

# Progressive Web Apps: The Big Picture

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# Overview

## **Understanding Progressive Web Apps**

- The basics
- Characteristics
- Apps in action
- When to use PWA



**PWA**

Progressive Web App



# Progressive Web App

Open definition, created by Google, and embraced today by most companies

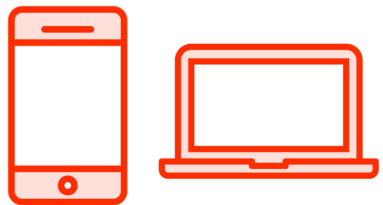
# Progressive Web App



App built with web technologies



It works fast while online or offline



It can be installed on different platforms

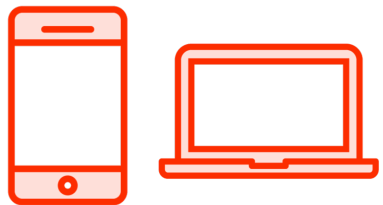
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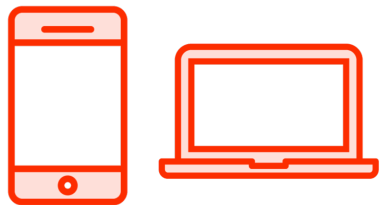
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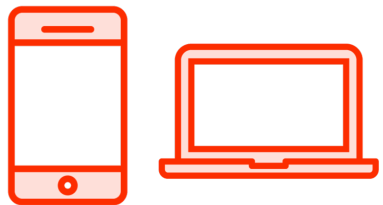
# Progressive Web App



**App built with web technologies**



**It works fast while online or offline**



**It can be installed on different platforms**

Ideal for all those apps that  
consume web content or  
web services

# App Development Approaches

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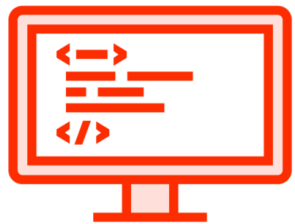


**Native SDKs**

# App Development Approaches



Native SDKs



Web Development

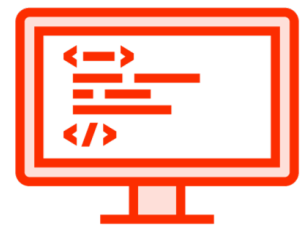
# App Development Approaches



Native SDKs



Device

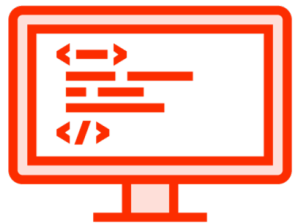


Web Development

# App Development Approaches



Native SDKs

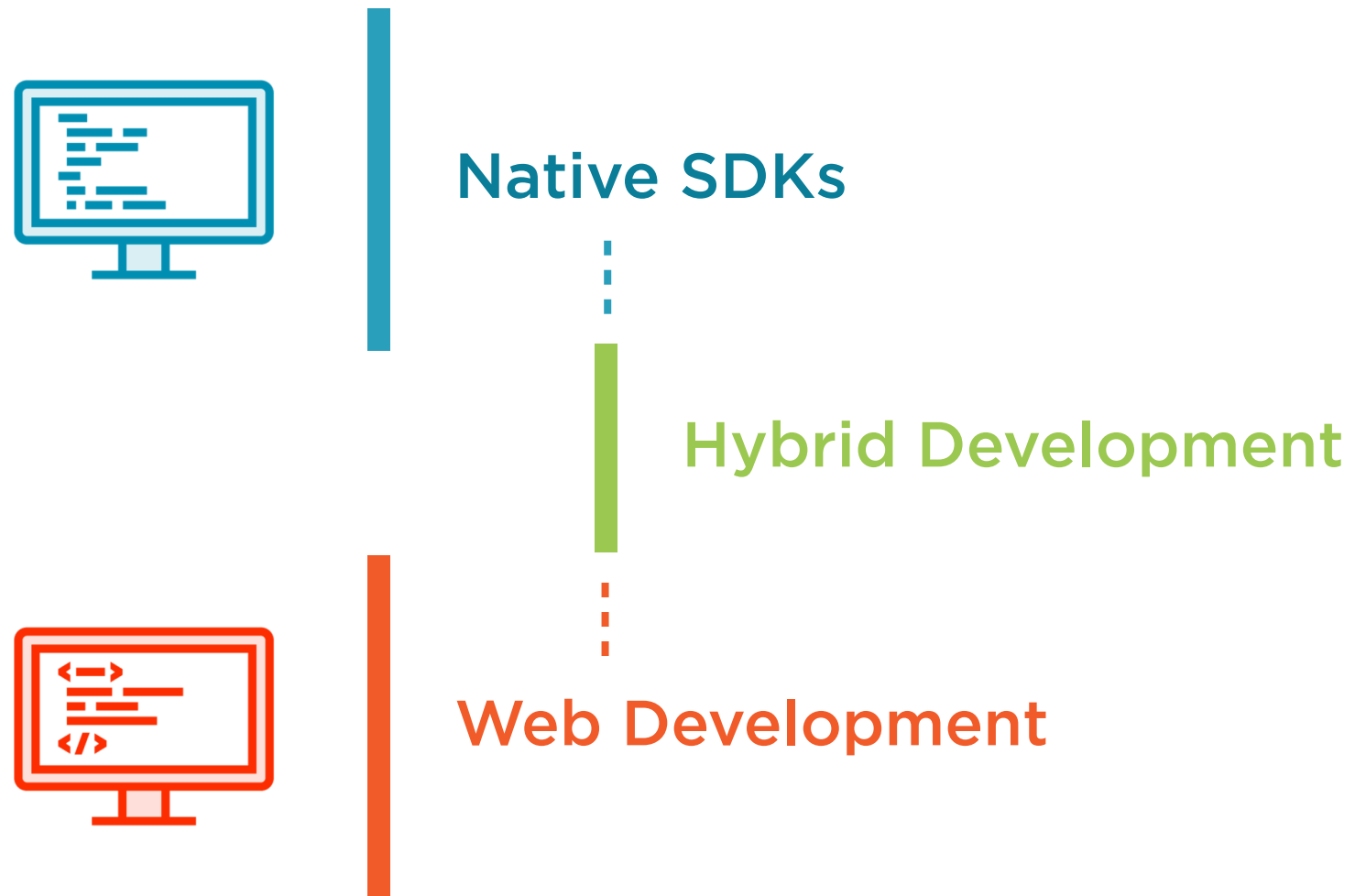


Web Development



Browser

# App Development Approaches

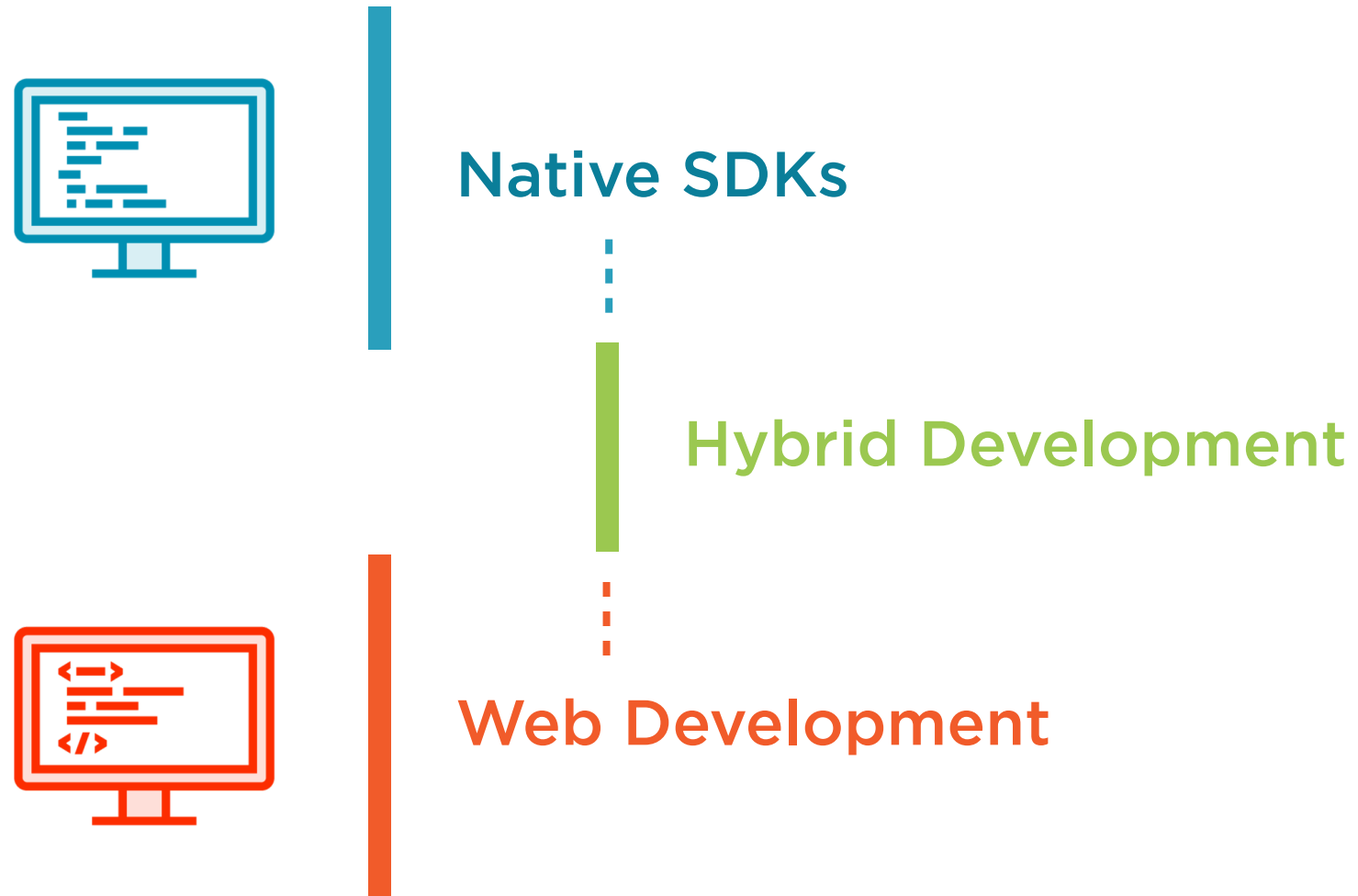




# App Development Approaches



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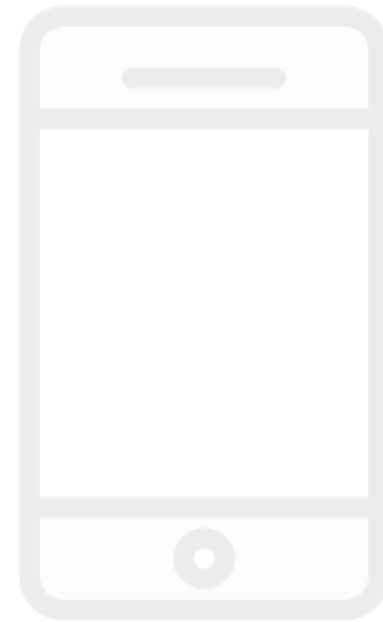
# Characteristics of a PWA

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# Multiplatform Support



Browser



Mobile devices



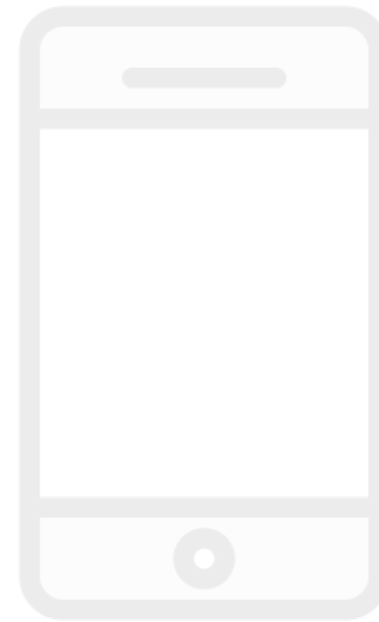
Desktop computers



# Multiplatform Support



**Browser**



Mobile devices

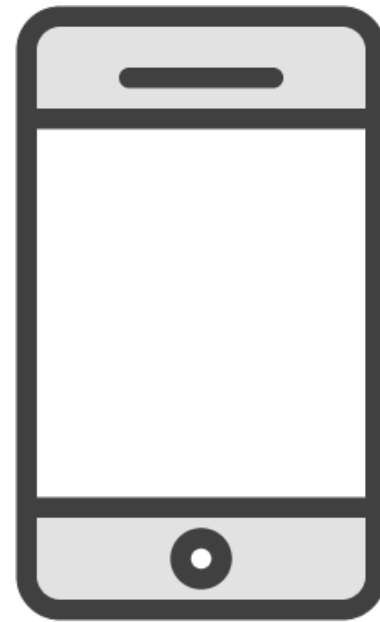


Desktop computers

# Multiplatform Support



**Browser**



**Mobile devices**

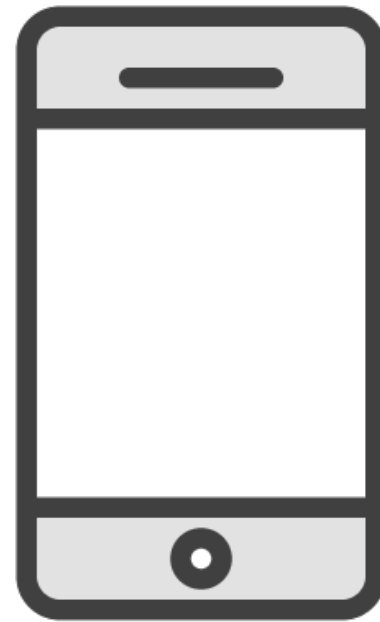


Desktop computers

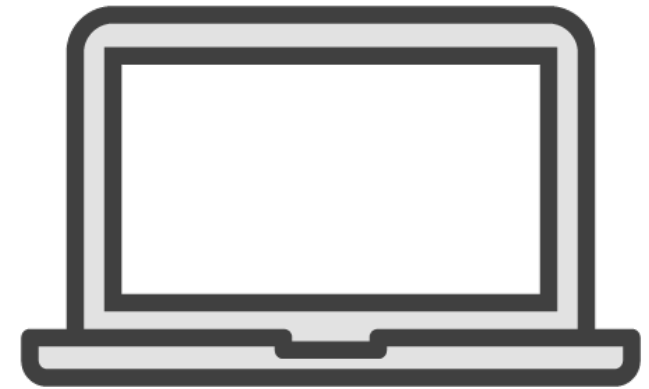
# Multiplatform Support



**Browser**



**Mobile devices**



**Desktop computers**

# Best of Two Worlds



The diagram consists of two adjacent rectangular boxes. The left box is blue and contains the word 'Web' in white. The right box is orange and contains the word 'Native' in white. The boxes are positioned side-by-side, representing two different environments or platforms.

Web

Native

# From the Web World

**Links and discoverability**

**Easy to deploy**

**Easy to update**

**Standards and tools**

# From the Native World

**Offline access**

**Installed icon and standalone**

**Push notifications**

**Performance and UX**

# Best of Two Worlds

Links and discoverability

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Performance and UX

# Web Advantage for Development



**Web frameworks**

**Web APIs**

**Human resources and skills**

**Web SDKs**



# Web Security Model



## **Browser's security model**

**Privacy**

**Permissions**

**Abilities**



# PWAs in Action

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# Demo

## **PWAs in Action**

- Desktop
- iOS, iPadOS, and Android
- kaiOS / JioPhones



# When to Use PWAs

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Your Web  
Experience to  
the App World

**You are a web developer**

**Your team's know-how is  
mainly on web development**

**You don't have any native app  
development experience**

**You want to create an installed app  
experience for your users**

**Create a PWA**

# Corporate Apps

**You create corporate internal apps**

**You want to increase user engagement**

**You want your app to work offline**

**You need multi-platform and fast deploy**

**Create a PWA for your Corporate needs**



# Your Current Website

**You already have a website or web app**

**You have active users**

**You want to increase engagement and  
conversion rates**

**You want to integrate with user's devices**

**Upgrade your website into a PWA**

## App and Website

**You have a website and apps in stores**

**Users in many countries can't install your native apps**

**Slow networks, low-end devices, privacy concerns**

**Create a PWA, or update your website into one, and offer a Lite experience**

# Outdated App in Stores

**You have a native app in the store**

**You don't have a team to keep it updated**

**It's outdated compared to the web**

**It's outdated with new native platforms**

**Create a PWA and update your store  
users to it**



# Summary

## Understanding Progressive Web Apps

- Definition and basics
- Characteristics
- Apps in action
- When to use PWAs

**Next up: Creating an app experience for mobile and desktop**