

## 12 advantages of PWA and why it is essential to use it?

**PWA** means *Progressive Web Applications* and it was created for web users to enhance their positive web experience. It is simply a bridge connecting web and mobile users.

Instead using a **native app** (*a software program which is developed for use on platform or device*), you can simply install on your home screen its PWA version and you will be able to use it from the moment you left it last time and even offline.

*Twitter, Pinterest, Uber, Tik Talk*- this are examples of well-known top companies which have their products available as PWA's.

### How does it work?

PWA format combines features of web and mobile app and makes it more accessible for user. Based on HTML, CSS, Java Script and Web Assembly are a hybrid between those two (web site and native app) and can be installed on any device similarly like traditional application providing better than native app quality of experience.

### But what really differentiates it from native apps?

PAW contains technologies and patterns which take advantage of web and native app features.

For example, web apps are much faster than native apps because you do not have to install it and by doing so you do not spend extra time on it instead just going straight to simply visit a page.

Another great feature is than you send a link of web app you want to share with others.

And as I mentioned earlier, as a website, it does work offline with data collected from the last interaction with this app but only when it is installed.

In other words, web apps create an app-like experience.

The advantages of using PWA are literally endless but in this article, I will focus mainly on the most, in my opinion, beneficial ones:

- Runs on any device or OS
- Can be installed on device's home screen or app launcher
- It is easy to be discovered, expose and rank through various search engines,
- Automatically updates new features once it issued to do so
- As a website can rely on SEO methodology
- It can be shared by sending URL links of content to others on social media platforms, forums, blogs, podcast etc.
- Uses small percentage of device storage
- It is progressively enhanced means it is still usable on older browsers as well as the latest ones
- It's re-engageable in the sense of informing users of new content via sent to them notifications
- It is responsive means works on any device with screen and browser- computer, laptops, iPads mobile phones even TV's and refrigerators
- Can work offline. It allows user to enjoy app while travelling in rural parts of the world, being underground or cut down data usage when connected to internet.
- Based on HTTP means provides high level of security (so called "browser-server encryption)

## **Is it worth it?**

The answer is YES. There is lots of stories of top brands which benefited from launching PWA as additional option to improve customers satisfaction, add more value to their service and at the end of the days, increased their revenue.

Here are examples of companies which by implementing PWA benefited from it greatly:

### *1. Twitter Lite*

The social media company have had provided poor user experience who were complaining about poor responsiveness and long loading time.

After creating Twitter Lite the company's reputation was saved generating from PWA ten million push notifications per day

### *2. Trivago*

Decided to expand and add PWA web option for its app users. The goals were to increase trust of their customers who felt safer and more secure using website when it comes to providing personal information's and doing financial transactions

### 3. *Forbes*

Based on statistics that the average user leaves mobile site version if the loading time takes more than three seconds, Forbes needed to consider a new tactics having page which needs 6.5 seconds to load.

By launching PWA, the Forbes readability level increased to 12%.

## **Summary**

The concept of PWA was brought to public opinion by Steven Jobs in 2007 and later in 2015 it was developed by Google.

The whole idea is to place mobile user experience in the centre of interest and PWA clearly delivers that.

It saves time and frustration of using traditional apps, works offline and its secure when it comes to submitting sensitive personal or financial details.

Great option for companies who are planning to improve theirs visibility and quality of service and also for users for smoother and more enjoyable experience.

## **Resources:**

- [magestore.com](https://magestore.com)
- [developer.mozilla.org](https://developer.mozilla.org)
- [brocoders.com](https://brocoders.com)
- [brainhub.eu](https://brainhub.eu)
- [techtarget.com](https://techtarget.com)
- Wikipedia