

Mobile Apps II: Week 2 Summaries

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1 Abstract:

[1] The first source is "The Importance of Mobile Applications", it talks about the presence that apps have in our current society and the impact it can have for companies. Mobile apps currently present the most efficient, direct, and customizable way to deliver information about a product and encourage clients to remain loyal to a particular brand.

2 Abstract:

[2] The second source, "iPhone vs. Android: Which Is Better for You", compares the difference between android and iPhone. It discusses the topics of apps, software, customer support, security/privacy, hardware, and price. The purpose is to help the reader decide which mobile device would cater more towards them.

References

[1] Staff Reporter. The Importance of Mobile Applications, May 2020

[2] Andrew Cunningham. iPhone vs. Android: Which Is Better for You?, January 2021