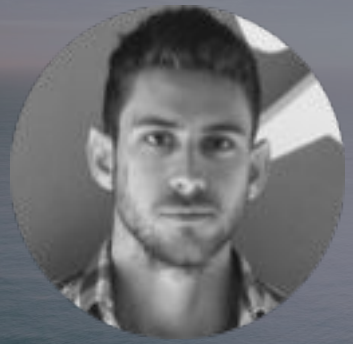
Mobile WEB is back in the game

It’s time for round 2 of the platform wars

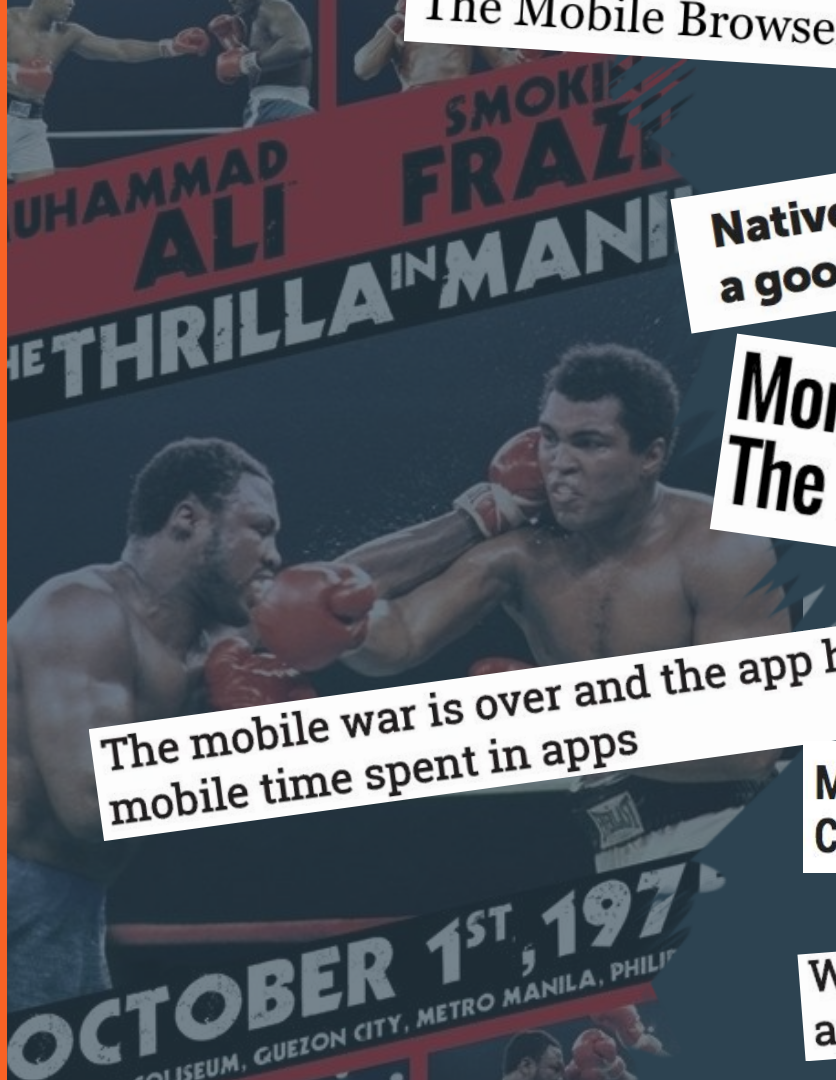
Supercharge

We experiment, we move fast, we make it happen. We are *Supercharge*.



Balázs Fónagy
UX Lead

Balázs Kovács
Chief Solution Architect



The Mobile Browser Is Dead, Long Live The App

Native apps crushed mobile Web apps -- and that's a good thing

The decline of the mobile web

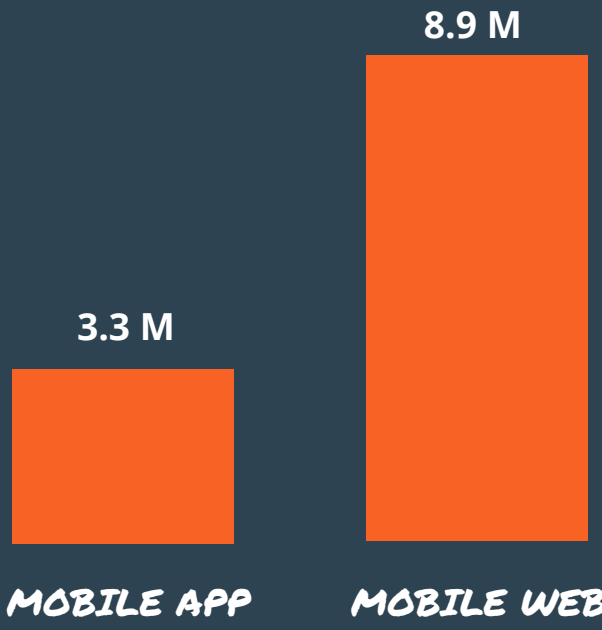
Morgan Stanley: No, Apps Aren't Winning. The Mobile Browser Is.

The mobile war is over and the app has won: 80% of mobile time spent in apps

Mobile Apps Are Killing The Free Web, Handing A Censored Duopoly to Google And Apple

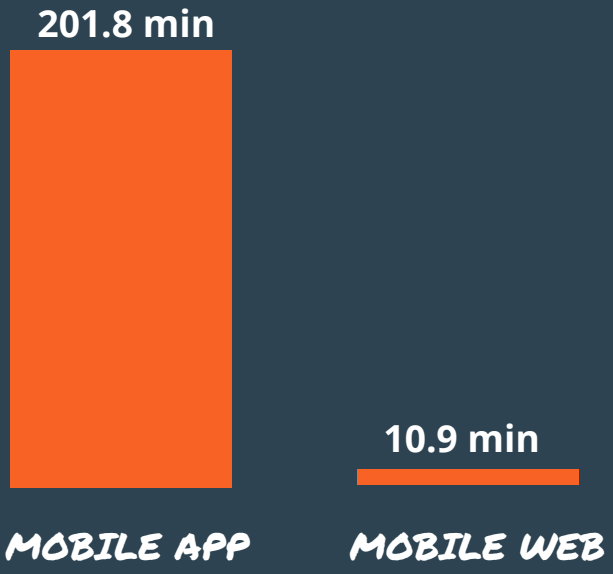
Wait, what? Mobile browser traffic is 2X bigger than app traffic, and growing faster

REACH



June 2015, Monthly Unique Visitors (US)

TIME



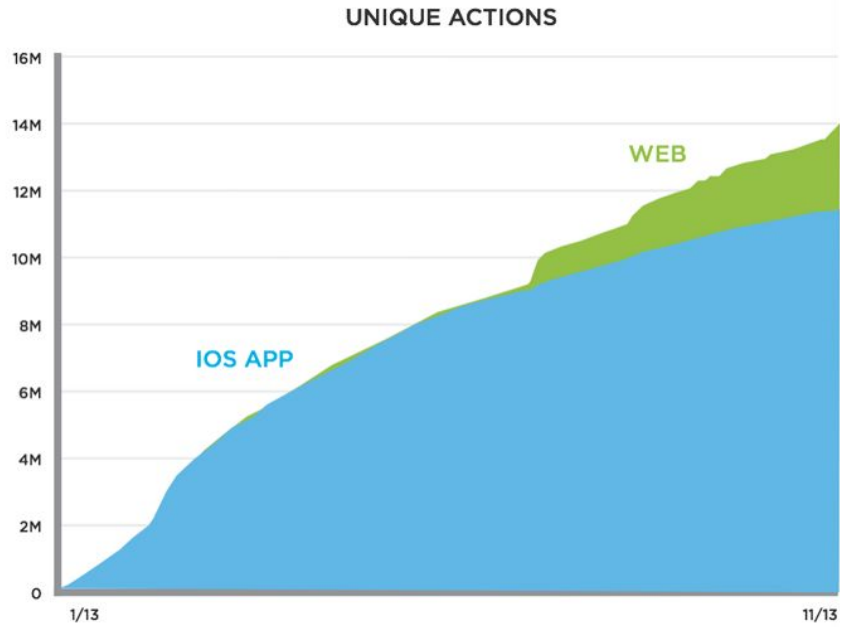
June 2015, AVG Monthly Minutes Per Visitor (US)

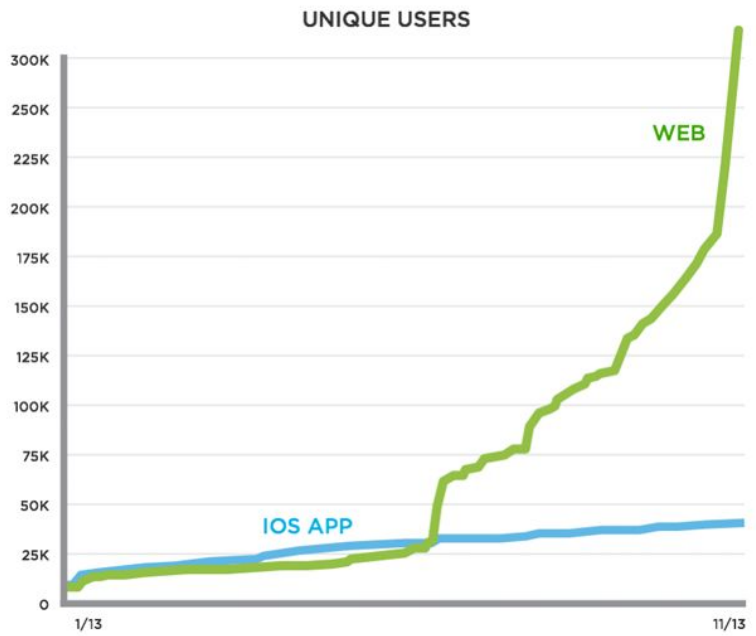
Native Apps Provide Better UX and Usability

= LOYALTY OR PRODUCTIVITY

Web makes easy to access content

= REACH





Google is a Web advertising company.

2015 Total revenue: 75 B$

- **AdWords: 52 B$**
- **AdSense: 15 B$**
- **Other: 8 B$**

But what was wrong with the mobile web? :(

1. Performance problems, subpar UX
2. Hard to re-engage users
3. Dependent on network

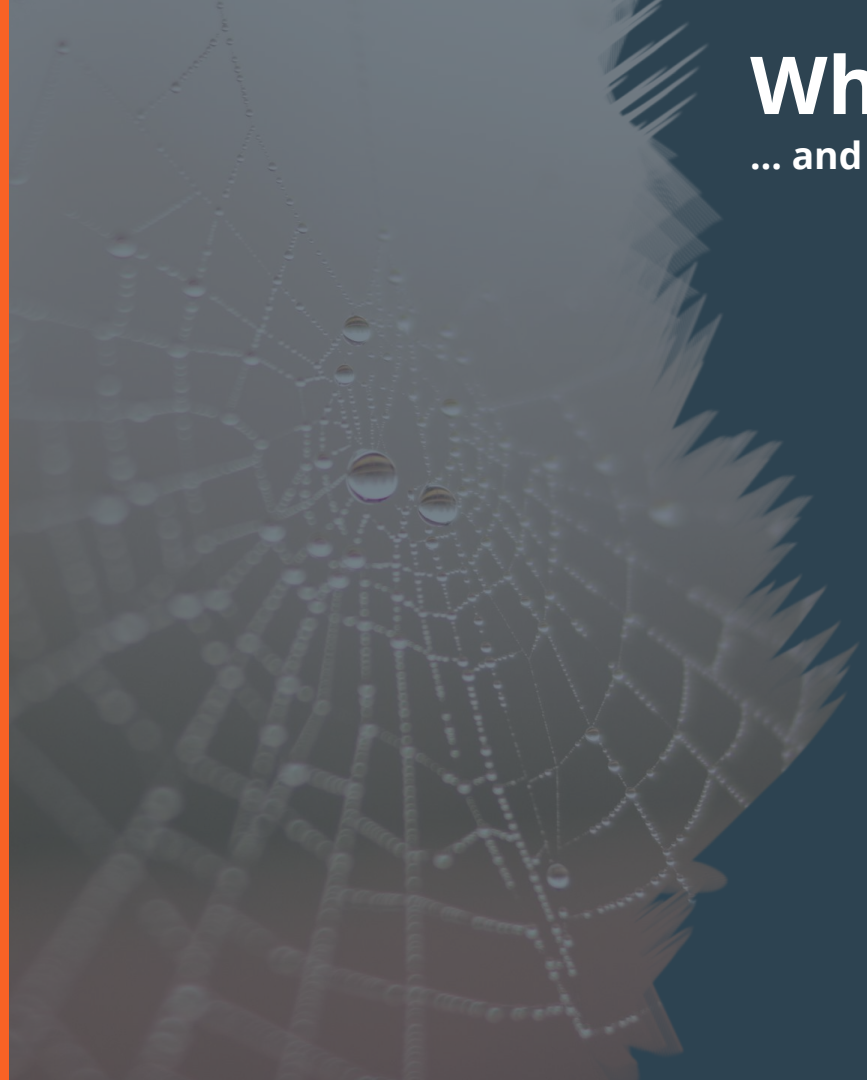
Two approaches, both by Google

Future for the web

PWAs

Future for native apps

Instant Apps



What the heck is a PWA?

… and do we need it?

1. A perfectly mobile optimized webapp
2. App functionality and content separated to enable installation…
3. …installation to enable offline
4. …installable to enable push notifications

1. responsive
2. app-like interactions
3. …installation
4. …installable

Technically A Progressive Web App

=

browser support

+

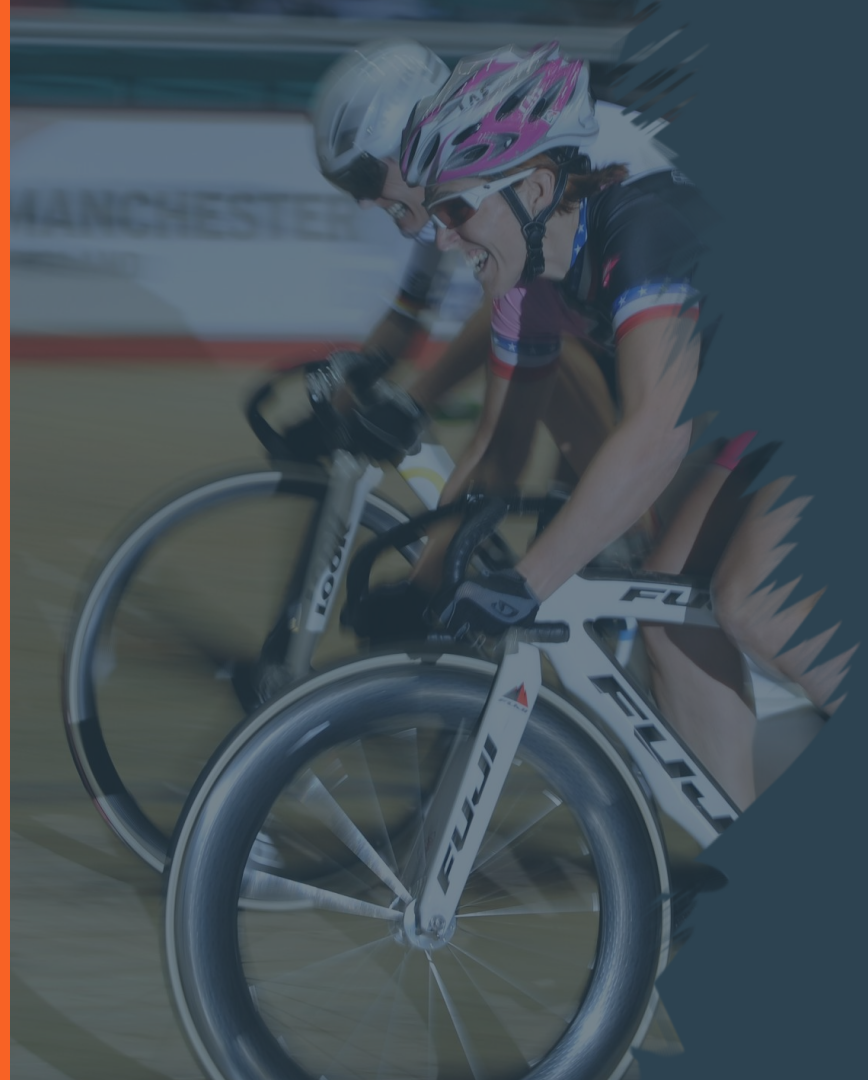
new web technologies

+

design patterns

+

performance



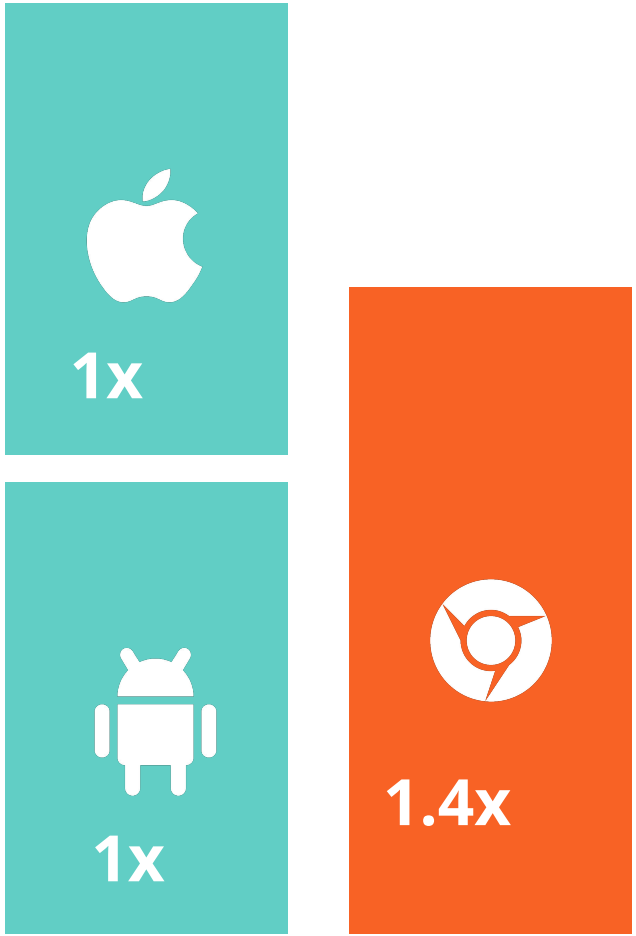
Why is the web catching up?

- Better development tools and methodologies: performance in the spotlight
- Brute force in hardware

What about Instant Apps?

" enables Android apps to run instantly, without requiring installation "

- / get rid of install friction
- / no additional code?
- / security / privacy concerns


1x
1x
1.4x

Native App

- reach is less important
- huge, loyal user base
- used very often
- needs top performance

WEB APPS

- reach is important
- new product
- not super UI heavy
- not used super often (b2c)

Make product strategy not war.

Thank you for your attention

Balázs Fónagy

UX Lead

balazs.fonagy@supercharge.io

Balázs Kovács

Chief Solution Architect

balazs.kovacs@supercharge.io

Supercharge