Executive Summary

**NATIVE APP DEVELOPMENT CONTINUES TO DOMINATE, BUT HYBRID APPS WILL BECOME MORE COMMON IN THE FUTURE**

RECOMMENDATIONSBuild polyglot development teams with both Native and mobile Web expertise. Learn mobile-specific JavaScript and CSS. Brush up on Hybrid app development tools.

**DEVELOPERS STILL PREFER ANDROID, BUT SWIFT IS MAKING iOS MORE INTERESTING**

IMPLICATIONS   
Cross-platform development will get easier as tools mature, partly for the reasons related to the projected increase in Hybrid app development: the cross-platform tools are getting better as developers understand the overlap among platforms themselves more fully (including effects of shared codebase on performance).

RECOMMENDATIONSConsider using currently-mature cross platform tools (PhoneGap/Cordova, Ionic, Xamarin). Look into more aggressive cross-platform frameworks and tools (React Native, NativeScript, Intel XDK).

**DEVELOPER EXPERIENCE IS THE STRONGEST INFLUENCE ON PLATFORM PREFERENCE**

RECOMMENDATIONS   
Decide how to relate considerations that relate to mobile end-users (including platform adoption rates, but also UX and hardware quality) with considerations that relate to mobile developers’ whole development experience and may not be determined completely by intrinsic technical features of the platform.