

# Mobile Top App Index

## By MasterCard

### #TopAppIndex



## About the MasterCard Top App Index

The MasterCard Top App Index identifies the best mobile shopping apps in 19 categories from across 36 European countries.

MasterCard's team of experts reviewed and rated available shopping apps in 19 different retail categories.

1. **Review:** a group of experts commissioned by MasterCard has collected all publicly available mobile shopping applications in 36 European countries (Albania; Austria; Belgium; Bosnia and Herzegovina; Bulgaria; Croatia; The Czech Republic; Denmark; Estonia; Finland; France; Germany; Greece; Hungary; Ireland; Israel; Italy; Latvia; Lithuania; Macedonia; Montenegro; The Netherlands; Norway; Poland; Portugal; Romania; Russia; Serbia; Slovakia; Slovenia; Spain; Switzerland; Sweden; Turkey; UK; Ukraine).

The team downloaded and tested all collected apps using a pre-designed questionnaire. As a result of this process, 57 apps (3 per category) were shortlisted

2. **Evaluation:** The jury (Dr Carsten Sørensen, Associate Professor Reader in Digital Innovation at the London School of Economics and Political Science, Jen Copestake, BBC Click, Stephen Wood, Mobile Payments Lead Europe at MasterCard) evaluated all the shortlisted applications in order to select the Category Top App in all 19 categories. During the evaluation process, points ranging from 1 to 10 were assigned to the apps in each category. The selection was based on 3 criteria:
  - Technical aspect of the applications – smart solution quality (platform variety, programming quality, API usage, performance, stability, etc.);
  - Usability/design aspect – customer digital convenience (ease of use, patterns, flow, interface, graphic details, artistic level, etc.);
  - Business/functionality aspect – payment innovation impact (purchase method variety, relevance, market penetration, localization etc.);

## **CATEGORY: ACCOMMODATION**

### ***App: Booking.com Hotel Reservations Worldwide & Hotel Deals***

*Country: The Netherlands*

*Platforms: Android, iOS*

The official mobile application of the popular hotel booking service, the Booking.com Hotel Reservations Worldwide & Hotel Deals app brings almost all the functionality of the original website to a smartphone, enabling the user to book accommodation all over the world with just a few taps. The app is simple to use, with a straightforward user interface, and the booking process is a breeze.

The app brings together a whole range of accommodation providers, and with that comes a range of payment options, as these are dependent on the hotels and hostels themselves; yet bankcards are almost universally accepted. With no need to register, a 24/7 customer service available via e-mail or phone, a good search filter and the possibility for the user to create a wish list of venues to stay at, this app makes finding accommodation quick and easy.

## **CATEGORY: CARS AND MOTORCYCLES**

### ***App: Sixt Rent a Car***

*Country: Germany*

*Platforms: Android, iOS and Windows Phone.*

Anyone in need of car rental - look no further! The Sixt application enables users to rent a car worldwide in just a few easy steps. Sporting the recognizable company colours, the app is simple and logical, and the payment process very convenient and flexible, giving users the option to pay with a credit card directly from their phone when making a reservation, or when picking up the vehicle.

## **CATEGORY: CLOTHING AND FASHION**

### ***App: Zalando***

*Country: Germany*

*Platforms: Android, iOS and Windows Phone.*

Germany's Zalando is one of Europe's largest online retailers for fashion and shoes. The Zalando app lets users browse through the company's assortment of around 150,000 products and order items directly through their phone or tablet, adding a new dimension to shopping for clothing, be it everyday basics or small fashionable luxuries.

The design of the app is clean, simple and elegant, and all the products are nicely organized into categories, making it easy to find the desired item. Not quite sure what you are looking for? No



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problem – the Zalando app also offers a section with inspirational images, to help you decide more easily. Spotted a lovely item on a photo and would like to find something similar? That is possible too, with Zalando's photo search option. A variety of payment options make completing the shopping process easy and enjoyable.

## **CATEGORY: COSMETICS**

### ***App: The Body Shop***

*Country: United Kingdom*

*Platforms: iOS.*

A useful application for all cosmetics lovers, The Body Shop app enables users to purchase a variety of skincare, hair care and beauty products from the renowned retailer's compelling ranges. Simple and straightforward design makes browsing, finding and buying the desired products easy, while many added extras – including video tutorials, store locator, barcode scanner and a wish list – make the app fun to use.

## **CATEGORY: ELECTRONICS AND MULTIMEDIA**

### ***App: Conrad***

*Country: Germany*

*Platforms: Android and iOS.*

The official application of one of Europe's biggest electronics retailers, Conrad Electronic. This app offers an easy way to purchase a wide range of electronic goods. With a catalogue including over 600,000 products, making a decision can be difficult, but good product descriptions (including user ratings), well-organized product categories and an excellent search option make it all just a bit easier. For those who prefer having items delivered to their door, a home delivery is possible, but walking to the nearest store to pick up the goods is also an option – and is made easier by an integrated store locator with directions.

## **CATEGORY: ENTERTAINMENT TICKETS**

### ***App: Spotlime***

*Country: Italy*

*Platforms: Android and iOS.*

Spotlime is a cool application for anyone finding themselves in Milan – whether as a resident with a desire to discover new venues, or a visitor ready to enjoy the many events the city has to offer. The variety of events it features – from concerts to happy hours and everything in between – make the app immediately stand out among the competitors; but it is the design and ease of use that really make it unique. Payment can be made with a bankcard or by using spotcoins – virtual



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currency developed for frequent users, who thus profit every time they make a purchase. No money, but still in the mood for going out? No problems – just search Spotlime for one of the free events taking place, and add your name to the guest list.

## **CATEGORY: FLIGHT TICKETS**

**App: easyJet**

*Country: **United Kingdom***

*Platforms: Android and iOS.*

easyJet's application brings the services – and the recognisable orange-dominated design – of a well-known airline company directly to users' mobile phones. Flights can be booked in a few simple steps, including details such as seat selection and baggage options. Users can also check in for their flights, scan and add their passport details using their camera, and download their boarding passes. Users can make their booking using bankcards, making it quick and easy to complete their purchase. And for those in need of a bit more, car rental and hotel bookings are also only a few taps away.

## **CATEGORY: GIFTS AND SURPRISES**

**App: Chocogreets**

*Country: **Switzerland***

*Platform: Android and iOS.*

A lovely application for both chocolate lovers and gift-givers, Chocogreets is an app from MySwissChocolate that lets users send a bar of Swiss chocolate to their loved ones – or anyone on their mind. The chocolate bar is personalised with a photo printed on sugar paper, and a note can also be included with the bar. The ordering process is simple: users have to upload a photo, select a type of chocolate (white, dark or milk), enter the personal greeting and send it away. Payment can be made by bank card or digital wallet, making the purchasing process convenient and secure, and the reasonable price of delivery makes Chocogreets an appealing (and sweet) gift option.

## **CATEGORY: GROCERIES**

**App: Tesco Groceries**

*Country: **United Kingdom***

*Platforms: Android, iOS and Windows Phone*

The official application of Tesco designed for the UK market offers a simple and efficient way of purchasing groceries and more, even when on the go. The application enables users to browse through and buy from the same wide selection of goods that is offered in the Tesco stores. Finding the right products is made easy with the clear and logical categories and good product



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descriptions, while additional helpful options such as favourite items list or the possibility to modify an already submitted order make the shopping experience simple and convenient.

### **CATEGORY: HOLIDAYS**

**App: *pamediakopes.gr***

*Country: Greece*

*Platforms: Android and iOS.*

Users of the pamediakopes.gr application will find everything they need to book a vacation in one convenient app. Through it, it is easy to search and book flight ticket, ferry tickets and accommodation, rent a car or purchase insurance for the trip, while small but helpful details such as the included TripAdvisor ratings or good search filters make the process even more convenient. Payment can be made with a bank card or bank wire transfer, while the purchased tickets can be printed at home or picked up at the offices of the partner companies.

### **CATEGORY: MEAL DELIVERY**

**App: *Lieferheld***

*Country: Germany*

*Platforms: Android and iOS.*

Lieferheld makes ordering your favourite takeaway food very easy – anytime and anywhere. The app boasts more than 5.0 million German users, and 7,500 delivery restaurants present a broad variety of cuisines to choose from, while good search filtering options make ordering according to your personal preferences effortless. Payments can be made cash-free, and other features include delivery address locator via GPS and restaurant ratings from customers.

### **CATEGORY: MULTI-RETAILERS**

**App: *Argos***

*Country: United Kingdom*

*Platforms: Android and iOS*

This app is the official application of UK retailer Argos. It makes it easy for users to shop their wide range of goods with just a few taps on the phone screen. With more than 35000 products to choose from, well-structured categories and good search filters make a positive difference when it comes to finding the right products, while the integrated wishlist helps in keeping track of one's desired items from the range. The account, including the shopping list, can easily be synchronised between clients (mobile app, webpage), which makes shopping even easier. A built-in cache



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memory cleaner makes sure that the downloaded database of the product catalogue will not allocate phone memory unnecessarily, and will thus not impair the phone functionality.

## **CATEGORY: ONLINE AUCTIONS AND CLASSIFIEDS**

### **App: Shpock**

Country: **Germany**

Platforms: *Android and iOS*

Shpock is an innovative, wonderfully designed application enabling users to find and buy products in their neighbourhood, as well as post their own no longer used things for sale. The purchasing process is simple: the potential buyer can make an offer for any item to the seller through the app, who then has to accept it, making it a done deal. The payment method, as well as delivery, will depend on the agreement of the two parties involved. While the app itself is simple and practical, what makes it stand out is the manner in which it supports local trading and exchange, extending the life cycle of individual items.

## **CATEGORY: PARKING**

### **App: Parko**

Country: **Israel**

Platforms: *Android and iOS.*

A community-based parking spot finder application, Israel's Parko is a clever and innovative crowdsourcing take on parking apps. How it works is very simple. When looking for a parking spot, the user is notified if another member of the Parko community is about to leave his parking place nearby. If a spot about to be vacated is chosen, the app navigates the driver to it. And the beautiful thing - Parko automatically identifies spots that are about to become available. The person who's about to free up the spot doesn't need to do anything except confirm what Parko already knows through its unique learning algorithms that analyze information coming from the smartphone sensors, such as the accelerometer and the GPS. And what's more, Parko is accumulating the data on people's parking behaviors from its users and from its strategic partners in the navigation industry, and is using this data to expand its map of real-time parking availability information for the world's streets.

## **CATEGORY: PERSONAL SERVICES**

### **App: BlaBlaCar**

Country: **France**

Platforms: *Android and iOS*



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BlaBlaCar is a leading long-distance ridesharing community, connecting people looking to travel long distances with drivers going the same way. With the BlaBlaCar mobile app, finding and offering rides from a mobile phone to share long distance journeys has never been easier.

The app features many options, such as the possibility to check out members' profiles before choosing whom to travel with, exchange ratings to help users build a trusted reputation, as well as in-app messaging to make communication between travellers simple. All of these help the user organise a trip that is both comfortable and secure, and the possibility to make and receive payments directly through the app makes the process fast and convenient. BlaBlaCar app is an example of a great idea put into practice, helping individuals reduce their travel costs while at the same time reducing the impact transport has on the environment.

### **CATEGORY: PUBLISHING**

#### ***App: Nexto Reader***

*Country: Poland*

*Platforms: Android and iOS*

A good friend to every Polish book lover, Nexto Reader is an ebook, audiobook and e-press reader application that also offers the possibility to buy ebooks and magazines directly from the impressive catalogue of Poland's biggest electronic bookstore, Nexto.pl. The app is easy to use, has a nice and user-friendly design, and comes with a few interesting options, such as the possibility to synchronise purchased items between devices if the user uses Nexto on more than one device. A number of payment options are offered, including bank card, digital wallet and in some cases premium SMS. Books and magazines are available in ePub and PDF formats, while the audiobooks are in mp3.

### **CATEGORY: TAXI**

#### ***App: BiTaksi***

*Country: Turkey*

*Platforms: Android and iOS.*

A standout in the Taxi category, the BiTaksi application enables users to order a taxi in Istanbul and Ankara, Turkey without a phone call. The ordering process is quick and easy. The user can select a pickup point by entering an address or using the mobile phone's location data, and all the available taxi cars in the area are shown on a map. Once a taxi is selected, the user can see how long it will take for it to arrive, as well as browse through information about the taxi driver and the car (including user reviews). An integrated taxi fare calculator makes budgeting for a ride easy, and the possibility to choose between paying directly through the app with a registered bank card or in cash makes taking a cab convenient in any situation.

## **CATEGORY: TRANSPORT**

### **App: oBilet**

*Country: Turkey*

*Platforms: Android and iOS.*

Another one from the range of excellent Turkish applications, oBilet is a great app for any bus traveller in Turkey, making purchasing a domestic bus ticket from several companies simple and convenient at any time. It collects offerings from different bus companies, making it easy for the user to compare prices and choose the best option. The design is a bit busy, but still friendly and nice, and while registration is not necessary, it is highly recommended for frequent travellers, to avoid entering personal and payment details before every purchase. First-time user? With this app's great Help menu, including step-by-step instructions on how to make a purchase, anyone will be able to get their desired tickets in no time.

## **CATEGORY: VARIOUS**

### **App: Mothercare**

*Country: United Kingdom*

*Platforms: Android and iOS*

The official mobile application of Mothercare, a British retailer specializing in products for expectant mothers, may be primarily a shopping app, but what really makes it stand out are the many extra functions, making it interesting for young mothers and mothers-to-be. Baby products, maternity products, toys and other baby equipment from Mothercare's wide range can all be purchased through the app, while a nice layout and good product categorization make it easy to find exactly what one needs, and credit card and other online checkout services make it easy to complete the purchase. A wish list option as well as order delivery tracker add to the shopping experience, while a range of other functions – including baby name finder, a checklist for different stages of pregnancy and collection of relaxing baby tunes make the app good to have even when shopping is not one's to-do list.