MEMO

To: Red Rock Pest Control

From: Kylyn Fernandez and Kacy Stocks

Date: November 09, 2017

Re: App design and programming Recommendation

Recommendation for phone application development to be used by their employees, Android vs Apple cost, design, ease of use, programming, and publishing apps.

Android verses Apple comparison:

1. Cost:
   1. The Android environment can be used on any computer

The Apple environment must only be run on Mac computers

* 1. Android devices and accessories are cost effective- $750(Pixel2)

(comparable devices)

Apple devices and accessories are more expensive- $850(Iphone7)

1. Design:
   1. Android design is easier and more clearly documented than Apple
   2. Android has better interface than Apple
2. Ease of use:
   1. Android devices can be more cumbersome for beginner users

Apple devices are simpler, and more user friendly

* 1. Android devices are more customizable

Apple devices have fewer features

1. Programming:
   1. Both programming environments are very similar
   2. Switching from one language to another is not overly difficult for both
2. Publishing Apps:
   1. Android apps are easier to publish at a one-time $25 fee
   2. Apple requires an annual $99 fee to publish to the store

In summary, If the office has already been supplied with Mac computers, the cost difference of developing the app is nearly the same. Publishing is much more expensive for the Apple App Store. Android devices are much more cost effective. Designing the software is more difficult in Apple products, and both use similar programming languages and structure. Apple devices are easier to learn to use while Android devices are more customizable by business owners and employees.

I would recommend designing your app and implementing it for Android devices. Android is more cost effective, easier to design, gives the employer and employee more control over the devices, and publishing the app will be cheaper.