Progressive Web Apps

Great User Experiences
Great Business Results

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When we consider Mobile, there are 2 channels

Mobile Web

Mobile apps

86%

time spent in apps

14%

on the web

Source: eMarketer, Sept 2016

85%

time spent in 5 apps

15%

All other apps

Your App ?

Source: eMarketer, Sept 2016

49%

of users download
0 apps per month

Source: eMarketer, Sept 2016

but browse

100+

different URLs per month

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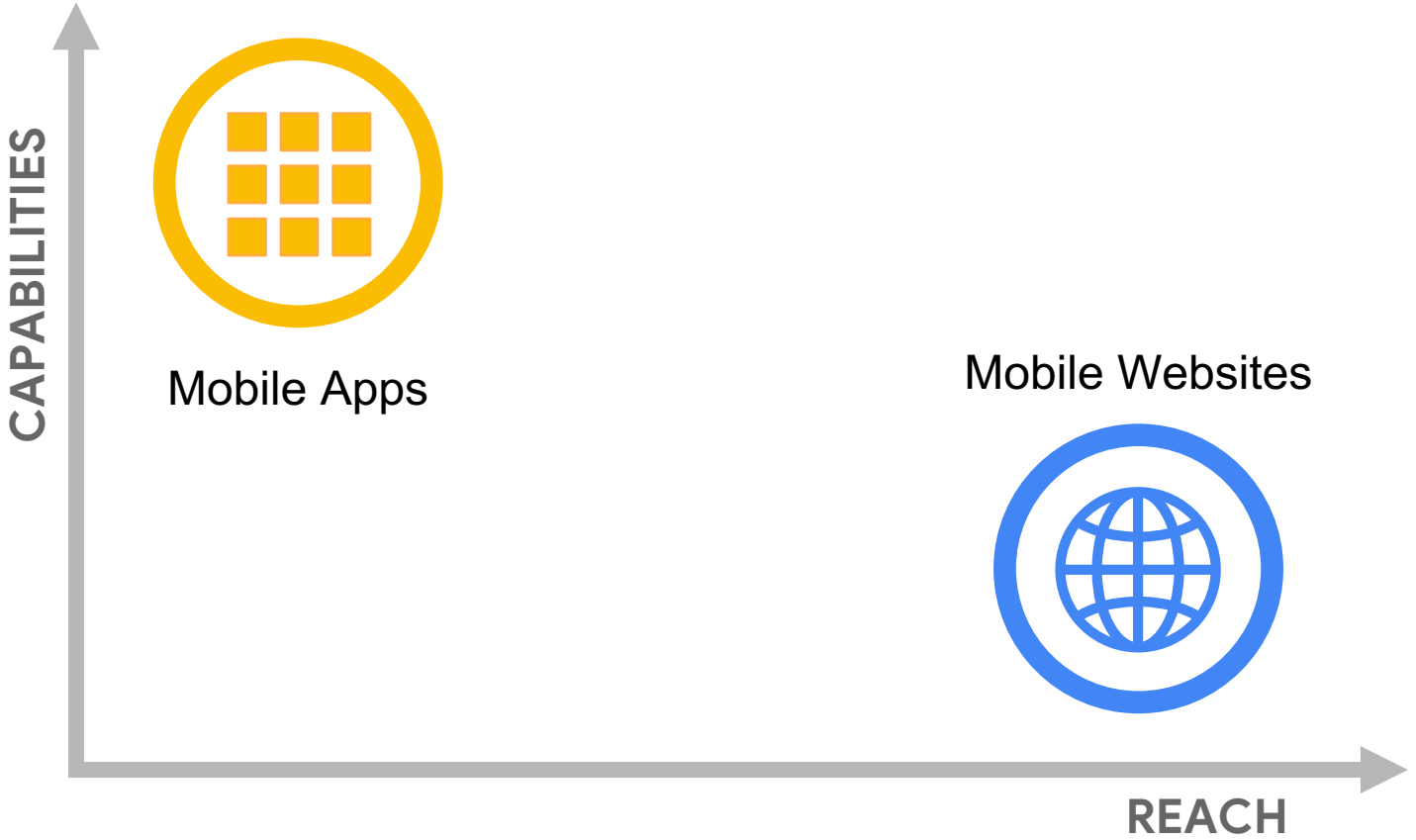
Apps are more engaging, but web reaches more users



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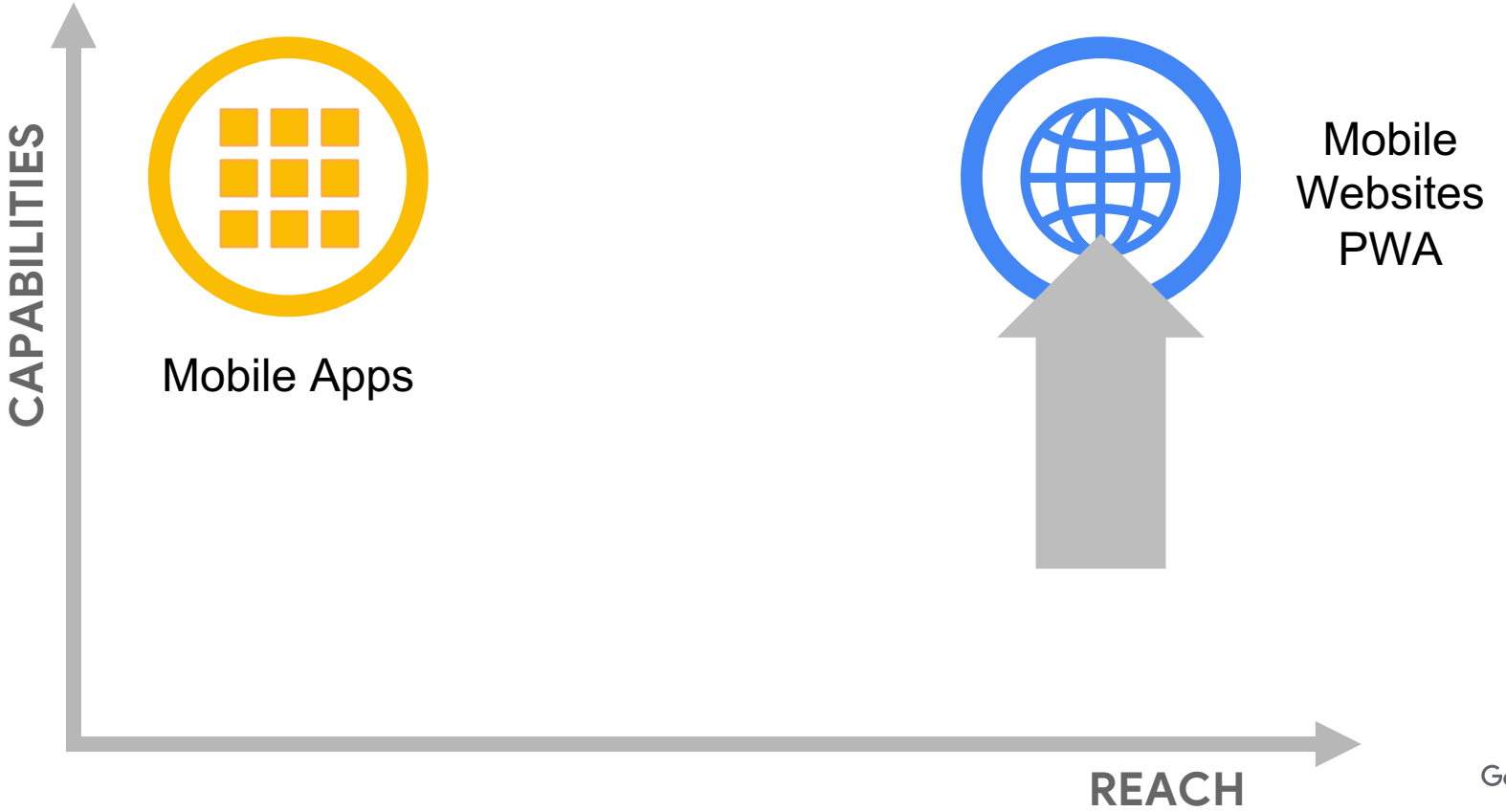
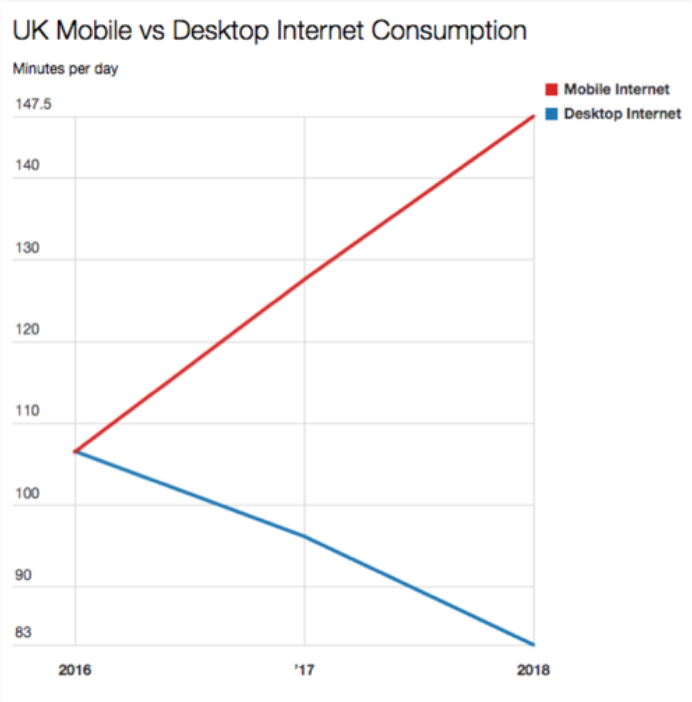
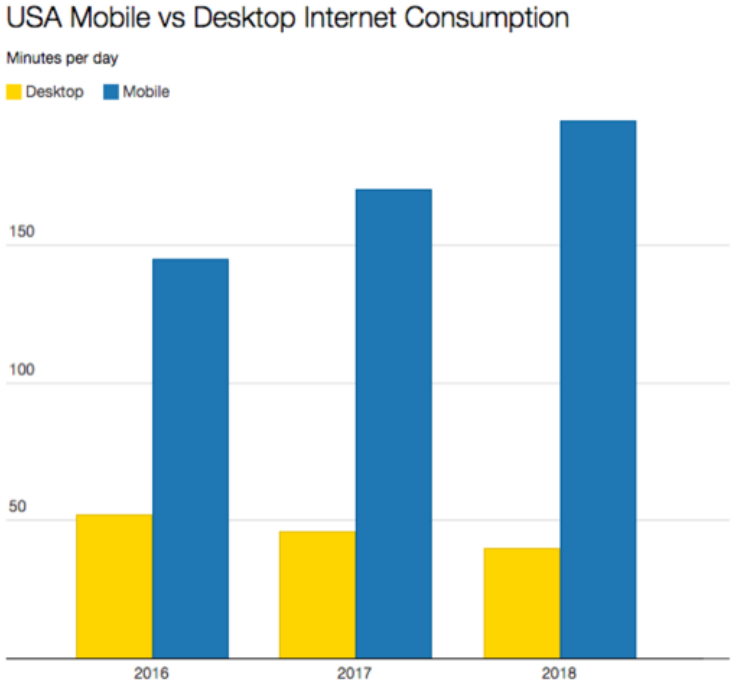
PWA are websites as engaging as a native app



Time spent on mobile vs desktop

Source: Digiday





Source: [How mobile is overtaking desktop for global media consumption, Digiday]

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53% of users leave if a site takes more than 3 seconds to load

Avg load time 15 seconds

Swedish companies has a low mobile UX score

63/100

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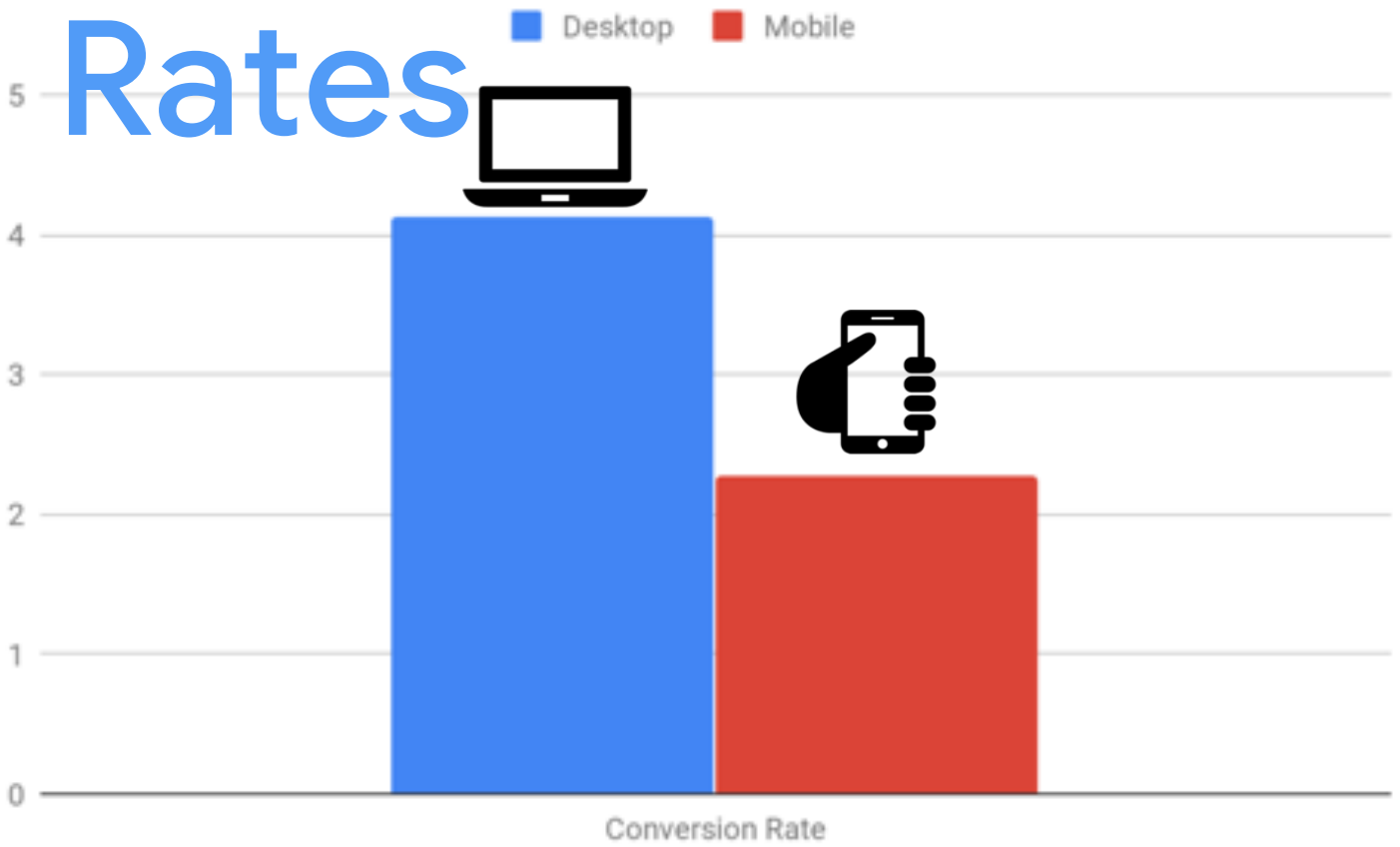
Conversion Rates



what it means for Swedish businesses

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PWA = Mobile Apps + mWeb

Mobile
Web

Mobile Apps

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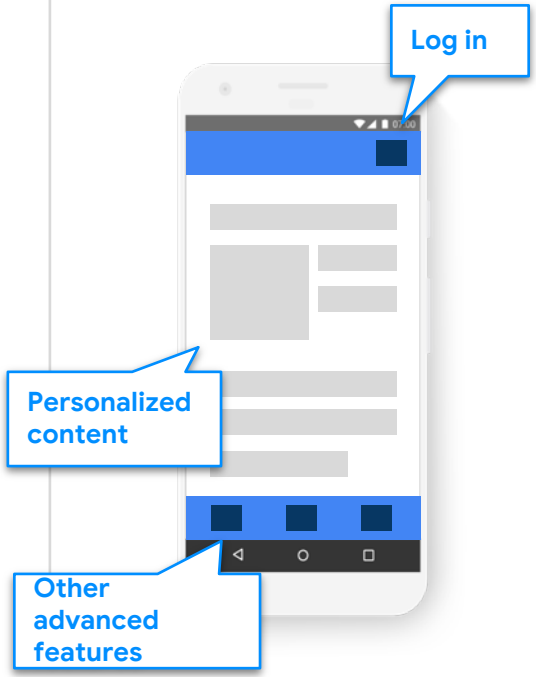
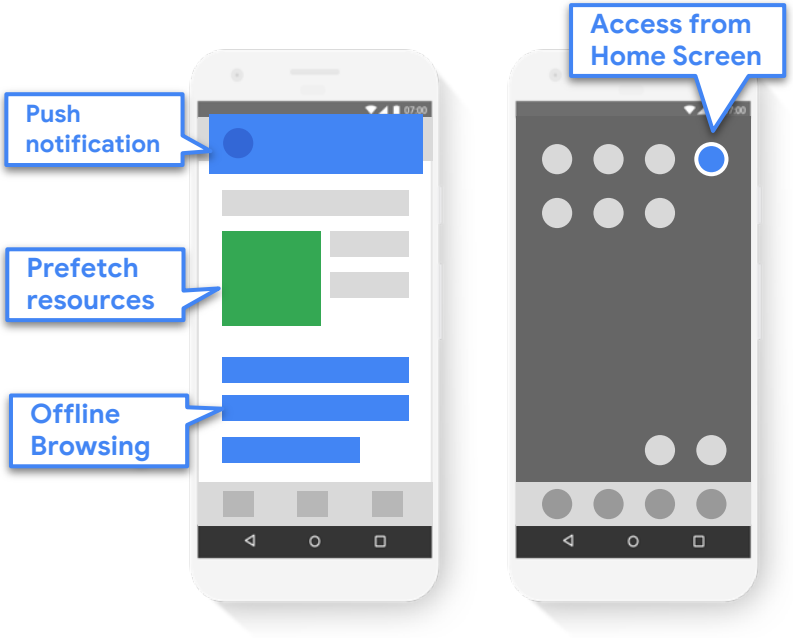
PWAs are the future of Mobile Web

Web

Web App



Progressive Web App



Google

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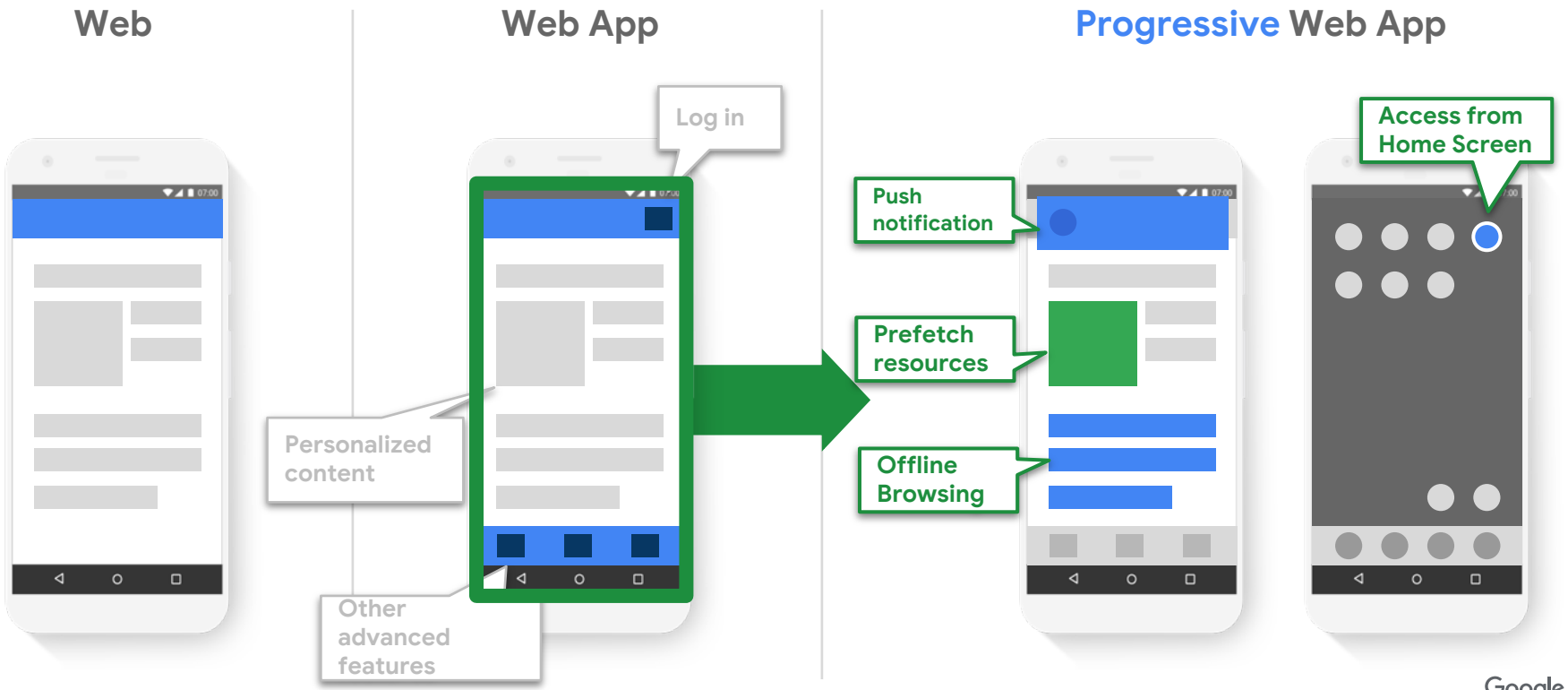
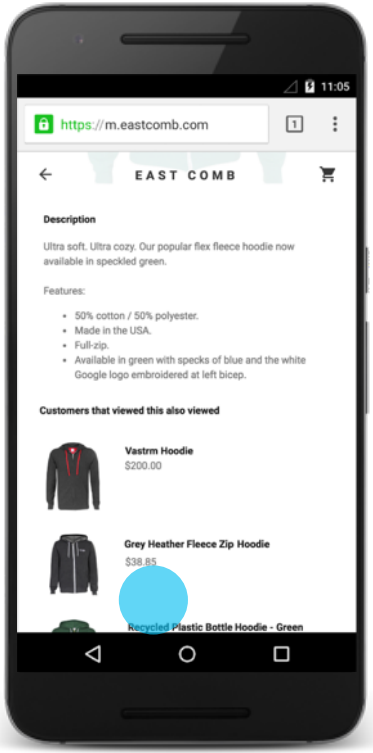
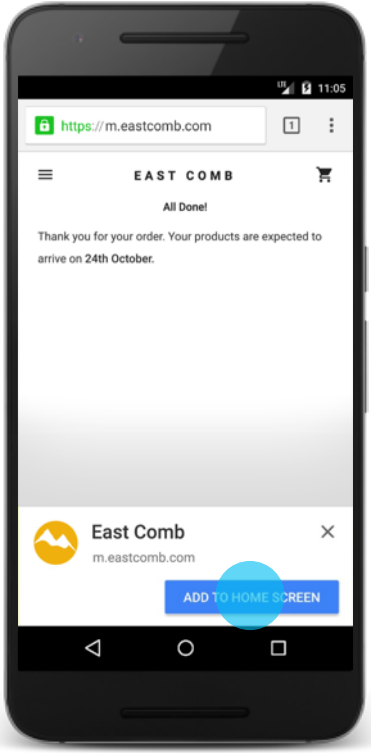
Bring your existing mobile site to PWA...



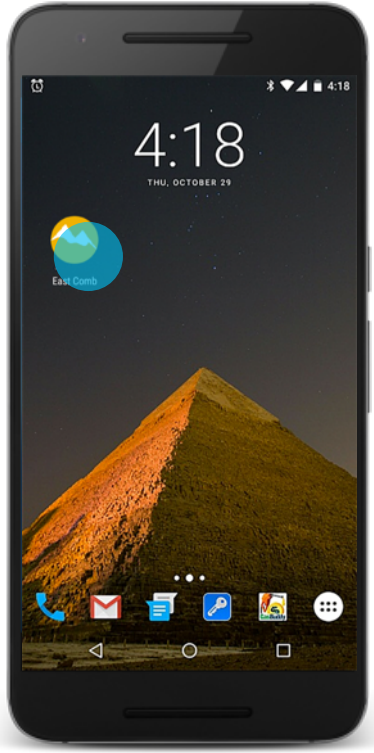
Browse offline



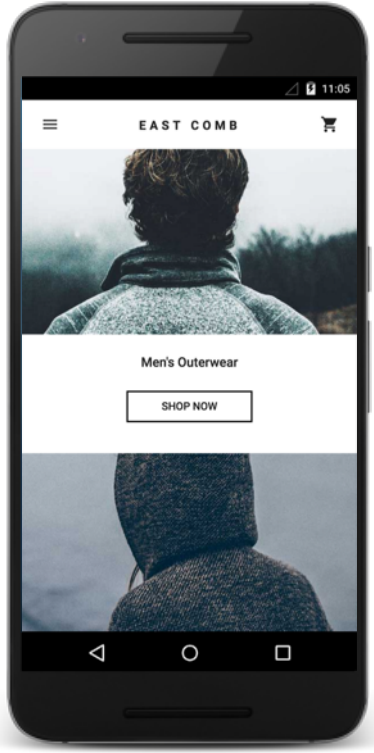
Add to homescreen



Access with ease



Open in full screen



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Progressive Web Apps enable great user experiences on the web

Fast

Perf Optimization

Perf Budgets

Installable

Add 2 Home

Trusted Web Activity

Reliable

Offline

Caching

Engaging

Payments

Credentials

Push

Optimized UX

[State of Web I/O 18](#) & [PWA Checklist](#)

Google

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Load fast with performance optimization

→ Minimise javascript and CSS

→ Optimize images

→ Use lazy loading

+56% conversion rate

LEARN MORE
Page Speed Insights

RueduCommerce

What can companies do to improve mobile consumer experience?

3 steps to measure and improve your load time

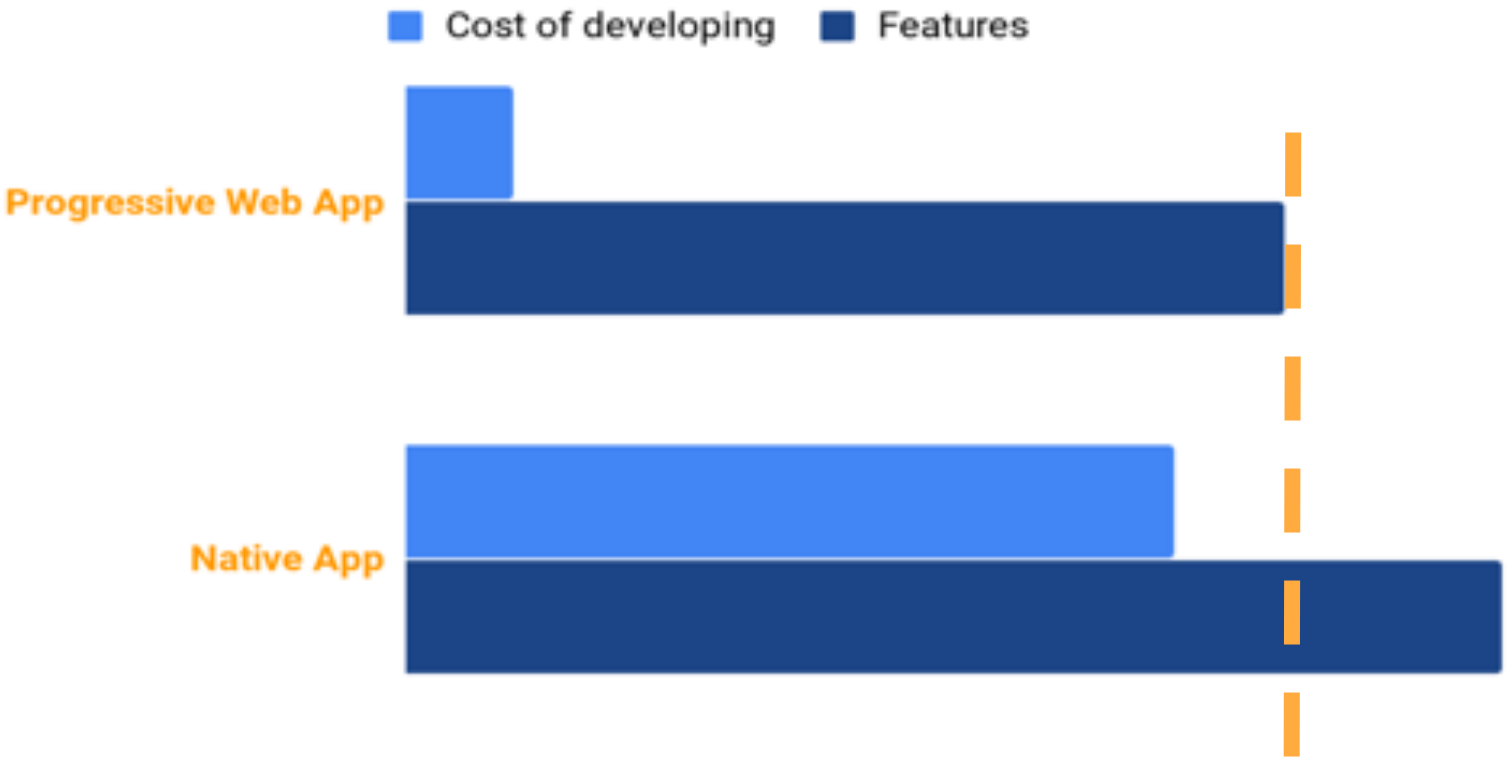
1. Visit Test my site and insert your URL
2. Test your mobile website speed and compare it with your industry peers
3. Identify and implement the recommended initiatives

What can companies do to improve mobile consumer experience?

Open-source tool for improving the quality of your webpage

1. Easy-to-use tool for auditing your site and identify problem areas
2. Scores your site in multiple areas and provides background for why each area is important
3. Gives you insights on how to improve your site

bit.ly/get-lighthouse


Cost of developing
Features
Progressive Web App
Native App

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PWA means $$$

+20%

average increase in conversion
on mobile web after upgrading to a **Progressive Web App**

Source: Google Internal data

CvR vs Rel mCvR

Mobile conversion rate (mCvR)

Desktop conversion rate (dCvR)

Influenced by:

- ❑ Channel mix
- ❑ Campaigns
- ❑ Seasonality
- ❑ Site

Relative mobile conversion rate (Rel mCvR)

Influenced by:

- ❑ Site

Calculated mobile conversion rate / desktop conversion rate

3 things

- Check how much money is left on the table for mobile
- Investigate to cost of two native teams
- Invest in education for your team

VIP HACKATHON INVITE