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# **Cross-Platform Mobile Development for iOS, Android and Windows Phone**

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## Who am I?

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Tommy-Carlos Williams

✉ [tommy@devgeeks.org](mailto:tommy@devgeeks.org)

🐦 [@theRealDevgeeks](https://twitter.com/theRealDevgeeks)

✍ <http://blog.devgeeks.org>

🔄 <http://github.com/devgeeks>

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## Why Develop Cross-Platform?

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- » Pros:
  - Ship earlier on more platforms
  - Smaller dev team
  - Leverage existing skills

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## Why *\*Not\** Develop Cross-Platform?

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» Cons:

- Easy access to platform specific "look"\*\*
- Deep integration with the platform\*
- Better\* User Experience (UX)
- Performance\*

\* Debateable and mostly fixable

\*\* Depending on the cross-platform solution

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## Cross-Platform Options

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- » Cordova / PhoneGap\*
- » NativeScript\*\*
- » React Native
- » Titanium\*
- » Xamarin\*
- » RubyMotion
- » ???

\* Supports more than just iOS and Android, ie: Windows Phone, etc

\*\* Support for Windows Phone coming

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*Apache Cordova / Adobe PhoneGap*

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# Cordova vs PhoneGap

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The battle that isn't

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## What is Cordova?\*

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\* From now on, when I say Cordova, assume I also mean PhoneGap



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**Why Choose Cordova?**

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## Cordova Demo

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## Tips and Tricks

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### **Brand to the app\***

App design is not web design  
*should not look or feel like a web app*

Create an experience that works for *your* app

\* Michael Wolf - <http://tv.adobe.com/watch/max-2013/tips-for-creating-real-phonegap-apps-that-look-as-good-as-they-perform/>

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## Tips and Tricks

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### CSS Anmiations

Use CSS Transitions (or keyframe animations)

Stick to *transform* or *opacity*

Avoid animating CSS properties like *left* or *top* in JavaScript

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## Tips and Tricks

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**Scrolling is the enemy, try to re-think / avoid**

But, if you *have* to, use native CSS scrolling  
(Android 3.0+ & iOS 5+):

```
overflow: auto;  
-webkit-overflow-scrolling: touch;
```

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## Mythconceptions

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### 1. "PhoneGap apps are slow"

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## Mythconceptions

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### 2. "Users can tell an app is hybrid, and they don't like it"

Thanks, Facebook...

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***"But my team aren't designers, this is too hard"***

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**KendoUI Mobile**

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## ***Cordova in the Cloud with AppBuilder***

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# *Cordova AppBuilder Demo*

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**NativeScript**

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**What is NativeScript?**

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## Why Choose NativeScript

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# NativeScript Demo

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## **NativeScript in the Cloud with AppBuilder**

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# NativeScript AppBuilder Demo

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# NativeScript Roadmap

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# What About React Native?\*

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Hard to call it "cross-platform" at the moment. Only for iOS.

\* More of a "something to watch" at this stage...

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***Titanium / Xamarin / RubyMotion / etc***

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**To Sum Up...**

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# Thanks!

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Feel free to ask me any cross-platform mobile development questions you may have, as long as they have nothing to do with jQuery Mobile.

Just kidding\*

\* I'm totally not kidding