



Digital Surge During COVID-19 Pandemic



INTRODUCTION



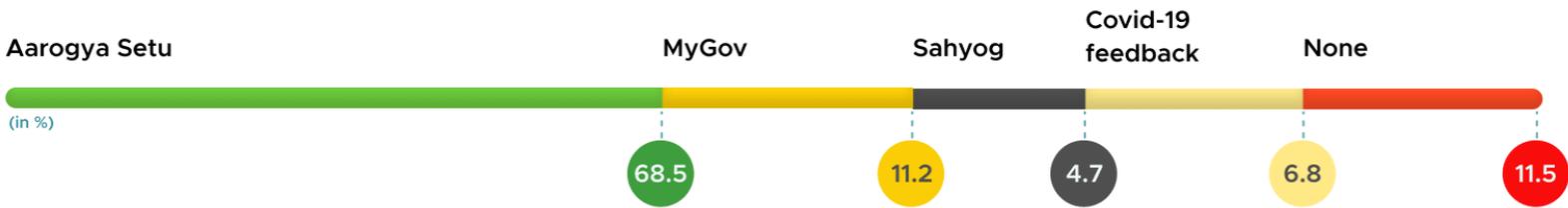
Technological progress has been both the cause and consequence of the dynamic world of today. Technology has permeated every aspect of human existence and has carved a place for itself in the everyday life.

When the COVID-19 pandemic hit, the world was involuntarily brought to a standstill - having to completely adapt to the 'new normal' while continuing to function at a pre-pandemic level of efficiency with multiple new restrictions.

During the pandemic, we witnessed an **exponential rise** in the number of people that **access the digital world through online applications**. These apps provided services ranging from **real-time updates on COVID-19 related information** and vaccinations to handling **delivery of everyday amenities** such as groceries and medicines, to **self-help apps for academic support, fitness and well-being**.

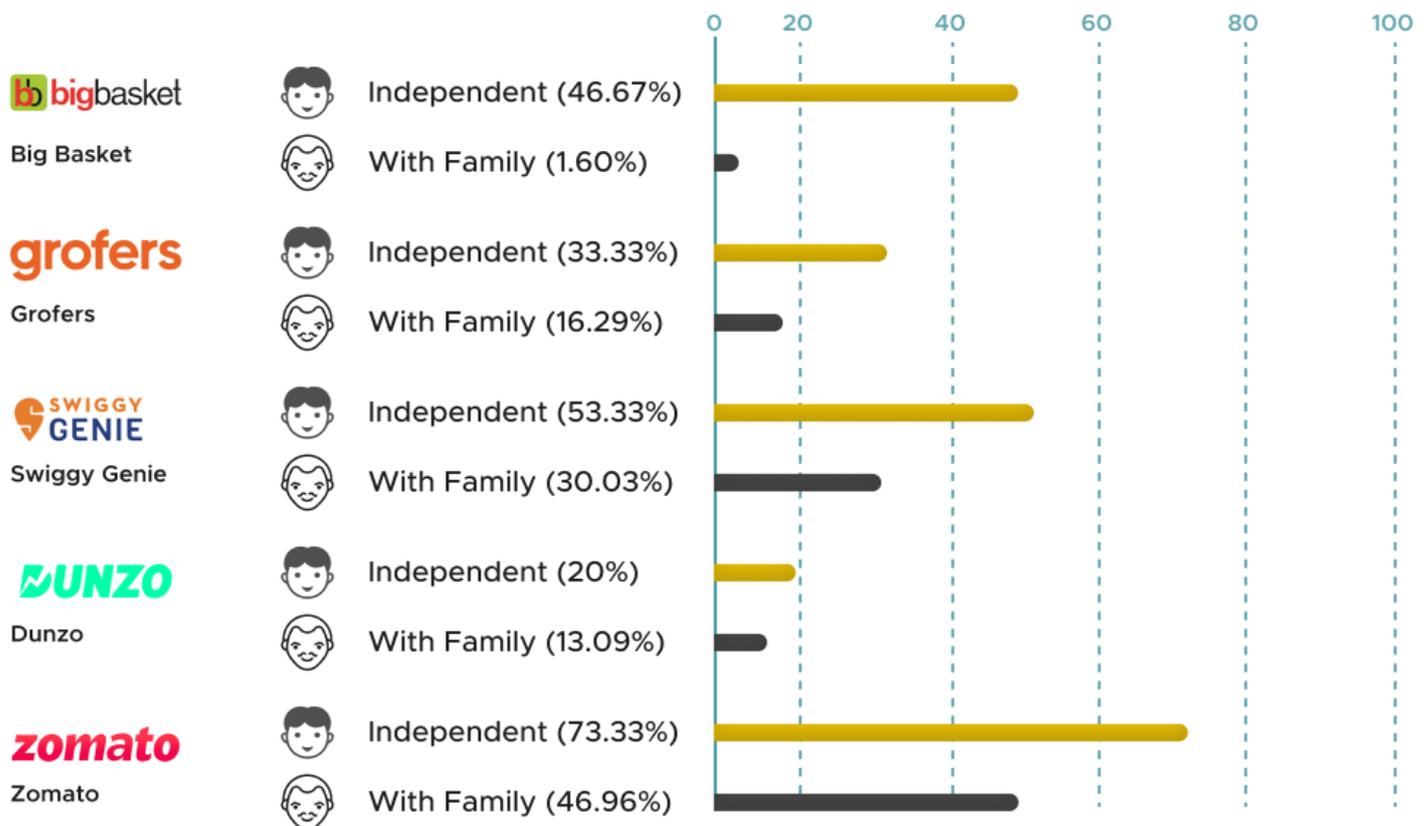
In this survey, we sought to analyze the **impact of technology during the pandemic** and its utility in making people's lives easier.

COVID INFORMATION APPS



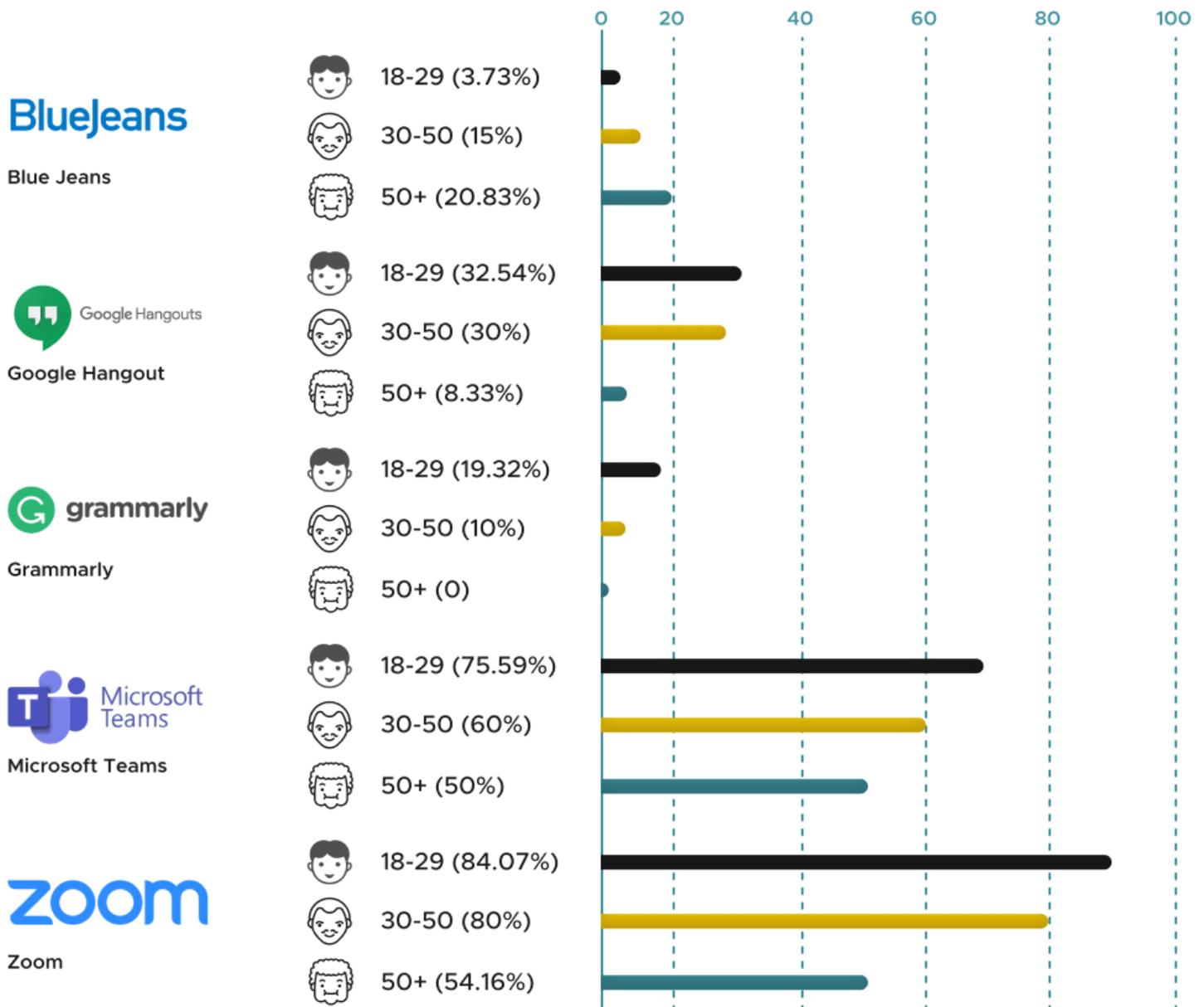
68.5 % of respondents used Aarogya Setu based on factors of 'awareness' and 'convenience of usage'.

UTILITIES APPS



- Zomato and Swiggy Genie are the most widely used grocery apps, followed by Grofers, Dunzo, and Big Basket.
- People living with families form the most significant user segment when compared to those who live independently.

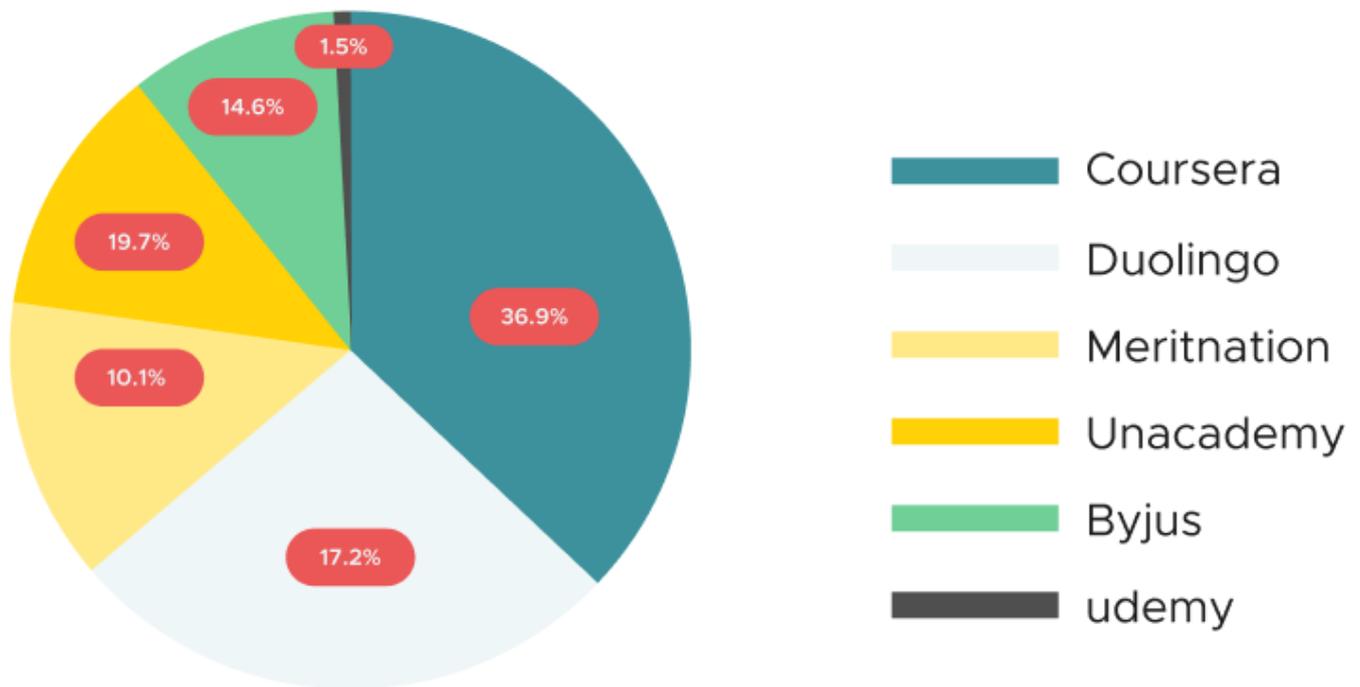
PRODUCTIVITY APPS



- Microsoft Teams and Zoom are the two most widely used study apps, followed by Google Hangouts and Grammarly
- It is evident that people within the age group of 18-29 form the most active segment among all users of these study apps.
- It is also noted that people within the age groups of 30-50 and 50+ use these study apps to a much lesser extent.

*As this was an open-ended question the respondents were leaning towards multiple options.

LEARNING APPS



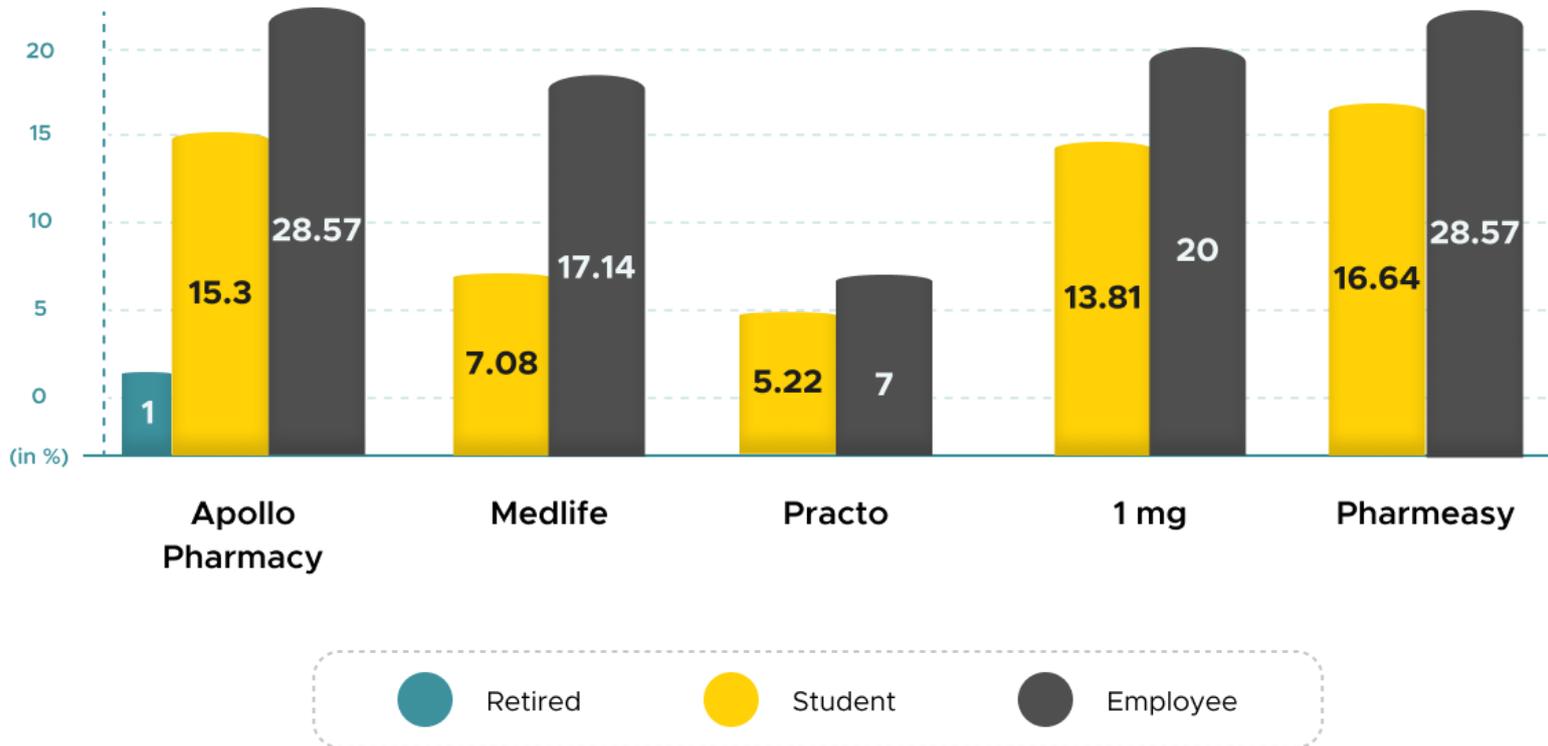
- During the pandemic, driven by school closures, the usage of online learning platforms grew immensely.
- **Coursera, Unacademy and Duolingo** emerge as the top 3 platforms of choice among survey respondents.

FITNESS APPS

Health Apps	18-29 (in %)	30-50 (in %)	50+ (in %)
Fitbit	13.90	30	16.66
Healthify me	14.58	25	25
Cult fit	14.24	5	50
Homework Out	7.46	20	20.83
Daily Yoga	7.12	20	20.83

- Majority of respondents preferred to not use any health and fitness apps.
- Amongst users, Healthify Me, Cult Fit, and Fitbit are the popular choices, followed by Home Workout and Daily Yoga.
- People belonging to the age group of 18 to 29 years form the most active user segment of these health and fitness apps.

MEDICINE DELIVERY APPS



- Majority of respondents preferred to **not use** any medicine delivery apps.
- Amongst users, **Pharmeasy, Apollo Pharmacy, and 1mg** are the popular choices, followed by Medlife and Practo.
- **Salaried, full-time employees** form a significant user base of medicine delivery apps, followed by students.

CONCLUSION

The survey sought to capture the surge in usage trends of digital applications as a direct impact of the COVID-19 pandemic. This includes on-demand apps for delivery of food, groceries, vegetables, medicines, and an array of other items, entertainment apps, educational apps, fitness and lifestyle apps, among others. Our results show that a major driver behind such a surge is the convenience of instant service. The ease and flexibility of availing services to meet everyday needs has led to exponential growth of many breakout apps.

Yet, it is pertinent to note – although beyond the scope of this report - that access to digital technology remains far from equitable. A key aspect of digital surge is management and regulation of the internet itself, and issues around local access and availability. There remains deep disparity in access and usage levels among users, and between users and non-users, based on socio-demographic factors. Going forward, efforts must be taken to ensure that the looming digital divide is bridged even as we continue to innovate and adapt to accelerated digital transformation.



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