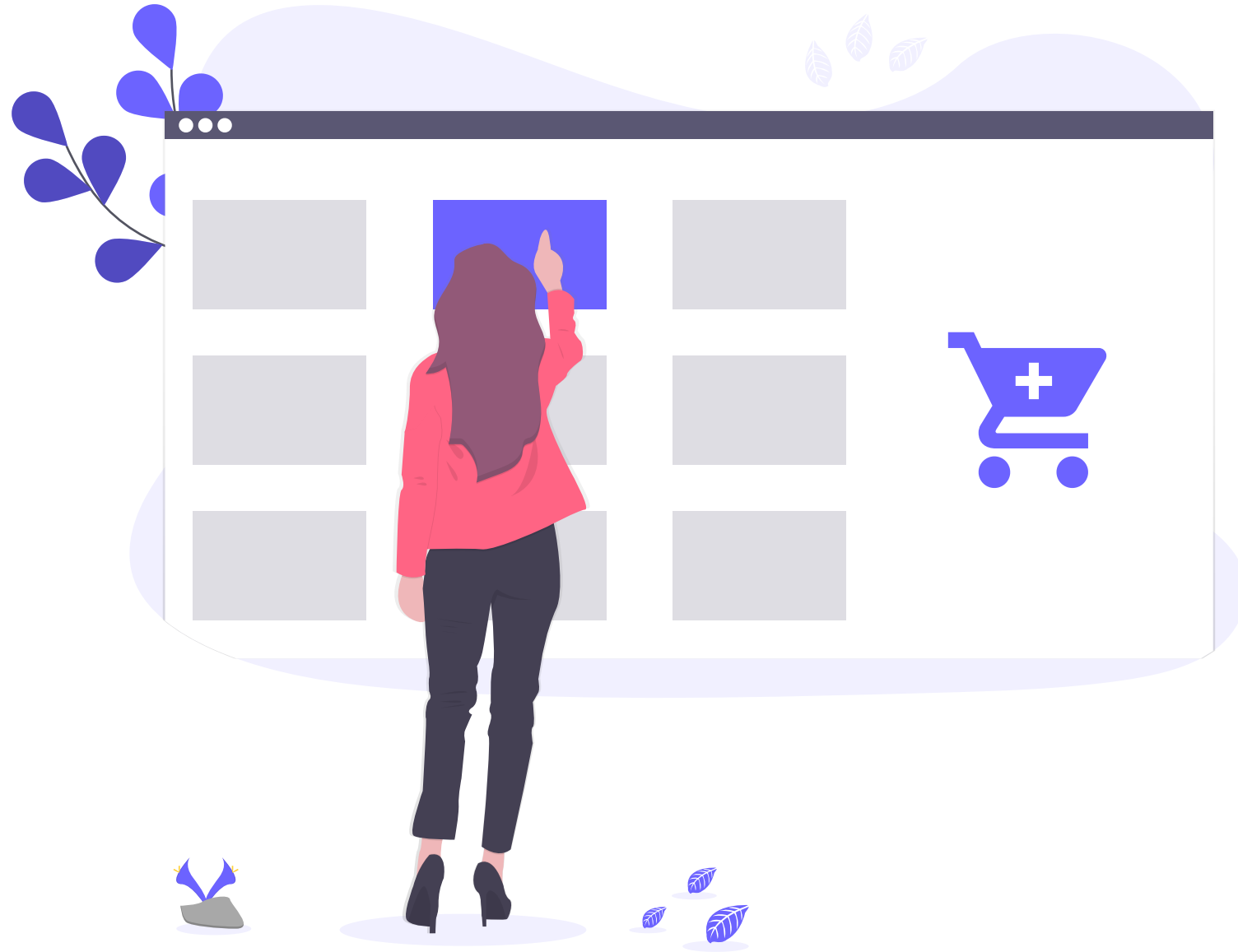


The future of eCommerce





Daniel Ruf

frontend developer @ UEBERBIT

open source contributor

Magento 2 contributor (~1 year)

co-organizing Frontend Rhein-Neckar

daniel-ruf.de

github.com/DanielRuf

twitter.com/DanielRufde

market (Germany)

- Magento
- OXID
- Shopware

problems

- slow (frontend)
- big monoliths
- outdated technology
- complicated

performance of official case studies

unipartner.co.uk

<https://unipartner.co.uk/interim-service-103740-2.html>

May 15, 2019, 12:26 AM GMT+2

Emulated Nexus 5X, Simulated Slow 4G network



Performance



Accessibility



Best Practices



SEO



Progressive Web App

Score scale: ● 90-100 ● 50-89 ● 0-49

Performance

Metrics

First Contentful Paint

1.9 s

First Meaningful Paint

2.7 s

Speed Index

8.1 s

First CPU Idle

9.7 s

Time to Interactive

10.8 s

Estimated Input Latency

30 ms

Values are estimated and may vary.



bauhaus.se

<https://www.bauhaus.se/loungeset-sunfun-bastad-ljusgra>

May 15, 2019, 12:30 AM GMT+2

Emulated Nexus 5X, Simulated Slow 4G network



Performance



Accessibility



Best Practices



SEO



Progressive Web App

Score scale: ● 90-100 ● 50-89 ● 0-49

Performance



⌚ Metrics

First Contentful Paint

1.9 s ✓

First Meaningful Paint

2.1 s ✓

Speed Index

10.2 s ⚠

First CPU Idle

10.1 s ⚠

Time to Interactive

22.6 s ⚠

Estimated Input Latency

100 ms ⚠

Values are estimated and may vary.



shop.seat.de

<https://shop.seat.de/herren-poloshirt-aus-feinem-pikee-6h1084230a-gbj-g.html>

May 15, 2019, 12:33 AM GMT+2

Emulated Nexus 5X, Simulated Slow 4G network



Performance



Accessibility



Best Practices



SEO



Progressive Web App

Score scale: ● 90-100 ● 50-89 ● 0-49

Performance



Metrics

First Contentful Paint	1.9 s ✓	First Meaningful Paint	3.1 s i
Speed Index	12.7 s ▲	First CPU Idle	7.7 s ▲
Time to Interactive	19.4 s ▲	Estimated Input Latency	10 ms ✓

Values are estimated and may vary.



#1 selling point: short time-to-market

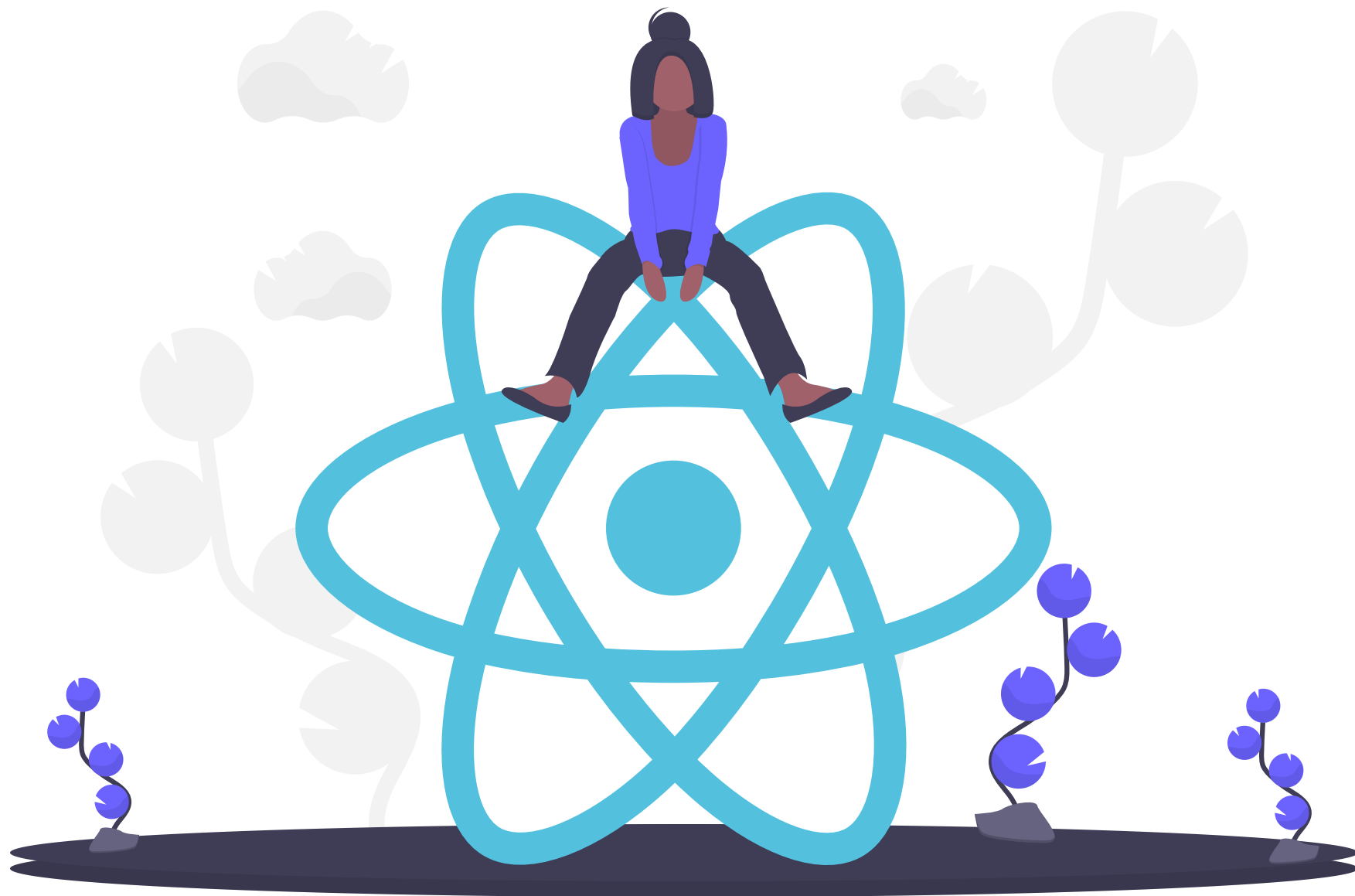
solutions

- separation of concerns
- API driven / first
- headless
- fast
- modern



solutions

- GraphQL
- React
- Redux



The future of eCommerce ...

... are PWAs

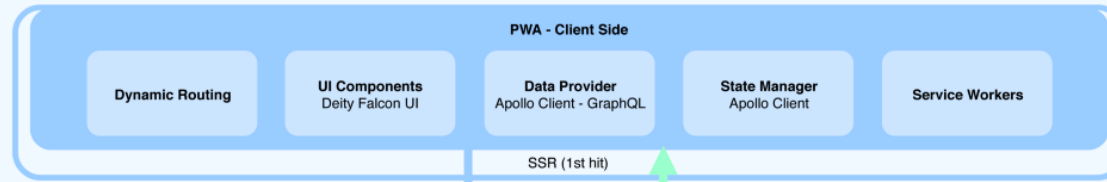
PWA features

- progressive
- responsive
- connectivity independent (offline)
- app like
- fresh
- safe
- discoverable
- re-engageable
- installable
- linkable

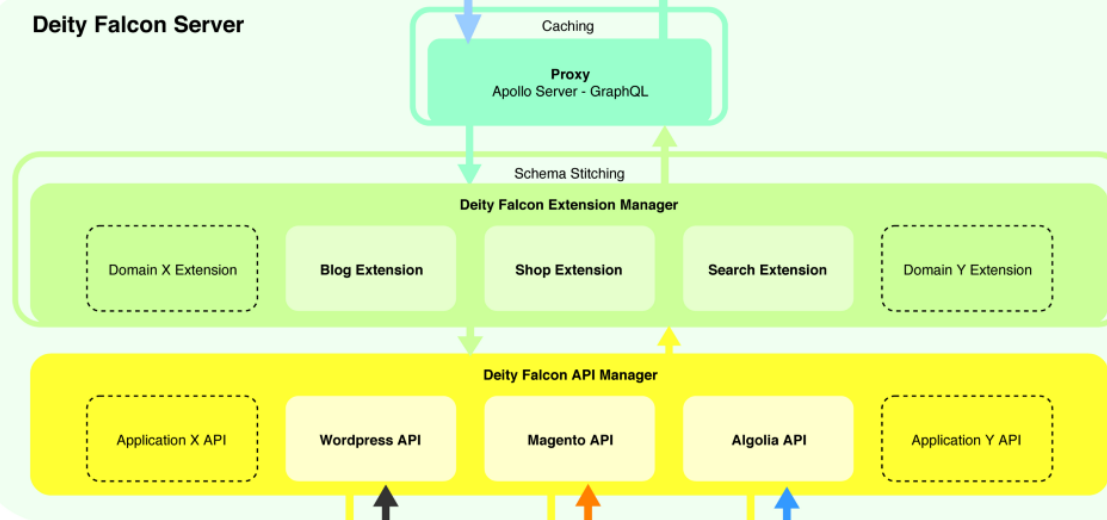
Deity
Front Commerce
Magento PWA Studio
Reaction Commerce
Saleor



Deity Falcon Client



Deity Falcon Server



Your Services





▶ 0:00



PWA Studio docs
Peregrine (UI components)
Venia Storefront (Concept)
PWA Buildpack

magento-instance.dev/graphql

*GraphQL/etc/schema.graphqls

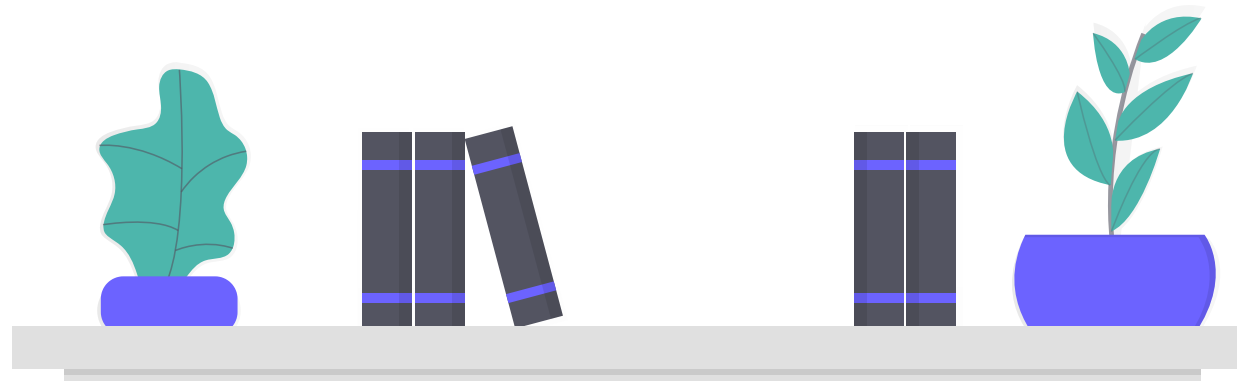
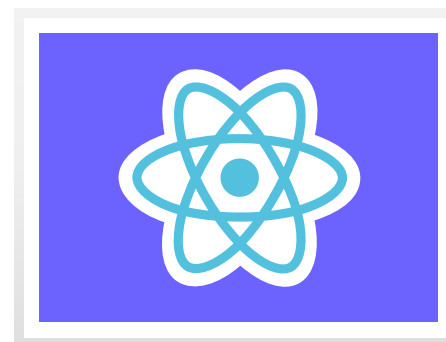
devdocs.magento.com/guides/v2.3/graphql/

Reacticon Conference

live demo

Vue Storefront

gatsby-source-magento
gatsby-source-magento2



thanks for your attention!

illustrations from undraw.co

WPO talk (unKonf 2018)

WPO lightning talks