

# PWA & MAGENTO:

!! Shane Osobourne

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## The 3 Key considerations for developers

Last year I gave a number of talks, all around Europe, and all around the same topic... PWA's! Last year, I also promised I wouldn't be taking the stage again this year, giving the same talks around the same topics. But alas, a few months ago I broke this promise when I presented my talk at Meet Magento UK.

## WHY?!

Because I'm still the first front-end developer to have led the successful deployment of a PWA on Magento PWA Studio, and I want this to change. It seems that Magento developers are currently in a flux which I like to refer to as; "The great Magento Delay". There seems to be much apprehension in the community surrounding PWA's, and a question that still remains: Has PWA now become the default choice for new projects? I asked the audience this question on the day, and around 80% of the developers in the room responded with the fact that they were still mostly working with Magento 1 & Magento 2.

So why is there a reluctance to push PWA's? Afterall, they are the future of eCommerce as we know it. Going from M1 to PWA is a huge paradigm shift. But it's not like we haven't made these huge leaps before. The dark days, as I like to refer to them, when migration began from Magento 1 to Magento 2, seemed at the time like a pivotal change. M2 was different in every way, there was uncertainty amongst the community then, and many developers seemed to be in the mindset that consisted of waiting for another developer to try it first! It feels to me that the same is happening with PWA Studio today. I for one believe this is the wrong mindset, and I want to help people get out of it!

If you're a developer reading this, you'll know that you learn the most when you solve a bug in production, or where you dig through someone's code base and you find out how the system works...that's when you do all your learning and it's worth a thousand blog posts!

As Magento developers, we should be striving to constantly innovate and deliver the best possible outcomes for our clients. As an early adopter of PWA Studio, I want to make the shift towards PWA's less daunting for other developers.

I've seen the common pitfalls and know the potential challenges you may face, so here are 3 key considerations you should be thinking about before embarking on a PWA project:

## KNOW WHICH CLIENTS ARE SUITABLE

Do you have a project where you're migrating from M1 – M2? The M2 front-end is such a huge step anyway that you may as well go straight to PWA. So these types of projects are the ones where you should be considering whether a PWA is a viable opportunity.

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