SimiCart

NATIVE APP VS. PWA

Understand the use of Native App & PWA and how they differ

01

Definition

Understand the definition
of Native App & PWA.

01. DEFINITION

a. Native App

A native mobile app is a mobile application that is built exclusively for a particular operating system, such as Android or iOS. It is coded in a specific programming language for each platform, such as Objective C or Swift for iOS, and Java for Android.

Users can download native apps to their smartphones via mobile app marketplaces like Apple App Store or Google Play Store. The app will then be installed onto the device and will show an icon on the home screen or app screen.

b. PWA

PWA stands for **P**rogressive **W**eb **A**pp. The word "progressive" can be explained as "as the user progressively builds a relationship with the app over time, it becomes more and more powerful" - Pete LePage - Google Developer Advocate.

Basically, PWA turns your mobile website into an app. Users who access your website from mobile devices will be automatically redirected to the PWA, which looks and feels just like a native app, without the need to download and install.

02

Pros and cons

Distinguish the differences between Native App & PWA.
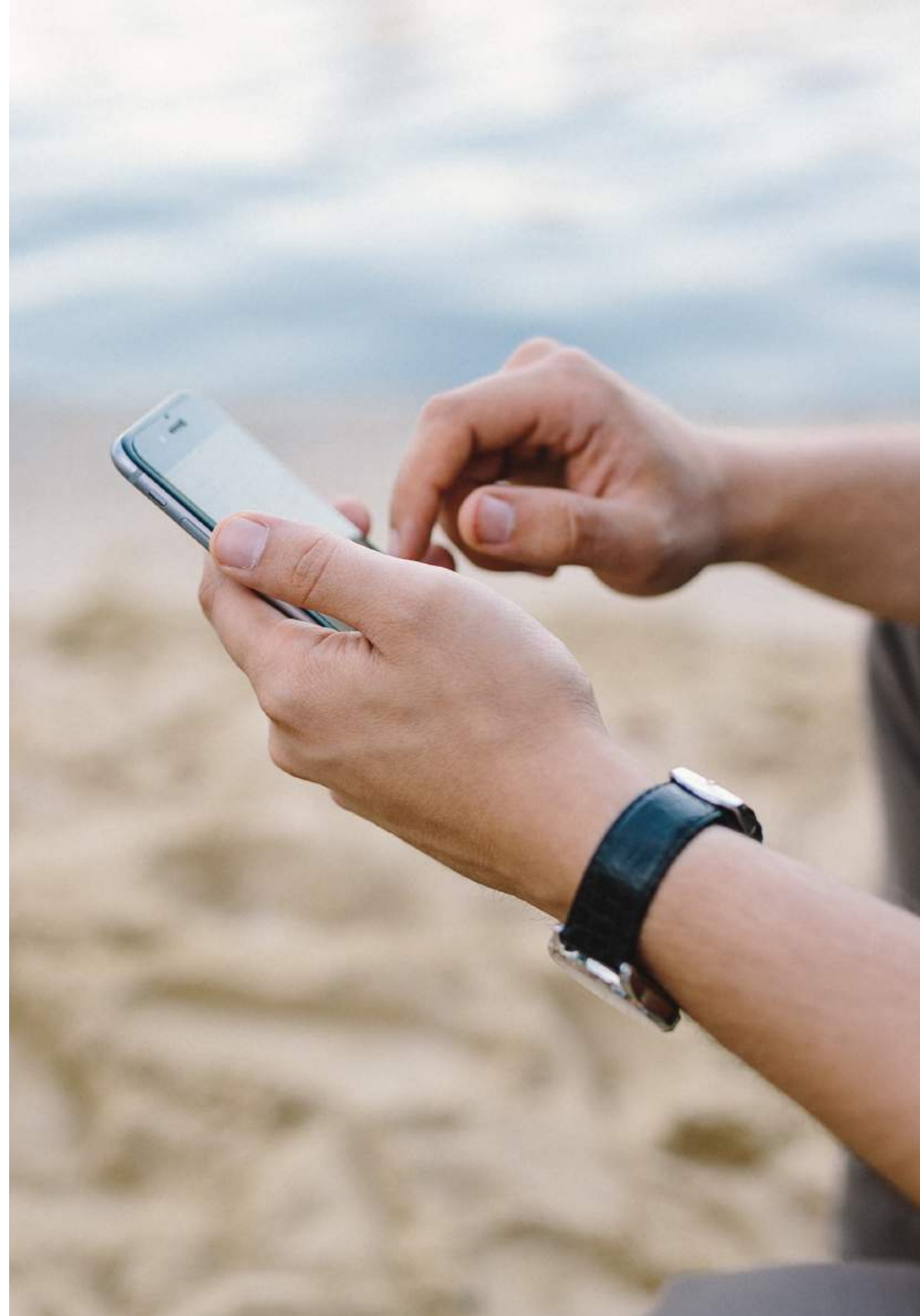
02. PROS & CONS

a. Native App

Pros

✔ **Fast:** Since a native app is built for a particular device and its operating system, it provides smooth performance and a high degree of reliability.

✔ **Safe:** Before native apps be approved on app stores, they have to pass all the rules and quality guidelines, including privacy, security, spam, adult content and many more. Although the quality guidelines are different among different app stores (Google Play and Apple Store, for example), user can be assured of the app's safety and security when they download it from any app stores.

✔ **Functionality:** Native apps allow direct access to the device's hardware and native features, such as GPS, camera, accelerometer, and so on. Their powerful functionality enables native apps to create a more personalized and truly omnichannel shopping experience:

- Native apps can remember customers' account info, as well as their shipping and billing details, which makes shopping quick and easy.
- Using device's location, you can deliver location-specific content (store-view, currency, push messages,..).
- Native apps are proven to unify online and offline experience. Apps drive customers to your store by allowing them to locate the nearest store and check stock availability, scan product code,..

Cons

✔ **High development cost:** Since every mobile platform uses a different native programming language (iOS uses Objective-C, Android uses Java, Windows Mobile uses C++ and so on), native app development requires more knowledge and human resource, thus increasing the cost.

✔ **Publish requirement:** The app stores publish process can sometimes be a real pain, especially when the app got rejected. The review process can take up to 3 days, and if the app gets rejected, resubmission will take another 3-day review. Also, the need to download and install native app from app stores may discourage lazy customers, who will just make their purchase directly on mobile sites (which, in fact, takes more time and effort).

02. PROS & CONS

b. PWA

Pros

✔ **All mobile platforms supported:** Once PWA is built, it can be accessed via any mobile platforms like Android, iOS or Windows phone, since PWA is browser-based, not OS-based.

✔ **Up-to-date:** Changes made to a PWA will take effect immediately, as soon as users refresh the page.

✔ **Broader audience reach:** Because PWA is still technically a website, its content can be indexed and discoverable on search engines like Google. This opens up opportunities for Search Engine Optimization practices, which enables PWA to reach a larger base of users compared to native app.

✔ **No need to publish:** PWAs do not require app store submission, which reduce development time. This also means users can access the app instantly on any browser, without the need to download and install, which is a relief for lazy customers.

✔ **Low development cost:** Since PWA can be developed once and then be applied to any mobile platforms, the development cost for PWA is relatively small compared to native apps'. Another reason is that PWAs use programming languages and technologies that are more commonly understood and have a much larger developer base.

Cons

✔ **Functionality:** Unlike native apps, PWAs can access only a limited amount of a device's native features and hardwares. Therefore, merchants have less capability to tailor experience for their customers.

✔ **Security:** Without the need to publish to app stores, PWAs do not need to follow any rules or quality guidelines, nor go through any reviews. The security of PWAs, therefore, are not guaranteed, which may make customers hesitate in making their purchase in app.

03

Their usage

Understand the use of Native App & PWA and how they can work together

03. What Native Apps and PWAs are good at

a. Native App

✔ **Convert:** It may be a little hard at first to convince your customers to download and install your native app. But once they do, they are three times more likely to make their purchase (compared to mobile sites). With all of its strengths, a native app is the best channel at monetizing these customers, driving higher customer lifetime value than any other channels.

✔ **Engage & Retain:** No one takes time to download and install an app just to purchase one product and never come back. When your app stays on customers' mobile home screen, they will definitely come back and make another purchase, or else they would've deleted the app already (unless they are too lazy to delete apps they don't use, in which case, if they are that lazy they wouldn't even take time to download and install your app in the first place).

b. PWA

✔ **Attract:** Most customers typically land on your site first. It's critical for your site to show up with a fast and effortless experience. If your mobile site is slow to load or react, a shopper might drop off, or worse - head to a competitor. That's where PWAs come in. Its ability to load instantly - even under low-quality network, minimizes the bounce rate for your mobile site. With near-instant loading time, PWAs respond quickly to user interactions with silky smooth animations.

✔ **Convince:** PWAs empower your brand to turn any visitor into your brand's customer. With an app-like look and feel, PWAs provide shopping experience that is powerful enough to impress first-time users from page one. By simplifying the checkout process, it minimizes cart abandonment for your mobile site.

04. How Native App and PWA can work together

Since Native App and PWA each perform well at different tasks, they can work together to achieve an overall goal. By improving mobile experience for all customers - regardless of how they choose to interact, they maximize your conversion and retention, which results in higher revenue.

In short: Your business needs both native app and PWA for a better mobile strategy. Use PWA to attract new visitors and turn them into your customers, and use native app to grow loyalty and keep them coming back.

Here's how Native App and PWA fit into your Customer Purchase Journey:
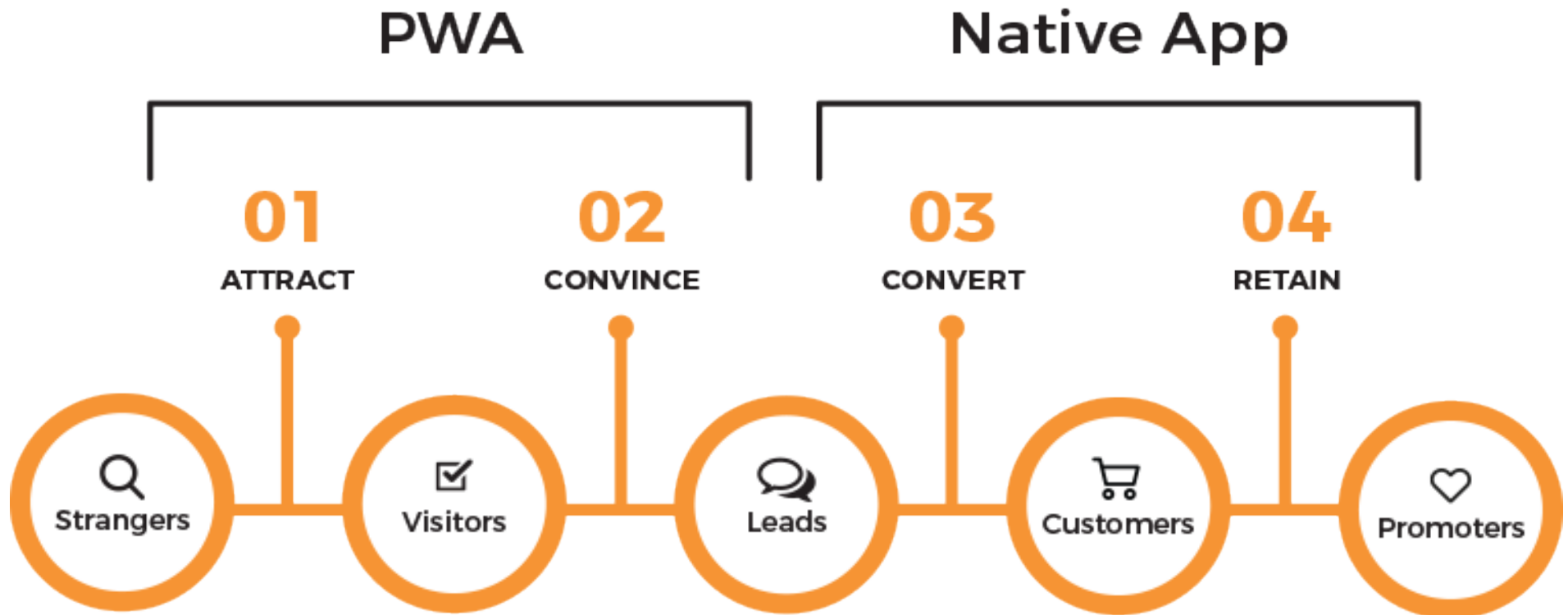
05. Conclusion

People are turning to their devices to shop anytime, anywhere. With everything at their fingertips, they are demanding a better shopping experience on mobile, without caring about the technology behind the scenes. Knowing your audience and creating a mobile experience beyond expectation is the key to engage customers and keep them coming back.

Choosing the right mobile commerce solution for your Magento store is critical to your mobile growth and success. If you are looking for a reliable and cost-effective solution for app building, marketing, sales and management, then SimiCart is your ultimate choice.

Contact us at support@simicart.com to request a free demo app for your Magento store

SimiCart is the mobile commerce solution for Magento merchants to build, manage and leverage their shopping apps. Especially designed for today's mobile consumers, it integrates with your existing Magento platform to create a seamless shopping experience across all channels. Our mobile apps focus on delivering fast & rich customer experience with visually appealing design to keep your customers engaged and boost your bottom line.

For more information, please visit **www.simicart.com**