

Turn the home screen into your next touchpoint.

PWA design with One Page. One App. and home screen marketing without relying on user registration or push notifications.

WHAT IS OJAPP PRO?

OJapp PRO turns existing web pages into home screen entry points, measures launches from the home screen, and displays a message or image only when the PWA is launched from there.

DESIGN

1P1A / 1S1A

Manifest extension

MEASURE

Home Screen Launches

Offer View / Click

ENGAGE

Home Screen Offer

Message / Image / Link



■ 01 A web page can stay on the home screen

Think beyond PWA as only a native-app alternative.

Web pages are usually discovered through search, social media, or links. Once the tab is closed, the entry point disappears. Ojapp places the page itself on the smartphone home screen, leaving a direct path outside the browser for the next visit.

ONE PAGE. ONE APP.

Instead of treating an entire website as one app, 1P1A treats a meaningful page - such as a product, article, tool, store, event, or booking page - as its own app.

DIRECT

No need to search again

Users can return directly to the intended page from its home screen icon.

LOW FRICTION

No account first

Adding a page to the home screen does not require an Ojapp user account.

QUIET

No notification required

Users open it when they need it instead of being repeatedly contacted.

WEB FIRST

Use the web you already have

Turn an existing page into an entry point instead of rebuilding it as a new app.

1P1A does not mean forcing every page to become an app. It means selecting pages worth keeping and giving each one its own name, icon, and launch URL.

■ 02 1S1A and 1P1A

Neither is universally correct. The difference is what you define as one app.

	1S1A	1P1A
CONCEPT	One Site. One App. Design the entire site as one app	One Page. One App. Design individual pages as apps
ENTRY POINT	An entry point to the whole site	A direct entry point to a product, article, tool, or other page
MANIFEST	Easy to share at site level	Requires page-level information
BEST FOR	A brand or complete service	Individual pages with a clear purpose

Ojapp's 1P1A script dynamically generates a Web App Manifest from the page URL, title, icon candidates, and other page information. It removes the need to maintain a separate static manifest.json for every page and makes page-level PWA design possible with one main script.

FREE CORE + PRO

FREE creates the PWA entry point. PRO adds Manifest extensions, measurement of home screen launches, and an Offer displayed only after a home screen launch.

■ 03 What Ojapp PRO can do

Design what happens after a page reaches the home screen.

BRAND

Manifest Extension

Set Theme Color and Background Color to match the brand.

ACCESS

Shortcuts

Add up to two shortcuts for faster access to bookings, menus, and more.

ANALYTICS

Home Screen Launches

Record standalone launches and measure return visits from the home screen.

INSIGHT

Page / OS Analytics

View home screen launch patterns by page and operating system.

OFFER

Home Screen Offer

Show a message or image only after the page is launched from the home screen.

ACTION

Offer View / Click

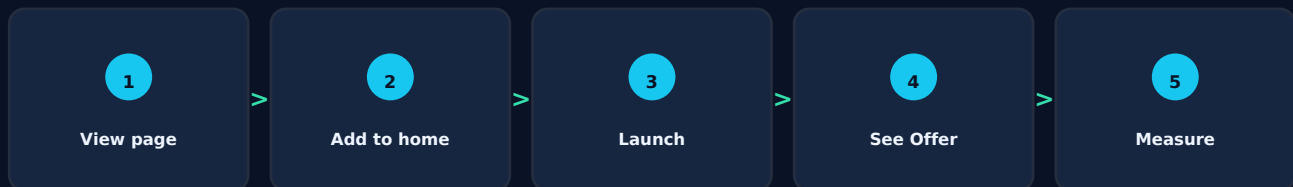
Measure Offer impressions and clicks to understand what happens after launch.

ONLY AFTER A HOME SCREEN LAUNCH

The Offer is designed for PWA launches from the home screen, not ordinary browser visits. Rather than showing the same popup to every visitor, it creates a touchpoint for users who have already chosen to keep the page.

■ 04 Add -> launch -> welcome

Use the moment a user returns instead of sending another notification.



The OJapp PRO journey is simple. First, a user keeps the page on the home screen. Later, the user launches it when needed. OJapp measures that intentional launch and presents useful information or a next step at that moment only.

A PULL TOUCHPOINT, NOT PUSH

Instead of continuously sending messages, leave a useful entry point on the home screen and return value when the user chooses to open it. OJapp is designed around this quieter relationship.

An Offer can contain a short message, an image, and a destination URL. It can link to an existing booking page, online store, form, payment page, Notion page, or another service. OJapp connects the home screen to the tools you already use.

■ 05 How Ojapp approaches analytics

See the relationship with the home screen that page views alone cannot show.

METRIC	WHAT IT SHOWS	WHY IT MATTERS
Home Screen Launches	How many times the PWA was launched from the home screen	Whether the home screen is working as a return entry point
Page	Which page was launched	Which 1P1A pages are worth keeping
OS / Device	The user's environment	How to improve the experience for actual devices
Offer View	How many times an Offer was displayed	The number of post-launch contact opportunities
Offer Click	How many users followed the Offer link	Whether the Offer led to a next action

General web analytics covers traffic and browsing across a site. Ojapp PRO focuses on the home screen as an entry point: whether a page was kept, whether users returned through it, and whether they responded after coming back.

■ 06 Home Screen Offer

A small welcome for people who chose to keep your page.

TEXT

MESSAGE

Share an update, limited-time information, or the next page you want the user to see.

VISUAL

IMAGE

Present a campaign, event, product, or coupon with a single image.

URL

LINK

Connect to an existing booking, purchase, form, or member page.

UX

SESSION CONTROL

Control frequency so the large Offer does not repeatedly interrupt the same visit.

A THANK-YOU FOR THE LAUNCH, NOT AN AD SLOT

Opening a page from the home screen is more intentional than arriving through an incidental web visit. The Offer is not designed for aggressive selling. It helps you decide what value to return to someone who came back.

After being displayed, the Offer collapses into a compact button and can be reopened when needed. Avoiding continuous interruption is part of designing an experience users will keep on their home screen.

■ 07 Use cases

Pages with a reason to be opened again work best on the home screen.

EVENT

EVENT / FESTIVAL

Keep schedules and venue information on the home screen. Use an Offer for updates or the next event.

STORE

CAFE / RESTAURANT

Keep a menu or store page and connect users to reservations or limited offers.

UTILITY

WEB TOOL

Launch image tools, calculators, and generators directly with their own icons.

COMMERCE

CREATOR / E-COMMERCE

Give products or sales pages individual entry points and introduce new releases through Offers.

ACCESS

FACILITY

Keep information such as availability, Wi-Fi, directions, or instructions close at hand.

CONTENT

MEDIA / BLOG

Keep a specific article, series, or collection page and create a path for the next visit.

Ojapp PRO is not only for cases that require daily notifications. It also fits pages that are used occasionally but should be easy to find the next time they are needed. The more inconvenient it is to search again, the more valuable a home screen entry point becomes.

■ 08 Quick Start

Begin by adding one issued script without rebuilding the existing website.

The basic site-side setup for Ojapp PRO is simple. After registration, add your website and Ojapp issues a dedicated JavaScript URL. Load that script on the site you want to use.

STEP	ACTION
1	Create an Ojapp PRO account and register the website.
2	Choose 1P1A or 1S1A as the PWA design mode.
3	Add the issued one-line site script to the website.
4	Set a custom app name or icon only on pages that need one.
5	Configure Theme Color, Background Color, Shortcuts, and Offer in the Dashboard.
6	Monitor Home Screen Launches and Offer responses.

```
<script src="https://ojapp.app/js/oj_XXXXX.js"></script>
```

oj_XXXXX.js is an example. A dedicated URL is issued for each registered website.

THE BASIC INTEGRATION IS ONE LINE

You do not need to copy a large PWA implementation or PRO feature bundle into your site. Configuration is managed by Ojapp; the website loads the script issued for that domain.

Start with one page and confirm whether a home screen entry point fits its purpose. The lightweight setup is intentional: 1P1A should be easy to add to an existing web experience.

■ 09 Manifest / Install Presentation

Give the install experience its own explanation and visuals.

DESCRIPTION

Separate the search description from the install message. If `ojapp:description` is present, it takes priority in the Manifest. Otherwise, the regular meta description is used.

```
<meta name="ojapp:description"
      content="Install it for quick access from your home screen.">
```

SCREENSHOTS

Assign one or several install-presentation images to each page.

SINGLE

One screenshot

Use `ojapp:screenshot` to keep the original minimal setup.

MULTIPLE

Up to five screenshots

Use `ojapp:screenshot-1` through `-5`. Numbered entries take priority.

```
<meta name="ojapp:screenshot" content="/images/install.png">
<meta name="ojapp:screenshot-1" content="/images/install-1.png">
<meta name="ojapp:screenshot-2" content="/images/install-2.png">
```

1:1 RECOMMENDED

Keep multiple screenshots at the same aspect ratio. Ojapp registers them as wide for desktop and narrow for Android. Square images are less likely to be cropped and are easier to reuse across both install experiences.

■ 10 Conclusion

Do not let the relationship end when the tab is closed.

The web is powerful because anyone can access it through a URL without going through an app store. 1P1A brings that web page onto the home screen. Ojapp PRO adds measurement and a launch-time experience to that entry point.

HOME SCREEN MARKETING

This is not about collecting more registrations or sending more notifications. It is about keeping a page users want to revisit on the home screen and returning value when they choose to come back. Ojapp PRO is a PWA marketing foundation for that relationship.

MONTHLY

\$9.90 / month

1 subscription = 1 domain

YEARLY

\$110 / year

1 subscription = 1 domain

FEATURES

1P1A / 1S1A | Manifest Extension | Shortcuts | Home Screen Launches | Page / OS Analytics | Home Screen Offer | Offer View / Click

Learn more at ojapp.app/pro/