Progressive Web Apps
how to quickly improve the mobile experience?

GETAWAY

NEONCUBE

Getaway & Neoncube

Progressive Web Apps

Progressive Web Apps (PWAs) are web applications that combine the features of traditional websites with the benefits of native applications. They enable users to enjoy a fast, responsive experience, even when offline.

GETAWAY   NEONCUBE

Who stands to gain from Progressive Web Apps?

Users

- They will get a fast and responsive experience, similar to native apps.
- They will be able to use the app even offline, increasing accessibility and usability.
- They avoid the need to download and install apps from the App Store, simplifying the process of accessing apps.

Owners

- They will gain the ability to get their app to market quickly without having to create separate versions for iOS and Android.
- They will save time and money with a single application code for different platforms.
- They will improve the reach and accessibility of their services, which can increase user numbers and conversions.

GETAWAY   NEONCUBE

Who stands to gain from Progressive Web Apps?

Developers

- They will be able to focus on uniform code for all platforms, which will simplify the process of developing and maintaining applications.
- They will benefit from the growing base of tools and frameworks supporting PWA development, which will speed up the application development process.
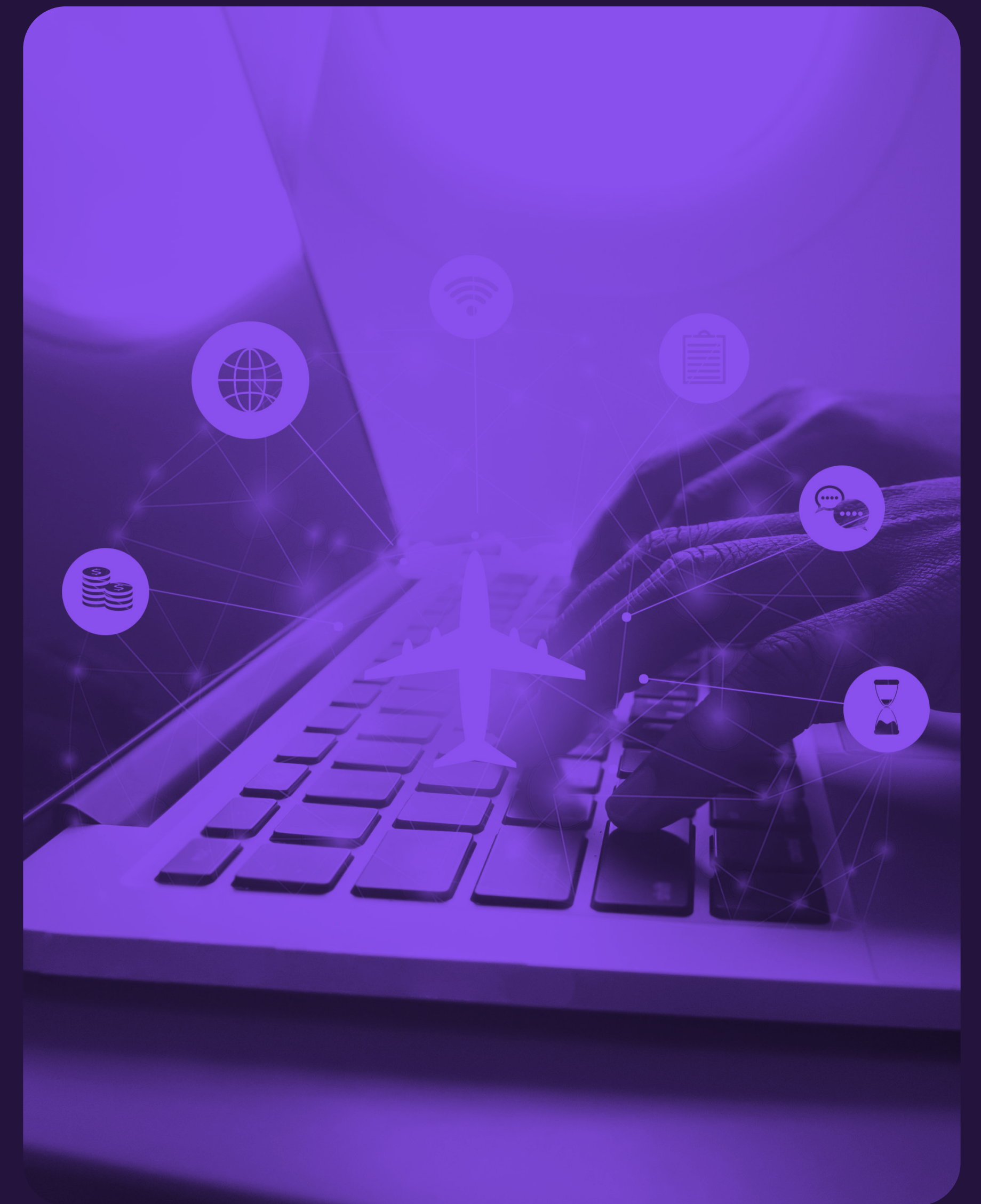
Marketing specialists

- They will gain a tool to better reach mobile users through responsive and high-performance applications.
- They can take advantage of the SEO-friendly aspects of PWAs, which increase the app's visibility in search results.
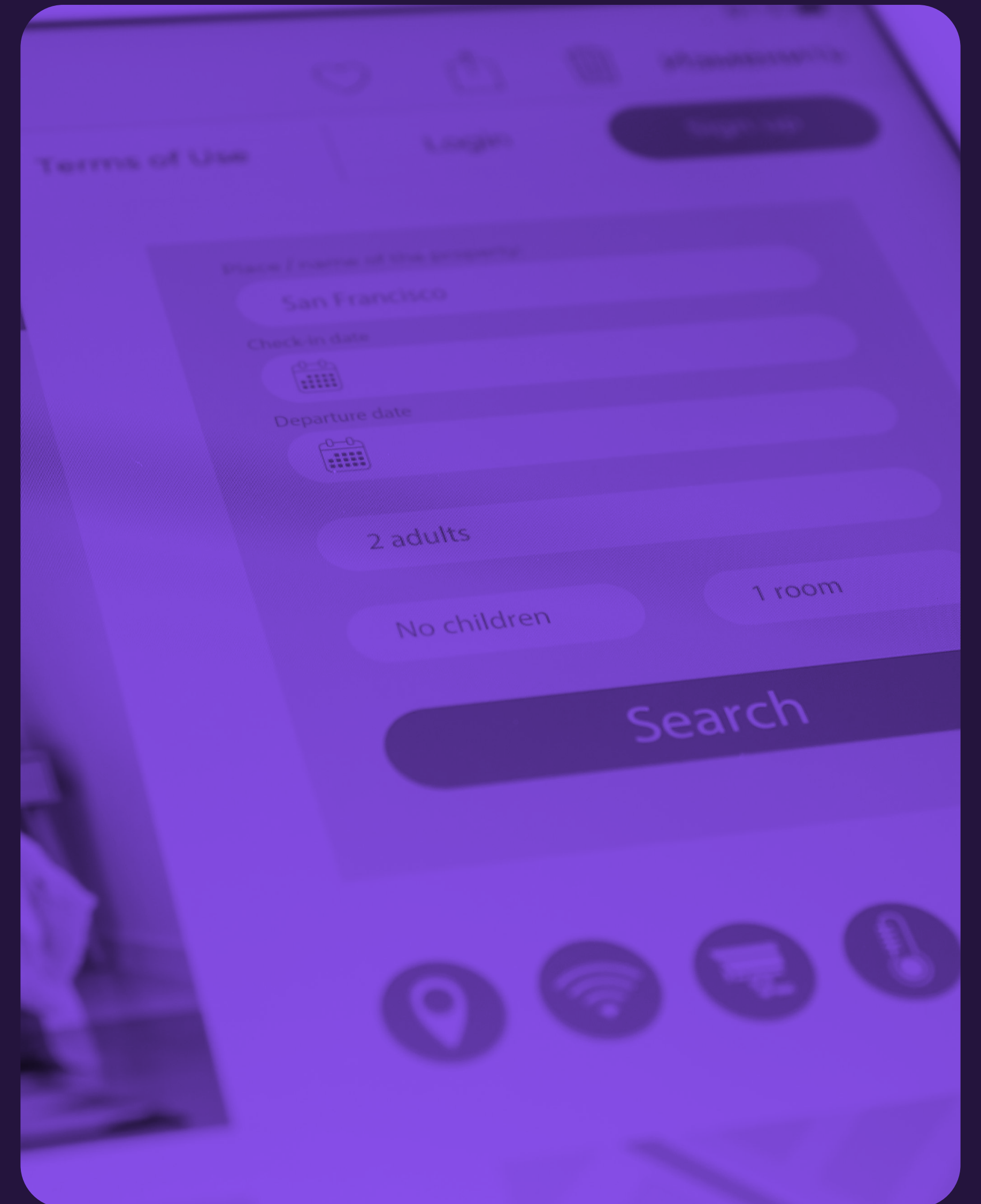
GETAWAY   NEONCUBE

Problems that Progressive Web Apps *solve*

- Installation requirements and barrier to entry for users

- No access to offline content

- High implementation cost associated with the preparation of applications for each operating system

- Long implementation time due to the need to prepare applications for each operating system

- Lack of browser compatibility

- Time-consuming preparation of updates and their distribution

- Difficulties in integrating with existing websites
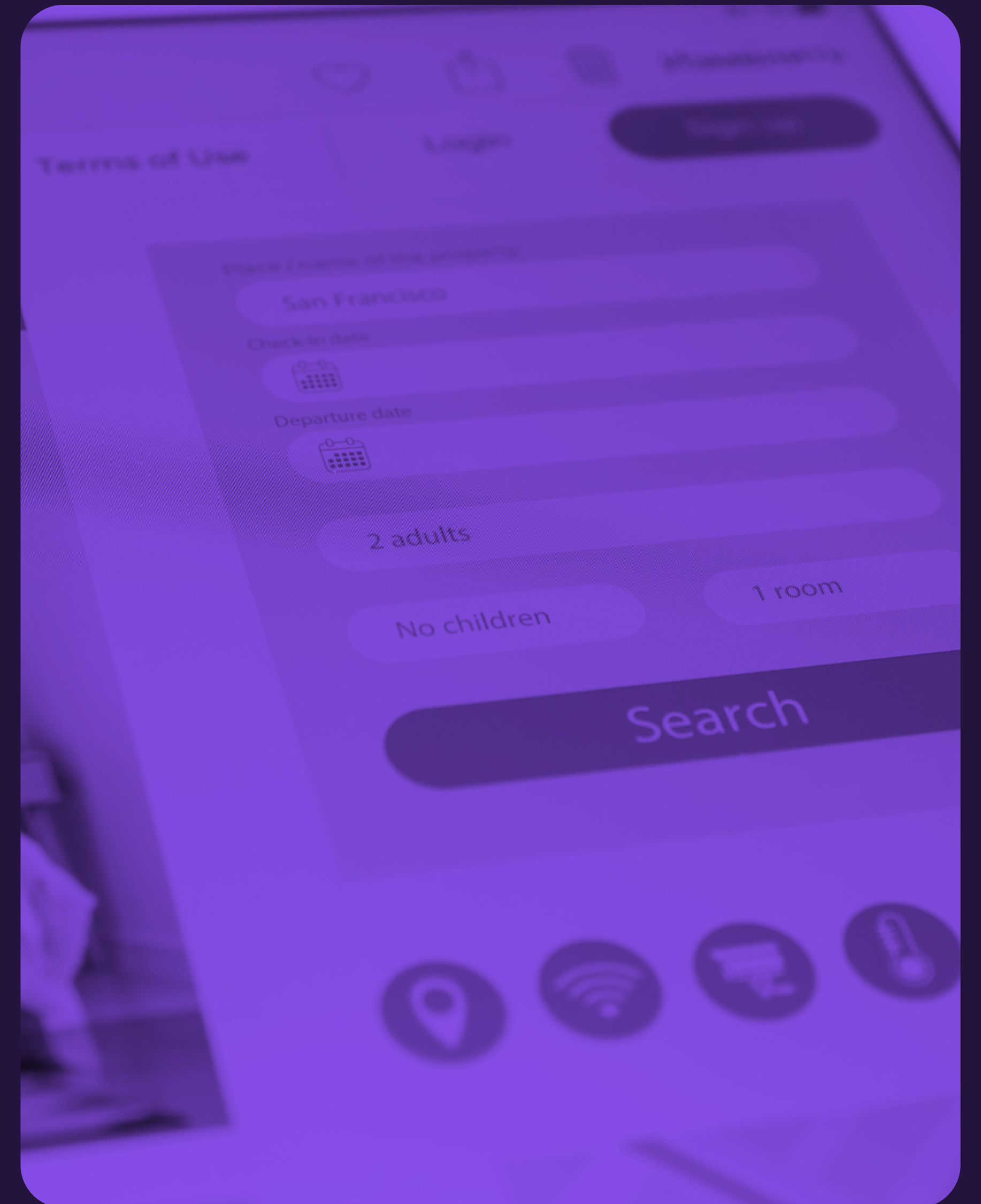
GETAWAY

NEONCUBE

Advantages we are exploiting by introducing Progressive Web Apps

- PWAs enable users to use applications even without an internet connection through caching mechanisms and service workers.

- Users can use the PWA immediately without the need to download and install from the App Store, reducing the barrier to entry.

- PWAs are characterised by faster loading and responsiveness, resulting in a better user experience, especially on mobile devices.

- Developing PWAs is usually cheaper than developing native applications because it requires a single source code for different platforms.

GETAWAY   NEONCUBE

Advantages we are exploiting by introducing Progressive Web Apps

- Users can easily launch the PWA directly from a web browser, simplifying the process of accessing the application.

- PWA updates are automatic, ensuring that users have access to the latest features and fixes without having to manually update.

- PWAs run on a variety of web browsers, ensuring consistency and uniformity of use regardless of user preference.

- PWAs can use mobile device features such as push notifications and camera access to provide an app-based user experience.

- PWAs are flexible and easy to develop, allowing applications to adapt to changing business and technology needs.

GETAWAY   NEONCUBE

The main problem

How do you quickly and effectively reach a wide range of mobile users without having to create and maintain separate apps for different platforms?

GET**AWAY**

NEONCUBE

Idea

PWA combines the best features of websites and native apps to provide a fast, intuitive and accessible offline experience for mobile users.
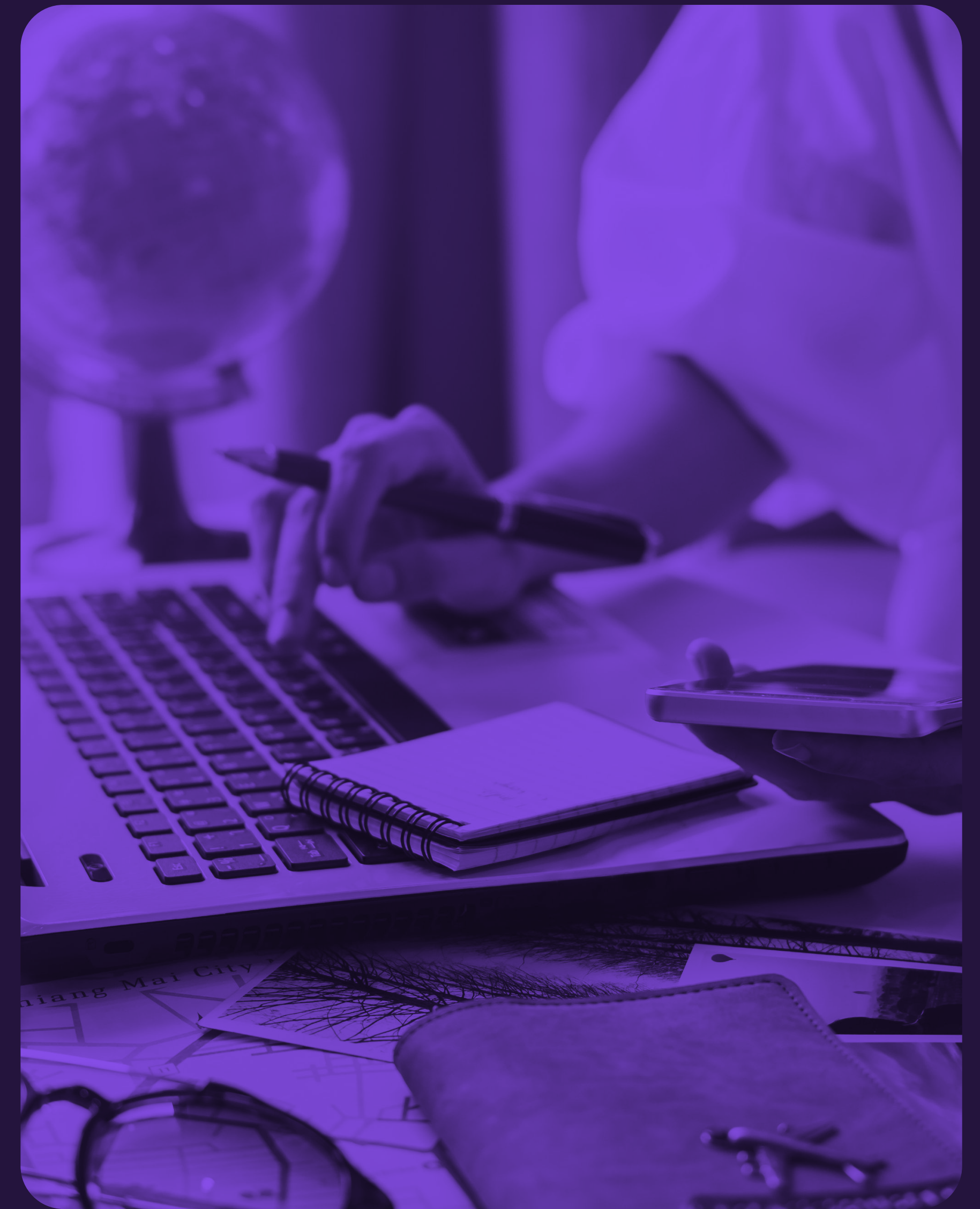
GETAWAY

NEONCUBE

Business model

How do you quickly and effectively reach a wide range of mobile users without having to create and maintain separate apps for different platforms?

GE**TAWAY**

N E O N C U B E

How do we do it?

- **Analysis and planning:** Identification of user needs and PWA implementation strategy.

- **UX/UI redesign:** Designing a responsive and intuitive user interface.

- **Technical implementation:** Implementation of service workers and app shell model for fast loading and offline functionality.

- **Testing and optimisation:** Ensure high performance and stability of applications on different devices and in network conditions.

- **Development and iteration:** Continued work on improvements and additional functionalities.

GETAWAY

NEONCUBE

Effect

The implementation of the PWA has significantly improved user experience, increased application availability and reduced maintenance and upgrade costs.

GE**TAWAY**

NEONCUBE

Benefits

For users: Faster access to applications, ability to work offline

For business: Reduced costs, faster time to market, greater availability

GETAWAY   NEONCUBE

Case study:
Getaway 2.0

Getaway 2.0 is a project that successfully implemented Progressive Web Apps (PWA) to modernise and improve the mobile user experience.

Problem: The lack of a dedicated mobile app and insufficient responsiveness of the website hindered fast loading content and limited functionality.

Solution: As part of the project, the website interface was redesigned, new functionalities were added and PWA technologies were implemented.

Objectives achieved: Version 2.0 of the Getaway app, following implementation of the PWA, has significantly improved the user experience, bringing it closer to native mobile apps in terms of functionality.

KPIs: The success of the PWA implementation has been recorded with an approximately 40% increase in mobile users and increased user engagement.

GETAWAY   NEONCUBE

Team Neoncube

Do you want to implement integration with providers also in your company? Please contact us!

Jacek Nosal

jacek@neoncu.be

+48 693 293 324

Michał Smoliński

michal@neoncu.be

GETAWAY NEONCUBE