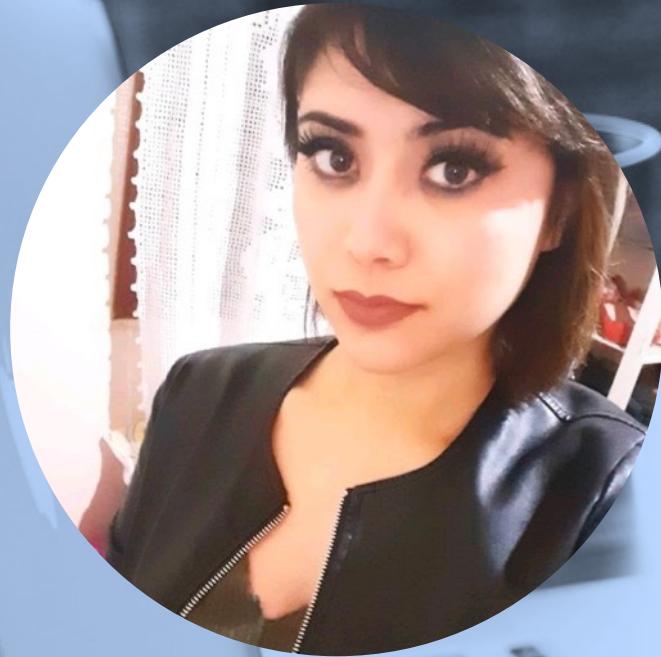


A close-up photograph of a woman's face in profile, looking down. She has dark hair and is wearing glasses and a necklace. The background is blurred.

Enriquecendo a experiência
do usuário com o uso de
caches em aplicativos iOS





Bárbara Barone

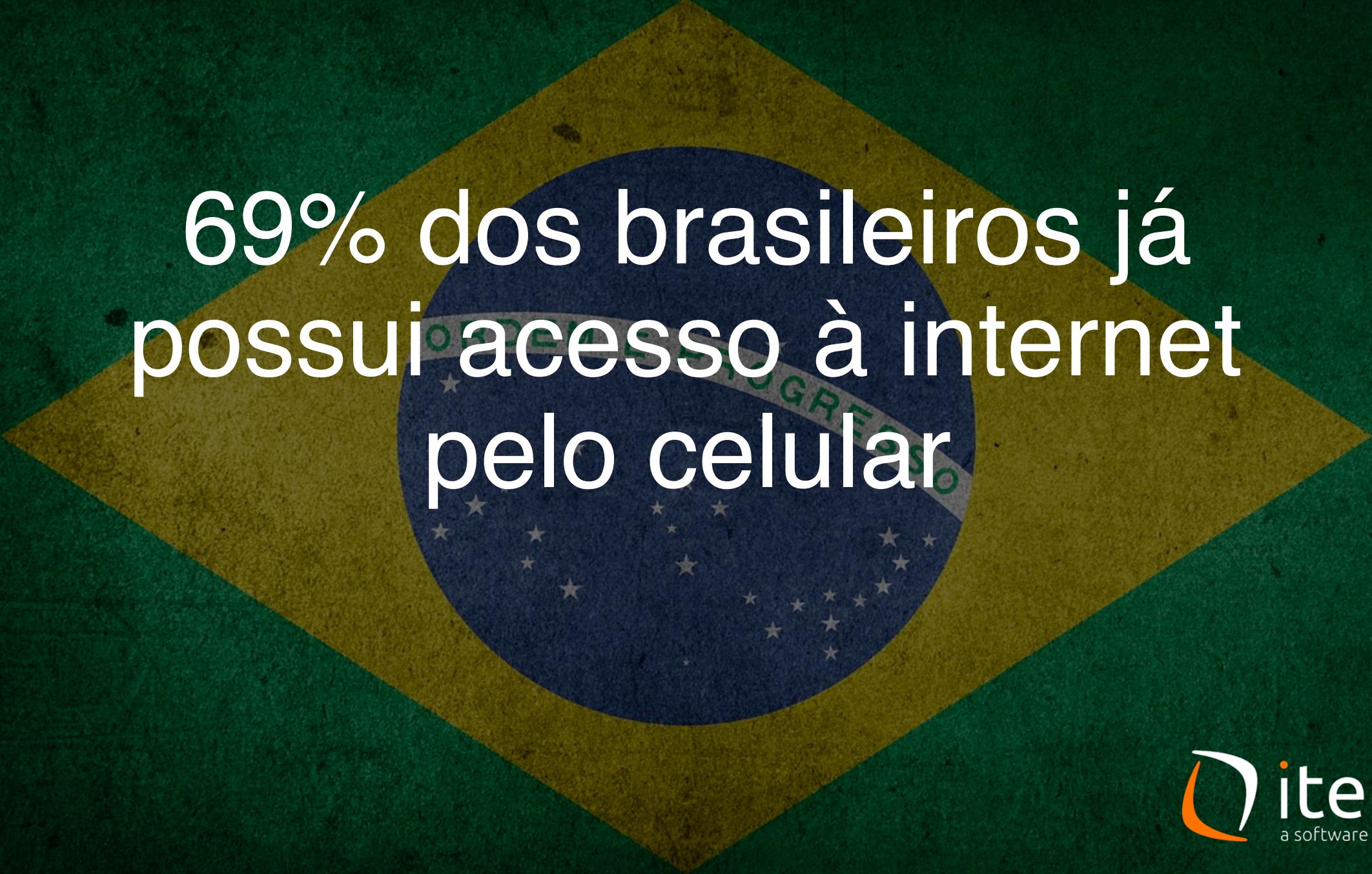


@lexdelicious



Marlon Burnett

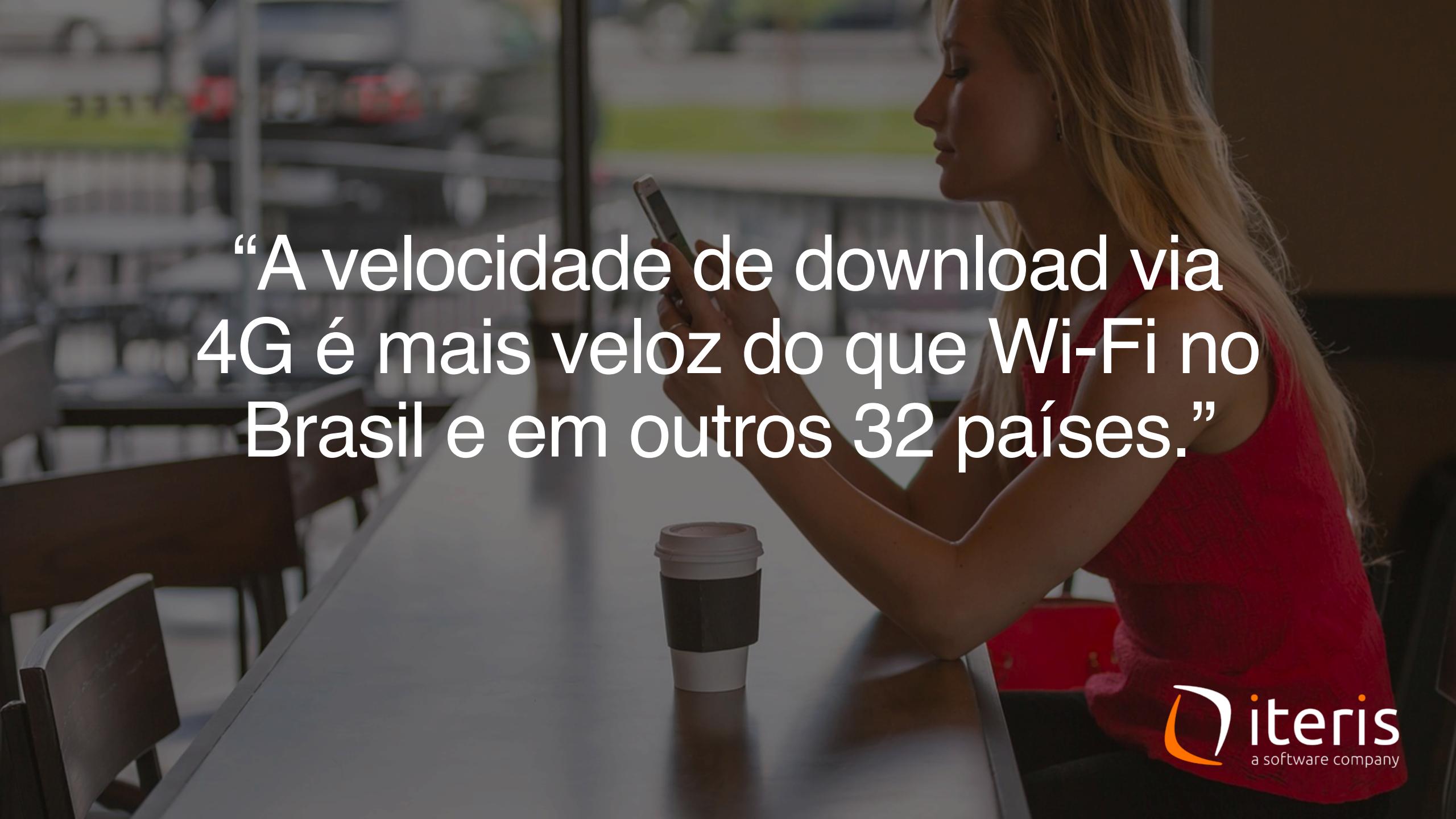


A faint watermark of the Brazilian flag is visible in the background, featuring the green, yellow, and blue colors with the star and the words "REPÚBLICA FEDERATIVA DO BRASIL" and "PROGRESSO E RIQUEZA".

69% dos brasileiros já
possui acesso à internet
pelo celular



140 milhões



“A velocidade de download via 4G é mais veloz do que Wi-Fi no Brasil e em outros 32 países.”



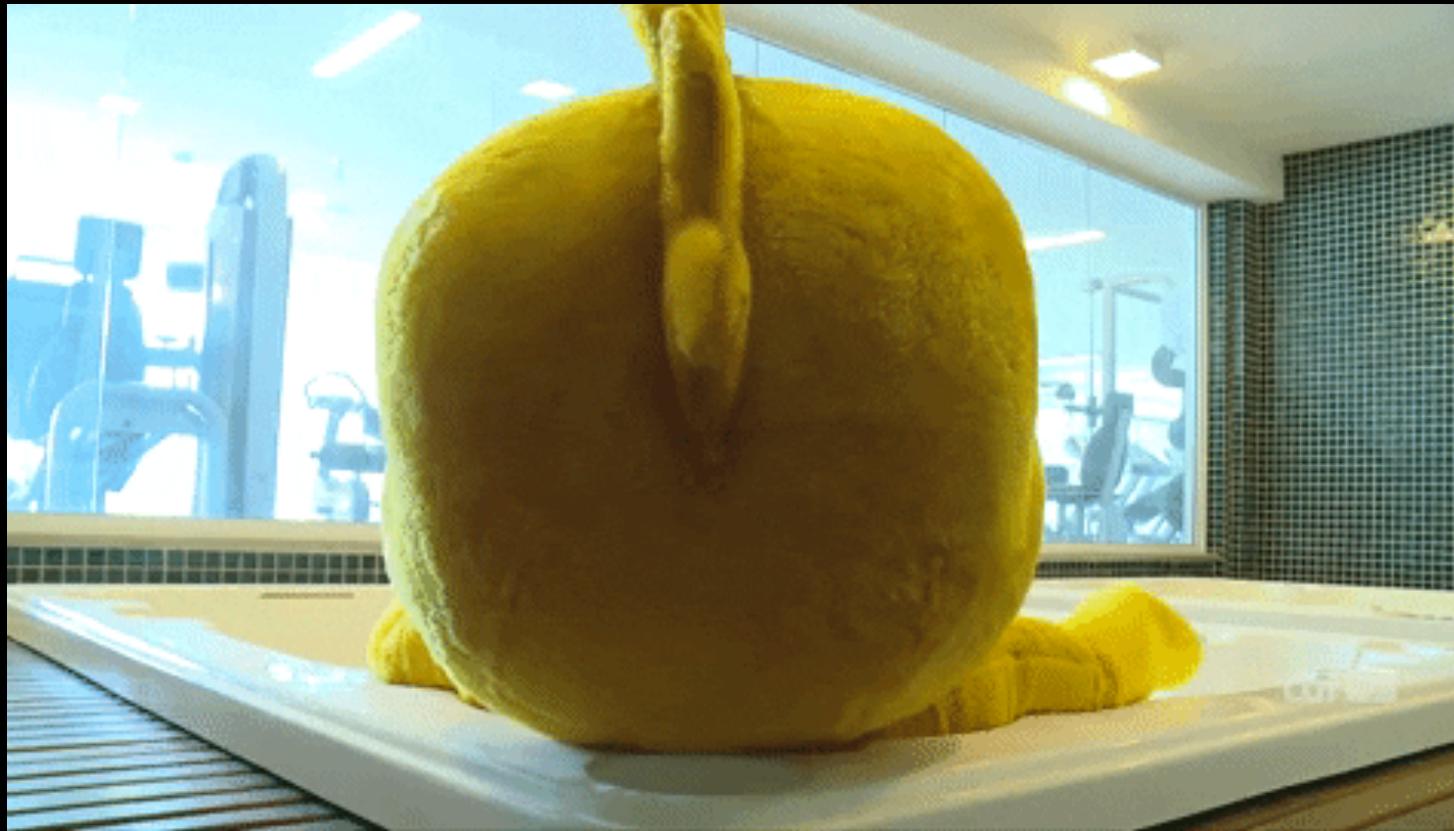


TIM

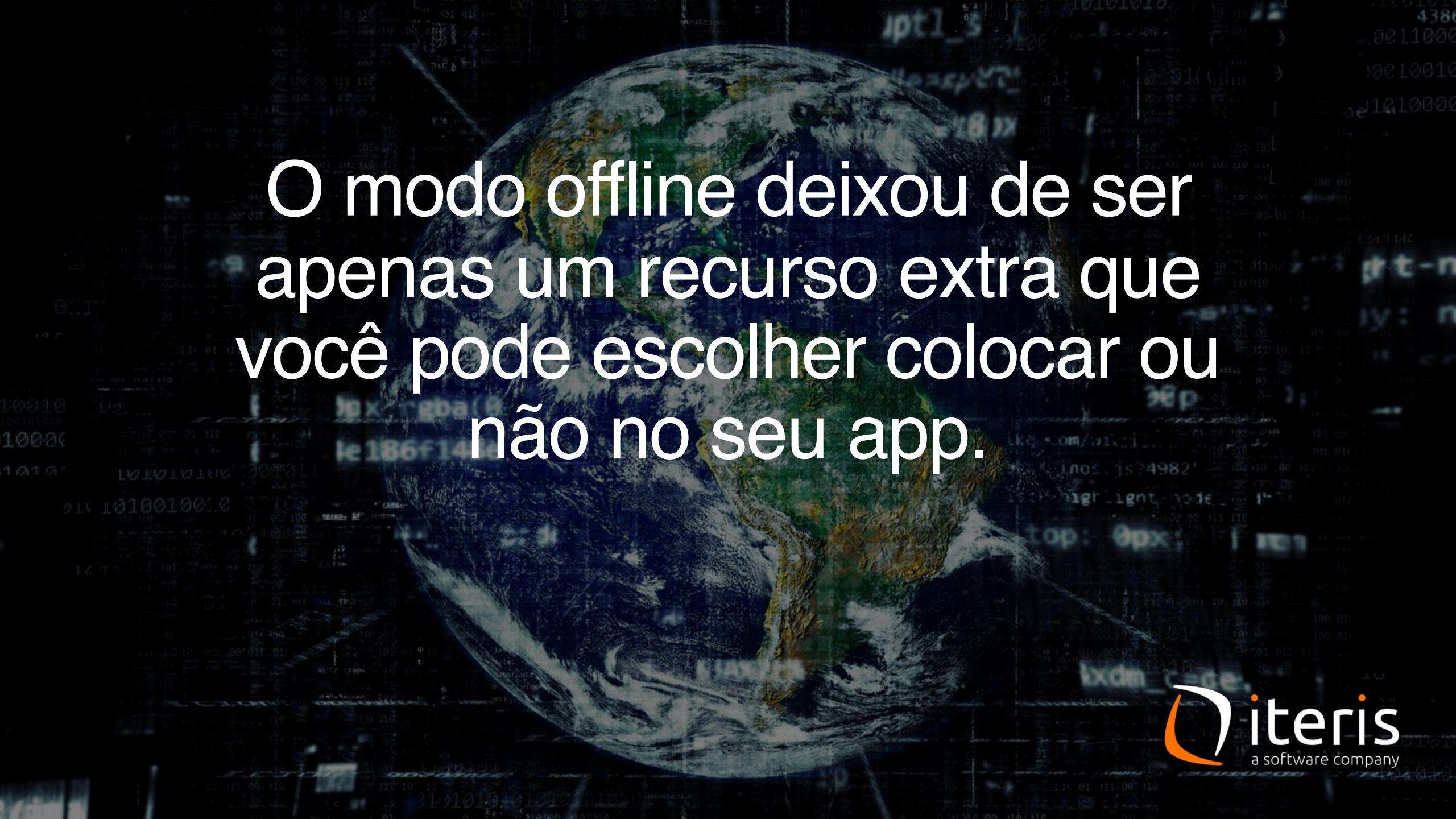


vivo



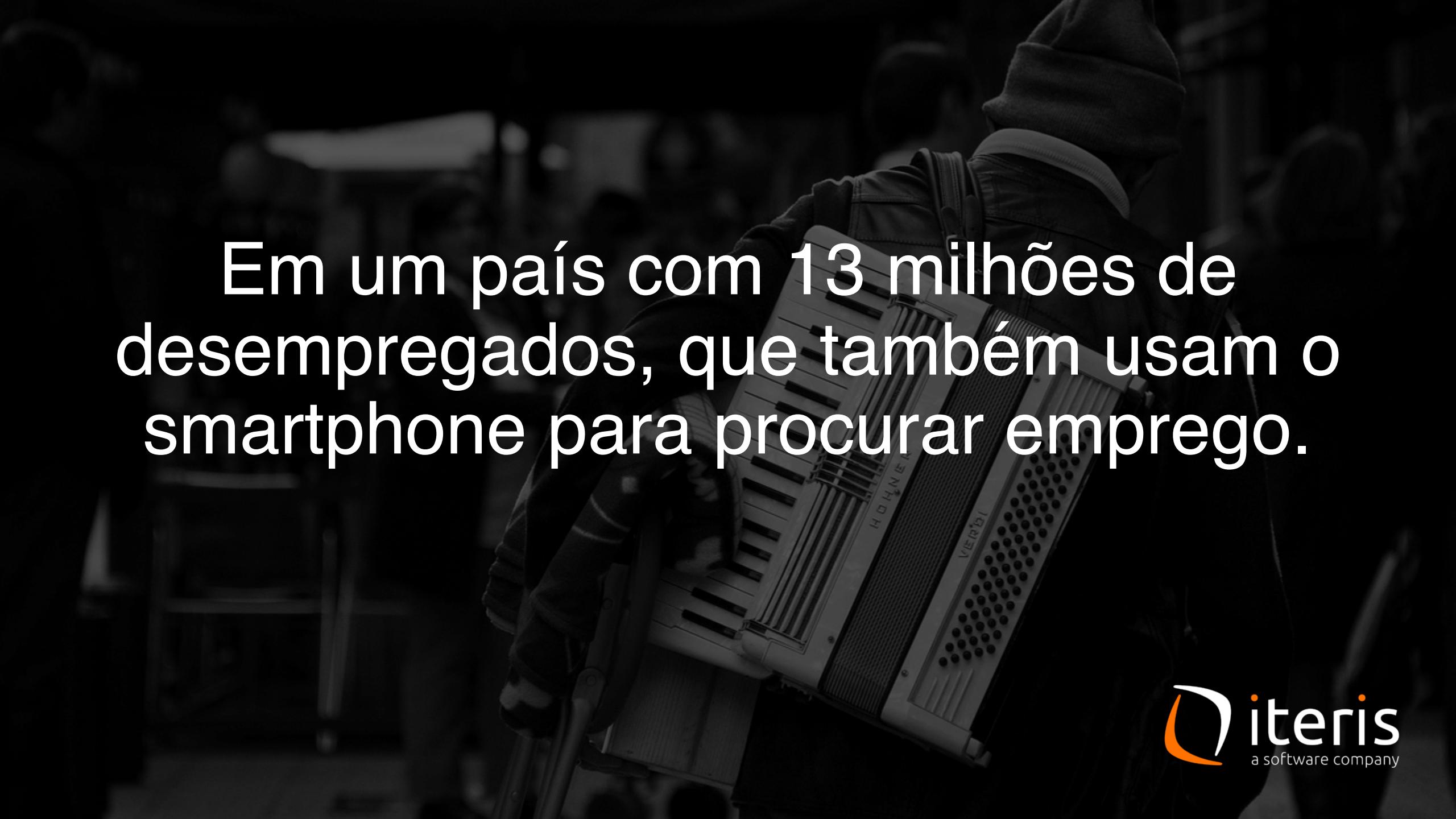






O modo offline deixou de ser
apenas um recurso extra que
você pode escolher colocar ou
não no seu app.



A black and white photograph showing the back of a person. The person is wearing a dark hoodie and jeans, and is carrying a backpack. They are walking away from the camera, and the background is blurred.

Em um país com 13 milhões de
desempregados, que também usam o
smartphone para procurar emprego.



O que é acesso off-line?

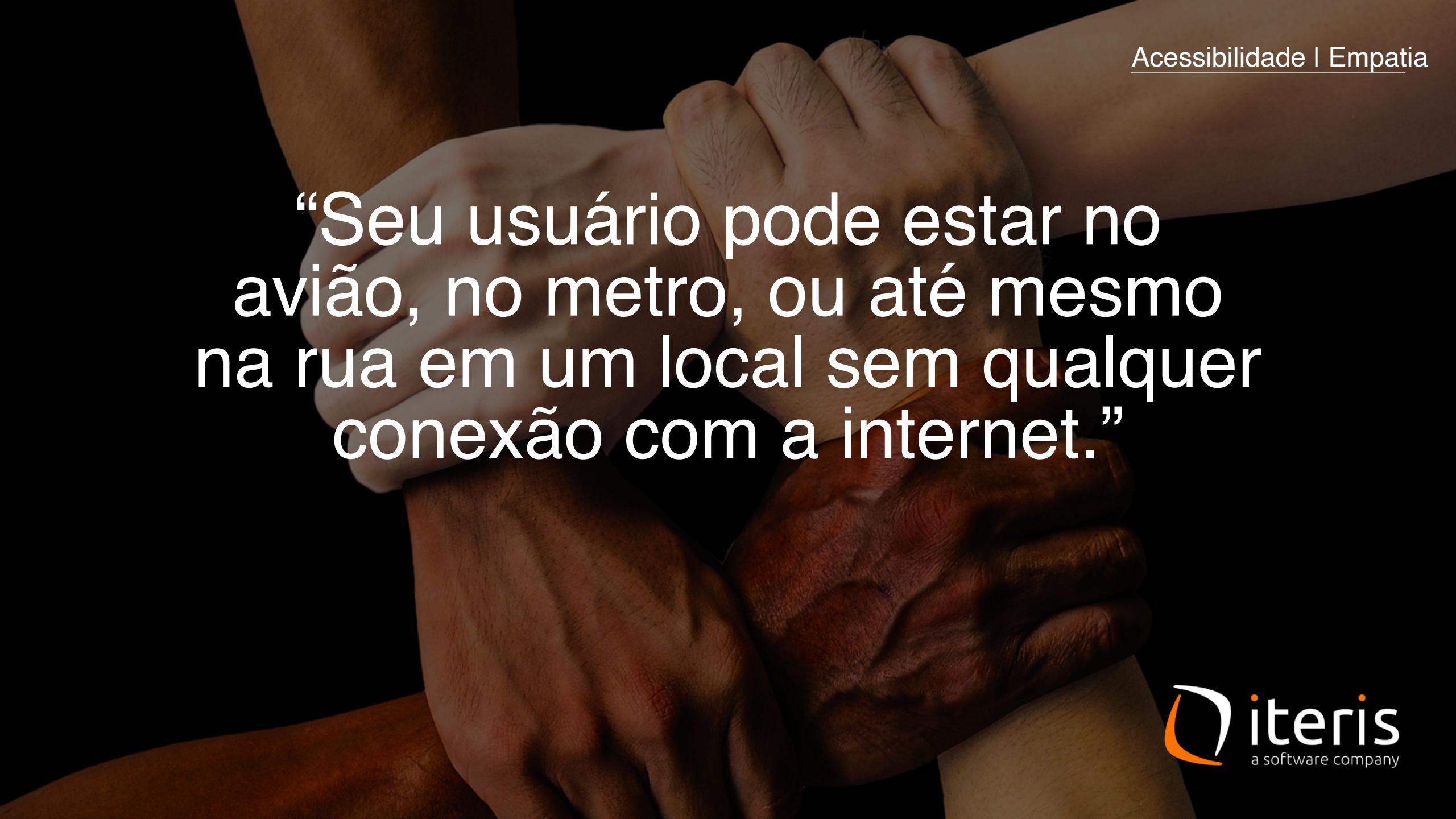


“Acesso offline é a capacidade do seu app em ser utilizado quando não há acesso à internet disponível, ou não há necessidade atual de renovar as informações.”

A young man with dark hair is sitting outdoors, looking down at a black tablet device he is holding in his hands. He is wearing a light blue t-shirt. In the background, there are green trees and a blurred view of a building. A glass of dark liquid is visible on a surface to the left.

Porque é importante ?

“40% dos usuários abandonam páginas que levam mais de 3 segundos pra carregar.”



“Seu usuário pode estar no avião, no metro, ou até mesmo na rua em um local sem qualquer conexão com a internet.”

DEMO



Empatia

A woman with long dark hair, wearing a colorful, patterned dress, is smiling broadly at the camera. She has her hands clasped together near her chest. The background is a warm, out-of-focus yellow and orange.

OBRIGADO

Marlon Burnett | @marlonburnett
Bárbara Barone | @baronebarbara

The Iteris logo consists of a stylized orange 'i' shape followed by the word 'iteris' in a lowercase, sans-serif font. A small orange dot is positioned above the letter 'i'. Below 'iteris', the words 'a software company' are written in a smaller, lowercase, sans-serif font.

iteris
a software company