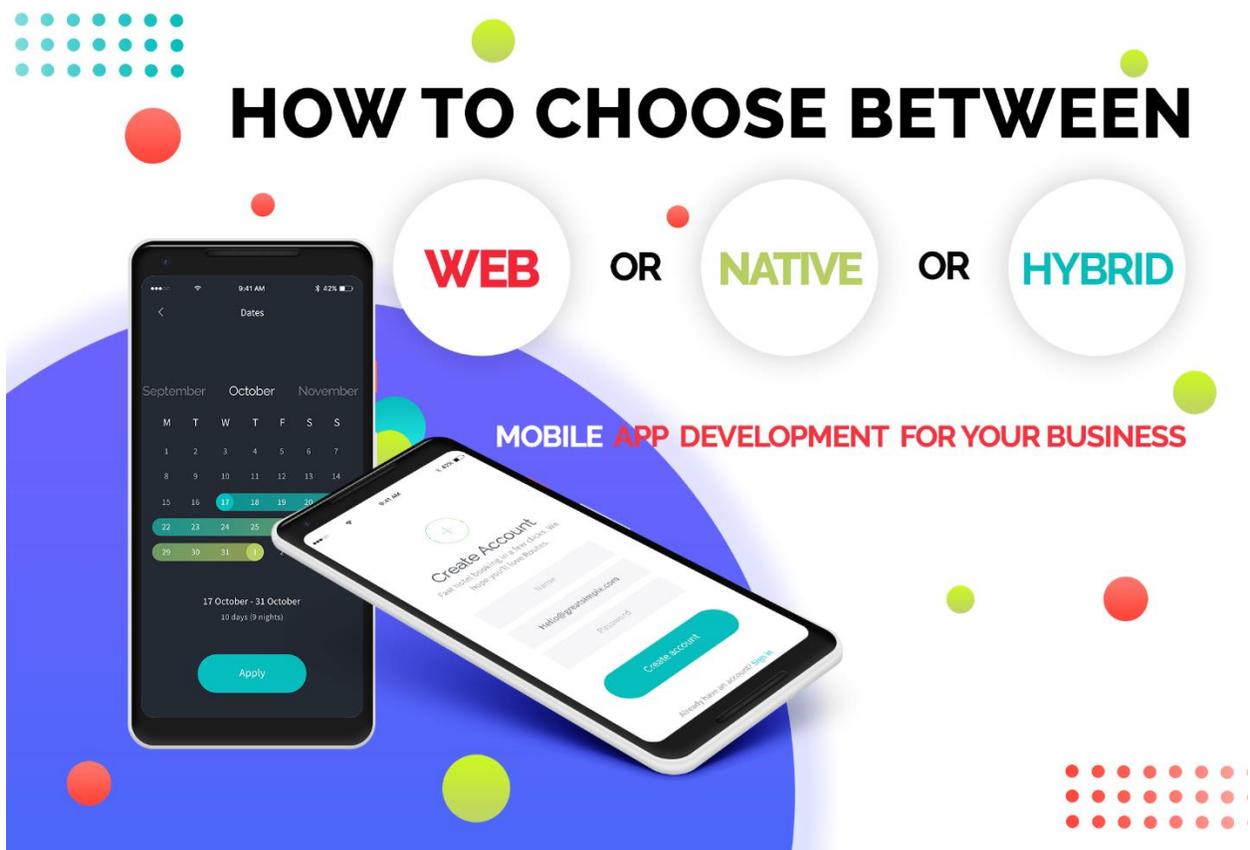


SHOULD YOU CHOOSE WEB, NATIVE, OR HYBRID MOBILE DEVELOPMENT?

Alright readers, in this blog post we are going to look at different types of mobile applications that exist and do a little bit of a comparison from the stand point of global SMEs looking to increase revenue and engagement with mobile applications. Why should you ask yourself—Should I choose Web, Native, or Hybrid development?? Because having stayed on the same journey for as long we can remember, we'd say that this is a huge choice, the decision you take can make or break your company's success in the mobile app marketplace. On the contrary, if chosen correctly between native, hybrid, or web app, you are on your way to unparallel success.



So, we are going to be comparing web app, native app and hybrid apps along with the advantages and disadvantages each of these cases hold. We have gathered by now that there are, in general three types of mobile apps, which are Web apps, Native Apps, and Hybrid apps. So, let's take a look at what each of these actually are and dig into a few advantages and disadvantages of each.



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WEB APPLICATIONS

Web applications are mobile applications built on standard web technologies including HTML, CSS and JavaScript. They run inside of a standard web browser like Chrome, Safari, Firefox and they are built and hosted just like any web application or website on the Internet. The only real difference is that they're built to look good and to function well on browsers, this usually means that they are responsive, and they're designed with a browser-first approach—meaning they are developed with focusing on the desktop view, but also works for mobiles that can run browsers.

Web App Advantages

- **Easy to build:** Web apps can be built using just regular web standards like HTML, CSS & JS. You as a developer are not required to learn any difficult languages like Java or Swift. Any web developer can build a simple web app or a mobile website.
- **Easy to maintain:** Web apps are easy to maintain and host as you simply upload it to a hosting account with a domain.
- **Cheaper than Native and Hybrid apps:** Web apps are also by far the cheapest option. If you are not a web developer yourself, hiring one is a much cheaper way to get things done in this fashion.
- **Single app for all platforms:** One application can run in all platforms, the app can run on any OS' device (iOS, Android, windows) as long as it can run a browser on it.

Web App Disadvantages

- **Needs to run in a browser:** The biggest disadvantage is that the user has to go into safari on their iOS device or, chrome, or Firefox or any browser that they use on their phone, as there is no dedicated desktop icon.
- **Slower than Native Apps:** Web apps are usually much slower than native apps, the reason being native apps are created for that specific mobile device.
- **Less interactive and intuitive:** Web apps don't have the same type of interactive affect as a native app does.
- **No interaction with device utilities:** Web apps cannot access camera or geolocation without an API.

NATIVE APPLICATIONS

Native Apps are the most common type of mobile apps. Native app is built for a specific platform, for an instance an Android app is coded in Java and uses its SDK for that platform (Android) and similarly for iOS—written in swift or sometimes objective-c as it's written for the iOS platform.



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With that said, native apps are very fast and that's because it's built for a specific platform. Native apps are generally preferred when the use-case requires the application to perform better and have more control over native device features.

Native App Advantages

- **Very fast:** Being built on a dedicated platform gives the native apps full access to the feature set of that platform and thus the ability to perform faster and smoother.
- **Built to run on specific platform:** Android/iOS/windows phone have their own SDKs.
- **Distributed in app stores:** Native apps are distributed into app stores effortlessly.
- **Interactive and intuitive:** Native apps are smoother in terms of performance and user experience.

Native App Disadvantages

- **Single platform:** Native apps once built for a specific platform cannot be reused in other platforms or devices.
- **Expensive:** Developing and hiring developers for native apps is expensive when compared to web/hybrid apps.

HYBRID APPLICATIONS

Hybrid app is gaining popularity as the preferred method to create mobile applications. Hybrid apps can be considered to have the best of both worlds, involving the performance and device capabilities of native development and flexibility of web. Hybrid apps are combination of native and web apps that are perceived as a native app on the mobile but are web apps running in a web-view. Hybrid mobile apps would work best for local purposes of small to medium sized businesses.

Hybrid apps might as well be a good decision for developing a MVP, in case saving money is one of the priorities.

Hybrid App Advantages

- **Easy to build:** They are built on web technologies and such as HTML, CSS, JS making it relatively easy to build them.
- **Cheaper to build:** Much cheaper than native app development.
- **Single app for multiple platforms:** One code base to maintain across all platforms.
- **No browser needed:** The hybrid apps can be published on all of the app stores.
- **Faster development:** Hybrid apps are developed faster than other types of apps.



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Hybrid App Disadvantages

- **Not as efficient as Native Apps:** Hybrid mobile solutions can never deliver same efficiency, processing speed and stability as native apps.
- **Less interactive than Native Apps:** Hybrid apps may not be as slick as native apps when the user experience is considered.

CONCLUSION

These three app types each have their own benefits and drawbacks, and the choice you make will have an impact on your growth. Therefore, the key is to assess your assets and limitations and using them to get the best return in the form of your app.

And after you've considered your options and decided on how to proceed further, it's crucial you work with developers that can visualize your idea and bring it to life. It is important to work with a team that is knowledgeable and experienced in the exact technology that supports the core goal of your business. In any case, feel free to [contact us](#) with any query (no matter how minimal), and we will get back to you with a plan of action to produce results on time and within budget.