Ryan Kevin P. Bascon

BSCS 3-A

1. Identify the different mobile application types?

**Native Apps**

Native apps are built specifically for a mobile device’s operating system (OS). Thus, you can have native Android mobile apps or native iOS apps, not to mention all the other platforms and devices. Because they’re built for just one platform, you cannot mix and match – say, use a Blackberry app on an Android phone or use an iOS app on a Windows phone.

**Web Apps**

Web apps behave similarly to native apps but are accessed via a web browser on your mobile device. They’re not standalone apps in the sense of having to download and install code into your device. They’re actually responsive websites that adapt its user interface to the device the user is on. In fact, when you come across the option to “install” a web app, it often simply bookmarks the website URL on your device.

**Hybrid Apps**

And then there are the hybrid apps. These are web apps that look and feel like native apps. They might have a home screen app icon, responsive design, fast performance, even be able to function offline, but they’re really web apps made to look native.

1. Compare and provide the pros and cons for mobile application types.

**NATIVE APPS**

Pros: Because of their singular focus, native apps have the advantage of being faster and more reliable in terms of performance. They’re generally more efficient with the device’s resources than other types of mobile apps. Native apps utilize the native device UI, giving users a more optimized customer experience.

Cons: However, the problem with native apps lies in the fact that if you start developing them, you have to duplicate efforts for each of the different platforms. The code you create for one platform cannot be reused on another. This drives up costs. Not to mention the effort needed to maintain and update the codebase for each version.

**WEB APPS**

Pros: Because it’s web-based, there is no need to customize to a platform or OS. This cuts down on development costs.

Cons: But this is also pertinent: web apps are entirely dependent on the browser used on the device. There will be functionalities available within one browser and not available on another, possibly giving users varying experiences.

**Hybrid Apps**

Pros: Building a hybrid app is much quicker and more economical than a native app. As such, a hybrid app can be the minimum viable product – a way to prove the viability of building a native app. They also load rapidly, are ideal for usage in countries with slower internet connections, and give users a consistent user experience. Finally, because they use a single code base, there is much less code to maintain.

Cons: Hybrid apps might lack in power and speed, which are hallmarks of native apps.

**COMPARISON -** The native apps have an advantage of being faster and reliable while the web apps have advantages in low cost in development and the hybrid apps is much quicker and more economical that native app.