

What is a PWA application?

PWA, or Progressive Web App, is a technology that allows customers to install a full-fledged mobile application on their smartphone without the need to publish the app in the App Store or Google Play.

Now there is no need to develop separate applications for iOS and Android. It is enough to have and maintain a «progressive web application».

Mobile applications based on PWA are used more often than it seems at first glance. Twitter, Tinder, Uber, Telegram, Starbucks, Forbes, AliExpress, and Aviasales use PWA-based applications as a foundation or as a supplement to their mobile application.

Advantages of a PWA Application

1. Development and maintenance are 70% cheaper than for mobile applications.
2. The technology allows sending push notifications.
3. Savings related to customer re-engagement, as there are no costs associated with customer return tools (retargeting, remarketing).
4. No need to publish the application in the App Store and Google Play. You can download it directly from the website.
5. Works significantly faster than a website.
6. Works without the internet.
7. The size of a PWA application is usually less than 1 MB, which is smaller than a mobile application.
8. The PWA application works with the following features: geolocation, camera, microphone.

What tasks does PWA solve?

- Drive repeat sales.
- Make it easier to find your company. Get access to the company with 1 tap on the screen.
- Increase brand awareness. The company symbol (logo) is always visible to the user.
- Increase your average order value by boosting product sales through push notifications.
- Stay connected with the customer. Send the customer notifications about product arrival at the time of pickup. Or that the product will be delivered today.
- Save on advertising. You no longer need to set up retargeting ads with a new advertising campaign. Just send a notification that your customers are sure to notice.
- Eliminate competition in search results. Your customers connect through an application that has no competitors, unlike search results.

Additionally

- PWA can be downloaded and promoted on Google Play.
- PWA can be created for a part of the website.
- The application is updated using cache, i.e., every time the user opens the application with the internet enabled.

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