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1.4.1 8 golden rules of interface design……………………………

Include more sub paragraphs

1.5 Software processes

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**1. Literature Review**

1.1 Mobile websites versus Native mobile applications

Mobile websites are responsive webpages that are designed to be scaled to fit the screen dimensions of smart phones and tablets as well as touch screen capabilities. Mobile webpages are accessed through mobile browsers for example, IOS use Safari and Android devices typically use Google Chrome. (Angeles, 2014) Mobile applications are designed specifically for small, wireless devices such as tablets and smart phones, they are developed for use of specific devices and platforms. Mobile applications have to be installed on the devices, they can found on the AppStore for IOS users and google play store for Android users.

* + 1. Benefits of a mobile website

The main benefit of having a mobile website is that websites can be accessed by users at any time and it doesn’t impact the users experience. These websites have the same elements as the normal desktop versions such as the content, images and style, with improved readability. Although the functionality is tailored for smartphones and tablets.

* + 1. Benefits of a native mobile application

Installed applications have more control over their presence on the device, although application is not currently opened, the app can still run in the background and gather data about the user’s behaviour. The application can send push notifications to the user to remind them or prompt them to use the application, this cannot be achieved with on a mobile website. Mobile applications are more accessible that a mobile website, as it only requires the user to tap once on the app icon.

1.1.3

1.1.4 Conclusion

Include figures of the number of mobile OS, if I build an application I am excluding certain users.

References

[1] Angeles, S. (2014) Mobile Website vs. Mobile App: What’s the Difference? - See more at: Http://www.Businessnewsdaily.Com/6783-mobile-website-vs-mobile-app.Html#sthash.YypaJd13.Dpuf. Available at: http://www.businessnewsdaily.com/6783-mobile-website-vs-mobile-app.html (Accessed: 9 February 2017).