Architectural Choices for Mobile Experiences

[Introduction]

## Objectives

Explain the conditions that would influence an application to choose between a platform-specific (native) application, a web application, or an application that is built using web assets, but relies primarily on a browser control in a native application such as PhoneGap (hybrid?).

## Notes

* There is already a lot of really good guidance on the web about this
  + Collect a half dozen or so really good links to attribute
  + Summarize the major conditions that will push the app in a specific direction
    - Device features (sensor array, camera, microphone, etc.)
    - Importance of app store/marketplace
    - Team skills/budget for developers
    - Breadth of target devices
    - Time to market goals
    - And more ...
* Explore the opportunity to use a flow chart or other illustrative diagram