Mobile Websites vs Mobile APPS

Prof SRN Reddy, IGDTUW

Mobile Apps

- These are the applications directly downloaded into mobile devices

- Mobile User can visit Apps store for download

- Mobile apps are independent of the browsers

- Apps can run offline and uses device capabilities

- Updates are possible

- Specific to the platform

Advantages of Mobile Apps

- Mobile Apps can use the capabilities of local devices

- It can work offline so that we can save lot of bandwidth

- Apps can run without internet

- Apps are preferable where it involves complex calculations

Dis-Advantages of Mobile Apps

• Publishing mobile app is not instant and takes a process

• Publishing is different for each mobile platform

• Publishing takes time and money

• Learning curve is more and is platform dependent

Mobile Websites

- Browser bases pages are accesses with the internet

- It is website specially designed for small screens

- It is platform independent

- It works as a normal website

- Same tools are uses

Advantages of Mobile Websites

- Low Development Cost

- Easy to Develop and Publish

- Easy to access: Brouwers are in built in smart devices

- Platform Independent: Same source code is useful for all mobile platforms

- Reuse of existing platforms

Comparisons

- Accessibility

- Implementation

- Updates and maintenance

- Time and Cost

- Reliability

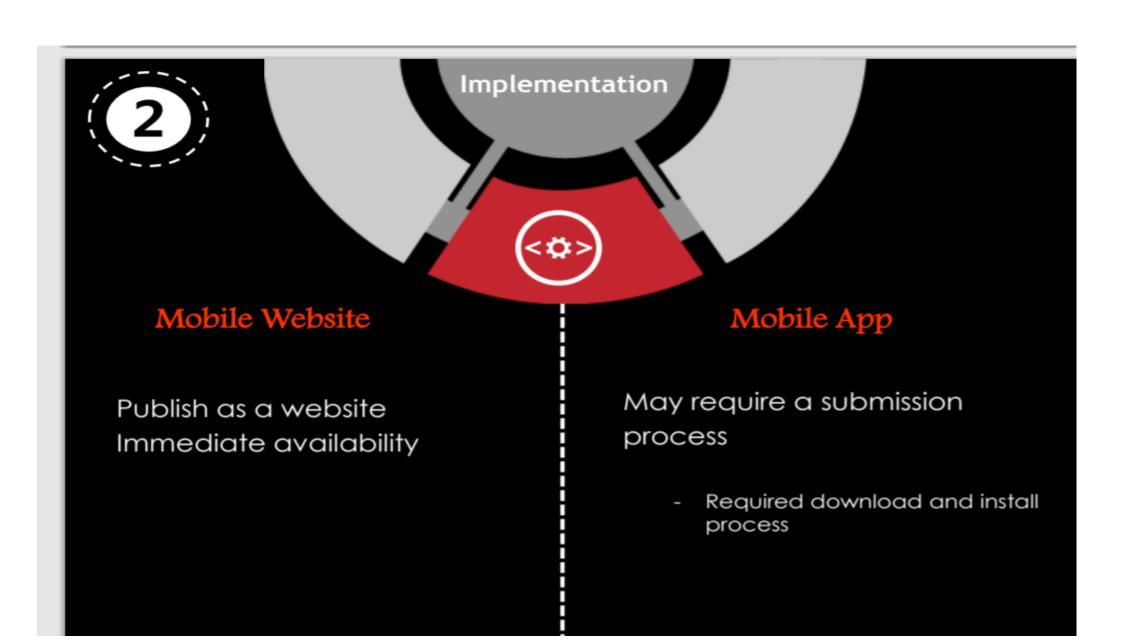- Reachability

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Audience

Mobile Website

Instantly accessible to users via a browser

Mobile App

Required devices like iPhone, Android, Windows , BlackBerry Etc

- Install the app from an app marketplace
- How frequently these people engage with your brand or business

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Updates & Maintenance

Mobile Website

Easily updated immediate changes with a browser refresh

Easy Maintenance

Mobile App

iTunes required a resubmission process

- Updates on multiple devices OS

High Maintenance

Time & Cost

Mobile Website

Less expensive to build

Time consuming

One code that works on all phones

Mobile App

More expensive to build

Less time consuming

Requiring multiple devices as per OS

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Reliability

Mobile Website

Susceptible to slowness or service unavailability

Mobile App

Standalone – it does not need a cellular data network or external services to function

- Reliable data networks
- Availability Offline

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Discover-ability

Mobile Website

When people are looking for information, they go to Google, not the app store

Reach more customers

Mobile App

Easier for a visitor to find on their device
- More interactive user interface
- Offline map

Reach to individuals with appropriate device

Web APP

- It is an application that is stored on a remote server and delivered services over the Internet through a browser to the client/ user

- Website component that performs some function for the user qualifies as a Web app

- Examples :

       webmail: Yahoo, Gmail

       Online calculators,

       Online Forms

       e-commerce shops.

Advantages

- Allowing multiple users access to the same version of an application.

- Web apps don't need to be installed.

- Web apps can be accessed through various platforms such as a desktop,

  laptop, or mobile.

- Can be accessed through multiple browsers.

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