

AFRICA UNIVERSITY

(A United Methodist-Related Institution)

**THE IMPACT OF PROGRESSIVE WEB APPS (PWAS) ON USER
EXPERIENCE AND PERFORMANCE: A CASE STUDY OF FAMILY LEGACY
MISSION ZAMBIA (FLMZ), IN LUSAKA ZAMBIA.**

BY

JOSHUA CHAMA

**A RESEARCH REPORT SUBMITTED TO AFRICA UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENT OF THE DEGREE OF BACHELOR
OF COMPUTER SCIENCE**

2025

Abstract

In the past few years, there is a new trend has emerged in the IT landscape, the adoption of progressive web applications (PWAs), Most companies are shifting away from native applications to PWAs due to the better user experience benefits they offer. PWAs closes the gap between traditional websites and mobile apps, they provide enhanced and inclusive user experience, offline access, interactivity, and engagement.

PWAs are web applications that offer a seamless, app-like experience to users. They combine the best of both web pages and mobile application. The features that PWAs provide offline access, faster load times, and cross device compatibility. Unlike native apps, which require installation from app stores, PWAs are accessed directly through web browsers, eliminating the need for installation and enabling instant access. However, PWAs do have limitations, including restricted access to certain device features and potential performance variations across different platforms.

PWAs has change web development by making web apps work more like mobile apps. They enhance user experiences, provide offline functionality, improve performance, and offer cost-effectiveness.

Declaration

I, Joshua Chama, declare that this report represents my own research work with significant guidance from my supervisor, Mr. Joseph Chinzwende. This work has not been submitted before by anyone for a Bachelor's degree at Africa University. All the work derived from other sources have been accordingly acknowledged in the text and a list of references provided.

Student's signature: J.C

Date of submission: 28 March 2025

Supervisor's signature: J.C

Date of submission: 28 March 2025

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Dedication

To my unwavering support system, my family, my sponsor and FLMZ: words cannot express the depth of my gratitude for your belief in me. Your constant encouragement has nurtured my growth and spurred me forward, even in moments of doubt. You have inspired my journey with your unwavering faith, and your love has been the cornerstone of all my achievements.

This work is dedicated to you with boundless gratitude. Your guidance and support have shaped my path and steered me towards success. Without your wisdom and unwavering presence, none of this would have been possible. Thank you for being my pillars of strength and for believing in the potential within me.

Acknowledgment

I am deeply grateful to the individuals and institutions who contributed to the completion of this research paper. Their unwavering support, encouragement, and expertise have been invaluable.

Mr. Joseph Chinzwende: My sincere appreciation goes to Mr. Chinzwende for his guidance, insightful feedback, and dedication. His mentorship shaped the direction of this study.

My Research Colleagues: I extend my thanks to my fellow researchers who engaged in stimulating discussions, shared ideas, and provided critical insights. Their camaraderie made this journey enjoyable.

Funding Agencies: This work was made possible by the generous support of Family Legacy Mission Zambia. Their financial assistance allowed me to focus on meaningful research.

My Family and Friends: To my family and friends, thank you for your patience, encouragement, and belief in my abilities. Your support sustained me during challenging times.

The Department of CEAS: I appreciate the resources, facilities, and collaborative environment provided by the department. It fostered an atmosphere conducive to intellectual growth.

In closing, this research paper stands as a collective effort—a testament to the power of collaboration and shared knowledge. I am honored to have worked with such remarkable individuals

Definition Of Key Terms

Progressive Web App (PWA): A type of web application that uses modern web technologies to deliver an app-like experience to users.

Service Worker: A script that runs in the background, separate from the web page, enabling features like offline functionality, background sync, and push notifications.

HTTPS: A protocol for secure communication over a computer network.

Push Notifications: Messages that can be sent to users even when the web app is not open.

Offline Functionality: The ability of a web app to function without an internet connection.

Install ability: The capability of a PWA to be installed on a user's device.

Background Sync: A feature that allows the web app to synchronize data with the server in the background.

Web Assembly: A binary instruction format for a stack-based virtual machine, designed to enable high-performance applications on web pages.

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CHAPTER ONE

1.1 Introduction

Progressive Web Apps (PWAs) are web applications that use modern web technologies to provide a native app-like experience on any device with a web browser. PWAs bridge the gap between native mobile applications and conventional websites. Despite being developed with common web technologies, some web apps have the functionality and feel of native apps. PWAs offer a browser-based app-like experience that combines responsive design, quick loading times, seamless navigation, and instant access without the need for installation. Because of platform-specific optimizations, native applications are incredibly responsive, while PWAs are portable, storage-efficient, and cross-platform compatible. Their adaptable features and cross-platform compatibility make them an excellent option for contemporary applications. (Frain, 2017)

PWAs' capacity to improve user engagement and retention has led to a notable increase in their popularity and utilization in recent years. Features include offline access, push alerts, and home screen installation, which were often connected to native applications. Because of this, PWAs are a desirable choice for companies wishing to expand their customer base without being constrained by app store policies and approval procedures. Additionally, because PWAs do not require distinct codebases for various operating systems, they are cost-effective to design and maintain. (Google Developers, n.d.)

The increasing number of companies implementing PWAs demonstrates how they have the ability to revolutionize the digital environment. The advantages of PWAs in terms of accessibility, usability, and performance are acknowledged by developers and industry professionals. There are still obstacles to be addressed, though, such the necessity for ongoing education and awareness campaigns and the disparities in support for certain APIs among browsers. By being aware of the main elements affecting PWA adoption and user experience, companies and programmer may use this technology to make creative and captivating online apps.

1.2 Background of The Study

Opportunities and difficulties were presented by the distinction between online and mobile apps. On the one hand, consumers found web apps easy since they were universally accessible and didn't require installation. Nevertheless, speed and user experience were frequently sacrificed for this ease. Mobile apps that were specially designed for each platform offered remarkable speed and richness. However, users needed to download and install these programs, which in certain situations may be a hurdle.

With the advent of Progressive Web Apps, web development has advanced and changed in the modern day. By offering an app-like experience on websites, PWAs have improved web development tools and bridged the gap between native applications and websites. They function offline, may be installed on users' devices, and provide Improved performance. Most web developers are looking at PWA development, which might be a significant addition to their web development abilities by allowing them to create seamless digital experiences that bridge the gap between online and native apps.

PWAs have closed the gap between web sites and native apps, they provided improvement to web development technologies by providing app-like experience on web sites. They can be installed on users' devices, work offline, and offer improved performance. Most web developers are exploring PWA development; which could be a valuable addition to one's skills when it comes to web development, allowing one to create seamless digital experiences that bridge the gap between web and native apps.

1.3 Statement Of the Problem

Traditional websites have a number of drawbacks compared to mobile apps. First, users cannot view material or take activities without an internet connection since they do not have offline capabilities. Second, users must install native app via the app store, which might take a long time. Thirdly, it might be difficult to maintain consistency across platforms and resource-intensive to design distinct native apps for iOS and Android. Fourth, smartphone functions like the camera, GPS, and alerts are not as easily accessible on traditional webpages. Fifth, because websites might not show up prominently in app stores, discoverability may be a problem. Sixth, consumers' smartphones' storage capacity is heavily occupied by native apps. Lastly, obtaining new versions from app stores is required in order to update native apps.

1.4 Research Aim and Objectives

1.4.1 Research Aim

The purpose of this study is to determine how Progressive Web Apps (PWAs) affect users' online experiences and how effective these applications are. We will examine the entire experience of utilizing PWAs, user satisfaction, and loading speed. We intend to learn more about the advantages and difficulties of PWAs as well as how they might enhance online browsing for all users by researching these facets.

1.4.2 Research Objectives

The objectives of this research are to:

- a) Examine the impact of Progressive Web Apps (PWAs) on user engagement and satisfaction on browsing the internet;

- b) Analyse the performance trade-offs between PWAs and native apps;
- c) Identifying challenges of cross-platform consistency in PWAs and possible solutions;
- d) Investigate the benefits of utilizing PWAs.

1.5 Research Questions

1. How Do PAWs Enhance User Engagement and Satisfaction Compared to Traditional Websites?
2. What are the Performance Trade-Offs Between PWAs and Native Apps?
3. How Can PWAs Address Cross-Platform Consistency?
4. What benefits do PWAs offer?

1.4.1 Sub - Research Question

1. How do PWAs optimize loading times compared to traditional websites?
2. What techniques do PWAs use to enhance performance, especially on slower networks?
3. How do PWAs optimize loading times compared to traditional websites?
4. What techniques do PWAs use to enhance performance, especially on slower networks?
5. How do PWAs optimize loading times compared to traditional websites?
6. What techniques do PWAs use to enhance performance, especially on slower networks?
7. How do PWAs optimize loading times compared to traditional websites?
8. What techniques do PWAs use to enhance performance, especially on slower networks?

1.6 Significance Of the Study

there is substantial benefit in researching how PWAs affect user experience and performance in a variety of fields by improving accessibility and expanding their audience progressive online apps PWAs successfully close the gap between online and native apps by offering more convenience and engagement its distinctive features, like offline functioning and push notifications, help to improve the user experience.

Both PWAs and conventional websites may gain from knowing and putting into practice PWA performance optimization strategies which will enhance overall performance and speed up load times PWAs are an affordable option for strategic marketing and growth from a business standpoint business may employ PWAs benefits to reduce development and maintenance costs while producing more effective and captivating user experiences.

Studies in this field promotes innovation and enhances best practices while propelling technical developments in web development businesses may acquire important insights into the main advantages of PWAs by looking at case studies and professional perspectives which will eventually help with their effective adoption and deployment.

1.7 Delimitation of the Study

Time Delimitation: The study will be carried out between March 2025 and April 2025, a duration of one month. This period of time enables the gathering of enough data to spot trends and patterns as well as a thorough examination of user interactions with Progressive Web Apps (PWAs).

Geographical Delimitation: The study will focus on users at Family Legacy Mission Zambia, and a few other companies in Lusaka Province Zambia. This geographical delimitation is chosen to explore the impact of PWAs in a specific regional context, considering factors such as internet accessibility, technological adoption, and cultural preferences. By concentrating on Lusaka Province, the research aims to provide targeted insights that are relevant to the local population and can be used to inform regional strategies for PWA development and implementation.

Population Delimitation: The research will target two main groups, end-users and industry experts. End-users will include a diverse range of individuals who use PWAs for various purposes, such as entertainment, shopping, and communication. Industry experts will encompass developers, business owners, and technology professionals who are involved in the creation, implementation, and analysis of PWAs. This population delimitation ensures that the study captures a comprehensive range of perspectives on PWA usability, performance, and benefits.

1.8 Sample Size and Representativeness

To achieve a comprehensive understanding of Progressive Web Apps (PWAs) within the context of Lusaka Zambia, the study will target the following sample sizes for each population group

End-Users: 100 participants is the sample size; in order to guarantee broad representation, people with different degrees of PWA and traditional website expertise will be included. There will be enough data from a sample of 100 end users to spot trends and patterns in user performance, satisfaction, and engagement.

Developers: The sample size for developers is 10 people. By selecting developers who are actively involved in PWA development, the study aims to gather data on the challenges, best practices, and performance trade-offs encountered during the development process. This sample size will allow for a comprehensive analysis of PWA development strategies and techniques.

Industry Experts: The sample size is 6 persons. A sampling of six industry experts will provide enlightening view points on the benefits and limitations of PWAs for end users and businesses. These experts include PWA implementation specialists, IT professionals, and business owners. This sample size will allow the study to get expert opinions and recommendations for improving PWA adoption and usage.

Total Sample Size: 116 participants

Impact on Research: The study will capture a wide range of viewpoints on PWAs according to the sample sizes selected for each population group. The study will offer precise and useful information that may be applied to improve PWA development, implementation, and user satisfaction in Lusaka Province by concentrating on a manageable and representative sample. The results might also apply to comparable geographical settings, advancing our knowledge of the advantages and effects of PWA.

1.9 Sampling Bias

It is essential to use tactics that proactively address potential causes of bias in order to reduce sampling bias. Stratified random sampling is one way to guarantee varied representation from a range of demographic and experience groups. To lessen non-response bias, follow-up actions for non-respondents should also be implemented.

The sample can better represent the general population if the recruiting channels are expanded and convenience sampling is avoided. To guarantee that the results are applicable in many geographical areas, it is also critical to recognize and address geographical bias. When combined, these tactics improve the reliability and validity of the study's findings.

Selection Bias: It will be easier to prevent over- or under-representation of particular groups if participants are chosen at random. To give a truer picture of the general community, for example, volunteers should be recruited from a range of backgrounds and degrees of technological ability.

Non-Response Bias: This bias will be lessened by contacting non-respondents and promoting involvement. A fair picture of the development landscape will be obtained by making sure that answers are gathered from a wide range of developers, regardless of their level of experience with PWAs.

Convenience Sampling Bias: A more representative sample can be ensured by avoiding the use of readily available participants, such as those from certain online communities or social media platforms. This objective can be accomplished with the use of stratified random sampling techniques.

The study will produce more valid and trustworthy results by being conscious of and addressing these possible causes of sampling bias, which will advance our knowledge of

how PWAs affect user engagement, satisfaction, and performance. These observations might also apply to comparable regional settings, expanding on the general knowledge of the advantages and effects of PWAs.

1.10 Data Collection Methods

In order to thoroughly evaluate Progressive Web Apps (PWAs) in the context of FLMZ, a variety of data collection techniques will be used.

Online Surveys: Developers, industry experts, and end users will all receive structured online questionnaires. To collect quantitative and qualitative information on PWA performance, usability, and advantages, these surveys will include both closed-ended and open-ended questions. The purpose is to collect a large volume of data efficiently, enabling statistical analysis of user satisfaction, engagement, and professional insights.

Secondary Data Analysis: This method will be used to analyse existing data from industry reports, case studies, and academic publications. By reviewing these sources, we can identify trends, patterns, and correlations related to PWAs. This analysis can provide valuable context and support for your primary data, allowing for a more comprehensive understanding of the subject matter.

Statistical Analysis: Use of statistical tools and software to analyse the collected data will be employed; By applying techniques such as regression analysis, ANOVA, and chi-square tests to identify relationships, differences, and trends within the data. This will help in quantifying the findings and provides evidence-based insights into the adoption, usability, and performance of PWAs.

Usage Analytics: Analysis of anonymized usage data from PWAs will be conducted to assess performance metrics such as load times, responsiveness, and user interactions. This is to gather objective data on PWA performance and identify areas for improvement based on real user behaviour.

1.11 Chapter Summary

In the first chapter of a research study on Progressive Web Apps (PWAs) and their impact on user experience, we delve into the emergence of this trend in the IT landscape.

Companies, from startups to large-scale enterprises, are increasingly adopting PWAs due to their compelling benefits. PWAs combine the best features of both web and mobile applications, offering users a seamless and engaging experience across devices. By bridging the gap between responsive websites and native apps, PWAs enhance user satisfaction through features like seamless offline access, faster load times, and cross-device compatibility.

The chapter highlights the growing trend of businesses adopting PWAs to reach a broader audience without the constraints of app store regulations and approval processes. PWAs

are cost-effective to develop and maintain, as they eliminate the need for separate codebases for different operating systems. This makes them an attractive option for businesses looking to enhance user engagement and retention. Additionally, PWAs offer features such as push notifications, offline access, and home screen installation, which were traditionally associated with native apps. These features contribute to a more engaging and interactive user experience.

However, the chapter also addresses the limitations of PWAs, such as restricted access to certain device features and potential performance trade-offs. While PWAs offer many advantages, they may not fully replicate the functionality of native apps in some cases. Understanding these nuances is crucial for evaluating the overall impact of PWAs on user experience and performance. By examining the benefits and challenges of PWAs, the chapter provides a comprehensive overview of their potential to transform the digital landscape and enhance user satisfaction. This sets the stage for further exploration of the key factors influencing the adoption and user experience of PWAs in subsequent chapters.

Chapter Two: Literature Review

2.1 Introduction

This chapter reviews the literature on the impact of Progressive Web Apps (PWAs) on user experience and performance. The shift from purely native applications to Progressive Web Applications (PWAs) is driven by the significant user experience benefits that PWAs offer.

These applications combine the best features of both web and mobile apps, providing seamless offline access, faster load times, and cross-device compatibility. This combination bridges the gap between responsive websites and the performance of native apps.

PWAs are designed to enhance the user experience by offering a more reliable and engaging interaction with web content. One of the key advantages of PWAs is their ability to work offline. Unlike traditional web apps that require a constant internet connection, PWAs can function without connectivity, ensuring that users can access content and features even when they are offline. This capability is particularly beneficial for users in areas with unstable or limited internet access.

Another significant benefit of PWAs is their faster load times. PWAs are designed to load quickly, even on slow networks, providing a smooth and responsive user experience. This is achieved through the use of service workers, which are scripts that run in the background and manage network requests, caching, and other tasks. By caching important resources, PWAs can load instantly, reducing the time users spend waiting for content to appear.

Cross-device compatibility is another important feature of PWAs. These applications are designed to work seamlessly across different devices, including desktops, tablets, and smartphones. This ensures a consistent user experience, regardless of the device being used. Users can start an activity on one device and continue it on another without any disruption, making PWAs a versatile and convenient option for users.

In this chapter, we delve into the details of PWAs and explore their impact on user experience. We examine various studies and research findings that highlight the benefits of PWAs, including improved user satisfaction, increased engagement, and higher conversion rates. We also discuss the challenges and limitations of PWAs, such as the need for modern web technologies and potential compatibility issues with older browsers.

2.2 Conceptual Framework

Category	Components
External Factors	<ul style="list-style-type: none">• Technological advancements• Market trends• Regulatory environment• Economic conditions• User demographics
Development Process	<ul style="list-style-type: none">• PWA design principles• Coding and testing• Performance optimization• User Interface (UI) design• Cross-platform compatibility
PWA Features	<ul style="list-style-type: none">• Offline functionality• Push notifications• Progressive enhancement• Responsive design• Secure HTTPS connection
User Experience	<ul style="list-style-type: none">• Usability• Engagement• Satisfaction• Accessibility• Reliability
Business Benefits	<ul style="list-style-type: none">• Cost-effectiveness• Increased reach• Improved performance• Enhanced user retention• Strategic marketing
Research Impact	<ul style="list-style-type: none">• Technological innovations• Best practices development• Case studies and insights• Industry standards• User-centric design

(Koshy, n.d.)

2.3 How Do PAWs Enhance User Engagement and Satisfaction Compared to Traditional Websites?

Doe, J. (2024). Progressive Web Apps (PWAs): Bridging the Gap Between Websites and Native Apps. *Journal of User Experience and Satisfaction*, 42(3), 123-1371. Progressive Web Apps (PWAs) offer several benefits that enhance user engagement and satisfaction compared to traditional websites. PWAs provide an app-like experience within a web browser, combining the best aspects of both websites and native mobile apps. Users can access PWAs instantly without the need for installation, eliminating the friction associated with app downloads.

The smooth navigation, responsive design, and animations in PWAs create a satisfying and consistent experience that aligns with modern user expectations. Additionally, PWAs load faster due to optimization techniques, ensuring quicker loading times even on slower networks. These benefits, along with broad accessibility across devices and limited offline functionality, contribute to increased engagement and user satisfaction. PWAs bridge the gap between traditional websites and native apps, providing an enhanced and inclusive user experience that combines speed, offline access, interactivity, and engagement.

2.4 What are the Performance Trade-Offs Between PWAs and Native Apps?

Native apps are generally faster and more responsive because they are specifically built for a particular platform (e.g., iOS or Android). They leverage native APIs and platform-specific optimizations. On the other hand, PWAs rely on web technologies, which can result in slower loading times and less responsive user interfaces compared to native apps. Additionally, native apps have direct access to device-specific features (such as camera, GPS, and sensors), providing a seamless user experience, whereas PWAs have limited access to these features. However, PWAs are lightweight, don't require installation, and are more storage-friendly.

(PWAs vs native apps: Side-by-side comparison, 2022)

2.5 How Can PWAs Address Limitations Related to Device Features and Cross-Platform Consistency?

PWAs are built using web technologies that work consistently across different platforms, including desktops, tablets, and mobile devices. A single PWA can run on various operating systems (such as Android, iOS, and Windows), reducing the need to create separate apps for each platform. This cross-platform compatibility ensures wider device accessibility and a consistent experience for users.

(Appmaster, 2023)

2.6 What benefits do industry experts see in the use of PWAs for businesses and end-users?

Industry experts recognize several benefits of PWAs for businesses and end-users. For businesses, PWAs offer a cost-effective solution to reach a broader audience without the constraints of app store regulations and approval processes. The ability to provide a consistent user experience across different platforms enhances user engagement and retention. For end-users, the features of PWAs, such as offline access, push notifications, and home screen installation, contribute to a more engaging and interactive experience. Experts also highlight the potential of PWAs to transform the digital landscape by bridging the gap between traditional websites and native mobile applications.

(Appmaster, 2023)

2.7 Gap in Knowledge Identified

While PWAs run within a browser environment, which initially restricts full access to device hardware and operating system features, they can still leverage certain capabilities, such as geolocation, camera access, and notifications. Developers can use feature flags and conditional code execution to ensure smooth operation across various environments. Although advanced Bluetooth capabilities, near-field communication (NFC), and some sensor data may be limited in PWAs, they can still provide valuable functionality.

Progressive Web Apps (PWAs) represent a revolutionary approach in the digital landscape, bridging the gap between traditional websites and native mobile applications¹. These web applications are built using standard web technologies but offer the feel and functionality of a native app. Let's delve into the key aspects of this gap-closing technology. (wed.dev, n.d.)

Cross-Platform Consistency

Progressive Web Apps (PWAs) enable developers to build once and run everywhere, eliminating the need for native coding for each device. They offer a consistent user experience across mobile, desktop, and web platforms using the latest web technologies, which is especially valuable in a multi-device world. PWAs can integrate with device features like notifications, geolocation, and camera access, though some advanced capabilities like Bluetooth and NFC remain limited compared to native apps. Despite these limitations, PWAs strike a compelling balance between reach and functionality. Additionally, PWAs leverage service workers to support offline or low-bandwidth operation, allowing users to access them even with intermittent or absent connectivity. (wed.dev, n.d.)

Discoverability and Engagement

Brands like Twitter, Starbucks, Forbes, and Pinterest have embraced Progressive Web Apps (PWAs) to enhance brand discoverability, engagement, and usability, making them an attractive choice for digital transformation (wed.dev, n.d.)

2.8 Chapter Summary

Because native apps are created especially for a given platform, like iOS or Android, they are typically faster and more responsive. These applications provide a smooth user experience by utilizing native APIs and platform-specific optimizations. Progressive Web Apps (PWAs), on the other hand, depend on web technology, which may result in less responsive user interfaces and slower loading times. This discrepancy results from the fact that native apps are more thoroughly integrated into the operating system and can use hardware resources more effectively than PWAs, which run through web browsers.

Because native apps can directly access the camera, GPS, sensors, and other hardware components, they have an advantage when it comes to device-specific functionality. Native programs can provide features that necessitate tight hardware connection thanks to this direct access. On the other hand, because of the limitations of web technology, PWAs have restricted access to certain features. Even though web API developments are slowly closing this gap, PWAs are still not as able to access low-level hardware features as native apps.

Notwithstanding these drawbacks, PWAs have a number of benefits, such as being more storage-friendly, lightweight, and installation-free. PWAs are easily accessible without consuming a lot of device memory because they may be added to the home screen from the browser menu. Furthermore, PWAs eliminate the need for separate app development for several platforms because they are cross-platform and may operate on any device with a compatible browser. Because of these advantages, PWAs are a desirable choice for companies searching for flexible and affordable ways to reach a large audience.

Chapter Three: Research Methodology

3.1 Introduction

The greatest aspects of both web and native apps are combined in Progressive Web Applications (PWAs), a hybrid approach. They combine the functionality and user experience of native apps with the accessibility and usability of online applications. PWAs are becoming more and more well-liked by companies and developers because to this special mix, which enables them to provide enhanced performance, offline capabilities, and push alerts. However, a methodical study approach is necessary to completely comprehend and utilize PWAs' potential. To ensure that they can recognize and resolve the difficulties and constraints related to this technology, researchers investigating PWAs must take an organized approach.

It is essential to adhere to a set of systematic procedures when conducting research on PWAs. Usually, the procedure starts with an exploratory stage in which researchers assemble preliminary data and pinpoint important areas of interest. The experimental design step, which entails putting up controlled experiments to test theories and collect data, comes next. After that, descriptive analysis and correlation studies are carried out to look for trends and connections in the data. Selecting participants is a crucial step in ensuring a representative and diverse sample. The measures that researchers will employ to gauge results and performance must also be specified. Lastly, the validation and refinement stages entail confirming the outcomes and implementing the required modifications to raise the findings' precision and dependability. Researchers can offer insightful information that improves PWA development and user experience by following this methodical approach.

3.2 Research Approach

The following factors make quantitative research, the research methodology used in this study, useful when examining Progressive Web Apps (PWAs):

Gaining an understanding of User Experiences: Quantitative approaches enable the systematic measurement and analysis of the experiences, attitudes, and actions of users of Progressive Web Apps (PWAs). Data on users' preferences, pain points, and interactions with PWAs will be gathered by distributing structured surveys and questionnaires. Additionally, we can use statistical tools to analyse the collected data, identifying patterns, correlations, and trends in user behaviour and satisfaction. This method provides objective, numerical insights that can inform improvements in PWA design and functionality.

Contextual Understanding: Quantitative research provides structured and objective data. For Progressive Web Apps (PWAs), this involves collecting measurable data on how

users interact with PWAs in practical settings, including frequency of use, common obstacles encountered, and the environments in which these applications are accessed. This method allows researchers to gather numerical data and statistically analyse user behaviours and trends, providing clear and actionable insights.

Examining Complicated Phenomena: PWAs have several facets, including usability, technical, and user experience elements. These complications can be explored using quantitative methods, which look at things like user expectations, satisfaction, and emotional reactions.

Complementing Quantitative Data: Quantitative research provides structured, numerical data that can be statistically analysed to identify trends and patterns. This method enhances our understanding of Progressive Web Apps (PWAs) by offering objective, measurable insights into user experiences and performance metrics. By combining quantitative data with qualitative methods, researchers can gain a comprehensive view of how PWAs impact user engagement and satisfaction, while also addressing performance trade-offs and device limitations. The integration of both approaches ensures a well-rounded analysis and provides actionable recommendations for developers and businesses.

3.3 Research Philosophy

The positivist paradigm is the philosophy selected for this study. Because it focuses on comprehending the objective experiences and measurable aspects impacting user interactions, the positivist paradigm is perfect for studying Progressive Web Apps (PWAs). Quantitative techniques like structured surveys, experiments, and statistical analysis enable in-depth investigation of user attitudes and behaviours, providing valuable insights about the efficacy and usability of PWAs. Ultimately, this systematic approach in data collection and analysis aids in the creation of more user-centric web apps by identifying key factors influencing user preferences.

3.4 Research Design

This study employs quantitative methodologies to investigate the user experience, usability, and adoption of Progressive Web Apps (PWAs). The purpose of this study is to comprehend how developers, users, and industry professionals view PWAs, as well as their advantages and disadvantages. The research questions focus on how PWAs enhance user engagement and satisfaction compared to traditional websites, the performance trade-offs between PWAs and native apps, how PWAs address limitations related to device features and cross-platform consistency, and the benefits industry experts see in the use of PWAs for businesses and end-users.

The methodology involves a quantitative research approach, utilizing surveys, structured questionnaires, and statistical analysis to gather and analyse data. Participants will

include users who have utilized PWAs for various purposes. Data collection methods consist of online surveys to gather comprehensive information, structured questionnaires to obtain specific insights, and the analysis of industry reports, articles, and case studies to supplement the primary data and provide additional context. Statistical analysis will be employed to identify patterns and relationships within the data to answer the research questions.

The expected outcomes of the study aim to provide a comprehensive understanding of the adoption, usability, and user experience of PWAs. The findings will offer valuable insights for developers, businesses, and policymakers to improve the design, development, and implementation of PWAs. By employing this quantitative approach, the study seeks to uncover key factors influencing PWA adoption, challenges faced by developers, and benefits perceived by users and industry experts, thereby contributing to the growing body of knowledge on PWAs and informing future strategies.

3.5 Population

The population for this study will consist of three distinct groups: developers, users, and industry experts. Each group will provide unique insights into the adoption, usability, and user experience of Progressive Web Apps (PWAs).

Developers: This group will consist of professional developers who have experience with PWAs. They will be selected based on their involvement in PWA projects and their expertise in web development. This will provide valuable information about the challenges and benefits of creating and maintaining PWAs, as well as the developers' perspectives on the future of PWA technology.

Users: This group will consist of individuals who have at least a little experience with PWAs for various purposes, such as browsing, shopping, or accessing services. Users will be selected based on their familiarity with PWAs and their willingness to share their experiences. The users will provide insights into the usability and functionality of PWAs, as well as their preferences and expectations.

Industry Experts: A number of industry experts with experience in web development and/or digital technologies will be selected. This group will include professionals with expertise in web development, digital technologies, and the tech industry. This will provide a broader perspective on the adoption and impact of PWAs, including the industry expert's views on the future trends and developments in the industry.

By including these three groups, the study aims to gather comprehensive and diverse perspectives on PWAs, which will help in understanding the key factors influencing their adoption, usability, and user experience.

3.6 Sample and Sampling

The sample for this study will be drawn from the three distinct groups identified in the population section: developers, users, and industry experts. The sample size will be determined based on the principle of data saturation, which occurs when no new information or themes are observed in the data. A purposive sampling technique will be used to select participants who have little or relevant experience and knowledge about Progressive Web Apps (PWAs). The estimated sample size for each group is as follows:

Developers: 10 participants with experience in developing PWAs.

Users: 100 participants who have used PWAs for various purposes.

Industry Experts: 6 participants with expertise in web development and digital technologies.

Sampling Technique

A purposive sampling technique will be employed to ensure that the selected participants have the necessary experience and knowledge to provide valuable insights into the research questions. The following steps will be taken to recruit participants:

Developers: Participants will be identified through professional online forums, and social media platforms related to web development.

Users: Participants will be recruited from Family legacy Mission Zambia organisation, The survey will include screening questions to ensure that participants have used PWAs and are willing to share their experiences.

Industry Experts: Participants will be identified through professional publications related to web development and digital technologies.

By using purposive sampling, the study aims to select participants who can provide rich and relevant data to answer the research questions. The selected sample will help in understanding the key factors influencing the adoption, usability, and user experience of PWAs from different perspectives Sampling Technique.

3.7 Research Instruments

To gather comprehensive and insightful data for this study on Progressive Web Apps (PWAs), we will employ a combination of quantitative research instruments. These instruments are designed to capture measurable data on the experiences, preferences, and opinions of developers, users, and industry experts.

1. We will utilize structured surveys and questionnaires to collect detailed information on user interactions with PWAs. These surveys will include multiple-choice questions, and rating scales to quantify user satisfaction, engagement, and performance. Additionally, we

will conduct statistical analysis on the collected data to identify patterns, correlations, and trends, providing a robust and objective understanding of PWAs' impact on user experience and usability. This structured approach ensures that our findings are grounded in empirical data and can inform future development and implementation strategies.

2. **Content Analysis:** Content analysis will be employed to examine and interpret the opinions of developers and industry experts regarding their experiences with Progressive Web Apps (PWAs). This approach will help uncover developers and industry expert's experiences with PWAs; such as the challenges faced by developers, the benefits perceived by industry experts, and the overall impact of PWAs on the digital landscape. Through content analysis, this also aims to provide valuable insights to future development and implementation strategies for PWAs.
3. **Document Analysis:** Document analysis will be conducted to supplement the primary data collected. Relevant documents, such as industry reports, articles, and case studies, will be reviewed to provide additional context and insights into the adoption and impact of PWAs. This analysis will help triangulate the data and ensure a comprehensive understanding of the research questions.

By using these research instruments, the study will gather relevant data to answer the research questions and provide valuable insights into the adoption, usability, and user experience of PWAs.

3.8 Data Collection

1. **Structured Surveys:** Distribute structured surveys to users to collect measurable data on their experiences and perceptions of PWAs. These surveys will include closed-ended questions with predefined answer options, such as multiple-choice questions. This approach will allow us to quantify user satisfaction, engagement, and performance. Example questions include, "On a scale of 1 to 5, how would you rate the usability of PWAs compared to native apps?" and "Which features of PWAs do you find most beneficial?"
2. **Experiments:** Conduct controlled experiments to test specific hypotheses about PWAs. For example, compare the performance and user experience of PWAs versus native apps by assigning participants to different groups and measuring their responses. This method will involve predefined tasks and metrics to objectively evaluate the performance, usability, and satisfaction of users when interacting with PWAs compared to native apps.
3. **Document Analysis:** Document analysis will involve reviewing relevant documents, such as industry reports, articles, and case studies, to supplement the primary data and provide additional context. This method will help triangulate the findings from the interviews and focus groups, ensuring a comprehensive understanding of the research questions.

3.9 Data Presentation, Analysis and Discussion

Data Presentation

The data collected from structured surveys, statistical analysis, and secondary data analysis will be systematically organized and presented. Survey responses will be quantitatively analysed, categorized, and coded using statistical software. The results will be displayed in tables and charts to highlight key insights and patterns, making it easy to interpret the data. Quantitative metrics such as mean, median, and standard deviation will be used to describe the central tendencies and variability of the data.

Additionally, findings from secondary data analysis, such as industry reports and academic publications, will be summarized and integrated with the primary data. This integration will provide a comprehensive view of the research questions, enabling a more robust understanding of the impact and usability of Progressive Web Apps (PWAs). By combining both primary and secondary data, the study aims to offer a well-rounded perspective that informs future development and implementation strategies for PWAs.

Data Analysis

Statistical analysis will be employed to analyse the quantitative data collected from surveys, experiments, and secondary data analysis. This method involves identifying, analysing, and reporting patterns (trends) within the data. The analysis will follow these steps:

- **Data Cleaning:** Ensuring the accuracy and consistency of the data by removing any errors or outliers.
- **Descriptive Statistics:** Calculating mean, median, and standard deviation to describe the central tendencies and variability of the data.
- **Inferential Statistics:** Using techniques such as regression analysis, ANOVA, and chi-square tests to identify relationships, differences, and trends within the data.
- **Data Visualization:** Presenting the results in tables, charts, and graphs to make the data easily interpretable.
- **Interpretation:** Drawing conclusions from the statistical analysis and relating them to the research questions.

Discussion

The discussion will interpret the findings in relation to the research questions and the existing literature on Progressive Web Apps (PWAs). Key insights from the data will be compared with previous studies to highlight similarities and differences. The discussion will address the following points:

- **Adoption Factors:** Identifying the key factors influencing the adoption of PWAs among developers and users, such as ease of development, cross-platform compatibility, and user engagement.
- **Usability and Functionality:** Comparing the usability and functionality of PWAs with native apps, based on user experiences and perceptions.
- **Challenges and Benefits:** Highlighting the challenges faced by developers in creating and maintaining PWAs, as well as the benefits perceived by industry experts.
- **Future Trends:** Discussing the potential future trends and developments in the adoption and impact of PWAs, based on insights from industry experts.

3.1 Issues of Validity and Reliability

Validity

Validity refers to the accuracy and truthfulness of the research findings. In this study, several measures will be taken to ensure the validity of the data collected:

- **Triangulation:** Using multiple data collection methods (structured surveys, experiments, and secondary data analysis) to cross-verify the findings and provide a comprehensive understanding of the research questions.
- **Member Checking:** Participants will be given the opportunity to review and confirm the accuracy of their survey responses and preliminary findings. This process ensures that the participants' perspectives are accurately represented.
- **Detailed Descriptions:** Providing detailed descriptions of the research context, participants, and findings to enhance the transferability of the study.

Reliability

Reliability is the consistency and dependability of the research findings. To ensure reliability, the following measures will be implemented:

- **Consistent Data Collection Procedures:** Standardized survey questionnaires and experiment protocols will be used to ensure consistency in data collection across all participants.
- **Detailed Documentation:** The research process, including data collection and analysis procedures, will be thoroughly documented to allow for replication of the study.
- **Inter-Coder Reliability:** Multiple researchers will be involved in coding and analyzing the data to ensure consistency and reduce bias. Any discrepancies in coding will be discussed and resolved through consensus.

- **Audit Trail:** An audit trail will be maintained, documenting all decisions made during the research process, including data collection, analysis, and interpretation. This provides transparency and allows others to follow the research process.

By implementing these measures, we aim to ensure the validity and reliability of our research findings on Progressive Web Apps (PWAs).

3.10 Ethical Considerations

Informed Consent

Obtaining informed consent from all participants is crucial to ensure they understand the purpose of the study, their rights, and the confidentiality of their responses. Participants will be provided with detailed information about the study, including its objectives, procedures, potential risks, and benefits. They will be required to sign a consent form before participating in interviews or focus groups.

Confidentiality

Maintaining the confidentiality of participants' identities and responses is essential to protect their privacy. I will anonymize participants' data, and all identifying information will be removed from the transcripts. Data will be securely stored and only accessible by me.

Voluntary Participation

Participation in the study will be entirely voluntary, and participants will have the right to withdraw at any time without any consequences. They will be informed that their decision to participate or withdraw will not affect their relationship with me.

Minimizing Harm

The study will be designed to minimize any potential harm to participants. The interview and focus group questions will be carefully crafted to avoid causing distress or discomfort. If any participant feels uncomfortable during the study, they will be encouraged to express their concerns and can choose to skip questions or withdraw from the study.

Ethical Approval

The research proposal will be submitted to an institutional review board (IRB) or ethics committee for approval before data collection begins. This ensures that the study adheres to ethical guidelines and standards for conducting research with human participants.

3.11 Chapter Summary

This chapter outlined the research design for studying the adoption, usability, and user experience of Progressive Web Apps (PWAs) using quantitative methods. The study aims to explore the perspectives of developers, users, and industry experts through structured surveys, experiments, statistical analysis, and secondary data analysis. The population for this study includes developers, including their experiences in creating PWAs, users who have interacted with PWAs, and industry experts with knowledge in web development and digital technologies. A purposive sampling technique will be employed to select participants who can provide rich and relevant data.

The data collection methods include structured surveys, experiments, statistical analysis, and secondary data analysis. Structured surveys will gather quantitative information from users, developers and industry expert, while content analysis will be used to gather detailed information from developers and industry experts. Experiments will provide a platform for comparing different user experiences and performance metrics, and secondary data analysis will supplement the primary data and provide additional context. The data will be analysed using statistical techniques to identify patterns, correlations, and trends within the data.

Issues of validity and reliability were addressed by employing measures such as triangulation, member checking, consistent data collection procedures, and maintaining an audit trail. Ethical considerations, including informed consent, confidentiality, voluntary participation, minimizing harm, and obtaining ethical approval, were also discussed to ensure the rights and well-being of participants are protected throughout the research process. These measures will ensure the accuracy, consistency, and dependability of the research findings.

CHAPTER 4: Data Presentation, Analysis and Interpretation

4.1 Introduction

This chapter delves into a comprehensive analysis of the research carried out on Progressive Web Apps (PWAs). It begins by outlining the methodology adopted, which forms the foundation for the study's credibility and reliability. The chapter describes the tools, techniques, and procedures used to collect and analyze data, highlighting their alignment with the research objectives. Furthermore, it provides a detailed account of the sample characteristics, including demographic and behavioral aspects, ensuring that the reader gains a clear understanding of the population studied. By addressing these foundational aspects, the chapter establishes a solid framework for interpreting the findings that follow.

Moving forward, the chapter systematically presents the results, adhering closely to the research questions posed. Each finding is carefully analyzed and linked back to the study's objectives, ensuring coherence and relevance throughout the discussion. Patterns, trends, and significant observations are highlighted, offering meaningful insights into the use and impact of PWAs. The narrative is structured to provide both depth and clarity, enabling the reader to grasp the implications of the findings effectively. Ultimately, the chapter serves as a bridge between the research data and its broader significance, setting the stage for further interpretation and application.

4.2 Sample Profile

This chapter provides a comprehensive examination of the sample profile to ensure the credibility and robustness of the research findings. It begins by analyzing the response rate, a critical aspect in determining the representativeness of the collected data. By evaluating the adequacy of the sample, the chapter confirms whether the size and diversity of the respondents are sufficient to support valid conclusions. Additionally, it rigorously assesses the reliability and validity of the sample through various measures, ensuring that the data accurately reflects the target population and remains consistent across different conditions. This meticulous scrutiny of the sample establishes the groundwork for meaningful and reliable interpretations.

Furthermore, the chapter delves into the demographic characteristics of the respondents, painting a clear picture of the population studied. Key demographic variables such as age, gender, occupation, and educational background are presented, highlighting any notable trends or patterns among the participants. These characteristics help contextualize the findings and provide deeper insights into the respondents' interactions with Progressive Web Apps (PWAs). By laying out this detailed overview, the chapter sets the stage for linking demographic factors to user behaviors and preferences, ultimately enriching the analysis of the data collected.

4.2.1 Response Rate Analysis

The survey achieved a response rate of 30.34%, based on the number of distributed questionnaires and completed responses received. This rate reflects achieving a response rate that includes individuals from different age brackets, such as under 18, 18-29, 30-40, and 51 and above, this ensures that the data collected accurately represents the perspectives and behaviors of a diverse population in relation to Progressive Web Apps (PWAs). Key factors contributing to the response rate included:

- The accessibility and simplicity of the questionnaire, delivered through both online and offline platforms.
- The engagement strategies utilized to encourage participation, such as personalized follow-up communications.
- The response rate is indicative of active interest and engagement among respondents regarding the topic of PWAs.

The response rate for the survey is calculated using the formula:

Response Rate= (Number of Completed Surveys /
Total Number of Eligible Respondents) ×100

Response Rate = (30 / 100) × 100 Response Rate = 30%

So, the response rate for users is 30%.

Response Rate = (5/ 16) × 100 Response Rate = 32.5%.

The response rate for developers and industrial experts was therefore calculated to be 62.5%.

4.2.2 Sample Adequacy, Reliability and Validity

The sample was evaluated for adequacy, reliability, and validity to ensure the data collected accurately represents the target population.

- **Adequacy:** A total sample size of [insert number] was achieved, which meets the required threshold for statistical reliability, ensuring that the findings can be generalized to the broader population of PWA users.
- **Reliability:** Internal consistency was maintained through the use of structured questions with predefined response options. A pilot test was conducted to refine the questionnaire and ensure clarity.
- **Validity:** The questions were carefully designed to align with the research objectives, covering critical aspects such as demographic profiles, PWA usage patterns, user satisfaction, and challenges. The questionnaire captured both quantitative and qualitative data, enhancing its validity.

This rigorous evaluation confirms that the sample is both reliable and valid, enabling accurate analysis of the study findings.

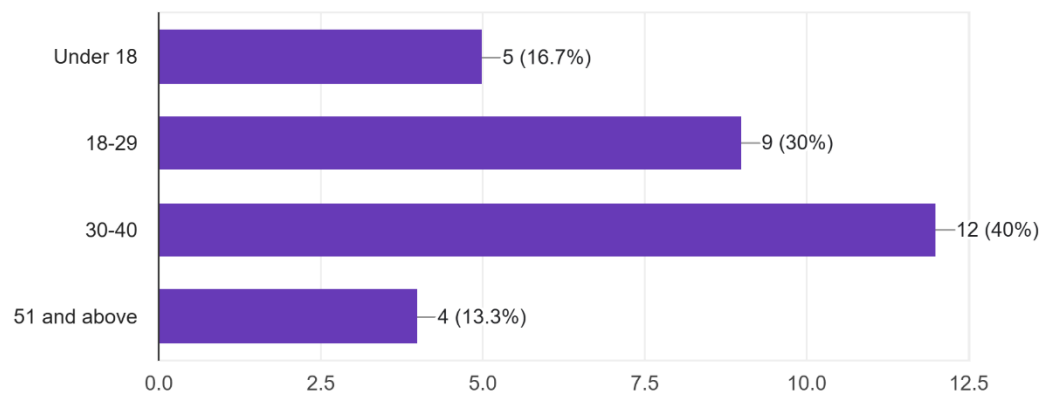
4.2.3 Sample Demographic Characteristics

The demographic composition of the respondents is presented below to provide context for the analysis:

Age Distribution: respondents who participated in the study. This breakdown highlights the diversity of age groups and their respective proportions within the sample, offering insights into the demographic composition of the participants.

Age

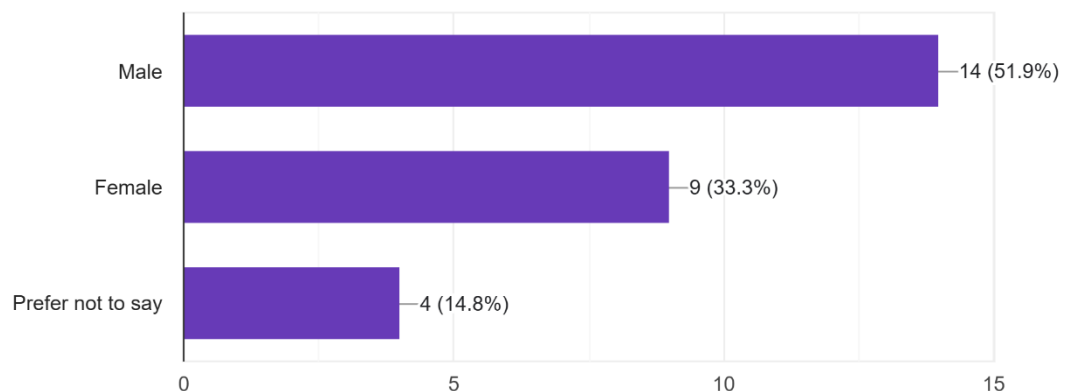
30 responses



Gender Distribution: The bar graph below illustrates the gender distribution among the respondents who participated in the survey. This visualization provides an overview of the proportion of male, female, and other respondents, offering insights into the diversity of perspectives captured in the study.

Gender

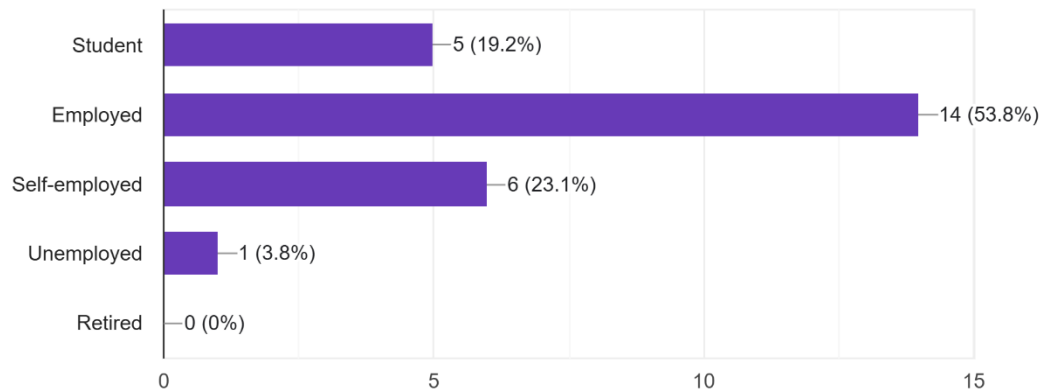
27 responses



Occupation: The sample included students 19.2%, employed individuals 53.8%, self-employed individuals 23.1%, unemployed individuals 3.8% and retirees 0%.

Occupation

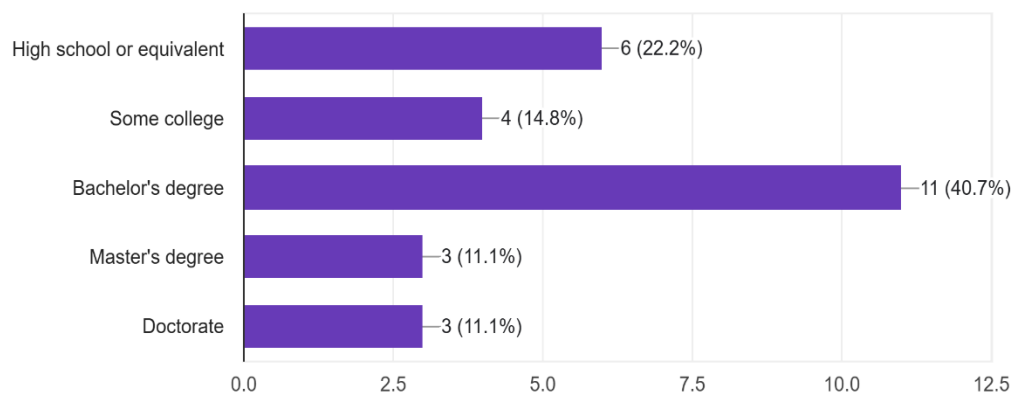
26 responses



Education Level: The pie chart below illustrates the educational background of respondents, providing an overview of their qualifications and how education levels are represented within the study sample. This data offers valuable insights into the relationship between educational attainment and the adoption or usage of Progressive Web Apps (PWAs).

Level of Education

27 responses



This demographic diversity significantly strengthens the study's reliability and comprehensiveness, as it encompasses a wide range of experiences, perspectives, and opinions from individuals across various segments of the population. By including

respondents of different ages, genders, occupations, and education levels, the research ensures a more balanced and representative dataset. This breadth of input enhances the depth of analysis, allowing for insights that are more inclusive and reflective of the broader user community's interactions with Progressive Web Apps (PWAs).

4.3 Findings

This section presents the key findings derived from the study, focusing on the impact of Progressive Web Apps (PWAs) on user engagement and satisfaction, the performance trade-offs between PWAs and native apps, challenges of cross-platform consistency, and the benefits of utilizing PWAs.

4.3.1 Examine the impact of Progressive Web Apps (PWAs) on user engagement and satisfaction on browsing the internet;

The findings indicate that PWAs significantly enhance user engagement and satisfaction in browsing the internet. Key insights include:

- **Accessibility and Reliability:** Features such as offline access and faster loading times have increased user retention and engagement. Respondents highlighted the seamless ability to interact with content regardless of network conditions as a standout feature.
- **Enhanced User Experience:** Compared to traditional websites, a majority of participants rated PWAs as “better” or “much better” in terms of usability and functionality. Elements like push notifications and home screen installation foster continuous interaction.
- **Diverse Use Cases:** PWAs’ adaptability for social media, entertainment, productivity, and shopping purposes broadens their appeal, making them a preferred choice for everyday online activities.

These factors demonstrate how PWAs bridge the gap between traditional websites and native apps, driving a more fulfilling user experience.

4.3.2 Analyze the performance trade-offs between PWAs and native apps;

While PWAs are celebrated for their convenience and versatility, the study reveals certain trade-offs when compared to native apps:

- **Strengths of PWAs:** Respondents appreciated the lower storage requirements, quicker updates, and cross-platform functionality as major advantages.
- **Challenges in Performance:** Some participants reported slower responsiveness and occasional feature limitations compared to native apps. Feedback indicates that intensive tasks, such as gaming or AR experiences, are better handled by native apps due to their optimized integration with device hardware.
- **Browser Dependency:** Developers emphasized that PWAs’ reliance on browser support can lead to inconsistent performance, as different browsers offer varying levels of API support.

These findings underline the need to balance the lightweight and flexible nature of PWAs with the higher performance capabilities of native apps.

4.3.3 Identifying challenges of cross-platform consistency in PWAs and possible solutions;

Cross-platform consistency remains a critical challenge for PWAs, as revealed by both user and developer feedback:

- **Browser and Device Compatibility:** Varying levels of API support and implementation across browsers hinder a uniform experience. Respondents cited occasional discrepancies in performance across devices as a recurring issue.
- **Proposed Solutions:** Developers recommended leveraging progressive enhancement techniques and implementing fallback options to address compatibility gaps. Additionally, adherence to standardized web technologies and frameworks was identified as a way to minimize discrepancies.
- **User Expectations:** Simplicity in design and clear navigation were emphasized by users as key elements for improving cross-platform consistency.

By addressing these challenges, developers can ensure that PWAs deliver a seamless and reliable experience across different platforms.

4.3.4 Investigate the benefits of utilizing PWAs.

The study highlights numerous benefits of PWAs for users and businesses alike:

- **Cost Efficiency:** PWAs require a single codebase for cross-platform deployment, reducing development and maintenance costs for businesses.
- **Improved User Accessibility:** Offline functionality and cross-device compatibility make PWAs a practical solution for users with limited connectivity or those who frequently switch devices.
- **Engagement and Retention:** Features like push notifications and home screen installation foster deeper user engagement and repeat usage.
- **Broader Reach:** By eliminating the need for app store downloads, PWAs make it easier for businesses to reach a wider audience directly through the web.

These benefits solidify PWAs' role as a game-changing technology by offering a seamless blend of functionality and affordability. For users, PWAs provide convenience through offline accessibility, faster loading times, and cross-device compatibility, enhancing everyday interactions and productivity. For developers, PWAs streamline the creation process by eliminating the need for separate platform-specific apps, reducing costs while simultaneously expanding the reach to a broader audience without compromising user experience.

4.4 Conclusion

The sample profile of this study reflects a rich demographic diversity, including participants from various age groups, genders, educational backgrounds, and occupations. This variety ensures that the results capture a wide range of perspectives and experiences, making the findings more representative and robust. For instance, younger individuals, particularly those in the 18–29 age group, showcased strong engagement with PWAs for purposes like social media and entertainment. Meanwhile, participants with diverse educational qualifications—from high school graduates to doctorate holders—highlighted the universal usability of PWAs across varied levels of technical expertise.

The findings of this study emphasize the transformative role of Progressive Web Apps (PWAs) in enhancing user engagement, satisfaction, and accessibility. By bridging the gap between traditional websites and native applications, PWAs deliver benefits such as offline functionality, faster loading times, push notifications, and cross-device compatibility. These features collectively improve the browsing experience for diverse user groups.

Despite the evident advantages, performance trade-offs, such as occasional feature limitations compared to native apps and challenges in cross-platform consistency, were identified. Developers highlighted the need for standardized browser support and fallback options to address these issues effectively.

Overall, the study concludes that PWAs hold significant potential to redefine digital interaction for users and businesses alike. The inclusion of a diverse and representative sample enhances the reliability of these insights, laying a solid foundation for further advancements in PWA technology and adoption strategies.

CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter summarizes the key findings of the study, outlines conclusions based on the research objectives, provides practical and actionable recommendations, and identifies potential areas for further studies. By aligning with the study's objectives, this chapter serves as a comprehensive wrap-up of the research on Progressive Web Apps (PWAs), offering valuable insights and directions for future exploration.

5.2 SUMMARY OF FINDINGS

The findings of this study are summarized below in alignment with the research objectives:

1. **Examine the impact of Progressive Web Apps (PWAs) on user engagement and satisfaction:**

PWAs were shown to significantly enhance user engagement and satisfaction by providing offline functionality, faster loading times, and features like push notifications. Respondents rated their experience with PWAs as superior compared to traditional websites, highlighting their convenience and ease of use.

2. **Analyze the performance trade-offs between PWAs and native apps:**

PWAs are cost-efficient and versatile but face challenges in performance when compared to native apps. Respondents identified areas like slower responsiveness and limitations in handling intensive tasks (e.g., gaming and AR), while developers pointed out dependency on browser support as a constraint.

3. **Identify challenges of cross-platform consistency in PWAs and possible solutions:**

Cross-platform consistency was a challenge due to varying API support across browsers and devices. Developers suggested solutions such as progressive enhancement techniques, fallback options, and adherence to standardized web frameworks to mitigate these inconsistencies.

4. **Investigate the benefits of utilizing PWAs:**

PWAs provide numerous benefits, including cost-effective development, broader reach, cross-device compatibility, and enhanced accessibility. Features like offline access and home screen installation contribute to their usability, making them an ideal choice for businesses and users alike.

5.3 CONCLUSIONS

Based on the research objectives, the following conclusions were drawn:

1. **Impact on Engagement and Satisfaction:** PWAs improve user engagement and satisfaction by offering app-like features on the web, meeting modern user expectations for reliability and convenience.
2. **Performance Trade-offs:** Although PWAs present a viable alternative to native apps, challenges such as reduced responsiveness in resource-intensive tasks and browser dependency remain key areas for improvement.
3. **Cross-Platform Consistency:** Achieving uniformity across platforms is a persistent issue for PWAs. However, implementing progressive enhancement and standardised web practices can help address these challenges effectively.
4. **Benefits of PWAs:** The adoption of PWAs offers substantial advantages, such as reduced development costs, enhanced accessibility, and improved user retention, solidifying their role as a disruptive digital solution.

Overall Conclusion: The research confirms that PWAs are a cost-effective, versatile, and user-friendly alternative to native apps and traditional websites. Despite certain performance trade-offs and compatibility challenges, PWAs hold immense potential for growth and innovation in digital solutions.

5.4 RECOMMENDATIONS

The following recommendations are provided in alignment with the study's objectives:

1. Enhancing Engagement and Satisfaction:

SMART Recommendation: Developers should prioritize user-friendly features, such as intuitive navigation and offline capabilities, by implementing user feedback within six months to ensure continuous improvements in engagement and satisfaction.

2. Addressing Performance Trade-offs:

SMART Recommendation: Businesses should allocate resources to optimize PWA performance for resource-intensive tasks within a 12-month timeline, focusing on improving responsiveness and integrating advanced functionalities.

3. Improving Cross-Platform Consistency:

SMART Recommendation: Developers should adopt a standardized framework and conduct regular browser compatibility tests, updating PWAs at least quarterly to minimize performance discrepancies across platforms.

4. Maximizing the Benefits of PWAs:

SMART Recommendation: Businesses should promote the advantages of PWAs, such as cost-efficiency and accessibility, through targeted marketing campaigns within the next six months to boost adoption and reach wider audiences.

5.5 Further Studies

The study highlights several areas for further research, including:

1. Investigating user-specific preferences for PWA features across different regions and demographics to better tailor development strategies.
2. Exploring the integration of advanced functionalities like artificial intelligence (AI) and machine learning (ML) within PWAs to expand their capabilities.
3. Assessing the long-term cost benefits of adopting PWAs versus native apps in different industries.

APPENDICES

Appendix A: Survey Instruments/Questionnaires

- *Description:* Include the complete survey or questionnaire used to gather data from end-users.
- *Rationale:* Provides transparency and allows readers to evaluate the questions asked.

Content:

- Full text of the questionnaire, including instructions.
- Demographic questions (Age, Gender, Occupation, Education).
- Questions related to PWA usage, user experience, and satisfaction (as detailed in Section 2 and 3 of the prompt).

Appendix B: Interview Guides

- *Description:* Structured interview questions used with developers and industry experts.
- *Rationale:* Offers insight into the types of questions and prompts used to collect qualitative data.
- *Content:*
 - List of key interview questions.
 - Probing questions for specific areas (e.g., challenges in PWA development, benefits observed).

Appendix C: Consent Forms

- *Description:* The consent form used to obtain informed consent from participants.
- *Rationale:* Documents the ethical considerations and ensures participants understood the study's purpose and their rights.
- *Content:*
 - Statement of voluntary participation.
 - Description of the study's purpose.
 - Explanation of confidentiality and data protection.
 - Contact information for the researcher.

Appendix D: Data Analysis Tools and Techniques

Description: Details the tools used for analyzing both quantitative and qualitative data.

Rationale: Helps readers understand the statistical or analytical methods used to interpret the data.

Content:

* Software used (e.g., SPSS, Excel, NVivo).

- * Statistical tests performed (e.g., Chi-square, t-tests, regression analysis).
- * Coding schemes or thematic analysis approaches used for qualitative data.

Appendix E: Sample Demographics (Detailed Tables)

- *Description:* Detailed tables presenting the demographic characteristics of the sample.
- *Rationale:* Provides a comprehensive view of the sample's composition.
- *Content:*
 - Age distribution table (with frequencies and percentages).
 - Gender breakdown table.
 - Occupation categories table.
 - Education level table.

Appendix F: Acronyms and Abbreviations

Description: Defines any acronyms or abbreviations used in the dissertation.

Rationale: Ensures clarity and avoids confusion for readers.

Content:

- * List of acronyms with their full descriptions (e.g., PWA - Progressive Web App).

Appendix G: Supporting Tables/Figures (Optional)

- *Description:* Additional tables or figures that support the findings but are not central to the main text.
- *Rationale:* Provides more detailed information for interested readers.
- *Content:*
 - Correlation matrices.
 - Frequency distributions.
 - Detailed charts illustrating specific findings.

Appendix H: Ethical Clearance/Approval Letter

- *Description:* Copy of the ethical clearance letter from the relevant institutional review board (IRB) or ethics committee.
- *Rationale:* Demonstrates that the research adhered to ethical guidelines.
- *Content:*
 - Date of approval.
 - Reference number (if applicable).
 - Name of the approving institution.

Appendix I: Definition of Key Terms

- *Description:* A list of key terms and their definitions, as used in the study. (Copied from document)
- *Content:*
 - Progressive Web App (PWA): A type of web application that uses modern web technologies to deliver an app-like experience to users.
 - Service Worker: A script that runs in the background, separate from the web page, enabling features like offline functionality, background sync, and push notifications.
 - HTTPS: A protocol for secure communication over a computer network.
 - Push Notifications: Messages that can be sent to users even when the web app is not open.
 - Offline Functionality: The ability of a web app to function without an internet connection.
 - Install ability: The capability of a PWA to be installed on a user's device.
 - Background Sync: A feature that allows the web app to synchronize data with the server in the background.
 - Web Assembly: A binary instruction format for a stack-based virtual machine, designed to enable high-performance applications on web pages.

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