

Preparing PWA for Distribution



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Overview

Distributing our PWA

- Distribution methods summary
- The Install button pattern
- Meta data for store distribution

Distribution Methods Summary

How users will find our app,
and how users will install it.

Distribution Models



Browser



Enterprise

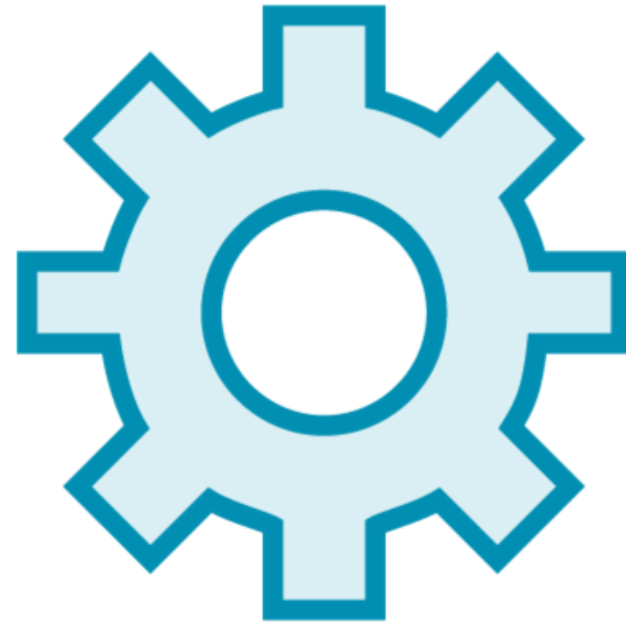


App store

Three Main Components of a PWA



Web app



Service worker

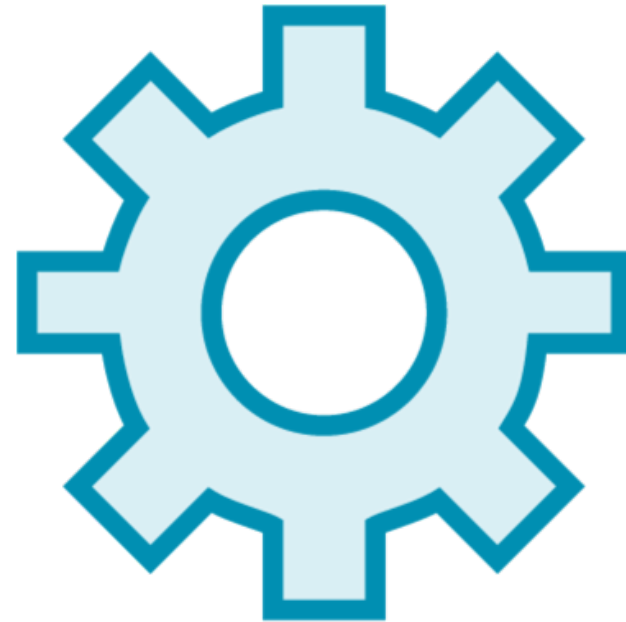


App distribution

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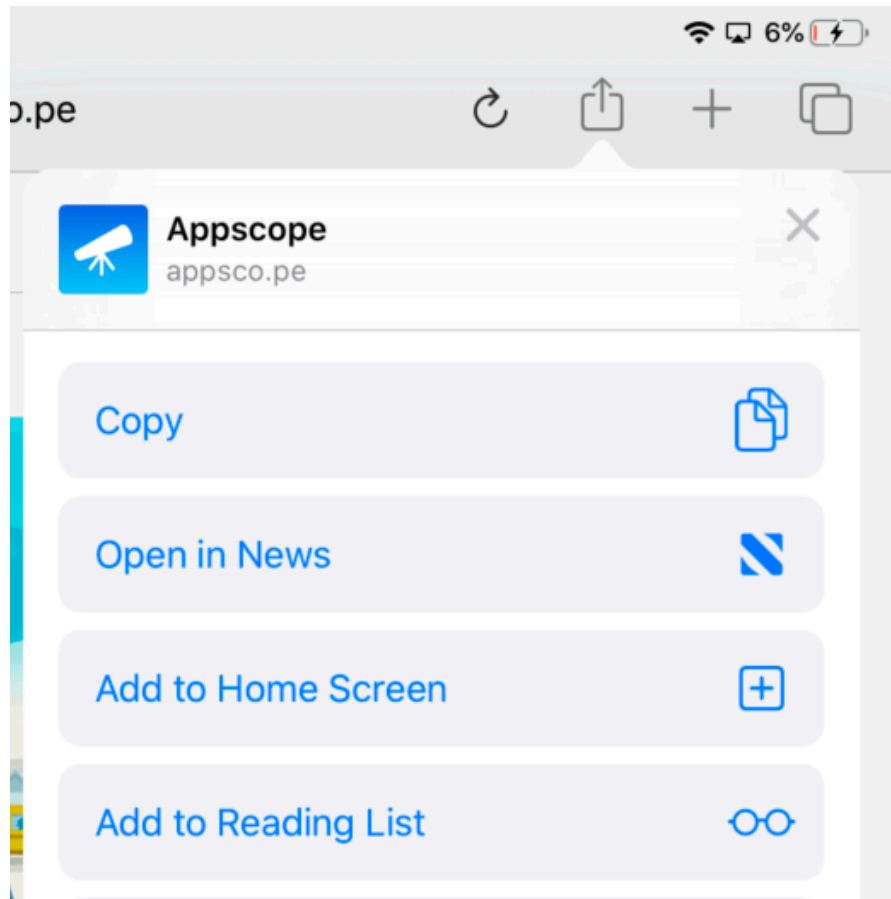


Service worker

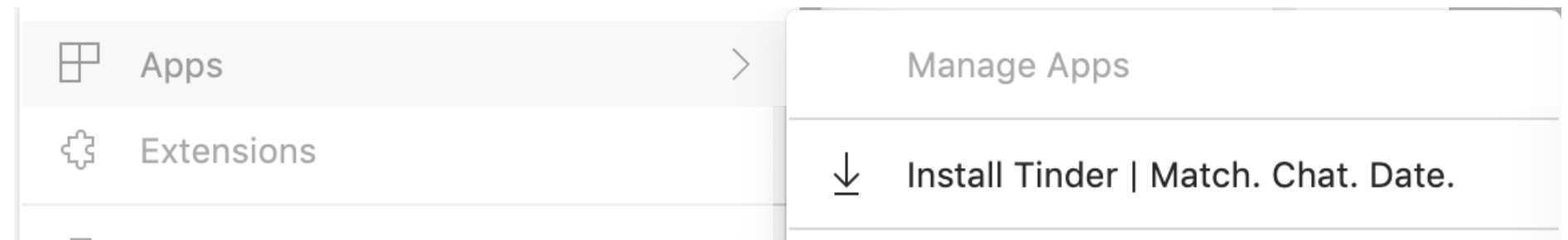
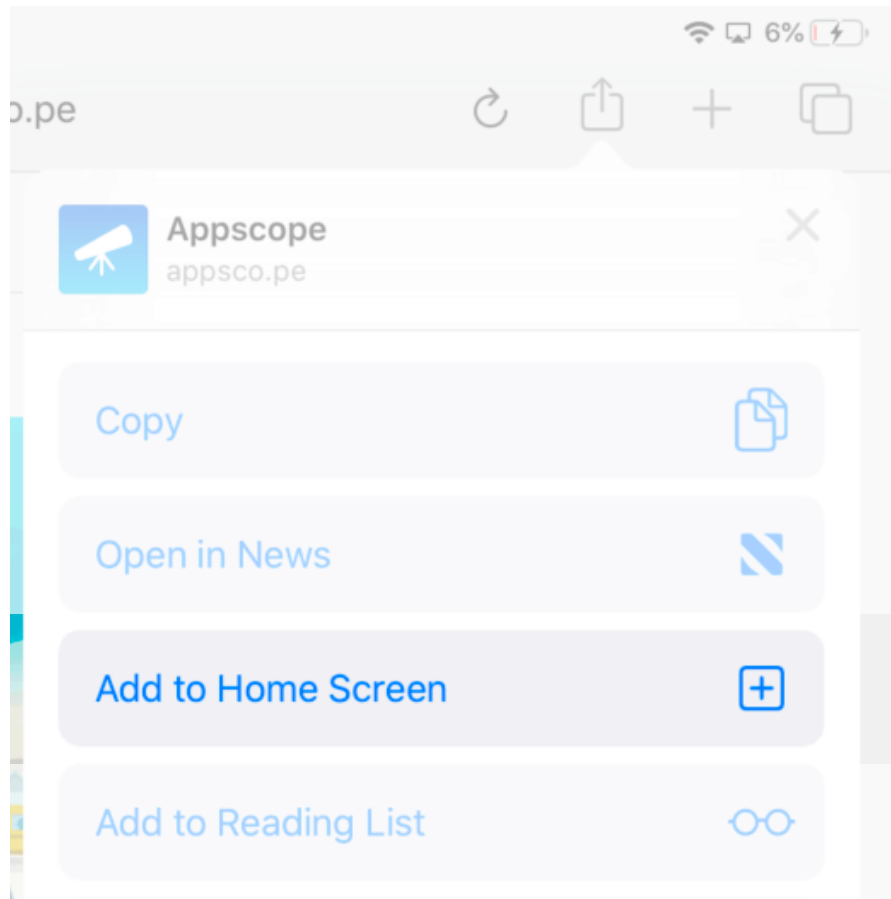


Web app manifest

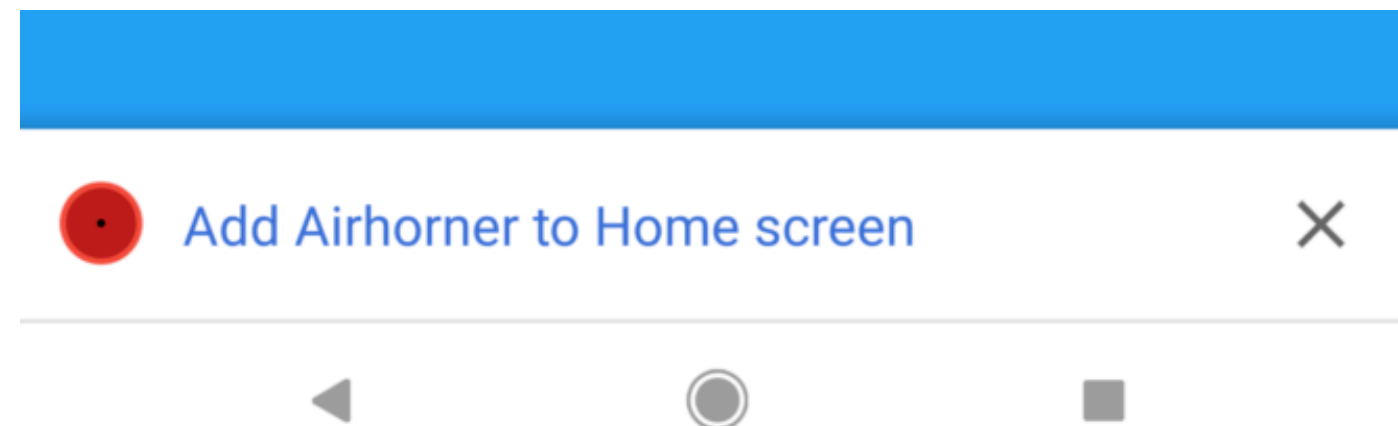
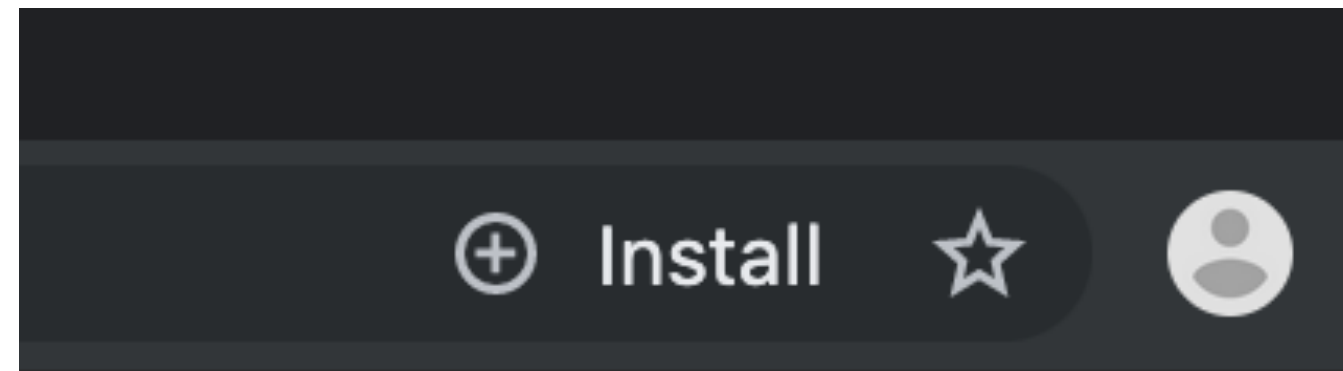
Installation from Browsers



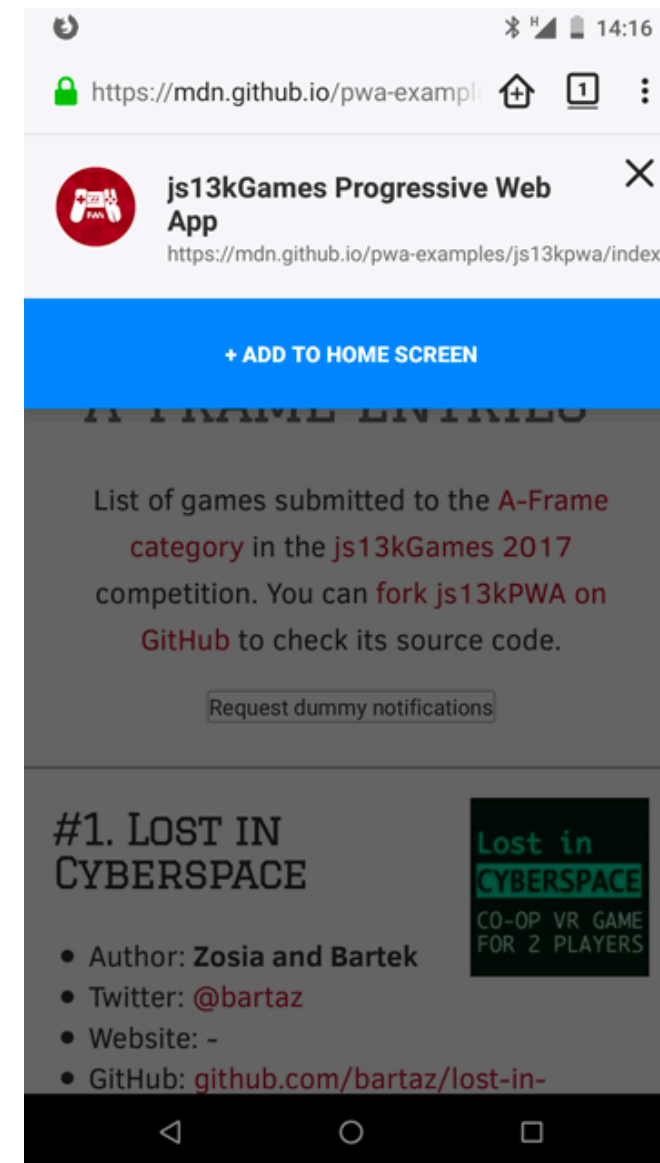
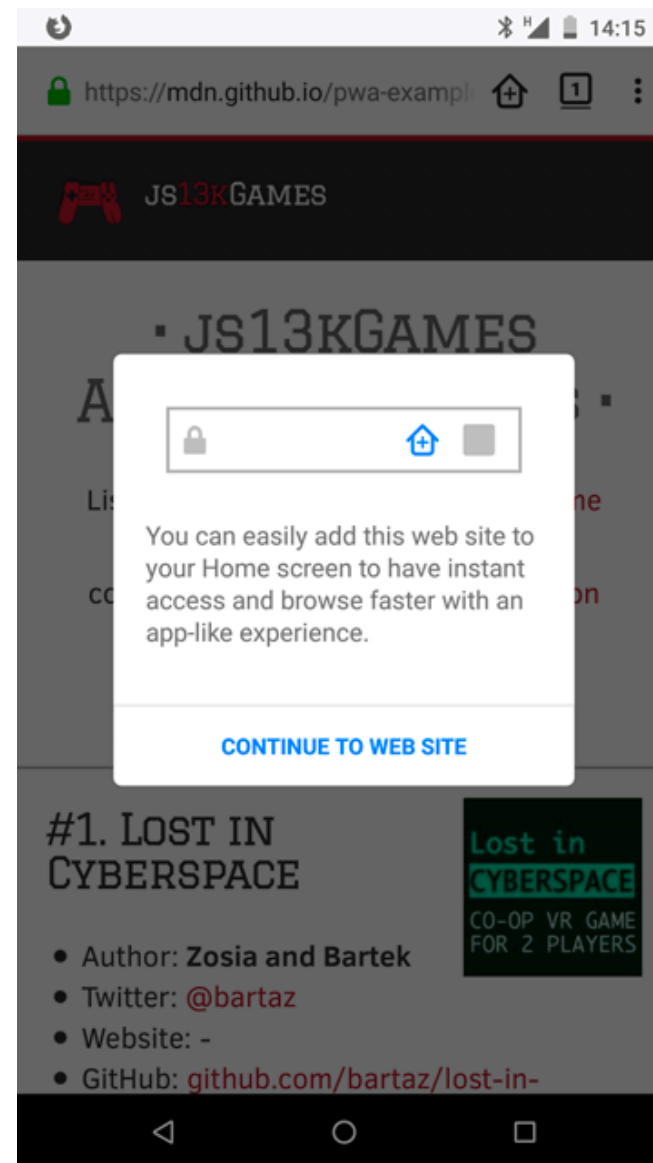
Installation from Browsers



Automatic Browser Promotion



Web App Banners



Installation Vocabulary

Install

Add to home screen

The Install Button Pattern

Custom Installation Button

Custom user interface controls can invite user to install the app

It will trigger a native dialog

We can decide when to show it

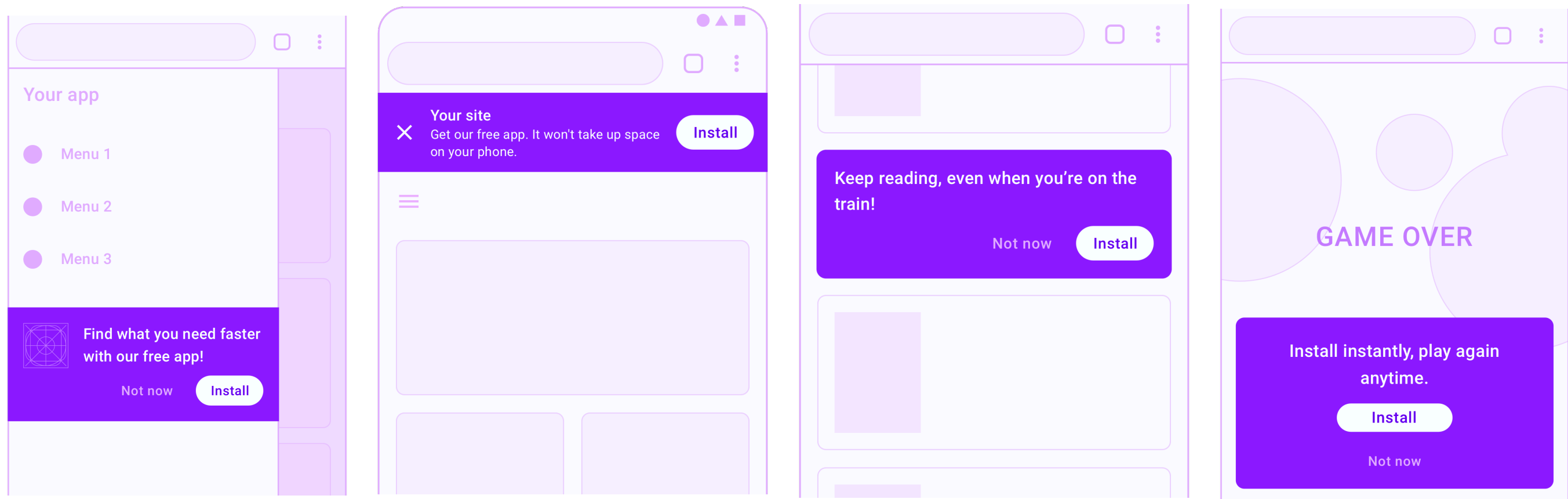
We can have full control of the promotion

We have event and info for analytics

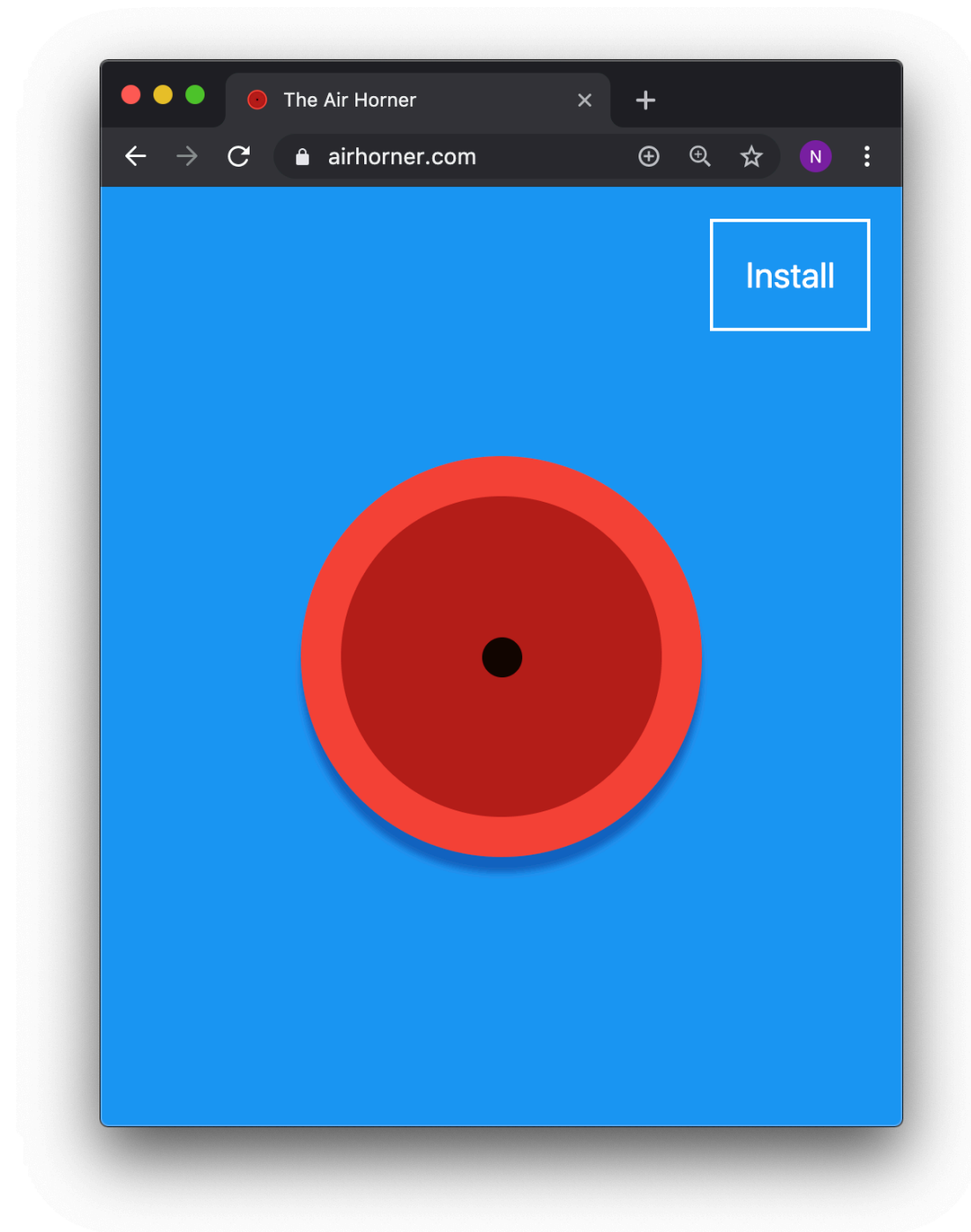
Won't be displayed if already installed

Not standard

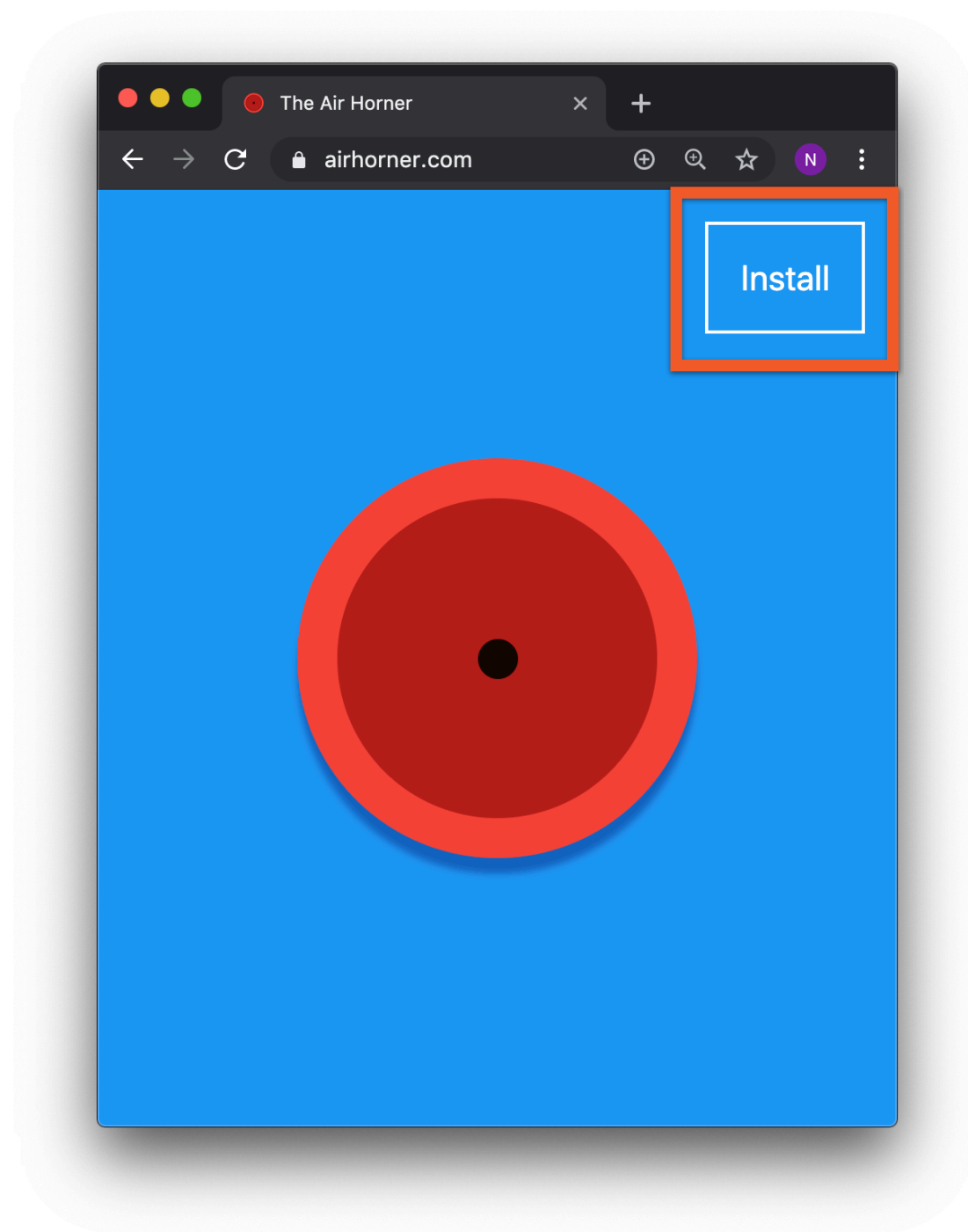
Custom Installation UI Patterns



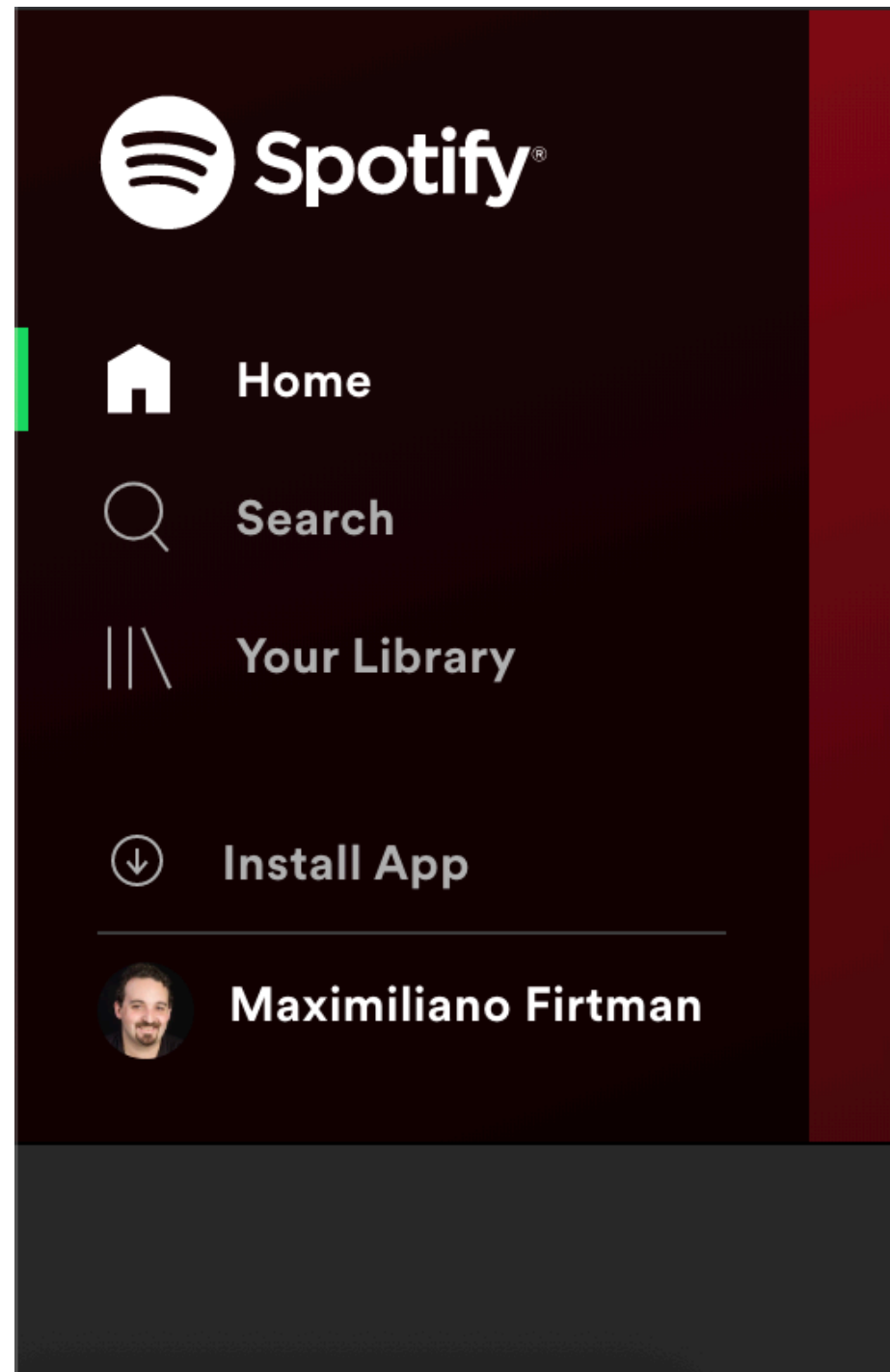
Custom Installation UI Samples



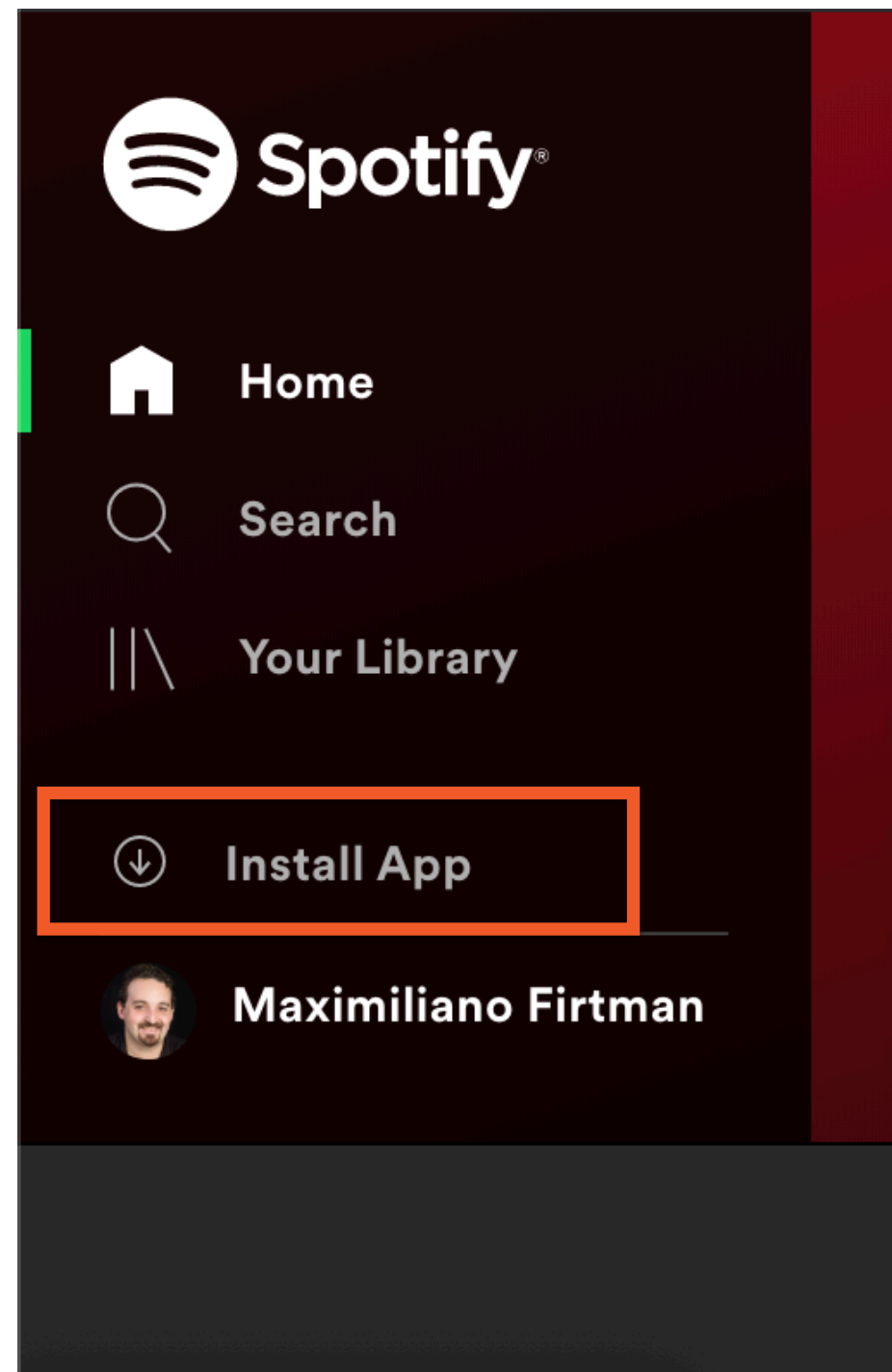
Custom Installation UI Samples



Custom Installation UI Samples



Custom Installation UI Samples

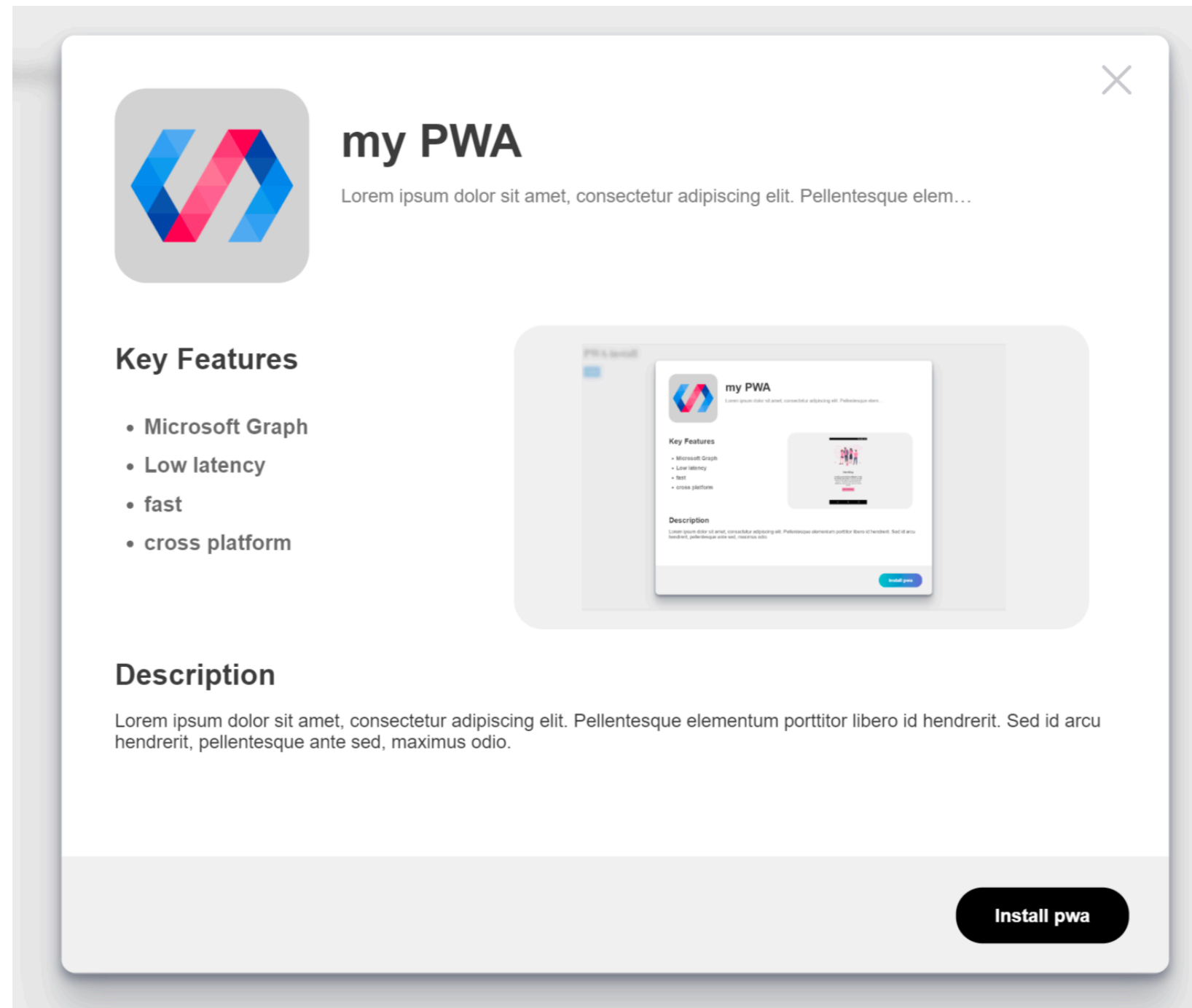


Reaction if Install Button Pattern Is Not Available

Hide It

**Render it and offer on-screen
instructions to manually install
the app**

PWABuilder's <pwa-install> Web Component



PWABuilder's <pwa-install> Web Component

Hi there!

Click the install button below!

Install

PWABuilder's <pwa-install> Web Component



webboard

This app can be installed on your PC or mobile device. This will allow this web app to look and behave like any other installed app. You will find it in your app lists and be able to pin it to your home screen, start menus or task bars. This installed web app will also be able to safely interact with other apps and your operating system.

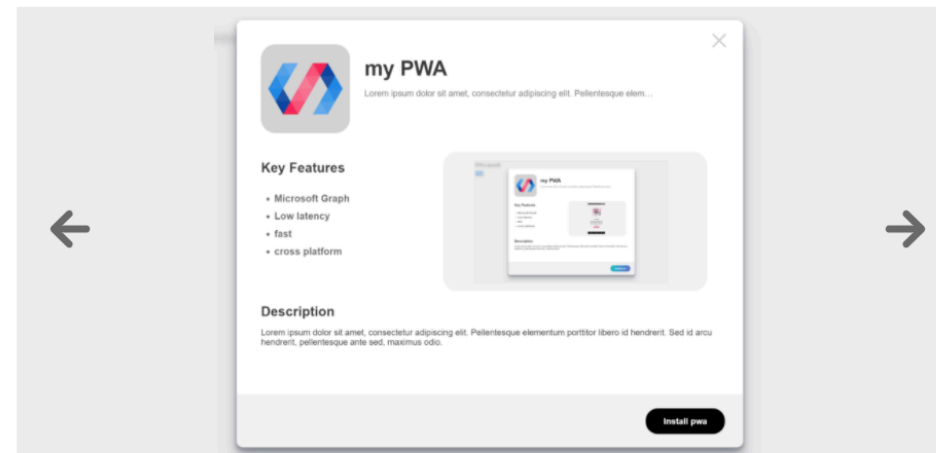
Key Features

- Cross Platform
- low-latency inking
- fast
- useful AI

Description

Enhance your work day and solve your cross platform whiteboarding needs with webboard! Draw text, shapes, attach images and more and share those whiteboards with anyone through OneDrive!

Install webboard



PWABuilder's <pwa-install> Web Component



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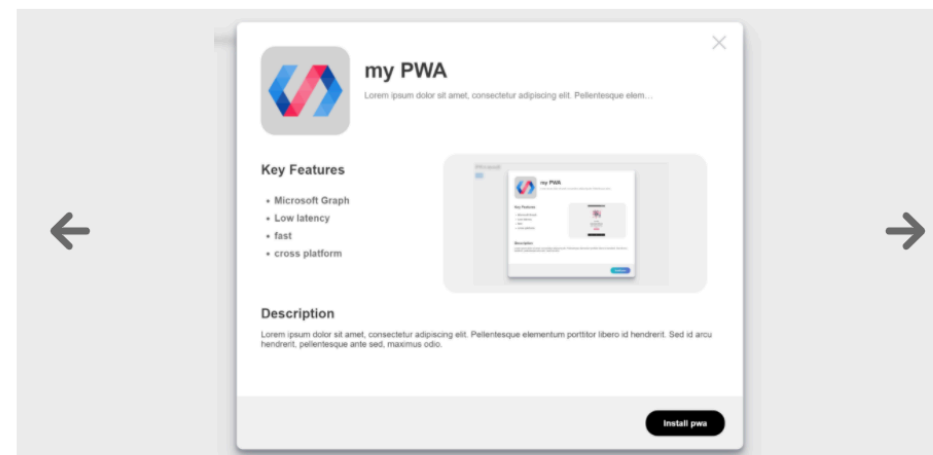
Install app?



webboard
pwainstall.glitch.me

Cancel

Install



Install webboard

PWABuilder's <pwa-install> Web Component

Hi there!

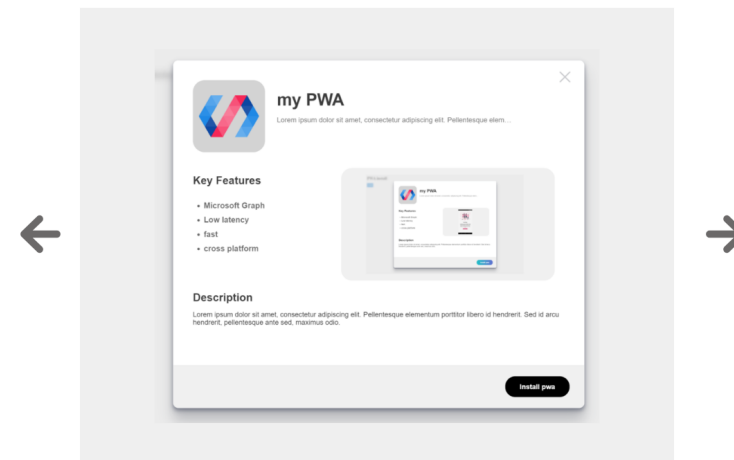
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Install



Key Features

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Description

Enhance your work day and solve your cross platform whiteboarding needs with webboard! Draw text, shapes, attach images and more and share those whiteboards with anyone through OneDrive!

Tap the share button and then 'Add to Homescreen'

<pwa-install>

- Creates an Install button in your UI
- It triggers a customizable dialog
- We can customize colors with CSS variables
- The dialog is filled with data from the App Manifest (icon, screenshots)

```
<script type="module"  
  src="https://cdn.jsdelivr.net/npm/@pwabuilder/pwainstall">  
</script>
```

```
<pwa-install></pwa-install>
```

PWA Install Web Component from PWABuilder

We need to import the script from the CDN and then use it

Meta Data for Store Distribution

Stores Compatible with PWA Launchers



Google Play Store



**Microsoft Store
Windows Apps**



**KaiStore and
JioStore**



**Samsung Galaxy
Apps**

Stores Compatible with PWA Hybrid Packages



**App Store
iOS and iPadOS**



**App Store
macOS**

```
{  
  ...  
  "description": "",  
  "categories":  
    ["utilities", "tools"],  
  "screenshots": [  
    {  
      "src": "screen.png",  
      "Type": "image/png",  
      "sizes": "1080x360"  
    }  
  ]  
}
```

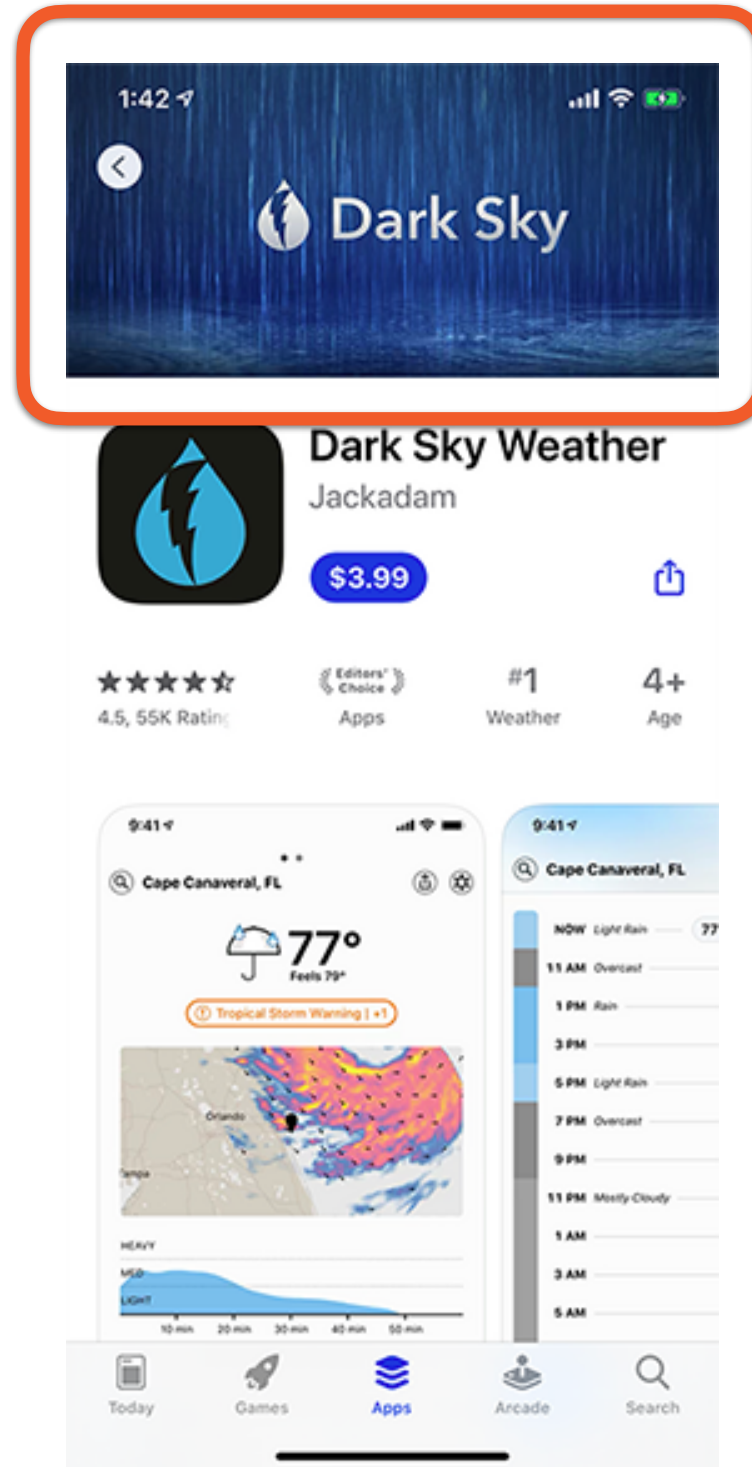


Web app manifest

- **Store Metadata**

- Description
- Categories
- Screenshots

Meta Data for App Stores



Meta Data for App Stores

- Complete App Manifest
- Icons: 512x512, 1024x1024 PNG
- Screenshots: desktop, phone and tablet
- Banners for Promotions:
 - Play Store: 1024x500
 - AppStore: 4320x1080
 - Microsoft Store: 1440x2160
- Other optional assets available

Summary

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