All aboard?
Let’s go beyond PWA

Who is ~~Loana~~ Ioana Chiorean?

I am a QA Team Lead for a few projects

Mozillian for more than 9 years now

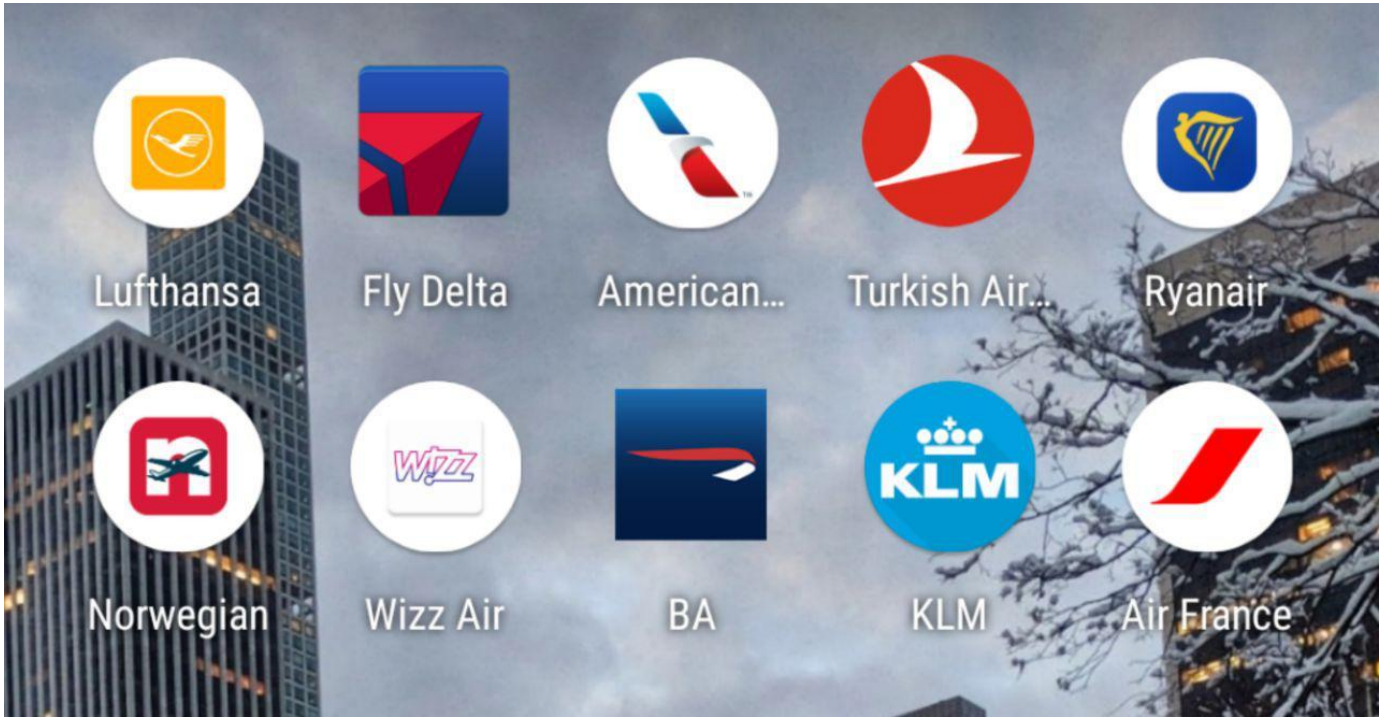
I volunteer also as EU Code Week Amb.

I worked on devices for more than 10y.

Twitter @ioana_cis

lifeofamozillian

Not all who wander are lost



A man's gotta do what a man's gotta do

- ➔ Conferences
  - ◆ Schedule, Speakers, Talks description etc
- ➔ Tickets Apps
  - ◆ Aviation, Concerts, Movies, Meetups
- ➔ Taxi companies
  - ◆ Uber, Grab, Taxify, Lyft

Wait, who first?

➔ Mobile First

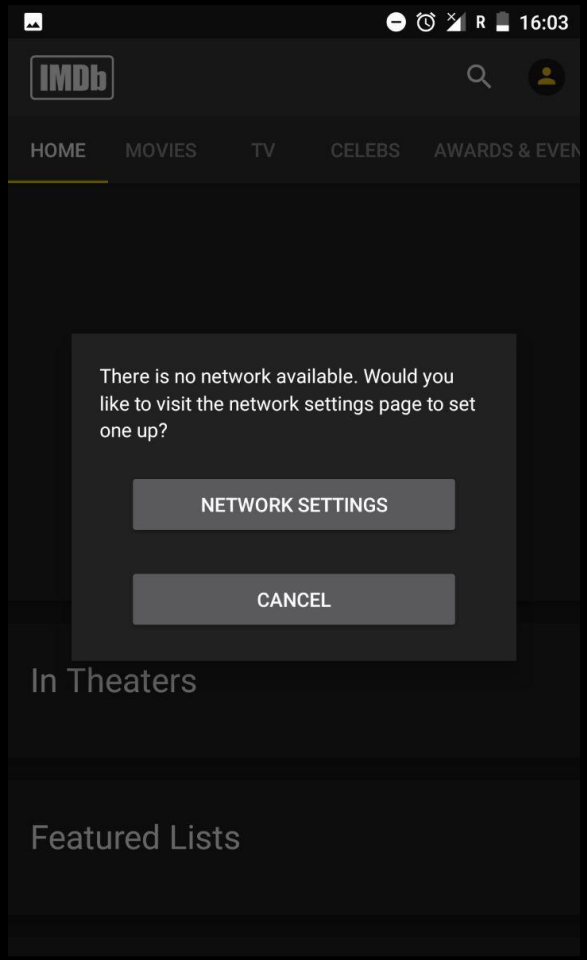
- Mobile users consume more than 2.8x minutes vs desktop users
- Search - most common starting point
- No monopoly on markets
- Some start using the internet on phones

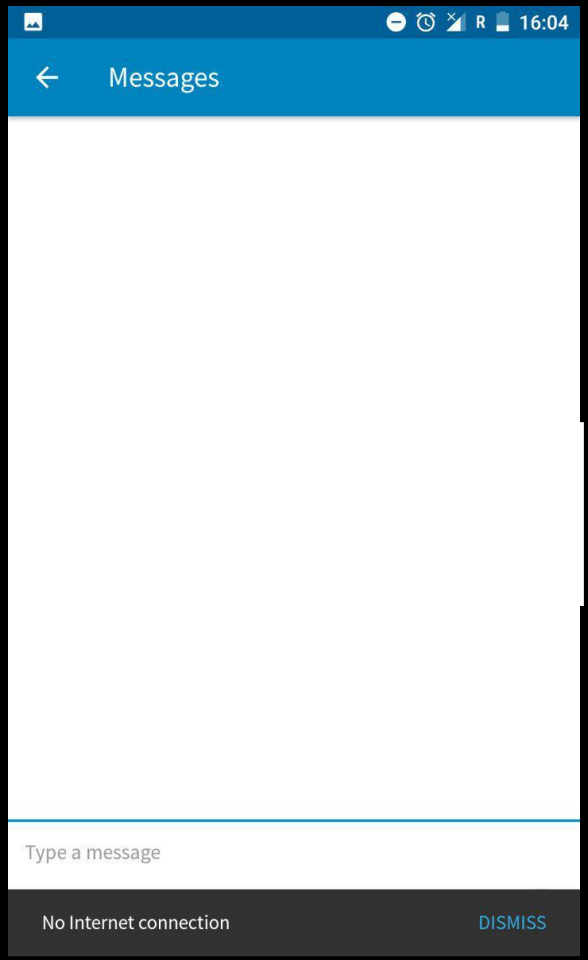
80% of internet users own a smartphone

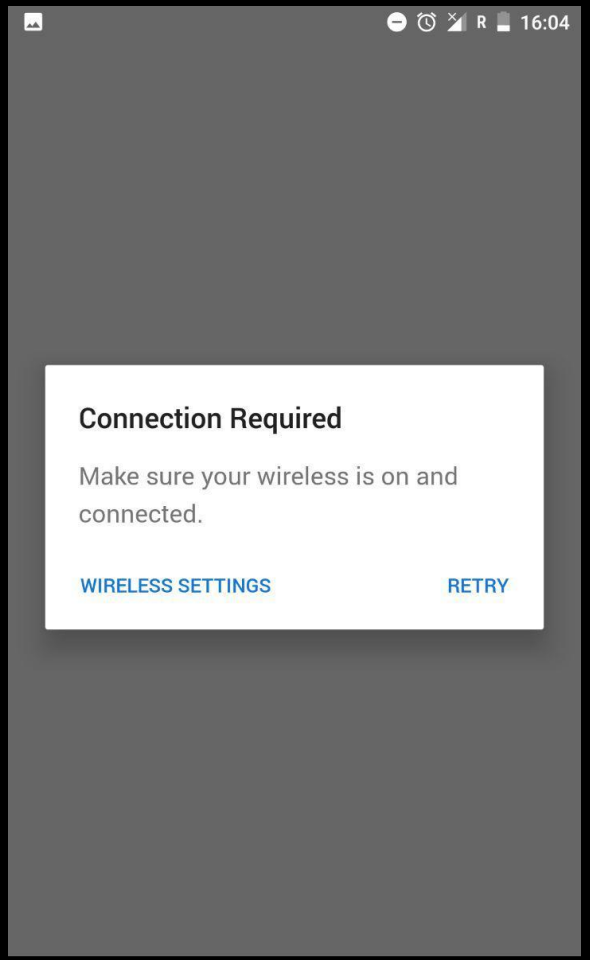
Mobile Marketing Statistics

Mobile First
Desktop Worst

Oliver Brooks


16:03
IMDb
HOME
MOVIES
TV
CELEBS
AWARDS & EVEN
There is no network available. Would you like to visit the network settings page to set one up?
NETWORK SETTINGS
CANCEL
In Theaters
Featured Lists


16:04
Messages
Type a message
No Internet connection
DISMISS


16:04
Connection Required
Make sure your wireless is on and connected.
WIRELESS SETTINGS
RETRY

Offline is not an Error Condition

Maureen McElaney @Mo_Mack

Wait, who first?

→ Offline First

- “A 4G user isn’t a 4G user most of the time.” Ilya Grigorik
- 60% of Mobile traffic is 2G
- There is not such things as infinite memory

Offline First is changing lives

Maureen McElaney @Mo_Mack

SIXT
rent a car
Real hybrid.
Fake hybrid.

Progressive Web Apps

Progressive Web Apps

- ➔ Best of the web 💚 Best of native apps.
- ➔ Useful after the 1st visit
- ➔ Become more and more powerful with each visit you make

Progressive
Responsive
Network Independent
App-Like
Fresh
A PWA is
Safe
Discoverable
Re-engageable
Installable
Linkable

Progressive Web Apps

- **Progressive:** must work on any device and enhance progressively.
- **Discoverable:** in search engines.
- **Linkable:** should use the URI to indicate the current state of the application.
- **Responsive:** must fit the device's form factor and screen size.
- **App-like:** like a native app and be built on the application shell model, with minimal page refreshes.

Progressive Web Apps

- **Connectivity-independent:** low connectivity or offline.
- **Re-engageable:** push notifications.
- **Installable:** installed on the device's home screen.
- **Fresh:** new content should be made available in the app.
- **Safe:** hosted over HTTPS to prevent man-in-the-middle attacks.

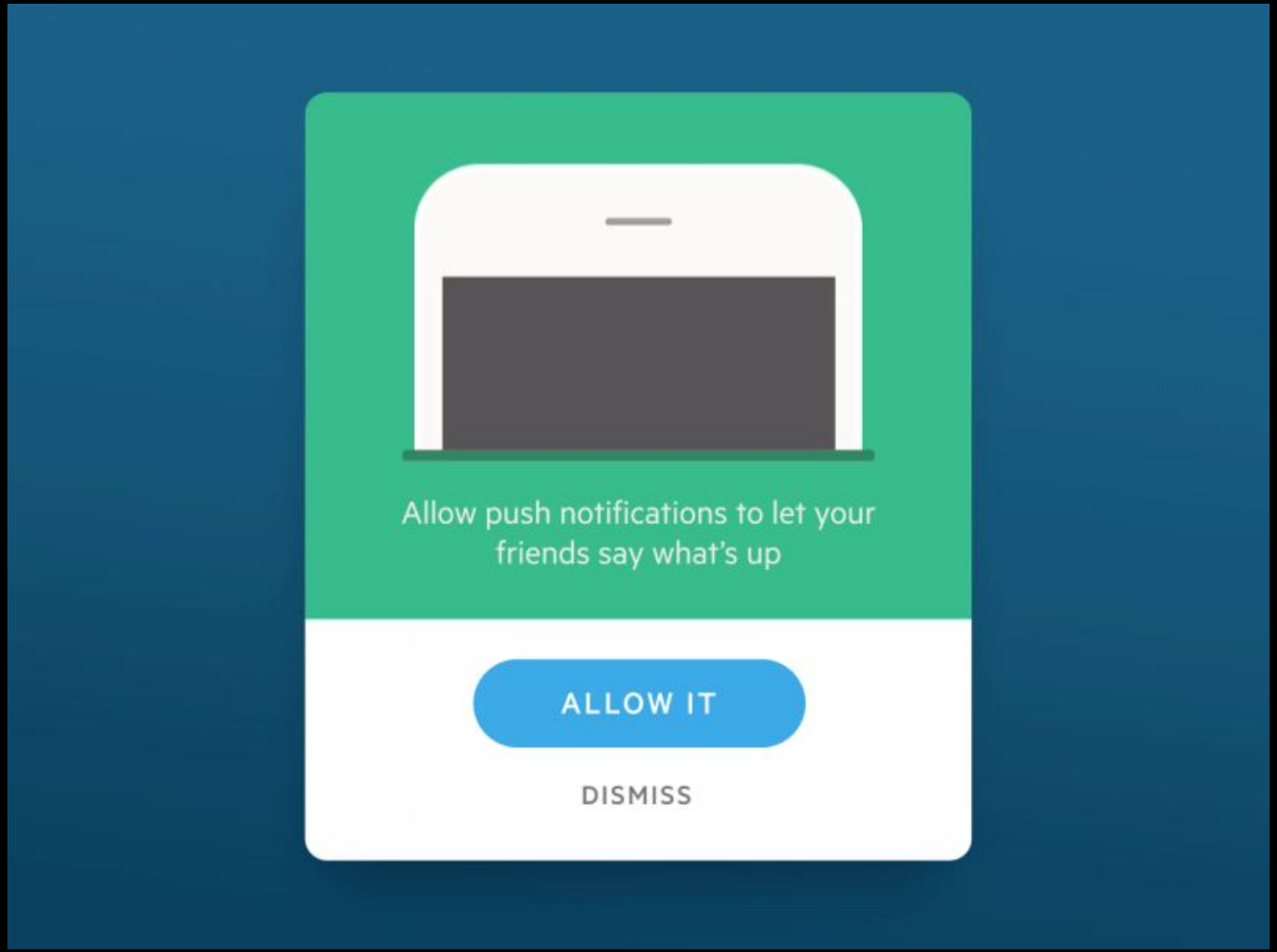
Service Workers

Cookbook: https://serviceworke.rs/

Chrome Dev Summit 2018)

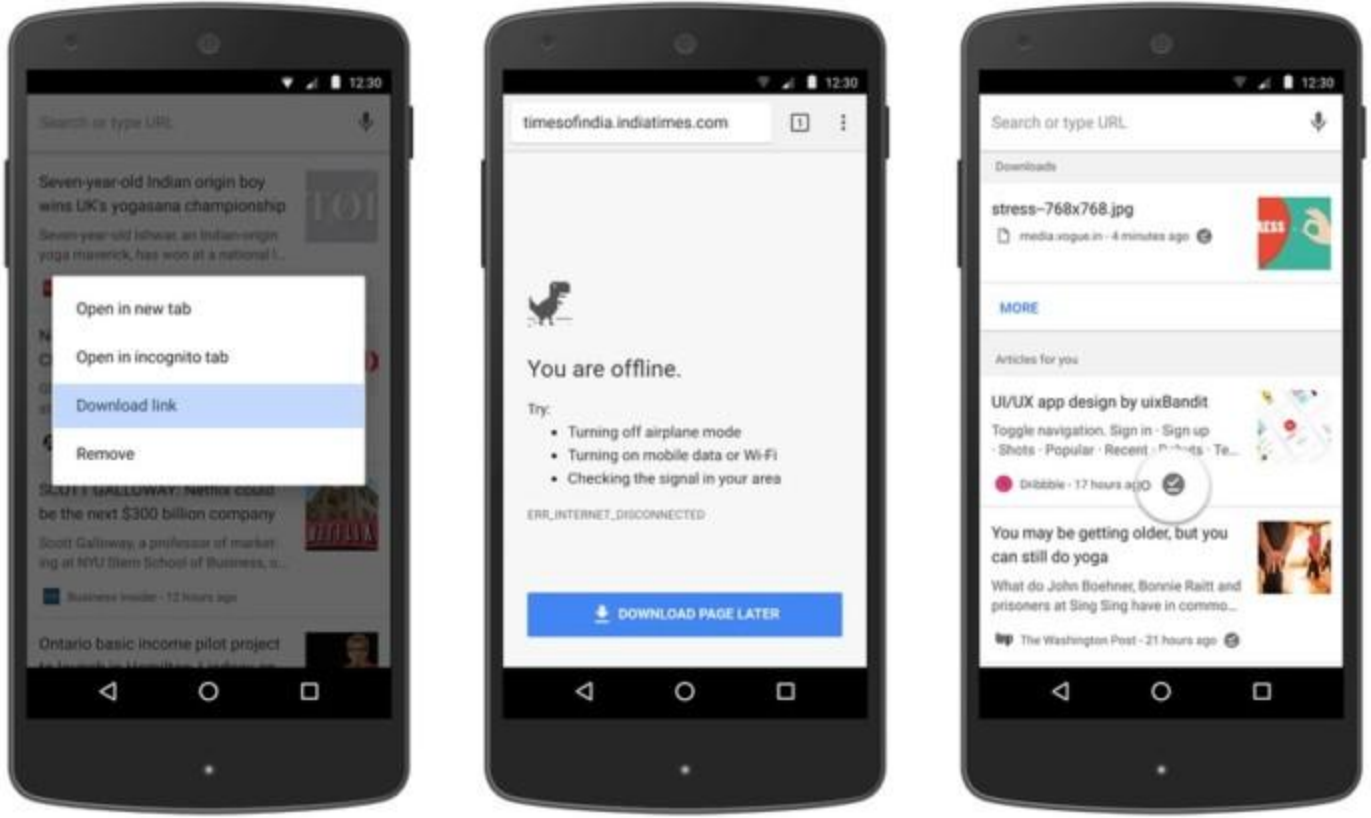
After more than 2 years, what did we all get from PWA?

NOTIFICATIONS!


Allow push notifications to let your friends say what's up
ALLOW IT
DISMISS

Don’t be the sheep!
Be the ~~wolf~~ fox!

Photo credit.


12:30
Search or type URL
Seven-year-old Indian origin boy wins UK's yogasana championship
Open in new tab
Open in incognito tab
Download link
Remove
be the next $300 billion company
Ontario basic income pilot project
timesofindia.indiatimes.com
You are offline.
Try:
Turning off airplane mode
Turning on mobile data or Wi-Fi
Checking the signal in your area
ERR_INTERNET_DISCONNECTED
DOWNLOAD PAGE LATER
Search or type URL
Downloads
stress-768x768.jpg
media.vogue.in · 4 minutes ago
MORE
Articles for you
UI/UX app design by uixBandit
Toggle navigation. Sign in · Sign up
· Shots · Popular · Recent
Dribbble · 17 hours ago
You may be getting older, but you can still do yoga
What do John Boehner, Bonnie Raitt and prisoners at Sing Sing have in commo...
The Washington Post · 21 hours ago

Why PWA might save the world..

- ➔ Usability and Accessibility
- ➔ Increases business revenues
  - ◆ Conversion (new users, finalized actions) >50%
- ➔ No install nor (huge) storage usage
  - ◆ (0 new apps/35 at first usage)
- ➔ Available everywhere, without any account
- ➔ Easy to build up/develop

Hold my beer…

PWAs on the way to their full potential

- ➔ Mobile ranking algorithm in search rankings
- ➔ ONE version to rule them ALL
- ➔ Innovation and rapid development of feature
  - ◆ Roland's talk about voice, Reka's VR, IoT, etc
- ➔ Keep up with ~~Kardashians~~, manufacturers
- ➔ Web stands for the companies/not individual big brothers

Pinterest

Alibaba.com

The
Weather
Channel

LANCÔME
PARIS

trivago

The
Washington
Post

Forbes

So.. When to go PWA and when to stay on native?

Hold your horses..

PWAs can’ts

- ➔ Some HW functionalities
- ➔ A bit less shiny things
- ➔ Web standards are not really standards
  - ◆ webcompat.org
- ➔ .. any others?

The web is dead.
Long live the web!

User First

Ioana 👩‍🔧✨
@ioana_cis

This! So much ❤️! "Don't keep people on your site forever" #jsconfeu

Links , statistics, documentation

- https://www.pwastats.com/
- https://webkit.org/status/#specification-service-workers
- http://offlinefirst.org/
- SW Cookbook: https://serviceworke.rs/
- https://www.pwastats.com/
- https://developer.mozilla.org/en-US/docs/Web/Apps/Progressive#Core_PWA_guides
- https://developers.google.com/web/showcase/tags/progressive-web-apps
- https://progressivewebapproom.com/
- https://github.com/hemanth/awesome-pwa
- https://mdn.github.io/pwa-examples/js13kpwa/
- Let me know your examples..

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http://bit.ly/CISHWSW

May the fork be with you!

“Ebéd” is waiting!