

THE CURRENT STATE OF PROGRESSIVE WEB APPS

By 2020, PWAs will replace 50% of all consumer-facing apps.

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

COST EFFICIENT

Eliminates the need to build websites and apps for different operating systems and devices.

APP-LIKE INTERFACE

Supports app-like navigation and gestures.

SELF UPDATES

Able to update automatically making it easier to keep the app fresh and release bug fixes.

DISCOVERABILITY

Accessible via the web, Google Play Store, and App Store (coming soon).

SEO

Fast and responsive, PWAs have an average SEO score of 85% by Google.

CONNECTIVITY INDEPENDENCE

Works both when offline and on low quality networks.

PUSH NOTIFICATIONS

Communicate directly with users 24/7.

SECURITY

Accessed through HTTPS sites.

EASY INSTALLATIONS

Faster and easier to install than native apps.

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 12 SUPPORTED FEATURES

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

ANDROID SUPPORTED FEATURES

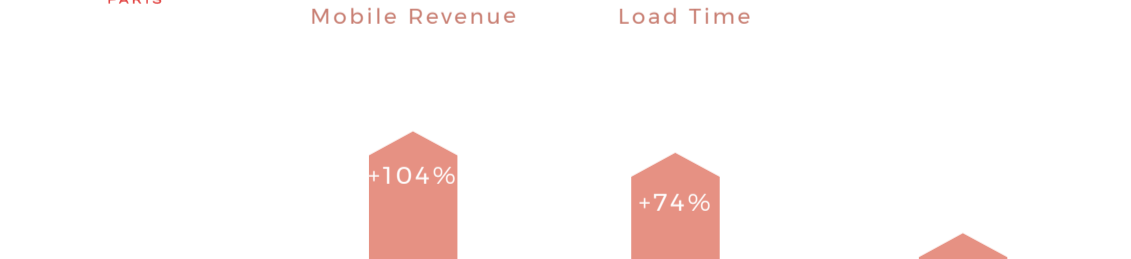
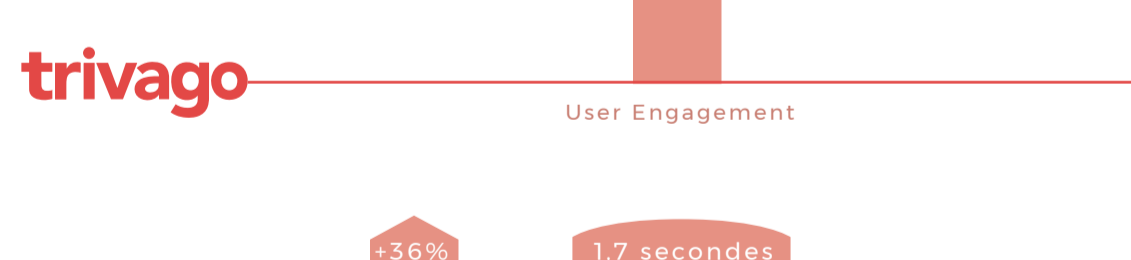
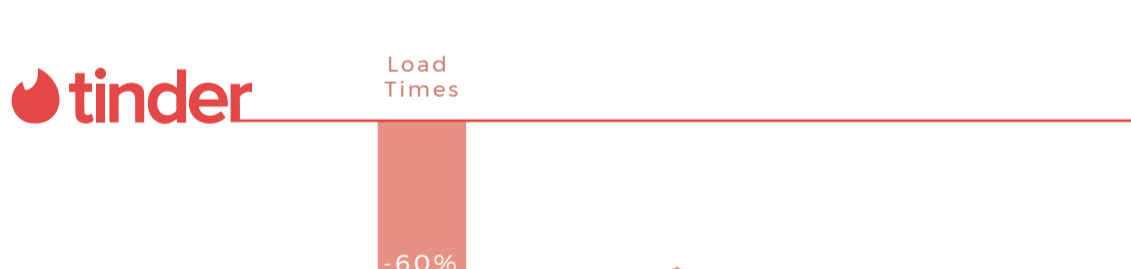
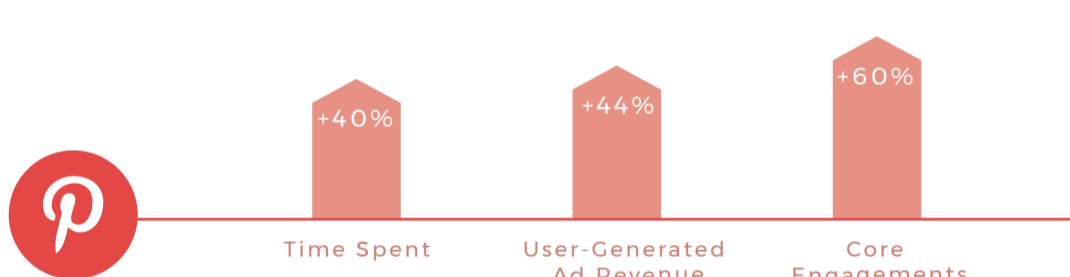
- Speech Recognition
- Geolocation
- Sensor Support (All)
- Payment Systems
- Bluetooth/BLE
- Camera
- Google Play Store
- Audio Output

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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