

Mobile App Development Strategies





About me

- Founder of IT varsity, CompuKids and Xander
- Award-winning App Developer, educational technologist, lecturer and author
- 18 years in Education and Technology
- Winner of the Vodacom AppStar award
- Winner of TIA Technology Innovation Grant
- Finalist in the MTN Business App of the Year 2017
- Lecturer at the DUT, UKZN and MANCOSA
- Consulted at Vodacom, Blackberry, Morevest and others
- Author of books, study guides and online tutorials
- Featured in a number of media platforms, such as the SABC3 Espresso Show on SABC 3, iTV and the Sunday Times





XANDER™

Educational Apps for young children

Native Mobile Web App Hybrid

Native

Android: Java
iOS: Swift

Mobile Web App

HTML, CSS, JavaScript

Hybrid

HTML, CSS, JavaScript, Phonegap

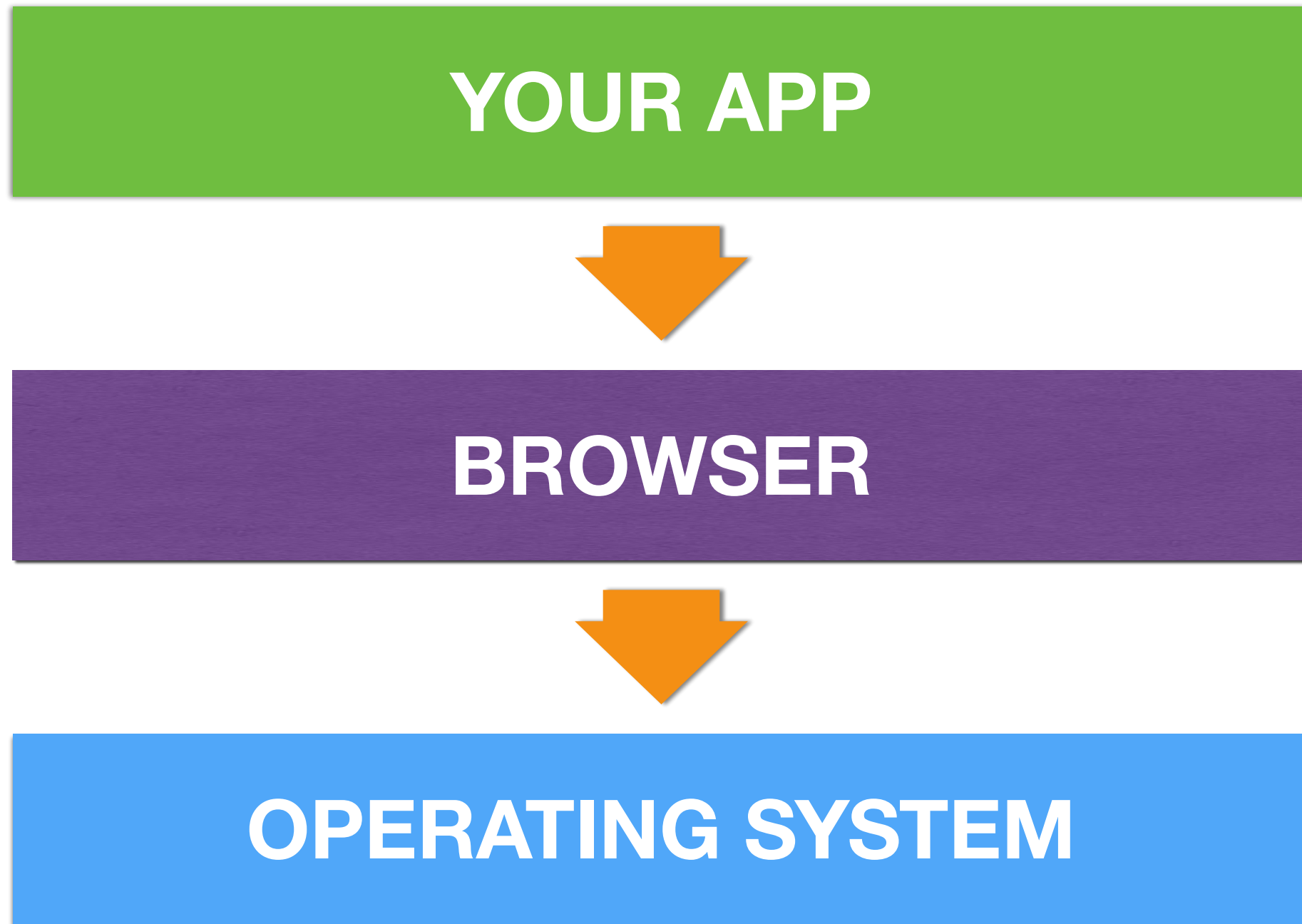
Native



YOUR APP

OPERATING SYSTEM

Mobile Web App



Hybrid

YOUR APP

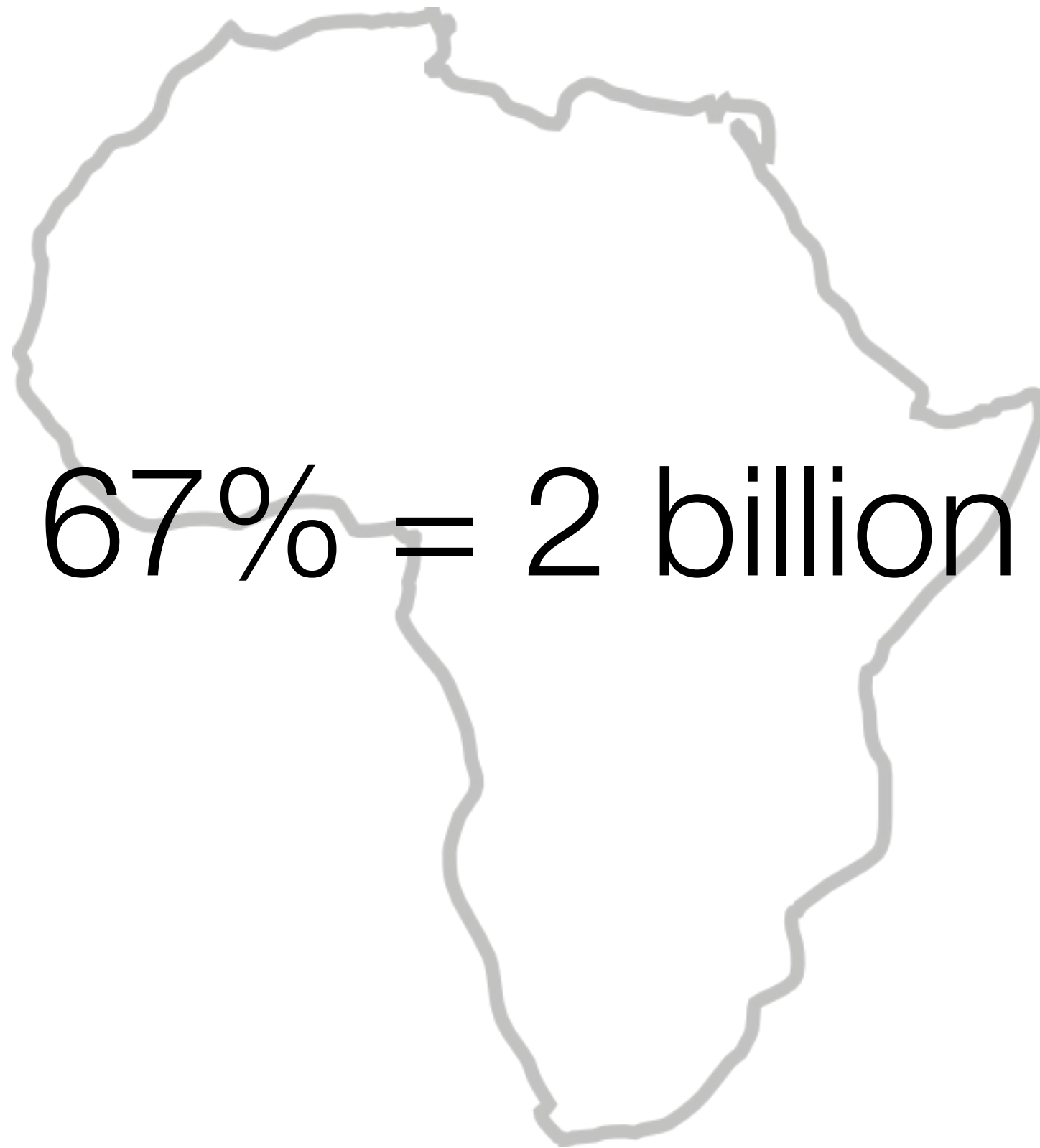


PHONEGAP



OPERATING SYSTEM

	Native App	Mobile Web App	Hybrid App
Advantages	<ol style="list-style-type: none"> 1. Highly graphical 2. App store distribution 3. Full device integration 	<ol style="list-style-type: none"> 1. Future proof 2. Cross-platform 3. Low development cost 4. Simple maintenance 5. Instant updates 6. Complete freedom 	<ol style="list-style-type: none"> 1. Native look-and-feel (without the native cost) 2. App store distribution 3. Full device integration 4. Low development cost
Disadvantages	<ol style="list-style-type: none"> 1. No portability 2. Platform instability 3. Development cost 4. Development time 5. Maintenance cost 6. Limited control 	<ol style="list-style-type: none"> 1. Moderate device integration 2. Limited graphics 	<ol style="list-style-type: none"> 1. Limited graphics 2. Requires familiarity with mobile framework



5 Steps to a Successful App...

Solve a problem

iCow



Reinvent the wheel

Sendy



Target your market

Facebook



Go to market yesterday

Think money early

Paid
Freemium
In-app purchases
Advertising

DIYIP

Case Studies

khula!

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