

THE CURRENT STATE OF PROGRESSIVE WEB APPS

In 2020, the number of PWAs increased by 170%

BRANDS USING PWAs



PROGRESSIVE WEB APPS

An application developed using web pages that *act and feel very similarly to a mobile app*.

PWAs can be described as being:



Reliable

Load instantly across slow networks or even when offline.



Fast

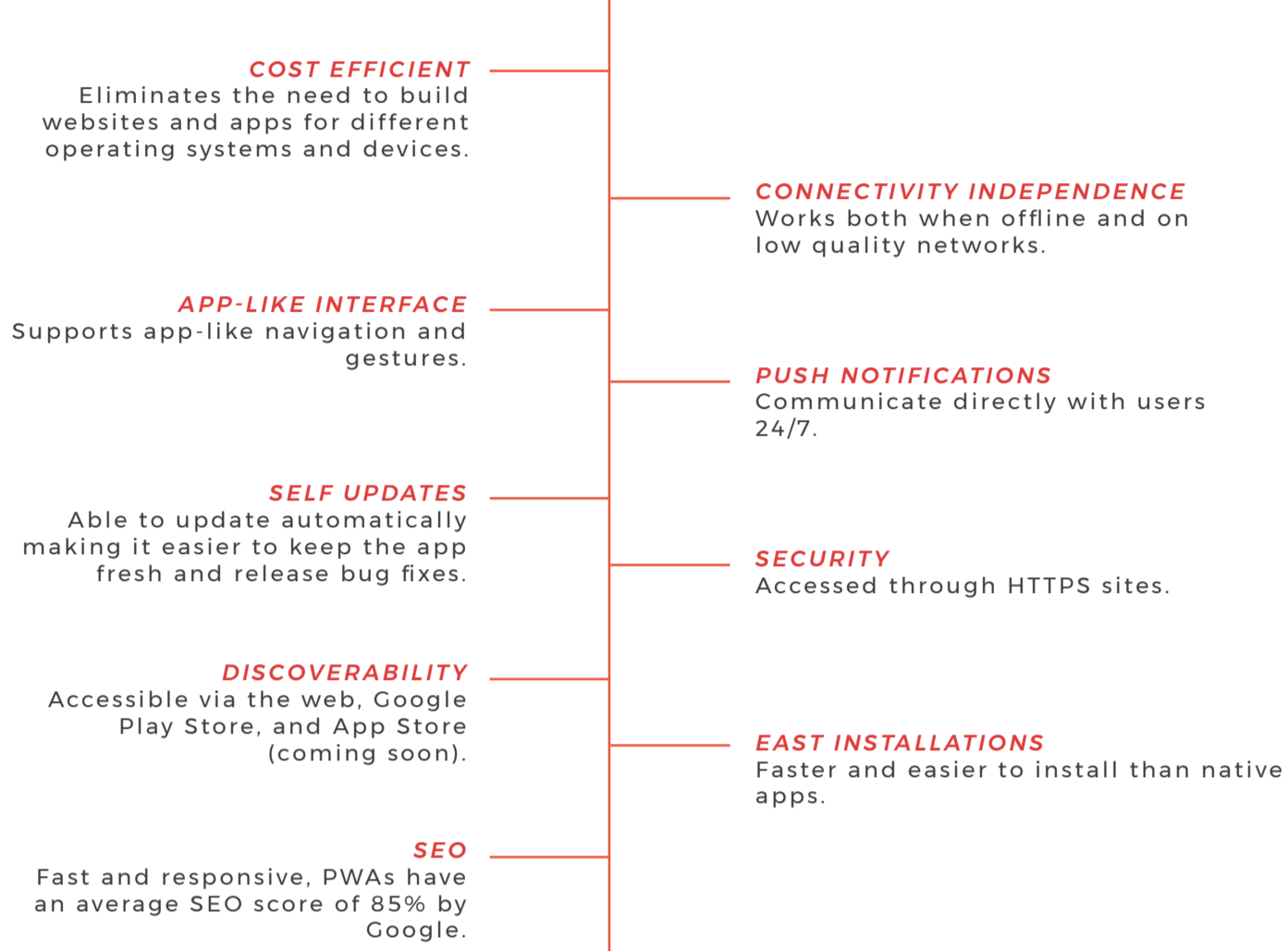
Respond quickly to user interactions with smooth navigation.



Engaging

A native app feel with a rich user experience.

Advantages of PWAs



CURRENT STATE OF PWAs



Progressive Web Apps are accessible via *smartphones and desktops across a variety of browsers*.

Mobile PWAs

Although PWAs work across both iOS and Android, *the differences between Safari and Chrome affect which functions* PWAs support on iOS and Android.

iOS 14 SUPPORTED FEATURES

- Geolocation
- Sensors (magnetometer, accelerometer, gyroscope)
- Camera
- Audio Output
- Speech Synthesis
- Apple Pay
- WebAssembly, WebRTC, WebGL, etc

ANDROID SUPPORTED FEATURES

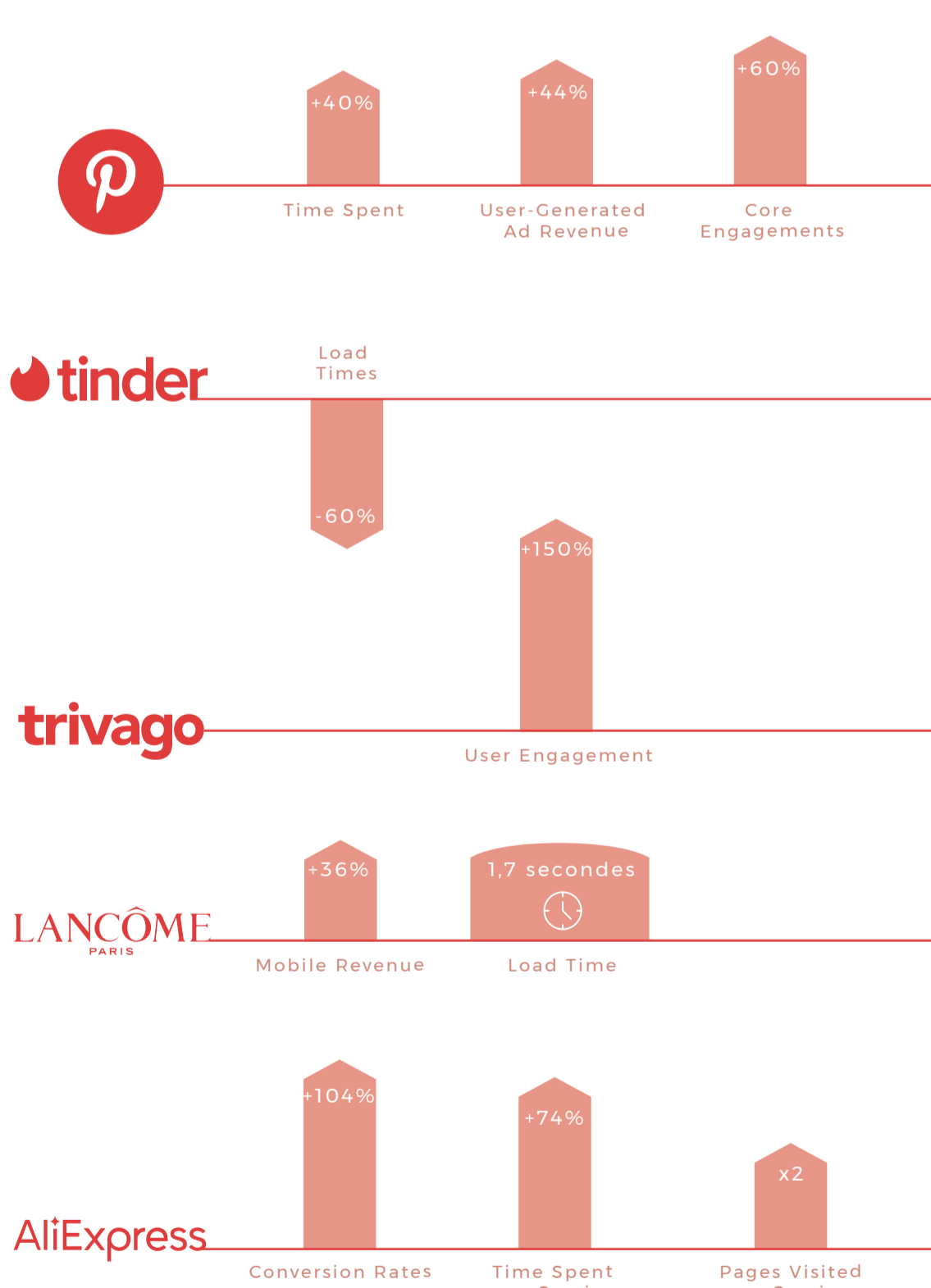
- Speech Recognition
- Geolocation
- Sensor Support (All)
- Payment Systems
- Bluetooth/BLE
- Camera
- Google Play Store
- Audio Output

Desktop PWAs

Desktop PWAs share many of the same features of mobile PWAs. Available on *Chrome OS, Windows, Linux, and MacOS*.

CAN PWAs IMPROVE KPIs AND ROI?

For the brands that have launched PWAs, the answer is YES!



7 TIPS WHEN TESTING PWAs

01

Verify the PWA is served over HTTPS.

02

Ensure pages are responsive on mobiles, tablets, and desktops.

03

Test pages' ability to load when offline (test service workers).

04

Validate metadata prompts users to add the PWA to the home screen.

05

Confirm the pages load quickly on slower cellular or wifi networks (3G and <).

06

Execute tests across a variety of configurations (OS/models/browsers).

07

Verify that individual pages can be shared on social media via linkable unique URLs.



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