

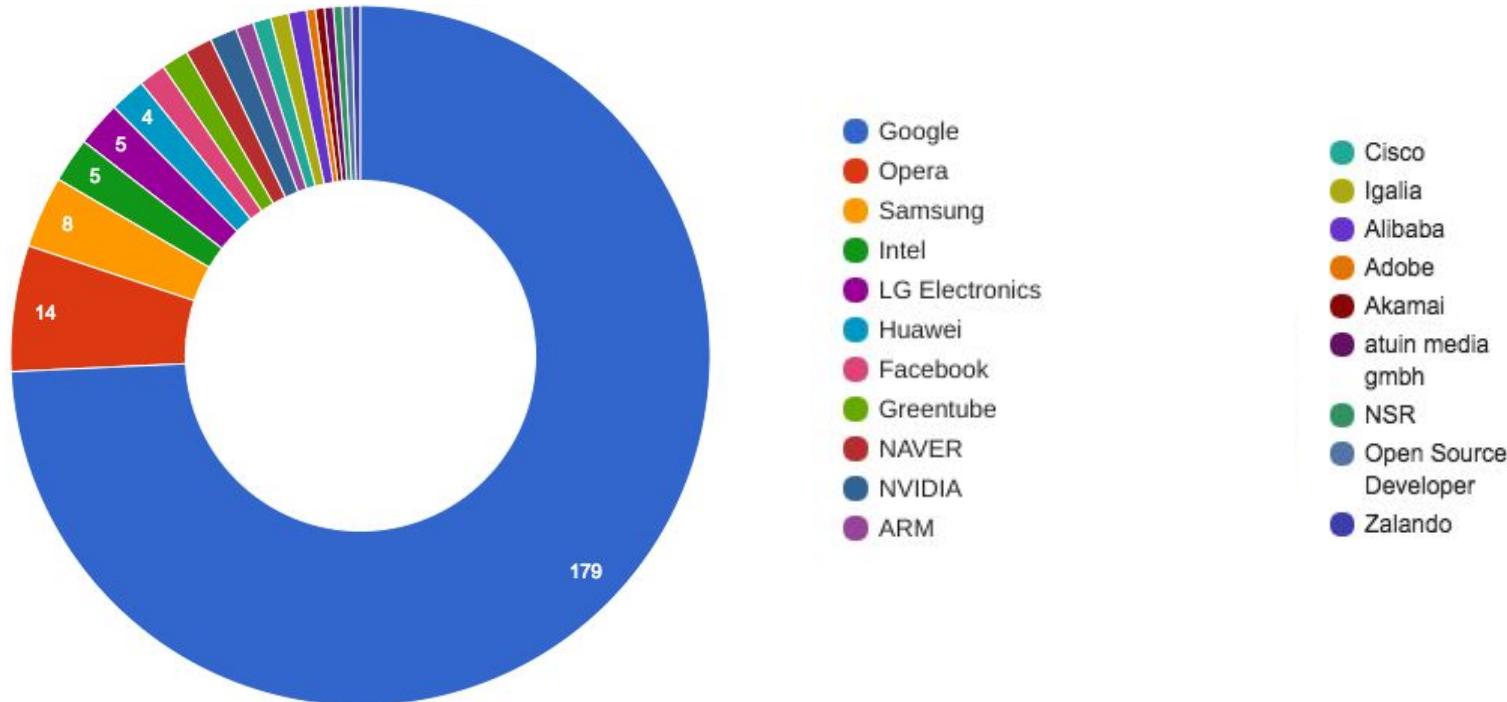


# Welcome to BlinkOn6

June 2016 • Munich

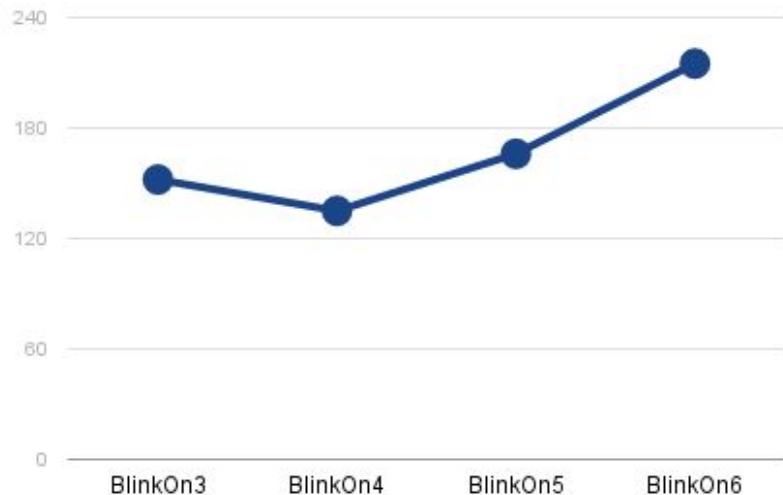
dglazkov@ jochen@

# Who's here?

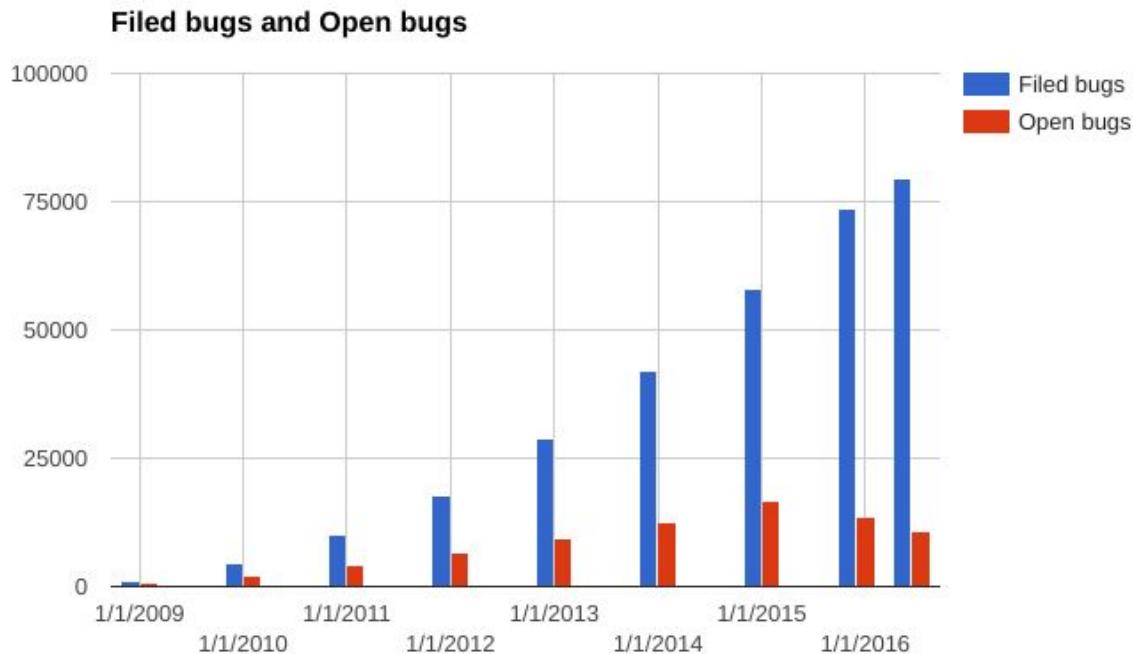


# In the last 6 months

- 10 Intents to Deprecate
  - 35 Intents to Remove / Deprecate and Remove
  - 53 Intents to Implement
  - 112 Intents to Ship / Implement and Ship
  - 5 Intents to Experiment
- 
- 183 from Googlers, 32 from others



# In the last 6 months



In the last 6 months





AliExpress

airberlin

The Washington Post

Mobify



letras★

5miles

okonga.com



Walgreens  
at the corner of happy & healthy®

SUUMO  
スーモ



タウンワーク  
**TOWN**WORK

KASKUS

Flipkart



PURE  
FORMULAS™

snapdeal

JUMIA

JavanTIKUS

Booking.com

# AliExpress increases conversion rate for new users by 104% with new Progressive Web App

"Smarter shopping, better living!" is the motto of AliExpress, a website where shoppers can buy everything from baby clothes to refrigerators directly from China. Part of the Alibaba Group, the global online retail marketplace is now a popular e-commerce site in America, Russia, and Brazil.

*"One of the reasons we built a Progressive Web App was to be able to invest in the web experience across all browsers. Not only did we see huge benefits on browsers that support the latest features, but we also got to see a bump across the board. That is the sign of a great investment, and one that will keep paying for itself as browsers evolve."*

Lijun Chen, director of AliExpress Mobile Team.

[READ MORE](#)



United eXtra Electronics grows eCommerce sales by 100% with Web Push Notifications

*"Push Notifications are a huge part of our mobile engagement strategy. It's a more personal way to communicate with our customers. That's incredibly valuable to our bottom line."*



Push Notifications help Jumia reverse cart abandonment and increase conversions by 9X

*"We finally have proper means to address our fastest growing pool of customers – mobile web users. That's incredibly valuable. We even see better results from web Push Notifications than from app pushes."*

A screenshot of the AliExpress mobile website. At the top, there's a header with a menu icon, the AliExpress logo, a search icon, and a shopping cart icon. Below the header, there's a banner for "MEN &amp; WOMEN'S CLOTHING" featuring a man and a woman in red clothing. Text on the banner says "Discover the latest trends of the season From 40% off" and a "Shop Now" button.



BaBe's cross-browser Progressive Web App rivals performance of native app

*"For us, it's no longer an either-or decision. To reach new users, we must be on the mobile web!"*, Weihan Liew, BaBe CEO.

[LEARN MORE](#)

## Insights Blog

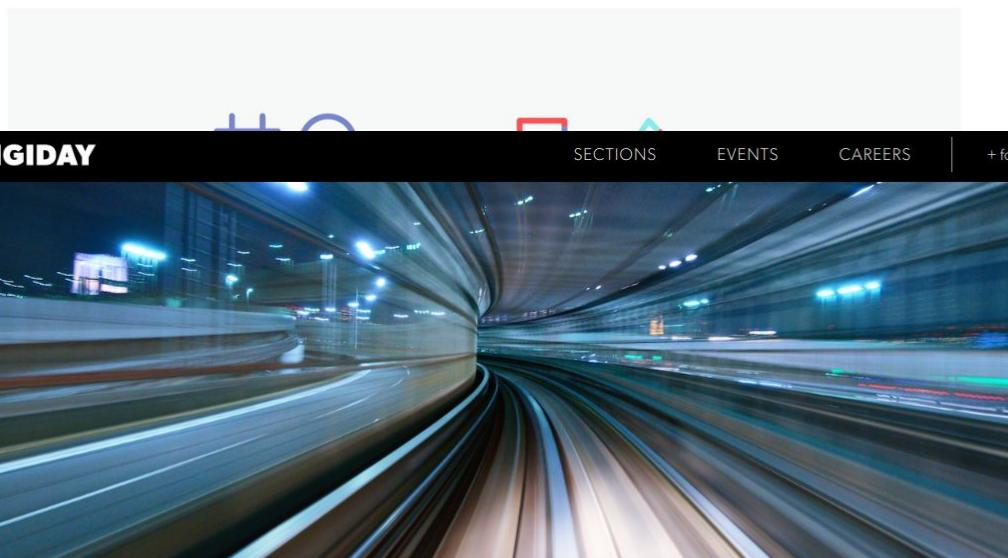
Search blog



SUBSCRIBE

# Why Progressive Web Apps Matter for Retail

Written by Peter McLachlan on May 17th, 2016



DIGIDAY

SECTIONS EVENTS CAREERS + fo

## WTF are Progressive Web Apps?



written by Daniel Rowinski



“Why are they called Progressive Web Apps? Because they become apps progressively.”

The Web may have achieved a fulcrum moment that will fundamentally alter how websites are built in the future.

It is called **Progressive Web Apps**, a culmination of years of work trying to make the mobile Web as fast and as useful as native apps for iOS and Android. The developers at Google who are responsible for creating Progressive Web Apps believe that it is the “AJAX moment” for the mobile Web.

“Progressive Web Apps are that same fundamental shift for the mobile Web,” said Google’s Rahul Row-Chowdhury on stage at Google I/O 2016.



Andy Davies  
@AndyDavies



Following

Built a Progressive Web App to demo features we expect from apps... talk audience didn't realise it wasn't native until I showed them  
**#result**



Filip Bech-Larsen  
@Filipbech



Follow

Why do I have to download 70+MB of app-update I didn't know I needed. **#pwa**

Opdateringer

Updater alle



Købt

Tilgængelige opdateringer



Twitter  
Version 6.54, 71,2 MB  
27 maj 2016

A few minor updates that you didn't even know you needed.

## 8. ECONOMICS



User acquisition is up to 10x cheaper than native apps



Gerwin van Royen  
@gerwinvanroyen



Follow

Microsoft's best bet for the Windows phone app problem + future is to ensure Edge is at the cutting edge for progressive web app tech.



Learn to build Progressive Web Apps!

Win a trip to [Progressive Web App Dev Summit 2016](#) in Amsterdam

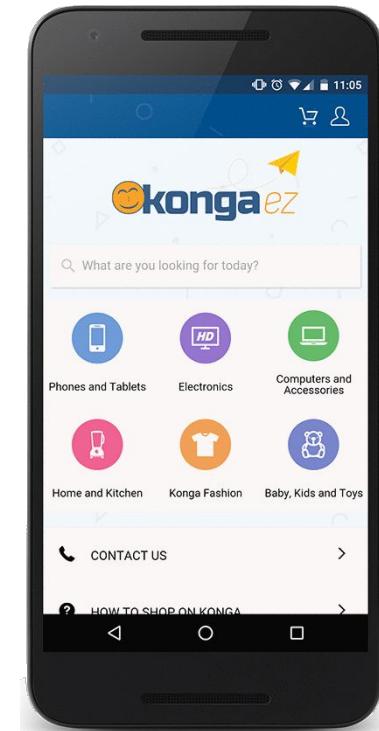
PWA will change how mobile apps are consumed. Now is the time to jump on this new trend and learn how to build them. The best way to learn is by doing and the best way to become an expert is to meet the people behind the technology.

# Progressive Web Apps and Emerging Markets

- Strong adoption in India, Indonesia, Africa
- Reasons for strong adoption
  - Flaky/expensive networks even more common
  - Low storage space
  - Younger companies have an easier time pivoting tech stacks
  - Markets where most users have Android
  - Extremely strong developers

## FlipKart Lite Stats

- 63% of users on 2G networks
- Data to first conversion 3x lower for PWA compared to App
- 3x more time spent on site
- 40% higher re-engagement rate
- Compare 14 minutes to install native app on 3G vs 14 seconds for PWA



Progressive Web  
Apps are a thing



# How do we help it?

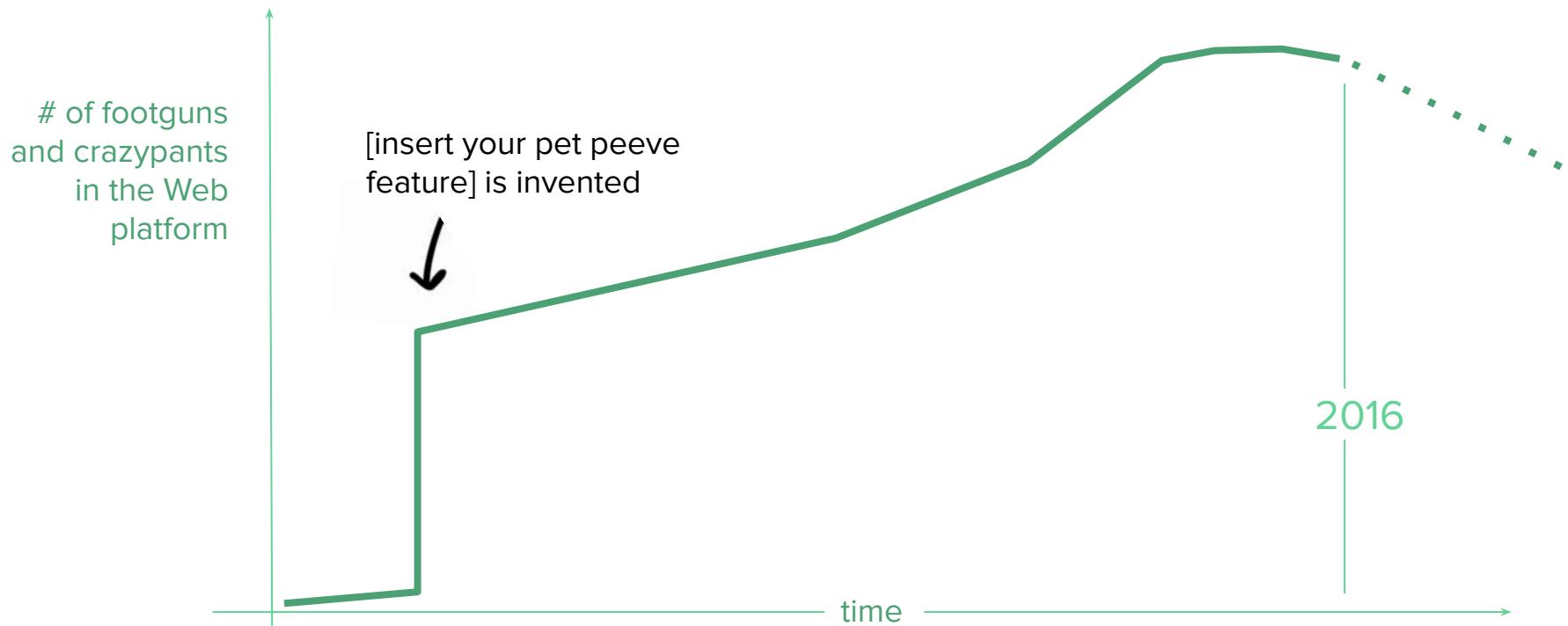
1. A more predictable platform
2. A more powerful platform
3. A faster platform

A more predictable  
platform

# Sometimes

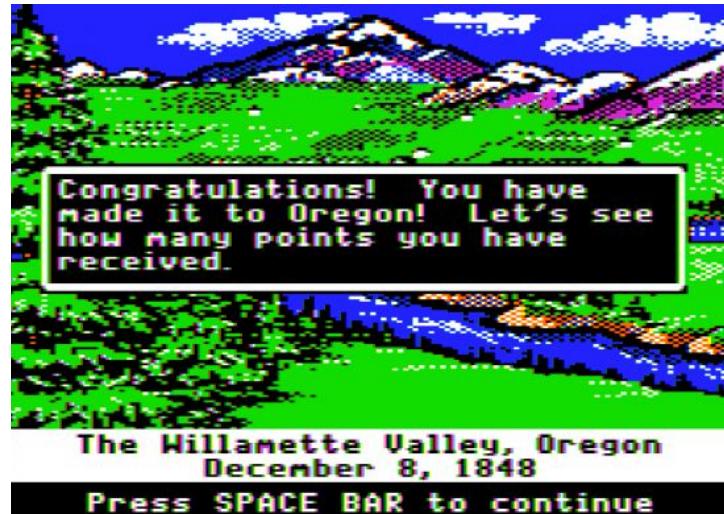
- not interoperable
  - incomplete
  - incoherent
  - overly complex
-

# Reduce inconsistencies and gotchas



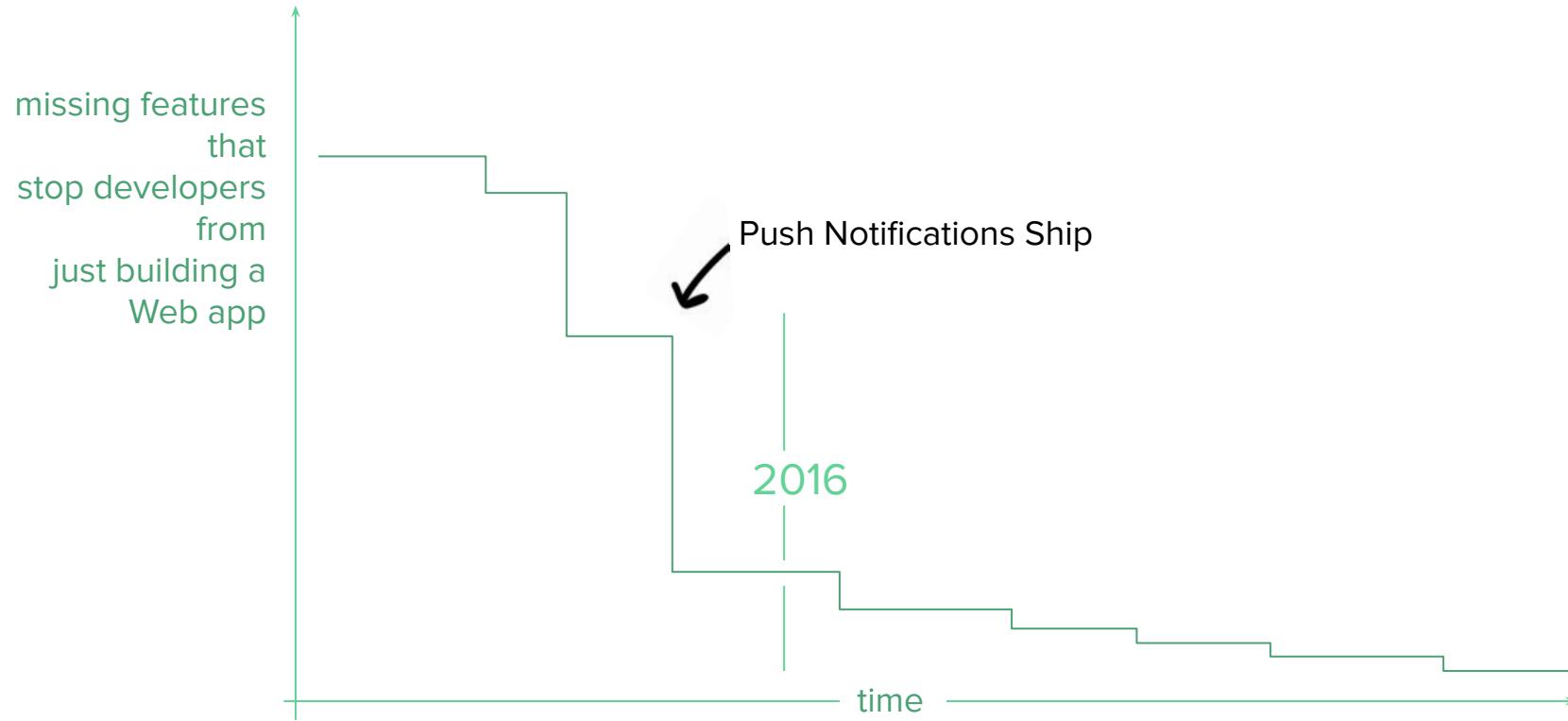
# Origin Trials

- Experiment safely
  - Time-limited trials
  - Usage cap to prevent platform burn-in
- Get feedback from developers
  - Have a real conversation with passionate early adopters
  - Let them see how a feature works with real users
- Get to standard faster
  - Take real-world data to the standards table
  - Standardize the features developers really want

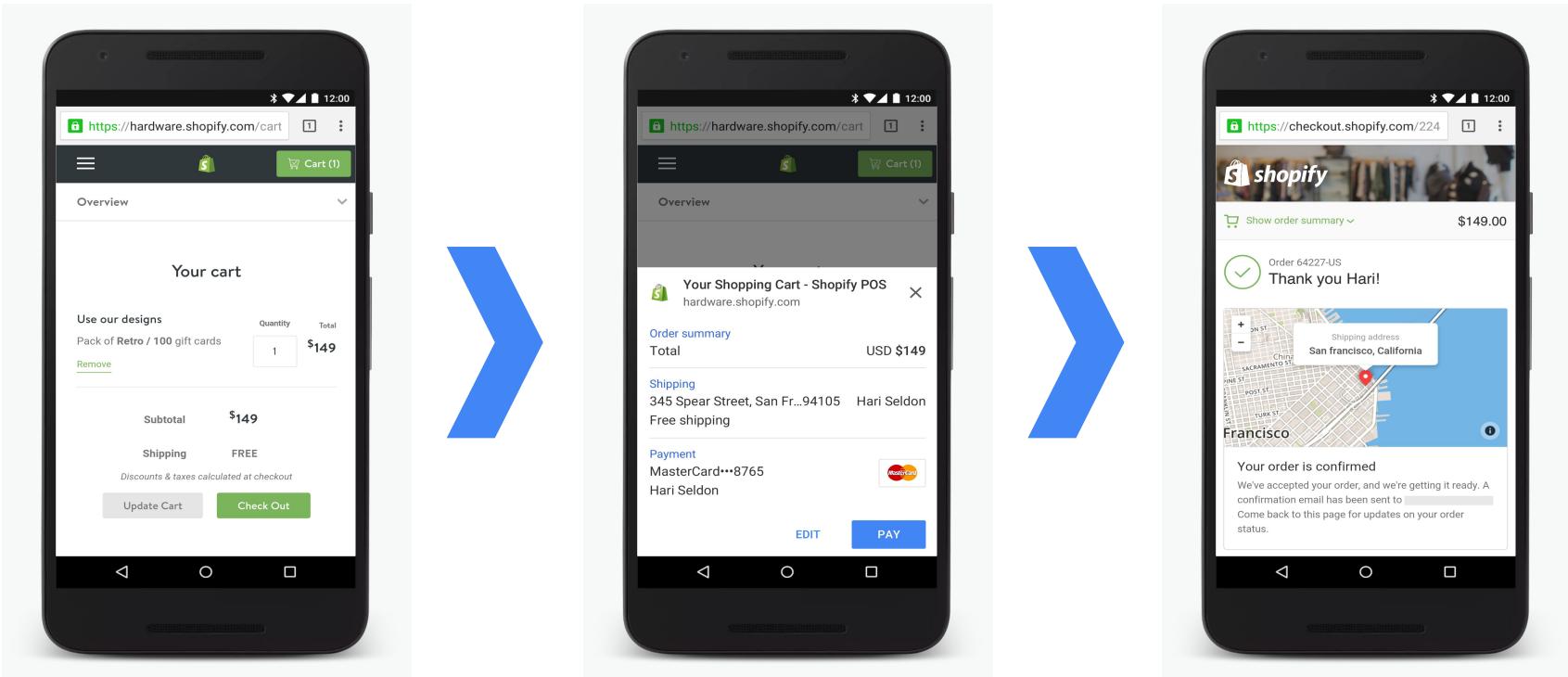


Unlock more power,  
responsibly

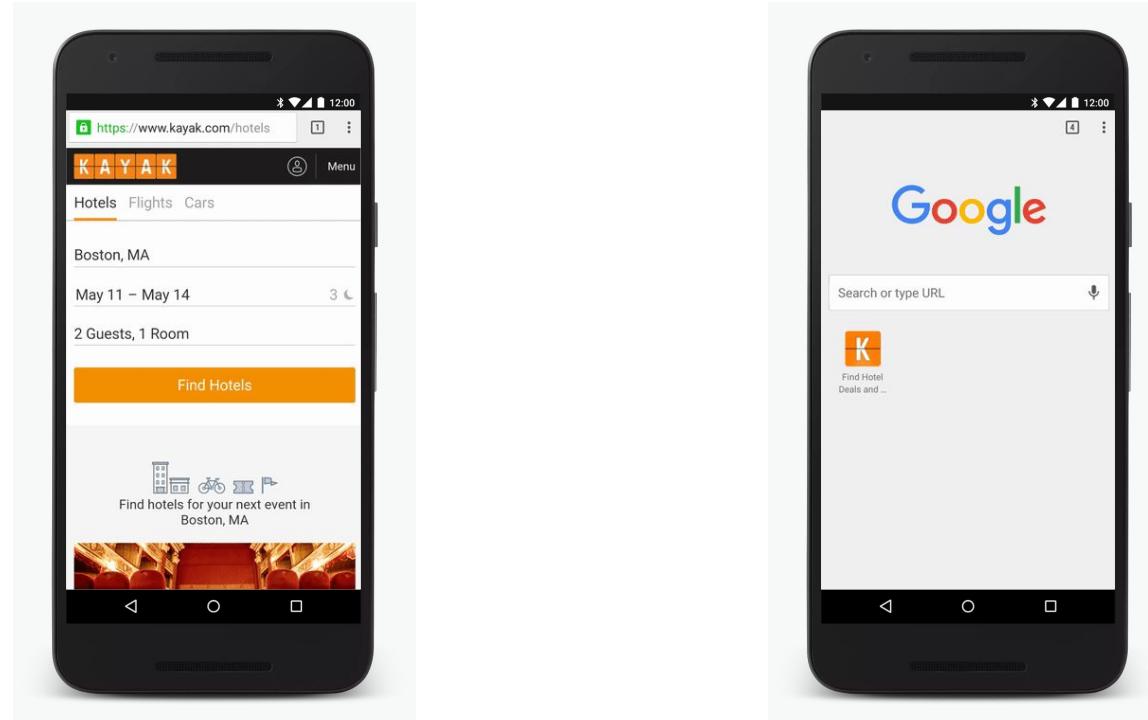
# Improve Progressive Web Apps capabilities



# Web Payments



# CredentialManager API

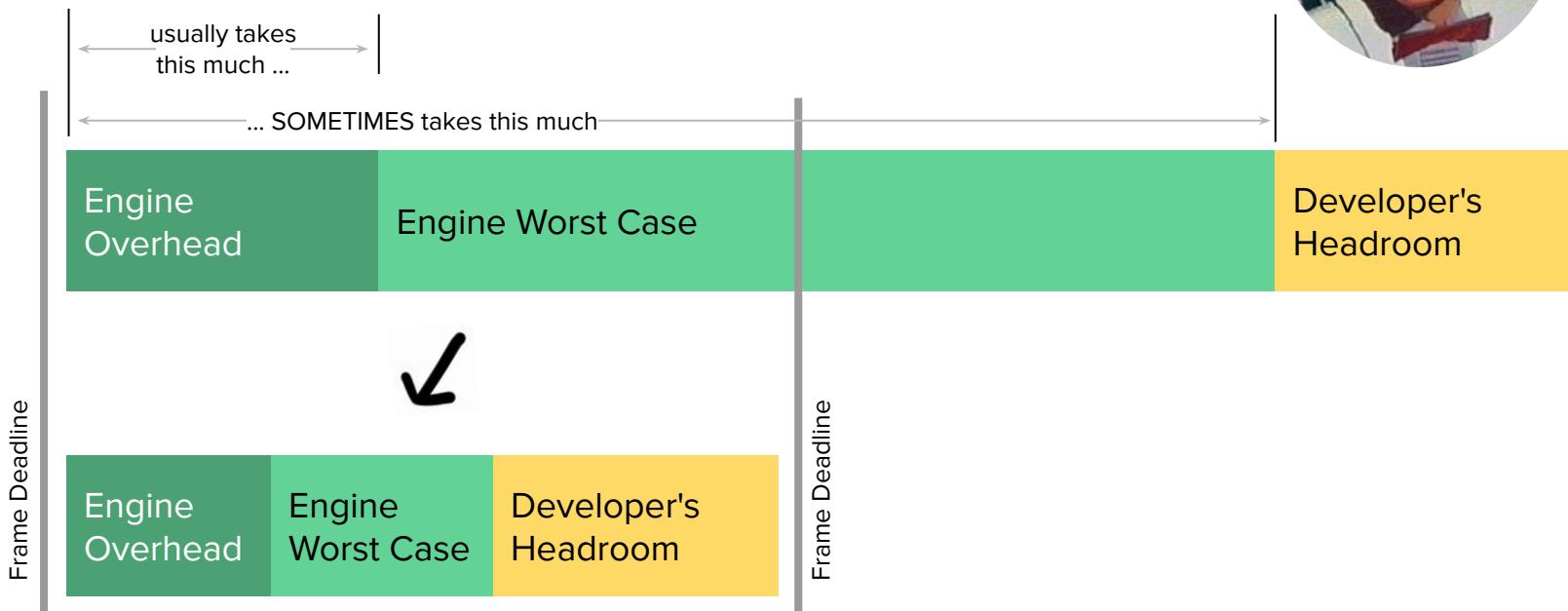


**One tap sign-in**

**Auto Sign-in**

Raw Speed != Feels *Faster*

# Jank Feels Slow





How do you **RAIL**  
on a low-end  
device?

---

# Get Faster by Getting Smarter



**47** liter / V12 / 500 hp



**1.6** liter / V6 / **600** hp

# Plan of action for us

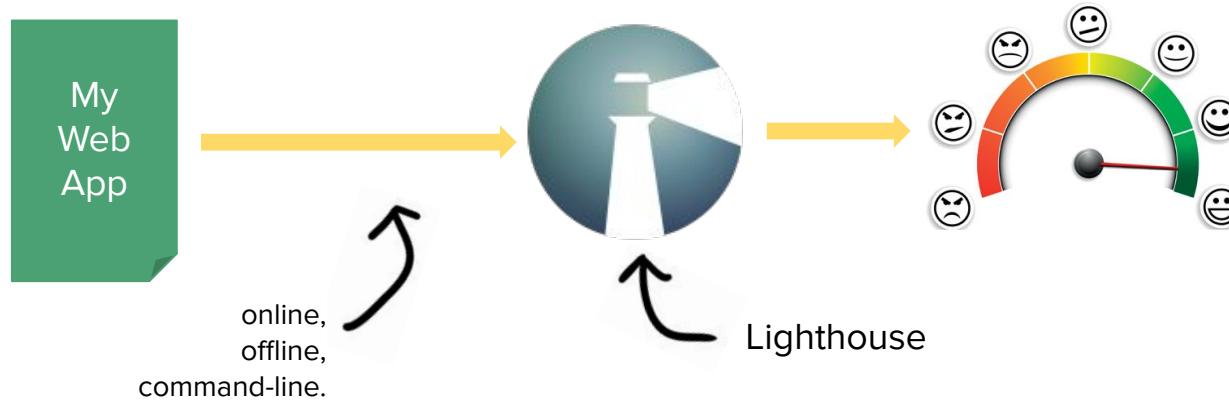
- Break all work into small **chunks**
  - Make sure the chunks are **thin** as they can possibly be
  - Build **smarts** to run these chunks at the right place/time
    - the right place may be off the main thread
-

# Help devs do the same

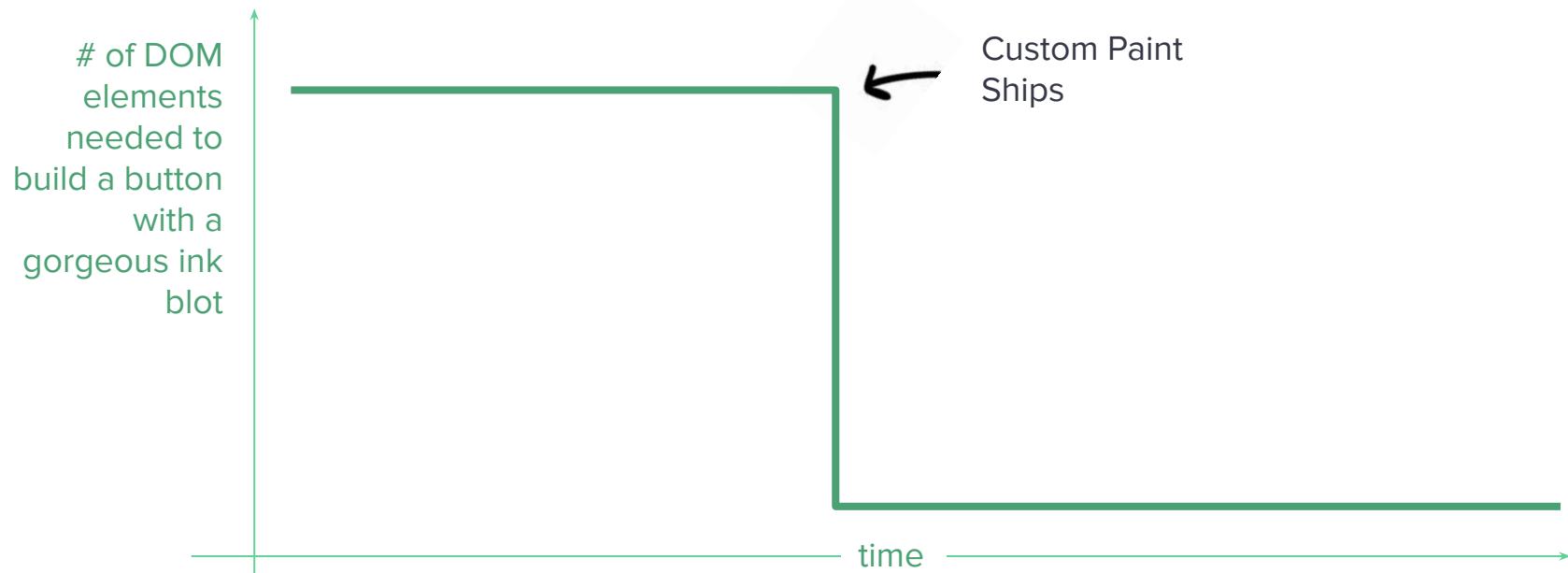
- Use the platform
  - Write less code
  - Chunk your work (on main thread)
-

How do we do that  
at scale?

# Make measuring "feels fast" easy



# Build performance-friendly primitives





Intervene on  
user's behalf  
when  
necessary

---

# Tell a coherent platform story

- How does HTTP/2 fit with ES6 Modules?
  - What about Custom Elements?
  - Promises, callbacks, async/await?
    - Are event listeners not cool anymore?
  - Where does Houdini fit?
  - I heard streams were cool?
  - Worklets?..
-

Build excellent  
product



# How do we help it?

1. A more predictable platform
2. A more powerful platform
3. A faster platform

# Thanks!

---

BlinkOn6 \o/