## Top 5 emerging technologies in web development

## Chatbots

## Progressive Web Applications (PWA)

## Adaptability

## Digital Transformation - moving away from Traditional CMS to Headless CMS

## Artificial Intelligence

## 1. Chatbots

AI and omnichannel is used in the creation of chatbots. Chatbots are primarily used for customer service and in automating processes, specifically in marketing and analytics. The need for chatbots will become widespread in 2020. Currently, we can quickly see how chatbots, virtual assistants (like Amazon, Alexa, Microsoft’s Cortana and Apple’s Siri) and voicemail robots have helped small businesses as well as big enterprises to engage and transform social interactions. Typically, a chatbot will communicate with a real person, but some say there are [applications being developed](https://www.webopedia.com/TERM/C/chat_bot.html) in which two chatbots will be able to communicate with each other.

This evolution has allowed omnichannel to build a digital customer experience using all of these digital touchpoints and ensure consistency between chat, voice, messaging and web applications. You should definitely integrate chatbots and other AI features in your projects for 2020.

## 2. Progressive Web Applications (PWA)

Progressive Web Applications provide ease of development and almost instant wins for the application’s overall user experience. Progressive web apps are websites that look and feel like an app. This means users can access all information and capabilities without downloading a mobile app. Instead, progressive web apps use modern web technology to deliver app-like experiences to users, right in their browsers. This type of application is gaining momentum in the development space because it can also be used offline and can sync content to multiple devices.

## 3. Adaptability

Have you ever browsed a website on your mobile device that doesn’t look aesthetically pleasing or something is broken? Yeah, me too. I tend to navigate away from it and never revisit it. According to [Statista](https://techjury.net/stats-about/mobile-marketing/), by 2022, mobile data traffic worldwide is expected to reach 77.5 exabytes per month at a compound annual growth rate of 46%.

This is why a headless CMS is a dream come true for developers. With a headless CMS, your website can adapt to every digital touchpoint, and your content can look aesthetically pleasing. Developers can continue to build websites or mobile applications using any programming language with their favourite tools, frameworks, and own development processes while still allowing full control over the application lifecycle without having to interfere with any CMS code.

## 4. Digital Transformation - moving away from Traditional CMS to Headless CMS

When it comes to making choices today, expectations are higher than ever. Digital transformation can come as a quick surprise, and if you aren't prepared for it, and it can be daunting. Why wait for it to happen? With a headless CMS, you get more benefits, then you would going with a [traditional CMS](https://agilitycms.com/resources/guide/top-10-reasons-why-you-should-choose-a-headless-cms-over-a-traditional-cms), especially in terms of its content first delivery. You can use a [headless CMS](https://agilitycms.com/resources/guide/what-is-a-headless-cms) for a long time, and it can be integrated with multiple platforms through various devices and build custom or bespoke content. Headless CMS is becoming a mainstream way to deliver content. Organizations are moving away from Traditional CMSs.

## 5. Artificial Intelligence

According to [Gartner](https://www.gartner.com/en/newsroom/press-releases/2018-04-25-gartner-says-global-artificial-intelligence-business-value-to-reach-1-point-2-trillion-in-2018), artificial intelligence (AI) is forecast to reach $3.9 trillion in 2022. Many organizations are incorporating AI into their digital transformation strategy, and there's no sign of it slowing down. Recently, [Babylon by TELUS Health](https://www.telus.com/en/on/health/personal/babylon) created a free healthcare mobile app that allows you to check symptoms, consult with doctors and access your health records. Developed by a skilled team of doctors and scientists, the [app](https://www.babylonhealth.com/ai) transcends typical online health advice by combining artificial intelligence (AI) technology with real face-to-face consultations.