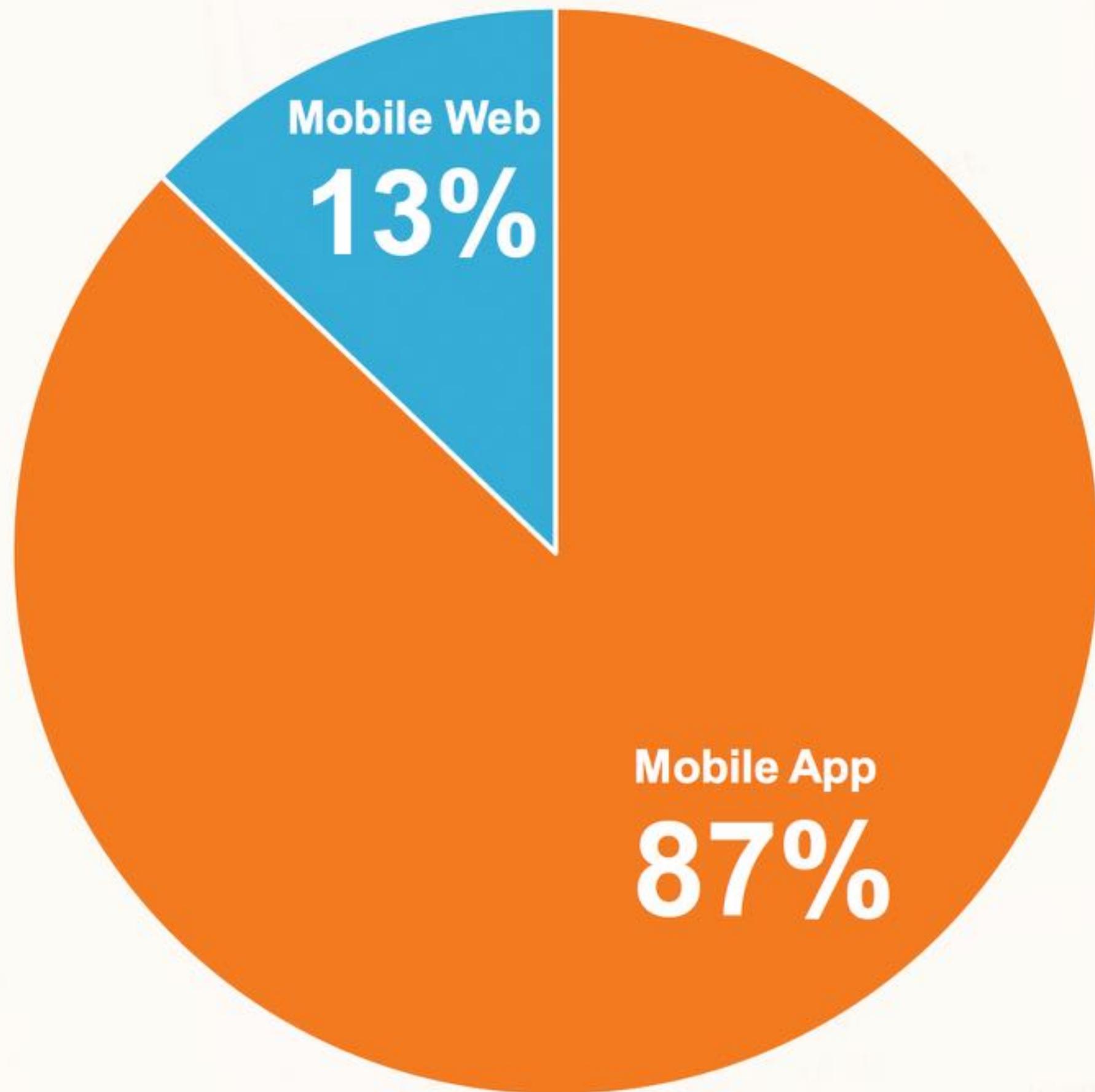


# Progressive Web Apps e Magento

**Por que isso pode afetar as minhas vendas?**

## Tempo gasto:



**83%**  
do tempo dos  
usuários são  
consumidos  
nos apps **TOP 3**.

[goo.gl/bv49Yp](http://goo.gl/bv49Yp)



**Magento** @magento

We are proud to announce that [@Magento](#) is investing in progressive web apps (PWA's) in collaboration with [@google](#).

#MLUK17

12:04 PM - 27 Jun 2017

## PRESS ROOM

Get the latest news from Magento

JUNE 27, 2017

# Magento to Reimagine Mobile Commerce With Progressive Web Apps

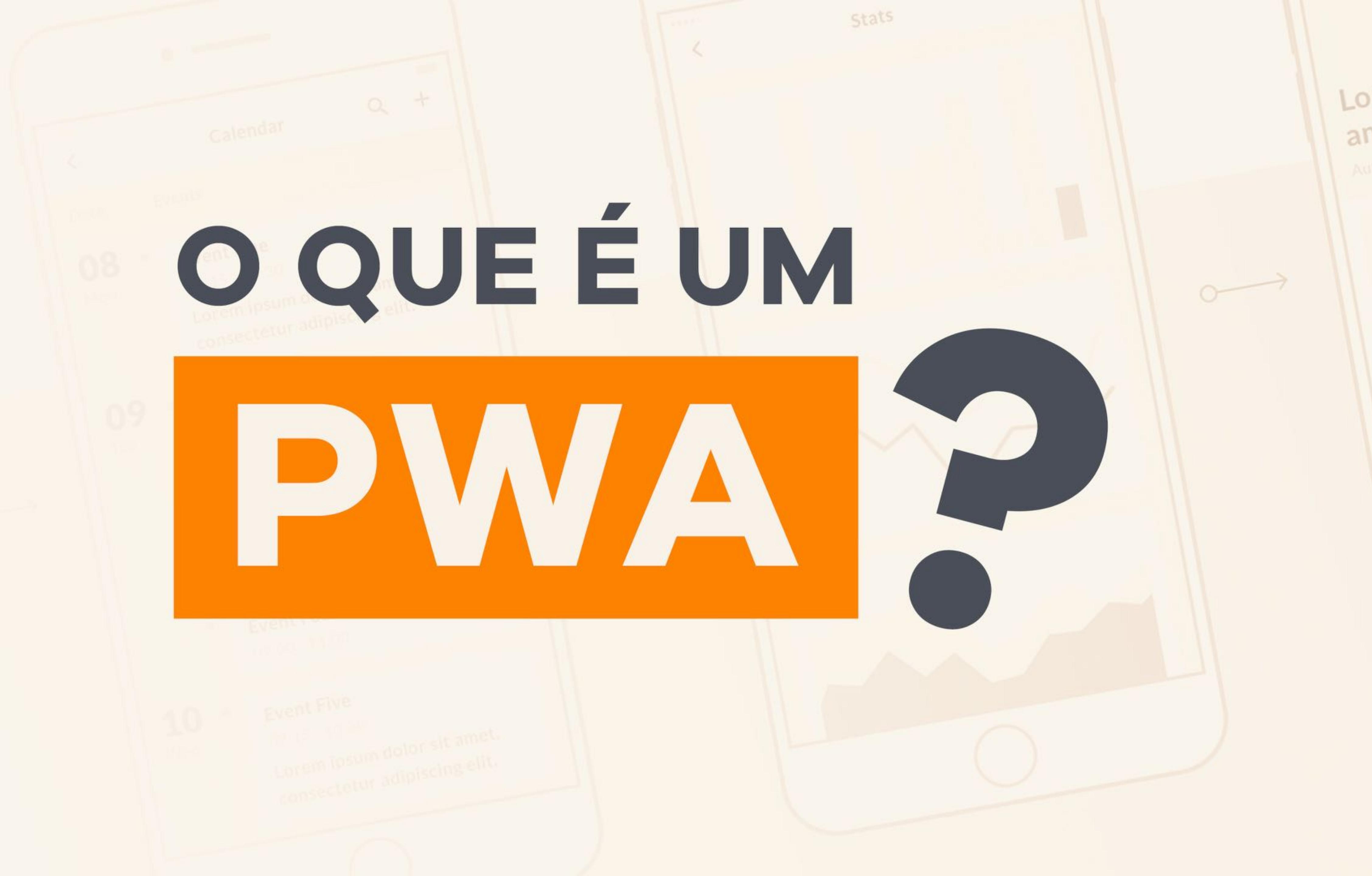
*PWAs Offer Fast, Frictionless, "App-Like" Experiences Driving More Traffic, Higher Conversions and Faster Page Load Times for Magento Merchants*

**London, UK June 27, 2017 – Magento Live UK** – Magento Commerce, the worldwide leader in digital commerce cloud innovation, is re-imagining mobile shopping experiences through the development of all-new progressive web apps (PWAs) for Magento merchants. PWAs offer fast, frictionless experiences that will drive more traffic, higher conversion rates and increased revenue volumes for Magento merchants worldwide. Magento will collaborate with Google, leveraging Google's technical expertise and best practice insights as Magento brings native PWA capabilities to the full Magento Commerce community in 2018.

"PWAs are the new standard for building a modern web experience," said Alex Komoroske, a product manager at Google. "We're excited to see Magento's continued investment in the technologies required to create modern shopping experiences."

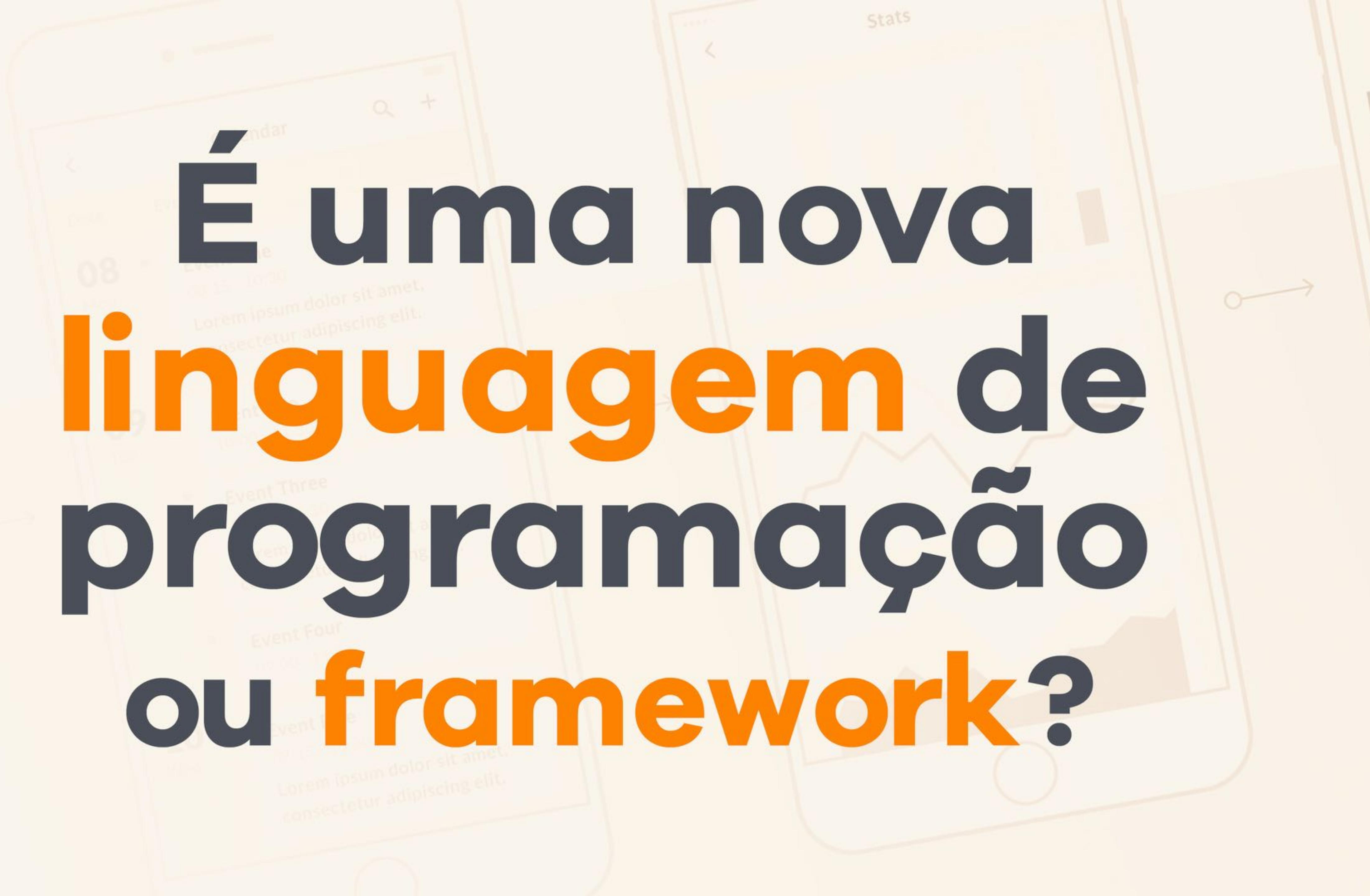
**goo.gl/FtkhT2**

# O QUE É UM PWA?





**Progressive Web Apps  
são experiências  
que combinam o  
*melhor da Web*  
e o *melhor dos aplicativos.***



**É uma nova  
linguagem de  
programação  
ou framework?**

**Basicamente são um conjunto de técnicas para desenvolver aplicações web,**

**Basicamente são um conjunto de técnicas para desenvolver aplicações web, adicionando progressivamente funcionalidades**



**Basicamente são um conjunto de técnicas para desenvolver aplicações web, adicionando progressivamente funcionalidades que antes só eram possíveis em apps nativos.**

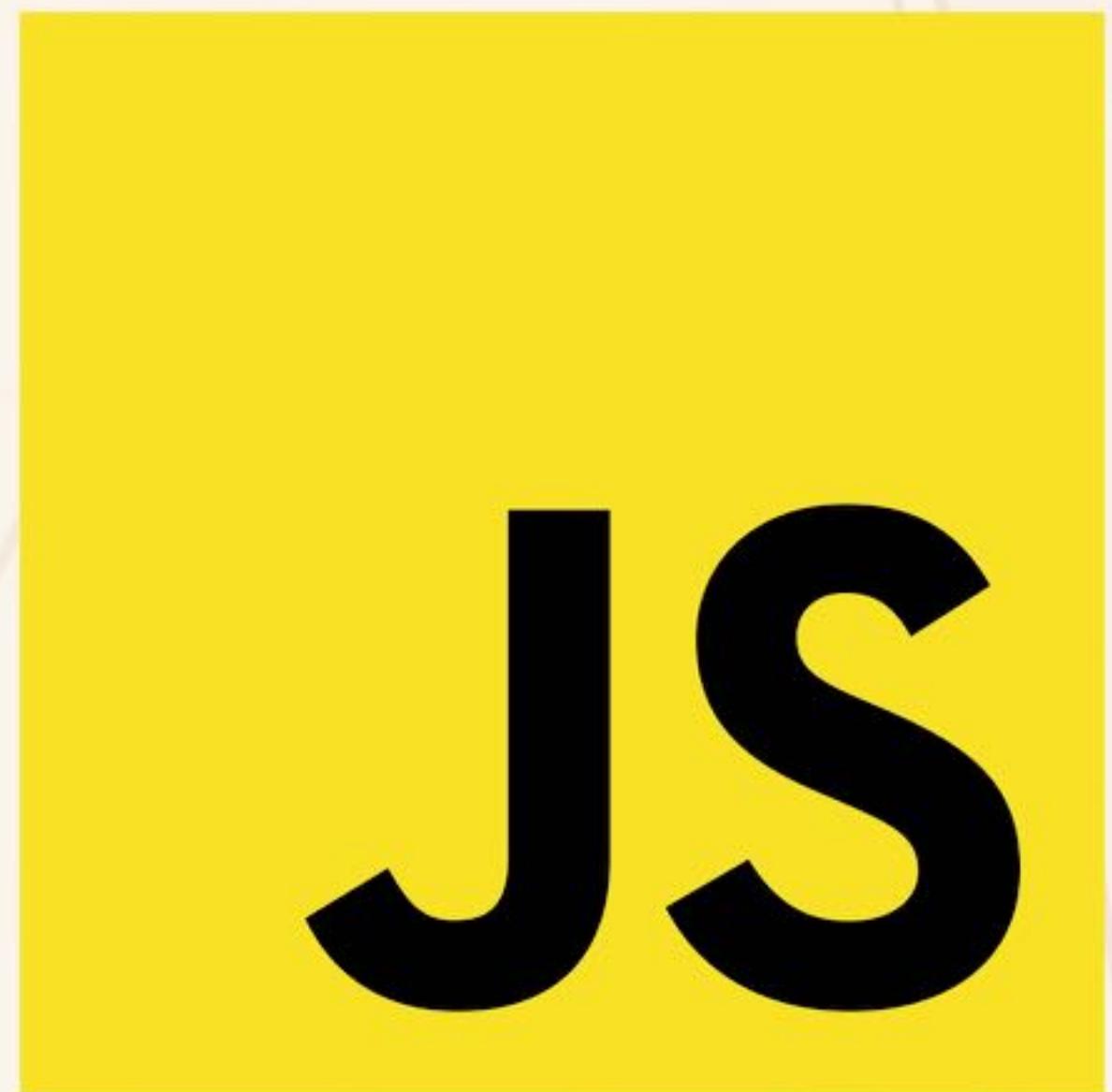
# **HTML**



# **CSS**



# **JS**



# Service Workers

**Service workers oferecem a  
base técnica necessária para  
todos os novos recursos.**

[goo.gl/jdWALH](http://goo.gl/jdWALH)

# Service Workers

**É um script que o navegador executa em segundo plano, separado da página da Web, possibilitando recursos que não precisam de uma página da Web ou de interação do usuário.**

```
if ('serviceWorker' in navigator) {  
  
  window.addEventListener('load', function() {  
  
    navigator.serviceWorker.register('/sw.js').then(function(registration) {  
  
      console.log('ServiceWorker registration successful!');  
  
    }).catch(function(err) {  
  
      console.log('ServiceWorker registration failed!');  
  
    });  
  });  
}  
}
```

# Web App Manifest

```
{  
  "name": "Site Name",  
  "short_name": "Site Name",  
  "start_url": ".",  
  "display": "standalone",  
  "background_color": "#fff",  
  "description": "A simply description.",  
  "icons": [  
    {  
      "src": "images/touch/homescreen48.png",  
      "sizes": "48x48",  
      "type": "image/png"  
    }, {  
      "src": "images/touch/homescreen72.png",  
      "sizes": "72x72",  
      "type": "image/png"  
    }, {  
      "src": "images/touch/homescreen96.png",  
      "sizes": "96x96",  
      "type": "image/png"  
    }]  
}
```

# Web App Manifest

Application

- Manifest**
- Service Workers
- Clear storage

Storage

- Local Storage
- Session Storage
- IndexedDB
- Web SQL
- Cookies

Cache

- Cache Storage
- Application Cache

Frames

- top

App Manifest

[manifest.json](#)

Identity

Name PWA Magento 2 Test

Short name PWA M2

Presentation

Start URL <http://localhost:1234/>

Theme color #1979c3

Background color #eb5202

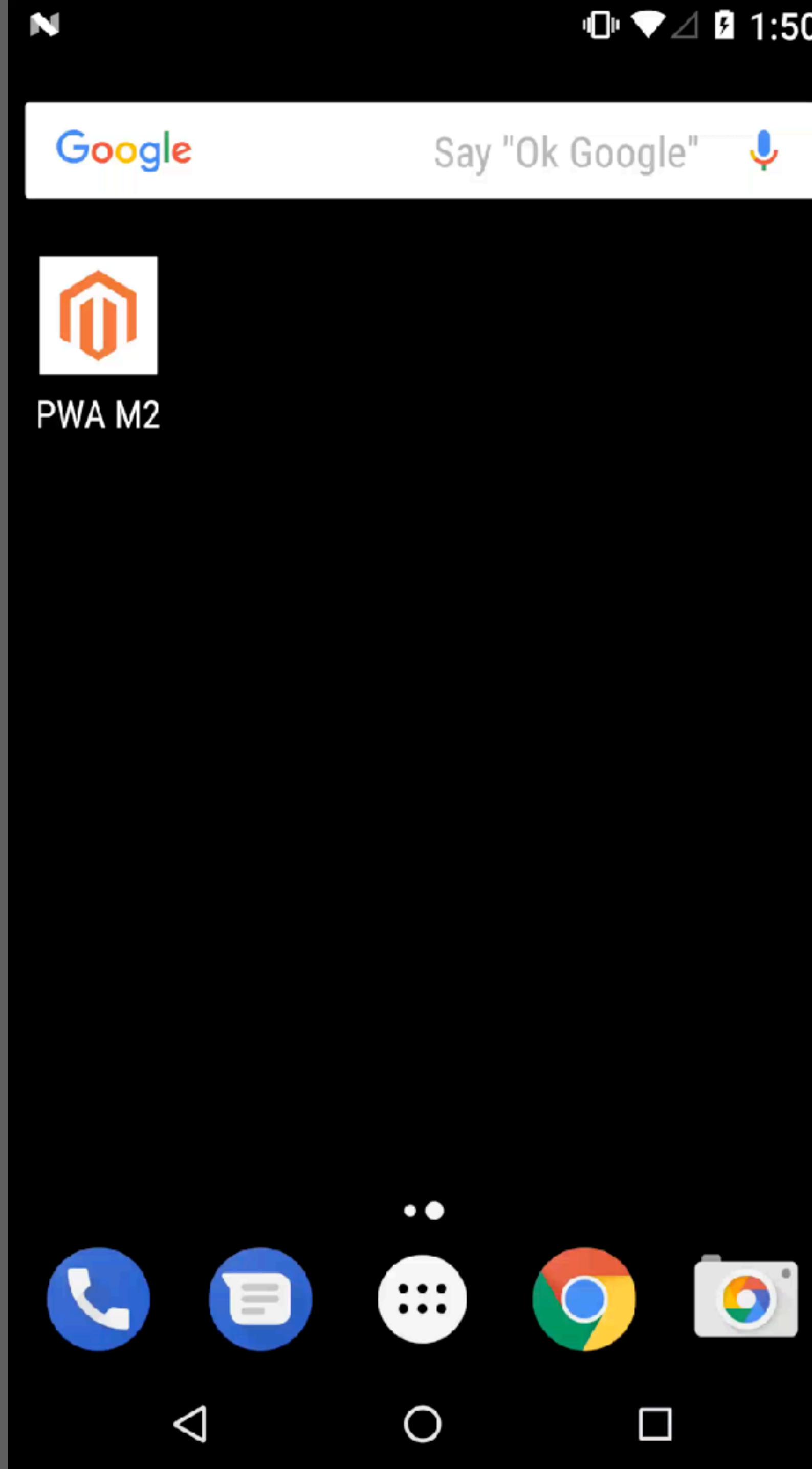
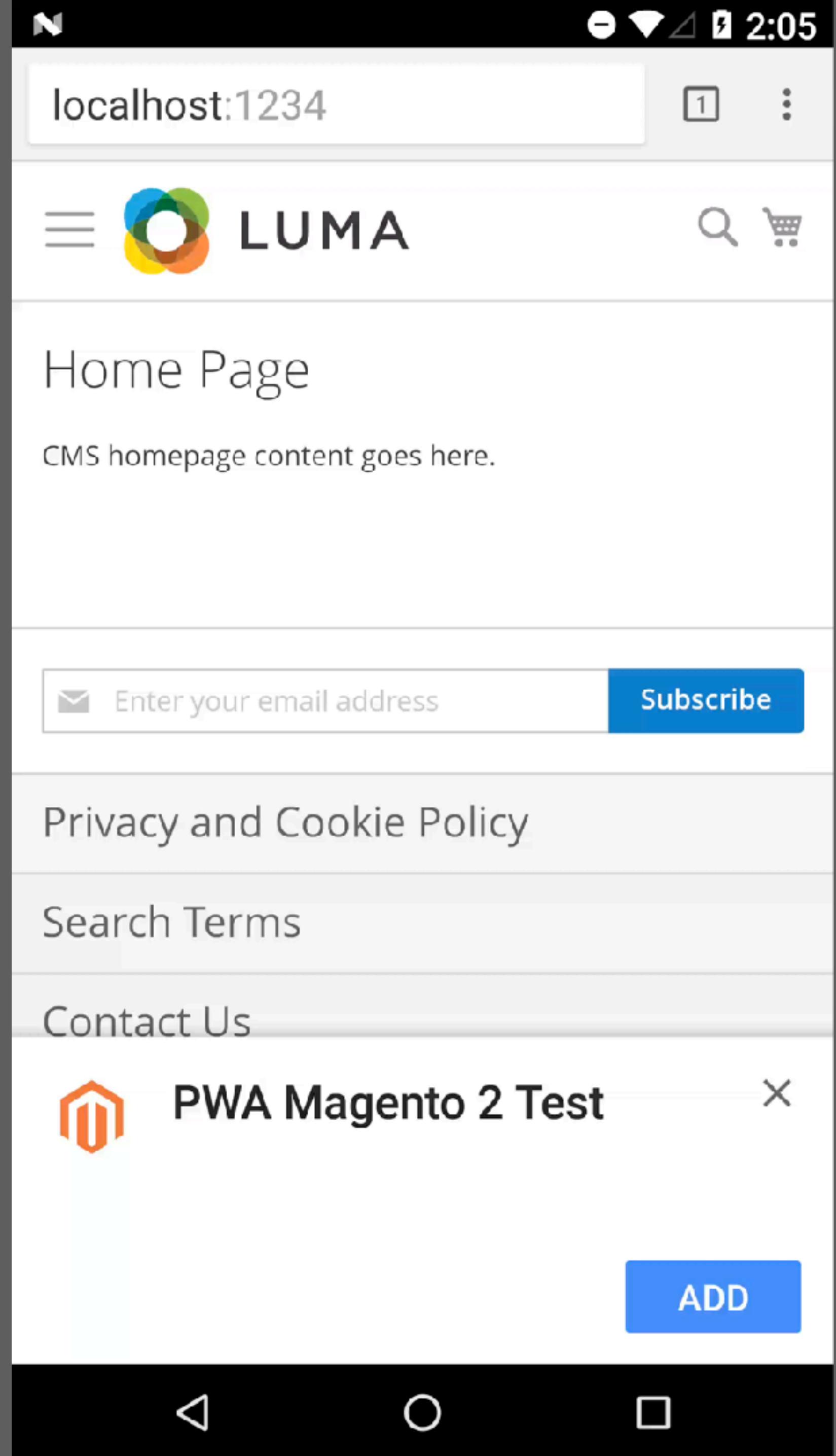
Orientation any

Display fullscreen

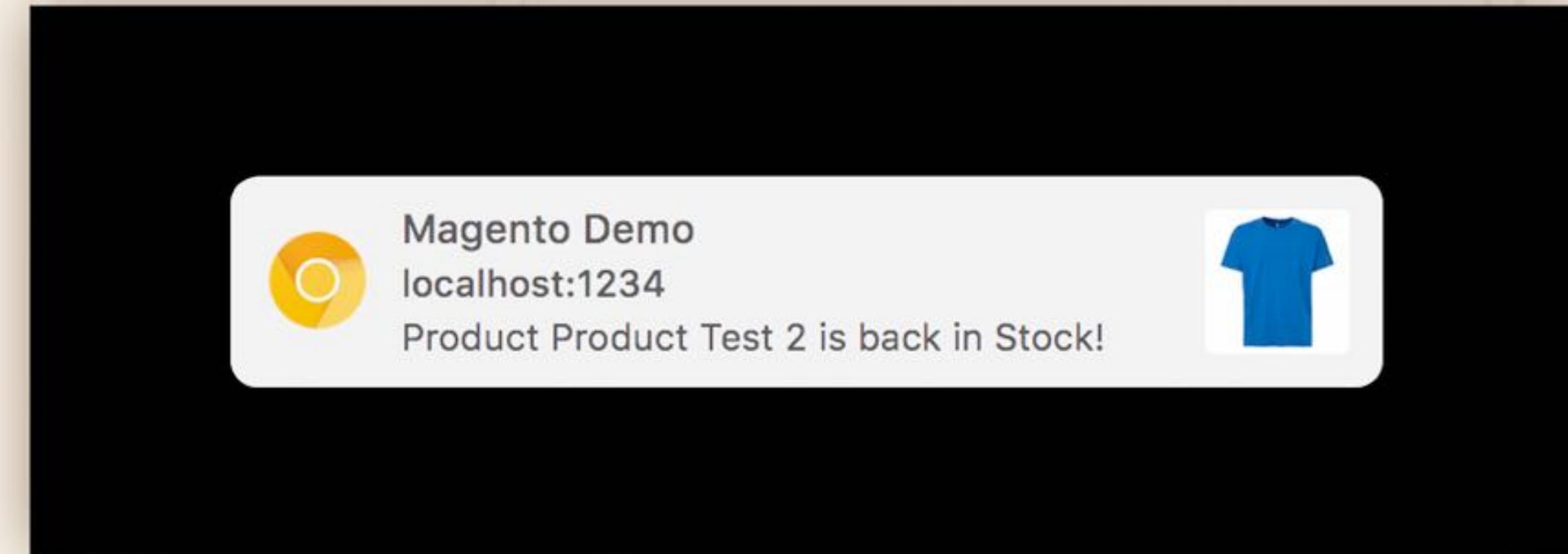
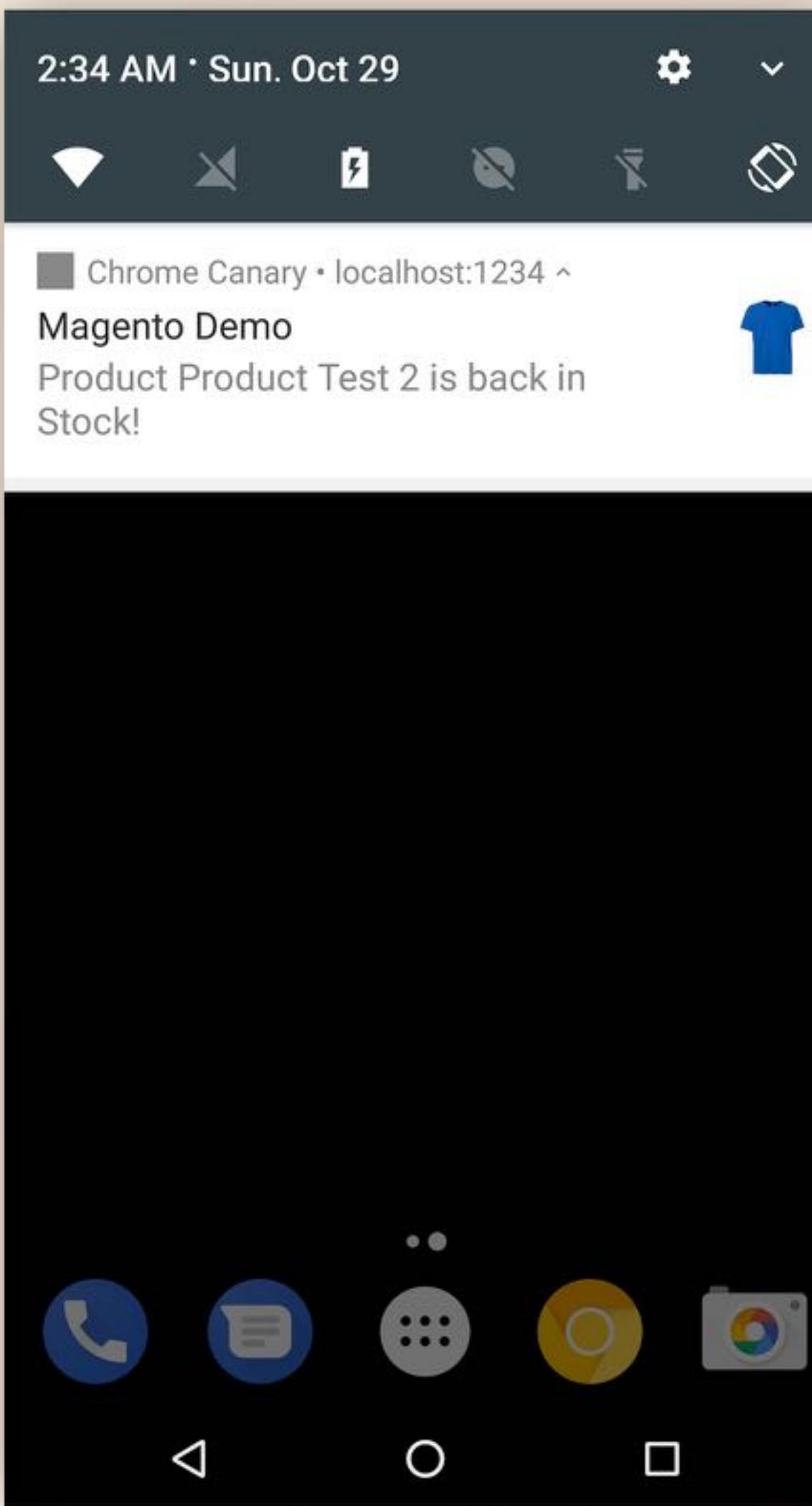
Icons

48x48 72x72 128x128 2





# Web Push Notifications



## Offline

It appears you don't currently have a network connection. However, you can still view pages that you have visited before and continue browsing the catalog as it was when you last saw it. Keep in mind that prices and offers may be out of date - we will show you the updated catalog once you are back online.

Some actions such as managing your user account, adding products to your basket and checking out are unavailable while offline. If you wish to place an order, please try again once your network connection is restored.

 Enter your email address[Subscribe](#)[Privacy and Cookie Policy](#)[Search Terms](#)

# Navegação offline

# Payment Request API



2:44

ential-payment.appspot.com 1 :

SHOP



Green Flex Fleece Zip Hoodie

\$45.65

ADD TO CART BUY NOW

2:45

ential-payment.appspot.com 1 :

SHOP



Grey Heather Fleece Zip Hoodie

\$38.85

ADD TO CART BUY NOW



## Product Test 2

Be the first to review this product

\$25.00

OUT OF STOCK

SKU#: Product Test 2

 ADD TO WISH LIST

Share

## Reviews

You're reviewing:

Product Test 2

# Web Share API

# Background Sync

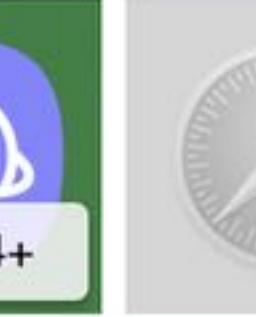
# Web Bluetooth API

...

## e muito mais!

# Is service worker ready?

## BROWSER SUPPORT

<b>navigator.serviceWorker</b>	 40+  44+  27+  4+  
<b>Register / unregister</b>	 40+  44+  27+  4+  
<b>postMessage to &amp; from worker</b>	 45+  44+  32+  4+  

[goo.gl/Dvha61](http://goo.gl/Dvha61)

# What Web Can Do Today

## BROWSER SUPPORT

✓ Feature available in your current browser

✗ Feature not available in your current browser

### Native Behaviors

- LOCAL NOTIFICATIONS ✓
- PUSH MESSAGES ✓
- FOREGROUND DETECTION ✓
- PERMISSIONS ✓

### Seamless Experience

- OFFLINE MODE ✓
- HOME SCREEN INSTALLATION ✓
- BACKGROUND SYNC ✓
- INTER-APP COMMUNICATION ✓

### Input

- TOUCH GESTURES ✓
- SPEECH RECOGNITION ✓
- CLIPBOARD (COPY & PASTE) ✓
- POINTING DEVICE ADAPTATION ✓

### Surroundings

- BLUETOOTH ✓
- NFC ✓
- PROXIMITY SENSORS ✗
- AMBIENT LIGHT ✓

### Camera & Microphone

- AUDIO & VIDEO CAPTURE ✓
- ADVANCED CAMERA CONTROLS ✓
- RECORDING MEDIA ✓
- REAL-TIME COMMUNICATION ✓

### Location & Position

- GEOLOCATION ✓

[goo.gl/4csF4B](http://goo.gl/4csF4B)

# Magento PWA Studio



jzetlen

Magento Team

09-06-2017 09:53 AM :

Magento is becoming a Progressive Web Application platform. That is to say, we at Magento are making a suite of tools for building online stores as Progressive Web Applications. These tools will help developers learn PWA techniques, build lightning-fast PWA frontends, and create PWA components and extensions for reuse or sale on the Magento Marketplace. Taken together, we're tentatively calling this suite of tools the **Magento PWA Studio**.

Reader, this blog post aims to answer some of the questions that you've already thought of upon reading that opening paragraph. I'm excited to tell you about what we're up to.

A Progressive Web Application is a software application, written in the Web platform and running in the browser, that behaves like a cloud-delivered native application. It's an

**application** because it installs and runs code on the shopper's device or computer, with more speed and capability than the "single-page JavaScript apps" of the past. It's **web** because it's written in the languages of the Web—HTML, CSS, and JavaScript—instead of in some domain-specific language or in a native framework.

**progressive** because it lazy-loads itself, along with any relevant data and assets, as this results in a developer experience with the ease, portability, global reach, and open source experience with all of the speed, usability, offline operation, device integration, and delight of a native application.

[goo.gl/UoUktU](http://goo.gl/UoUktU)

# PWA Stats

A community-driven list of stats and news related to [Progressive Web Apps](#)  
brought to you by  [Cloud Four](#)

**Forbes'** PWA loads in **2.5** seconds on mobile compared to 6.5 seconds for its previous site. Impressions per visit are up **10%**.

F

#News #Notifications #Offline  
#Service Worker



**Flipkart's** PWA is driving **50%** of its new customer acquisition. Nearly **60%** of visitors to the PWA had previously uninstalled the native app primarily to save space.



#App Shell #E-commerce #Home Screen  
#Notifications #Offline



By building a PWA, **Garbarino** increased their conversion rate by **27%**, returning visitors by **13%**, pageviews by **35%** and decreased their bounce rate by **9%**.



#E-commerce #Home Screen #Offline  
#Service Worker



**The Raphael Hotels'** new PWA increased website conversions by **20%**, pageviews by **66%**, sessions by **59%**, and reduced bounce rate **51%**.

R

#Conversions #Engagement

**Settled's** PWA reduced page load times by **3x**, increased transactions by **8%**, conversions by **23%** and reduced overall cost per conversion **14%**.



**Forbes'** PWA test saw **2x** increase in average user session length, **6x**



**goo.gl/nWwg7C**

#Real Estate #Notifications #Offline

#News #Notifications #Offline

# Obrigado!

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@luizventurote

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E-COMMERCE SOLUTIONS