From: Jack Peterson ███████████████
Sent: 01 February 2022 15:15
To: Mobile Ecosystems
Subject: Safari and Apple killed my startup.

Safari being the only browser option killed my startup.

I was building a PWA, because building the same app, three times, concurrently doesn't make sense for an early startup. I knew it'd be an uphill battle, but apple was insufferable. Android made everything dead simple. Apple made everything a nightmare. No support for install banners, no support for push notifications, horrible indexedDB implementation, brutal geolocation. These things just work on Android, and it's nice.

On iphone, these concepts are unknown or intentionally bad. And the most brutal part is there isn't any real competition on the platform, so regular iPhone users don't understand what they're missing. The walled garden is so high, and the ecosystem is so thick, iOS users don't understand the idea of a web app. Apple is incredible at creating the illusion of choice, with having other browsers on their app store. And then forcing them to use WebKit for "security". There's no choice.

So we had to build a wrapper app. It costs money annually to be on the app store. You have to have a Mac computer to publish to the app store. And you have to use 3rd party services if you want to bypass these needless constraints. What? How is any of this about security? None of these measures enhance security. All of these enrich apple, and kill competition. But, I feel, very personally, that they kill innovation. Trying to support apple took up 50% of our time. Publishing to Android and the web was one very simple process. Apple was headache after headache. We finally threw in the towel in our flight against apple, and spent a lot of time looking for a third party service we felt wasn't shady or shoddy.

Dealing with apple and their dismissive attitudes toward web apps, web competition, and their app store money machine was just a total nightmare. People deserve competition. They deserve options. Once apple wins at the phone store, they assert this dominance throughout the experience on the phone. I understand being the default browser; being the only browser is indefensible.