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

Who am 1?

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Why Develop Cross-Platform?

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

Why *Not* Develop Cross-Platform?

- » 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

Cross-Platform Options

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

^{*} Supports more than just iOS and Android, ie: Windows Phone, etc

^{**} Support for Windows Phone coming

Apache Cordova / Adobe PhoneGap

Cordova vs PhoneGap

The battle that isn't

What is Cordova?*

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

Why Choose Cordova?

Cordova Demo

Tips and Tricks

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/

Tips and Tricks

CSS Anmiations

Use CSS Transitions (or keyframe animations)
Stick to transform or opacity
Avoid animating CSS properties like left or top in JavaScript

Tips and Tricks

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;
```

Mythconceptions

1. "PhoneGap apps are slow"

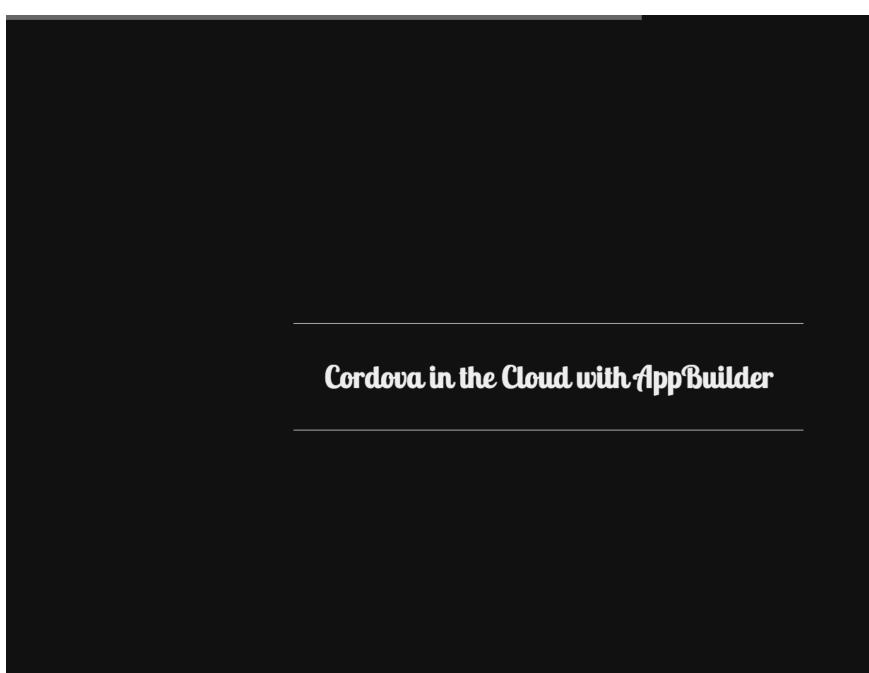
Mythconceptions

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

Thanks, Facebook...



KendoUI Mobile



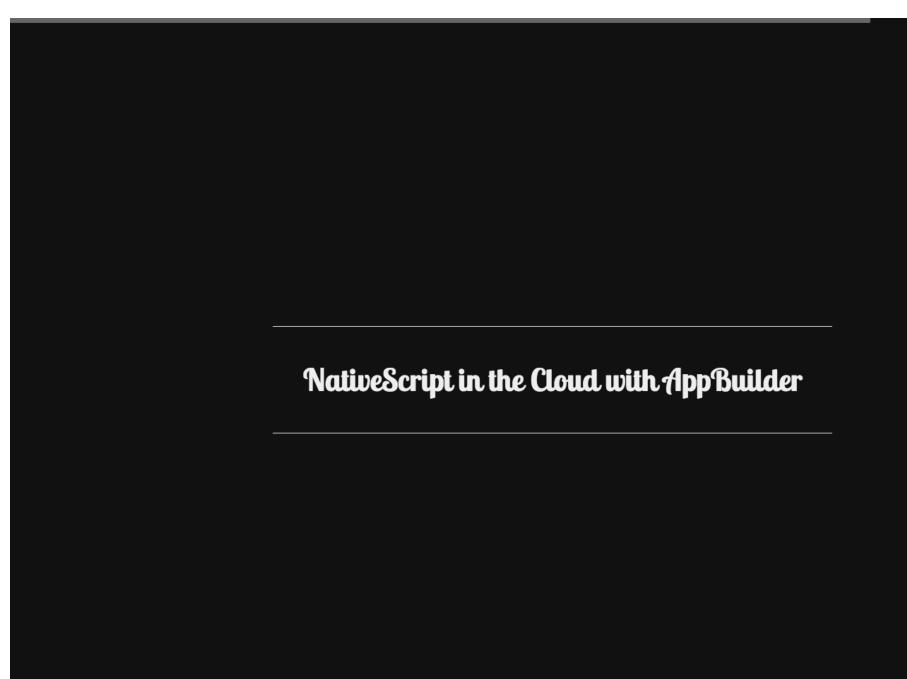
Cordova AppBuilder Demo

NativeScript

What <u>is</u> NativeScript?

Why Choose NativeScript

NativeScript Demo



NativeScript AppBuilder Demo

NativeScript Roadmap

What About React Native?*

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

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

Titanium / Xamarin / Ruby Motion / etc

To Sum Up...

Thanks!

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