

PWAs / Mini-App Analysis

Kenny Yuan, May 2019

About Me

- Line manager of Intel Beijing web team
- ~ 10 years experience in web
- Team is working on PWAs & related technologies for years
 - Mojo, Push Messaging, Notification, Worker, Mojofication of SW/etc., Servicification of Devices, W3C Serial API (Fugu), Shape Detection (Fugu)
 - Service Worker re-arch/feature/bug, WebNFC API (Fugu)
 - Web Machine Learning / etc.

PWAs Recap — 他山之石，可以攻玉

- Web is the app platform (no longer “docs with links”). PWAs emerges naturally
 - Foot-voting is a long time tradition in web history
- PWAs: an umbrella term covers a set of (evolving) practical open standards
- Measurable business success + promising bright future



Microsoft

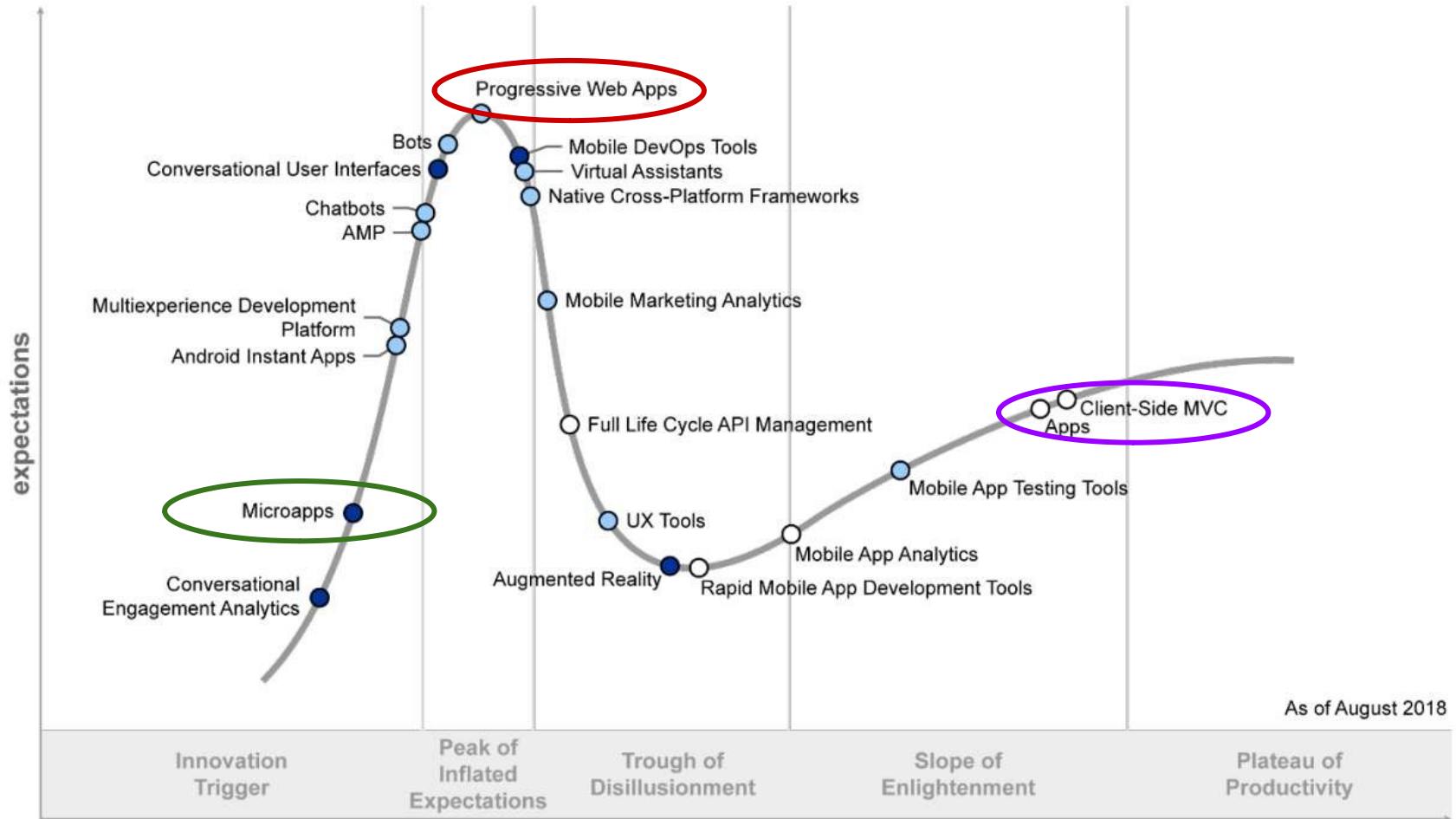
“We’re all-in on PWAs”... “making PWAs first-class app citizens in Windows”



PWAs is one of the “four pillars” of the next gen web, PWAs are coming to Play Store



“PWAs will have replaced 50% of general-purpose, consumer-facing mobile apps by 2020”



As of August 2018

Gartner: Hype Cycle for Mobile Apps and Multi-experience Development

PWAs Myth Busters

- PWAs are just another round of front-end buzz word
 - WDYT ?
- PWAs migration is a lot of heavy work
 - You can start “progressively”
- PWAs only have limited capabilities
 - Check out Project Fugu / MS Store PWAs
- You have to choose PWAs over native, or vice versa
 - There are use cases for both, and they can be combined
- Nobody in China uses PWAs, it’s blocked
 - Check out 163.com / weibo.com / csdn.net & etc.

Mini-Apps Recap (Skipping Basics / China Specific)

- Enormously successful: extremely High DAU / MAU and high growth
- But somewhat chaotic: multiple standards from various providers
- Practical: e.g. in payment, market seg. / penetration & many other aspects.
- User Engaging: many ways to approach to user / get a foot in mega-apps

— The next candidate of Copy-From-China ?

Yeah, Seriously...

- Would he do mini-program as well?
- A divergent web, or a pioneer web?
 - It all depends

Facebook's future

Mark Zuckerberg wants to build WeChat for the West

It will revolve around turning the social network's messaging services into something akin to a Chinese mega-app



Print edition | Finance and economics >

May 2nd 2019 | MENLO PARK AND SAN JOSE

What's Different: PWAs vs Mini-Apps

- Tech: e.g. in browser vs. WebView / web-derivatives
- Global trending vs. China specific hot topic
- Open standards vs. many proprietary specs

— But with lots of things in common

What's in Common: PWAs vs Mini-Apps

- Web technology driven, with native apps look-n-feel, backed up by services
 - Fast TTM, cost efficient
 - Multiple app portals / entrances
 - Addressing app fatigue: light weight, instant startup, shareable & etc.
 - Developer control: e.g. update, distribute, etc.
 - Constant capability demand from developers
- What about open standards ?

Open Standard - Could be the One

- Necessity: perspective of developers, competitors, ecosystem & etc.
- Viability: in many aspects...
- We probably see whys, is it good time for what, when and how?
 - What Intel can help on this...

