**WS / Heroku** are both free for small hobby projects (to start with). If you want to start an app right away, without much customization of the architecture, then choose **Heroku**.

**Heroku**

* Platform as a Service (PAAS)
* Good documentation
* Has built-in tools and architecture.
* Limited control over architecture while designing app.
* Deployment is taken care of (automatic via GitHub or manual via git commands or CLI).
* Not time consuming.

If you want to focus on the architecture and to be able to use different web servers, then choose **AWS**. AWS is more time-consuming based on what service/product you choose but can be worth it. AWS also comes with many plugin services and products.

**AWS**

* Infrastructure as a Service (IAAS)
* Versatile - has many products such as EC2, LAMBDA, EMR, etc.
* Can use a Dedicated instance for more control over the architecture, such as choosing the OS, software version, etc. There's more than one backend layers.
* Elastic Beanstalk is a feature similar to Heroku's PAAS.
* Can use the automated deployment or roll your own.