**[?] Let's add html, js, css into native app...**

**### Type of Apps:**

* Native
* Web
* Hybrid

**### Why build a mobile app vs a web app?**

* You are in the Store
* Push notifications
* Sales strategy \ Marketing

/Users spend a lot more time on apps than they do on the web./

* Ad Revenue
  + Browser - blockers
  + Native app - [?blockers]

**###**

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| --- | --- |
| Advantages of native apps | Disadvantages of native apps |
|  |  |

**### Building Cross-Platform Native Apps**

* Xamarin (Microsoft, C#)
* React Native (Facebook)
* Titanium [?]

Web Hybrid 
Thin Native Wrapper 
WebView 

Native Hybrid 
My App 
Thin Native Wrapper 
Thin Native Wrapper 
Thin Native Wrapper 
WebView 
Native Header 
Multiple Webviews 
for content 
Native Tab Bar 
and Navigation 

**###**

|  |  |
| --- | --- |
| **Advantages of native apps** | **Disadvantages of native apps** |
| Faster | iSO + Android = 2 source codes |
| More Responsive | Timer for development |
| Easy access to camera, microphone, compass, accelerometer |  |
| Alerts\notifications |  |
| UX match the vendor standarts |  |