How to choose between Hybrid vs. Native Apps

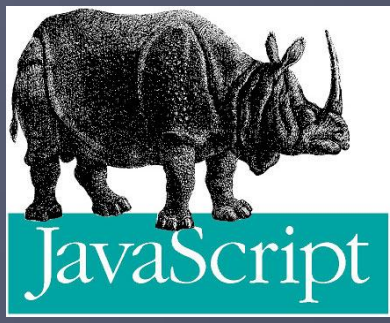
Mobile Application Platform for Business

Agenda

- Hybrid App development
  - Pros
  - Cons
- Native App Development
  - Pros
  - Cons
- Modern MEAP: best of both approaches

2 Approaches to App Development

- Hybrid App Development
  - Web technology
  - HTML5/Javascript/ PhoneGap
  - Turning a website into an executable app
  - Embedding a browser
- Native App Development
  - Develop Apps in native language of the
  - operating system
  - Java for Android and Objective-C for IOS
  - Use platform SDKs



Pros of Hybrid Approach

- Develop once run anywhere
  - As opposed to development for each mobile device
- JavaScript is the most popular language
  - Lots of programmers to choose from
- Quicker than native app development
  - JavaScript is simpler than Objective-C and Java
- Cheaper than Native app development

Cons of Hybrid Approach

- Browser fragmentation
  - Looks different on different browsers
  - Inconsistent support of HTML5 features
  - Difficult to debug and fix problems in all browsers
- Performance issues
  - Many more layers of software
  - Not designed for multi-threaded apps.
- Security issues
  - Easier to hack vs compiled code
- Access to device hardware
  - Is limited by Phonegap or similar wrapper
- UI/UX is not consistent across all browsers
- limited local storage and limited ability to work in a disconnected mode

Why Native Apps?

- Best Performance
- Best Security
- Local databases
  - On device storage
- Work in disconnected mode
  - Unlike internal apps connection is not always available
- Native look and feel
- App store marketing
- Timely access to new OS innovations

Available on the App Store

Google play

Native App Development Challenges

Requires separate development for each platform

- IOS and Android versions

Too few objective-C and java developers

- Supply vs demand.
- Monster.com alone has over 4,000 jobs

Steep learning curve

- Learning Java and Objective-C takes 6 to 9 months

Slow development using native SDKs

- Takes 4 to 6 month to develop native apps
- Low level programming languages

Use SaaS MEAPs to Speed up Development

- write once
run anywhere
- Should support both
native or hybrid
- no install/configure
- less code or no
code to write
- no proprietary
languages

Visual Development Using snAPPii

Just build your app with our WYSIWYG Editor, save it, and view it on your device immediately!

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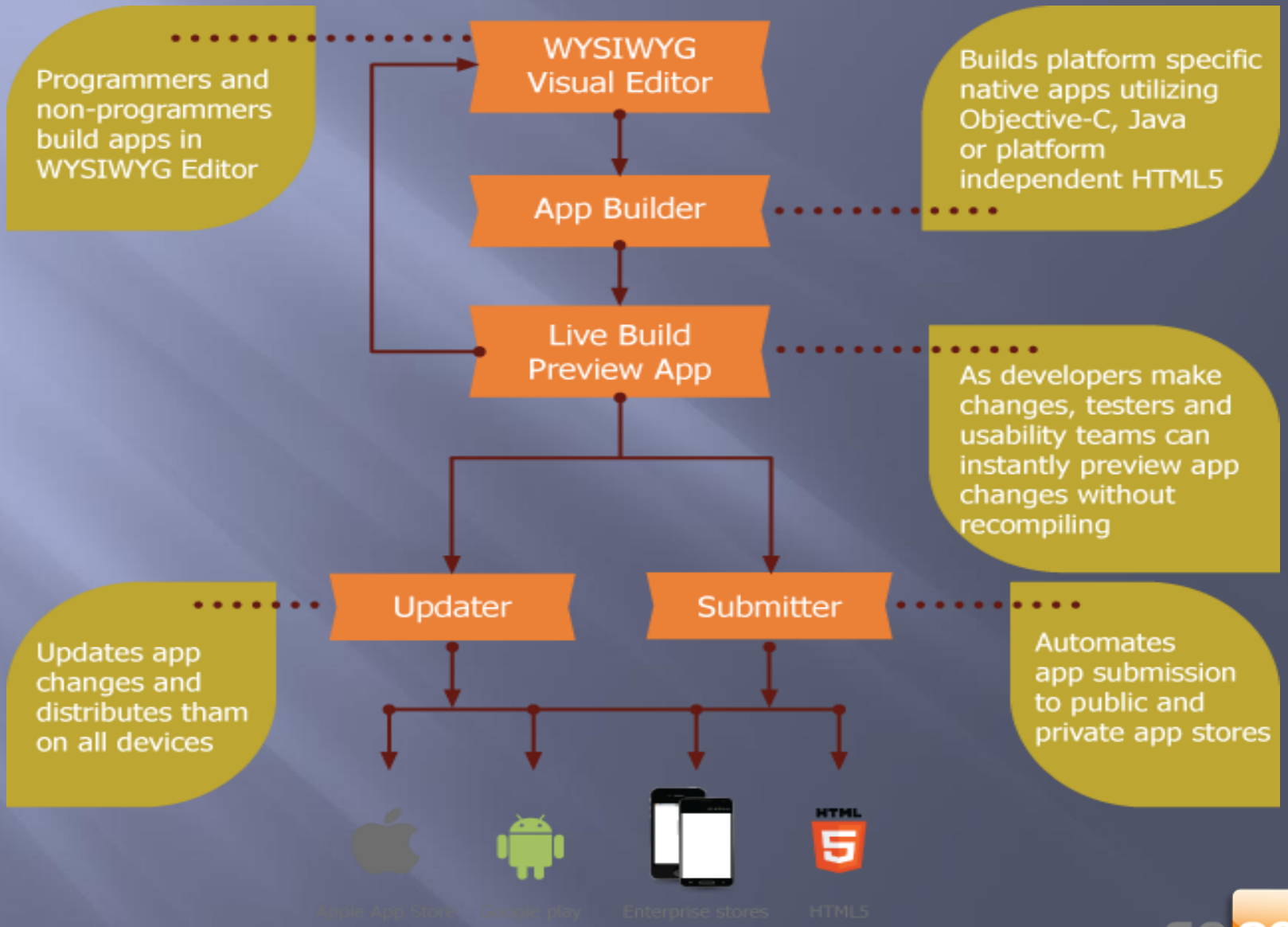
snAPPii Development Process



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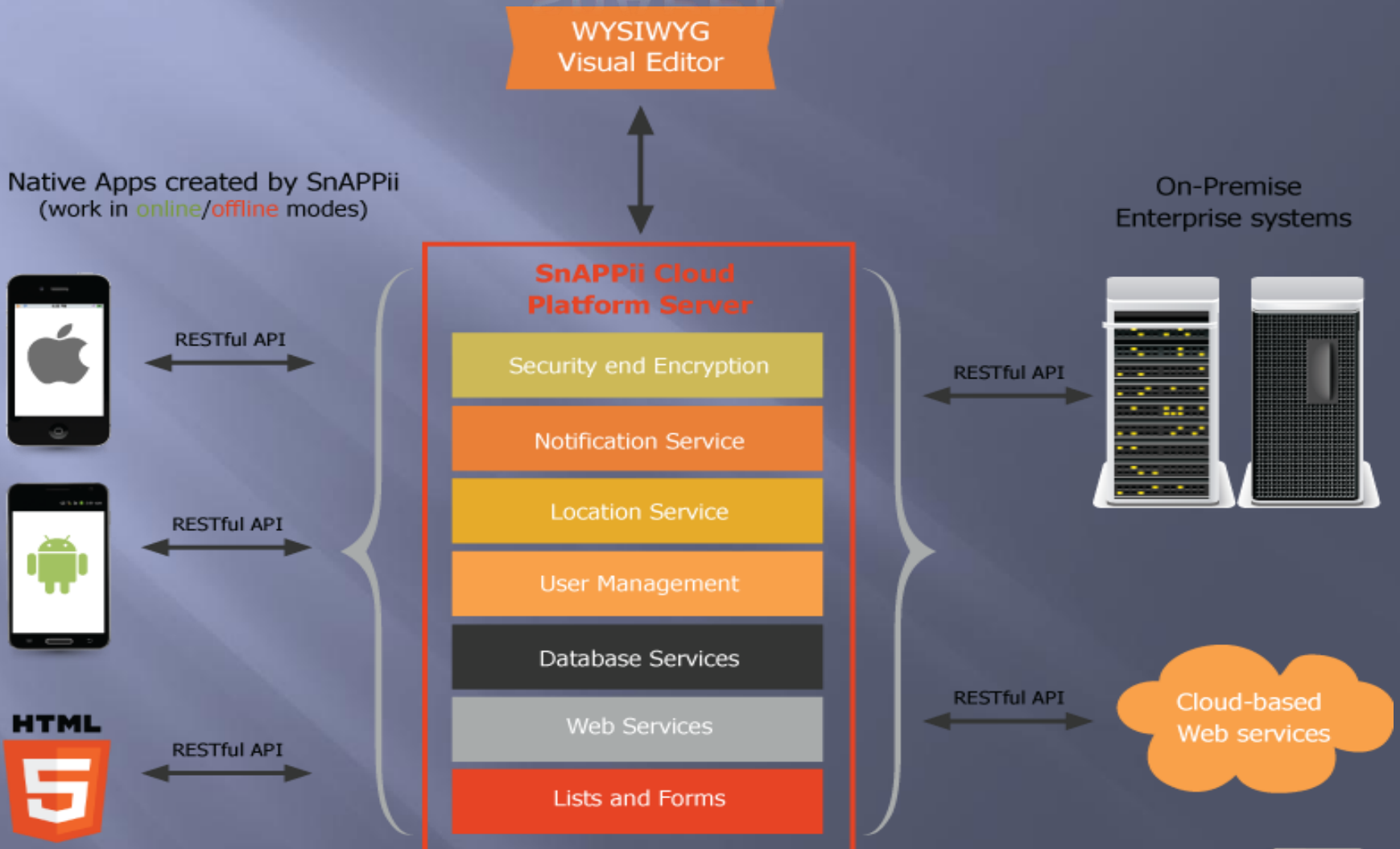
Architecture of Apps Created with snAPPii



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