

# Progressive Web App

*The new way of understanding Apps*



# What is a **Progressive Web App**?

Las Progressive Web Apps are experiences that combine **the best of the web** and **the best of the apps**.

They are available to users from the very first visit in a browser tab and do not require installation. They also increase their functionality as they are used. PWA load fast as a full-screen and first-level experience, even with weak network connection, be able to send push notifications, has an icon on the home screen...



## PWA are apps that ...

- Progressive** ... **Increase their functionality**, conform to the capabilities of the device on which they run, becoming more and more powerful as they are used..
- Web** ... **Are built using web development standards**, like HTML, CSS, JavaScript and a new generation of JavaScript APIs.
- App** ... **Have all the most remarkable Apps features** as: can be installed on mobile devices, run offline, have apps look and feel, push notifications, etc.

# What advantages does a **PWA** have?



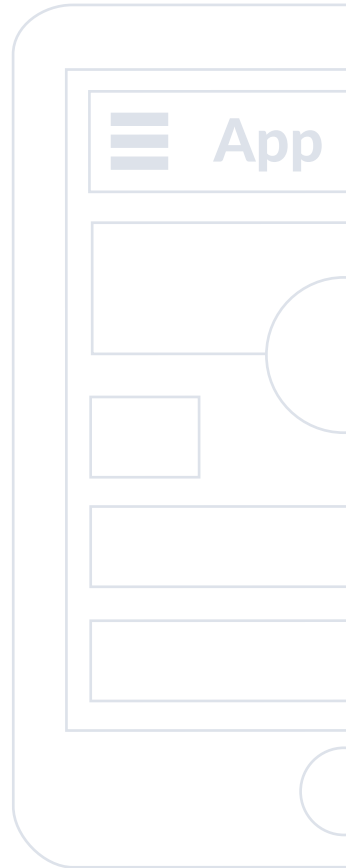
**They are installed directly from the web browser** without taking up much space on your device..

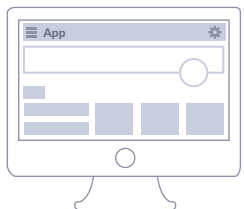


**Do not depend on the (*Apple Store or Google Play*) marketplaces.**  
You will save the wait for review and publication of the app.



**PWA can run offline (*without internet connection*)**  
and they are **4 times faster** than any web.





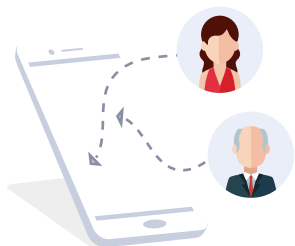
**They are full responsives** adapting to any screen of any device: computer, tablet or mobile.



**PWA can use native features** such as push notifications  
*(soon also available on Apple's iOS).*



**They affect SEO positioning** because they appear in search engines like Google improving the visibility of the brand on the internet.



**All-in-one mobile marketing solution** since you can create loyalty systems to retain your customers, communicate with them, make bookings from your mobile, facilitate purchases...



# How to install a PWA?

Progressive Web Apps can be installed instantaneously on the home screens of mobile devices, without visiting the marketplaces (*Apple Store y Google Play*):

1. Open the PWA in device browser.

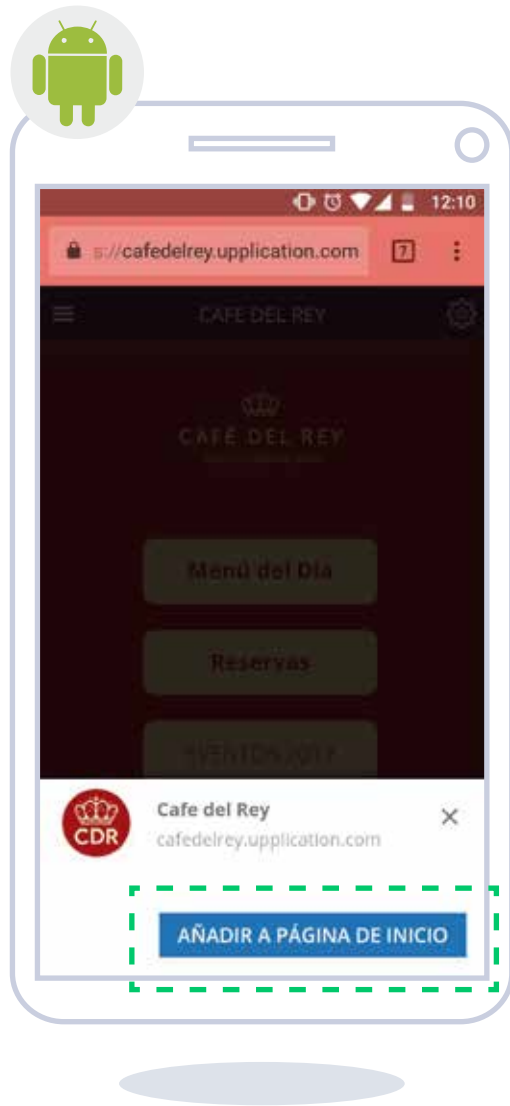
The URL will always be:

**app name + upplication.com**

(*cafedelrey.upplication.com*):

2. Push button “Add to home screen” when the pop-up window (*modal*) appears.

3. Search the icon on the mobile and open the app.



## “ In summary ...

... a **Progressive Web App** uses the latest technologies available in browsers to offer a complete mobile experience almost identical to a native application. ”



