Blaine Killen

**An App for That Case Discussion**

The Android and iPhone application markets are the two major players in the application market, complemented by their respective hardware devices. Thorsen should develop an application for the iOS due to multiple reasons surrounding the hardware, software, and market penetration of the iPhone.

Apple controls the hardware of the iPhone, and therefore, the developers can develop the software to be optimized for the iPhones camera. This is the major differentiator of their application, and would require more time resources to have to develop for cross specification cameras in the Android world. The screen size is also extremely predictable and consistent to develop for with the iPhone, where the android OS can exist on many different phones with different screen sizes. Apple also optimizes the any app for the iPad and iPod touches, making the app span across platforms as well.

The software of the iPhone OS makes it superior to the Android market, starting with the App store. The App store was the first to market, giving Apple the leading edge on differentiation with ease of use. Purchases for apps go through Apple as well, making the payment system in one place, besides of relying on a third party (Google or PayPal) to process users payments. As for the process of deploying the app and the review process, this negative can be seen as a positive for the developers. The app has to be reviewed by Apple before it is released to the app store, and normally has a 7-day lead-time in between submission and approval. This will ensure the developers conform to generally accepted coding guidelines, and practice the best forms of software management to ensure the app is built right before it is submitted. This sort of stress pushes the development to be better in every way of its processes all the way from coding, to debugging, to management because one mistake could lead to a long period where customers have a faulty application. Apples ability to pull applications from the app store also ensures the safety of potential users because if there was a breach in security on Thorsen’s servers, apple could remove the application to prevent others from providing unprotected information.

Apple also controls the release of the versions of the operating system, giving the consumer the ability to update his software to the latest version. Android users have to wait for the providers to push this update to them, which could limit an entire segment of early adopters from ever being able to download their application. If an application is developed for an iOS version that is out of date on a customer’s device, they can just upgrade it, where the Android user don’t have this freedom.

Market penetration also plays a huge role the amount of immediate traction that will occur when you launch the first version. The app store is available in 90 countries for both free and paid apps, beating the Android marketplace 44 countries on the free side and 76 countries on the paid side. In terms of global mobile device sales, devices using iOS has the android market trumped by approximately 77.7 million, and its closest competitor regarding sales beaten by just around 8 million. Customer loyalty also suggest that building an iPhone app will build customer loyalty with Thorsen, as according to a survey, 80% of iPhone owners will buy another iPhone in the future. Also, 32% of all mobile phone will users want the iPhone to be their next mobile device, making it easy to make the assumption that future growth will continue upward for iPhone users.

Thorsen’s choice to develop in the iOS or Android world is a choice many companies make when converting their online service to the mobile world. Although it may be attractive for some companies to enter the Android world, Thorsen should develop for the iPhone because of the consistency in hardware, the differentiation an d power to the user of its software, and most importantly, the iPhones huge penetration and future growth in the mobile market.