110)	16%		(415)	(349)	-19%	

Fig 3 Financial Services

- ✓ In the fourth quarter of 2022, financial services revenue increased to $28 million from a negative $1 million in the corresponding quarter of 2021. For the entire year 2022, financial services revenue increased by 166% YoY or 185% YoY on a constant currency basis. Stronger contributions from our lending business and lower incentives as a percentage of GMV were primarily responsible for the strong YoY growth.
- ✓ The commission rate increased from 2.4% to 2.9% in the fourth quarter of 2022 and from 2.3% to 2.8% in the entire year 2022. The increase in commission rates was primarily attributable to higher contributions from our lending business.
- ✓ GMV for Financial Services was up 16% YoY in the quarter, or 25% YoY on a constant currency basis, and by 27% YoY or 31% YoY on a constant currency basis for the full year.
- ✓ Relationship Between Sharing Economy and Customer Satisfaction: The past literature has studied the relationship between sharing economy and customer satisfaction numerous times. ("(PDF) THE STUDY OF CUSTOMER SATISFACTION AMONG GRAB USERS IN KUALA ...") Most studies agreed that most of the number one determinant factor of customer satisfaction is the economic benefit offered by sharing economy services. An investigation by Barbu et al. (2018) Since the rise of the sharing economy, consumers' attitudes towards goods and services consumption have shifted.. This shift is particularly driven by satisfaction during the purchase, which as discussed above results in repetitive consumption and demand for the products and services. The key determinants which influence the changing behaviour of their shift are the advantage of cost savings, high utility, trust, and ease of use. Hence, customers do not longer long for ownership of property yet shift to the demand for access, which is provided through the sharing of property in this economic model.
- ✓ While a study added that sustainability becomes one of the factors that influence customer satisfaction. Since many consumers today are more environmentally conscious and many activists have raised severe issues for worsening climate change on the planet. Hence, this property-sharing model helps encourage people to maximize the utilization of unused spaces and vehicles instead of purchasing new ones. Although sustainability does not influence the customers' satisfaction as significantly as an economic benefit or social gains.
- ✓ Hence, based on the above-discussed evidence, the positive relationship between sharing economy which includes economic, social, and environmental benefits and customer satisfaction is concluded.

➢ *Data Collection:*

This study is a quantitative study, whereby data is collected in the form of numerical which is obtained through a distributed questionnaire. The results of this survey will be used as primary data. Therefore, with sufficient sample size, this primary data is believed to represent the respondents' perspective towards the researched topic in a real-life context.

- • Instrumentation:
- • Sampling method
- • Data Preparation, Processing, and Analysis
- • Questionnaire.

III. FINDINGS AND DISCUSSIONS

It helps to Drive ROI. By using high revenue-generating and high-retention users, it helps you keep track of customer lifetime value. It's obvious to understand that without diving deep into the analytics one cannot understand the behaviour and need of the audience to enhance the app experience.

It assists in gathering accurate data to better serve your customers. App marketing strategies are designed to deliver long-term results focused on acquiring and retaining users by constantly providing improved and enhanced user experiences.

It Helps to Drive Customer-Focused Marketing. Push messages can target specific groups of customers in a way that increases conversion rates and doubles the rate at which apps are opened. Analytics aids in the provision of deep insights, which aid in the engagement of new customers who can be converted into higher stages of the lifecycle.

It Helps you Track the Achievements of Marketing Goals from Campaigns. In today's era of rapidly growing apps, one needs to focus on acquisition channels based on the performance of the acquisition channels rather than preferred ones. Integration of app analytics would help you realize, whether you are spending your money and time on the right acquisition channels.

App Analytics Offers Data-Driven Insights into Issues & Results by Campaigns. App engagement is the metric, which is driving the market nowadays, it's quite tough to achieve app engagement if you lack a strong group of loyal customers who regularly use your app.

IV. CONCLUSION

- ➢ The USP of our app is that we are the only ones who provide these many services at a single click.
- ➢ This app promotes investment through equity markets as we charge the lowest.
- ➢ This app also promotes the make in India campaign.
- ➢ This business plan has the full potential to become a unicorn
- ➢ Single doorstep to fulfil most of the needs of a common man.
- ➢ DAZZLE started as a taxi app but has since expanded to include ride-hailing, food, grocery, and package delivery, as well as financial services.
- ➢ With the DAZZLE as our compass, we have not only helped them increase their earnings but enabled them to earn a living in a way that better supported their life choices and aspirations: be it spending more time with family.

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