

The background of the slide features three smartphones resting on a black computer keyboard. The phone on the left is an iPhone with a green home screen and various app icons like 'Ideasmusik', 'Juegos', 'Social Hub', and 'Música'. The middle phone is a BlackBerry displaying a 'Synchronizing' dialog box with a progress bar and the text 'Uploading Changed Contacts' and 'Nothing Changed'. The phone on the right is a Windows Phone with its characteristic blue live tiles for 'Inicio', 'WhatsApp', 'Configuración', 'Mensajes', and 'Contactos'.

HYBRID

VS

NATIVE

CHOOSING A MOBILE STRATEGY

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TL;DR; CHOOSE HYBRID

AM I HYBRID FANBOY?

Yes

HAVE I EVER BUILT A NATIVE APP?

No

**DOES THAT MAKE ME GROSSLY UNQUALIFIED TO ADVISE
YOU ABOUT HYBRID VS NATIVE?**

No

WHAT IS A NATIVE APP?

PLATFORM SPECIFIC LANGUAGE

PLATFORM SPECIFIC UI

CODE REUSE: 0%

OBJECTIVE-C / SWIFT | **JAVA** | **XAML**

View

View
Controller

Business
Logic



View

View
Controller

Business
Logic



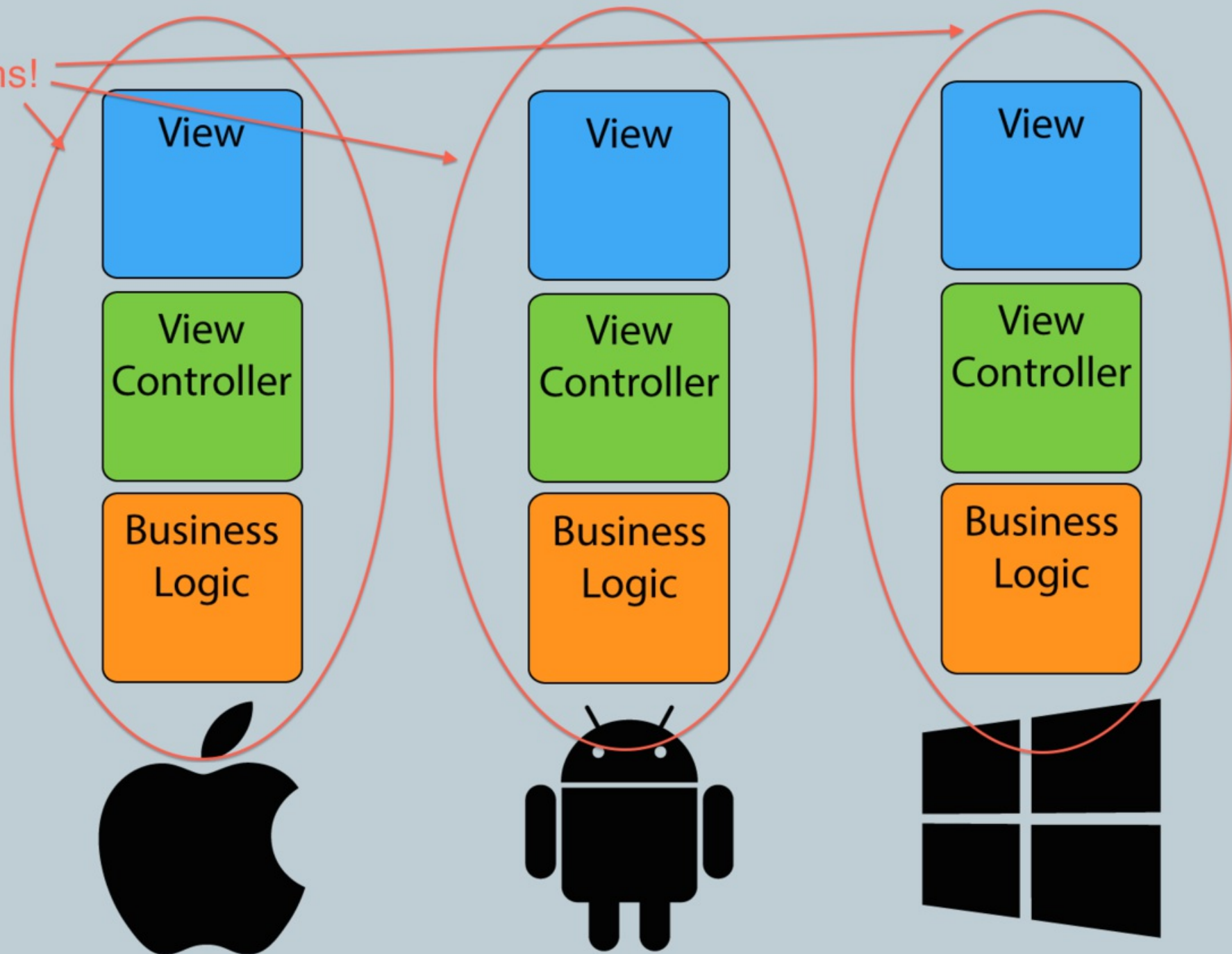
View

View
Controller

Business
Logic



blems!



WHAT IS A HYBRID APP?

NATIVE WEBVIEW

JS API TO ACCESS NATIVE FUNCTIONALITY

HTML5 / CSS UI

CODE REUSE: 95% - 100%

HTML / CSS UI

Javascript App Logic

Unified Javascript API

Native API

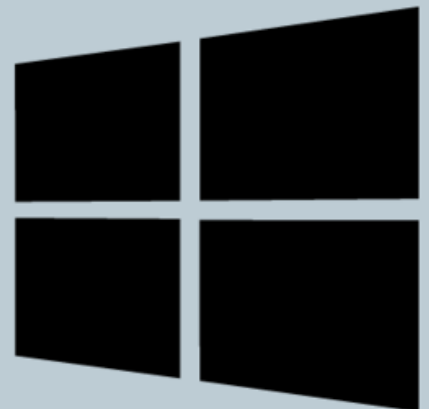
Native API

Native API

WebView

WebView

WebView



HTML / CSS UI

Javascript App Logic

Unified Javascript API

Native API

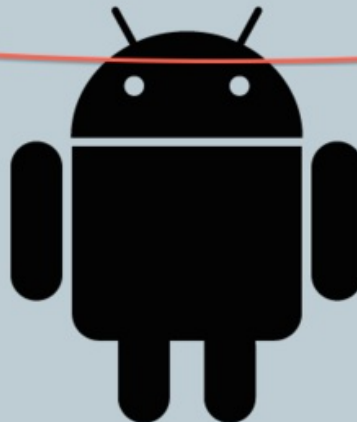
Native API

Native API

WebView

WebView

WebView



WHAT IS THE GREY AREA?

TRANSPILERS: MORE THAN MEETS THE EYE

NATIVE DEVICE APIS IN A COMMON LANGUAGE

COMMON BUSINESS LOGIC

PLATFORM SPECIFIC UI

CODE REUSE: 70% - 80%

XAMARIN | **APPCCELERATOR TITANIUM**

WHEN TO CHOOSE NATIVE

YOU ONLY CARE ABOUT ONE PLATFORM

YOUR APP IS HIGHLY DEPENDENT ON A PLATFORM-SPECIFIC FEATURE

YOUR APP USES HEAVY 3D RENDERING

WHY IS HYBRID GOOD FOR THE 95% CASE?

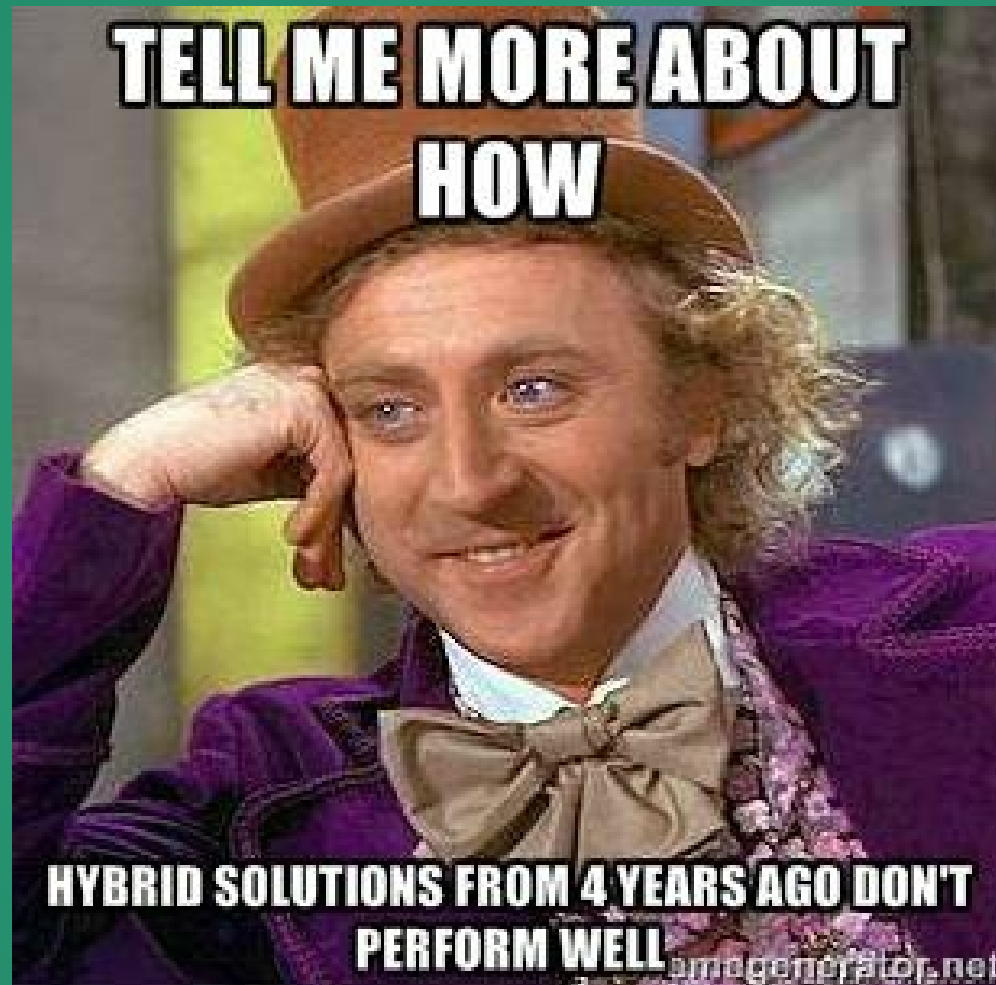
PLUGINS TO PROVIDE NATIVE FUNCTIONALITY

(Barcode Scanners, GPS, Contacts, Camera, NFC, Bluetooth, etc)

FRAMEWORKS TO PROVIDE NATIVE LOOK AND BEHAVIORS

(Ionic, Sencha Touch, KendoUI)

THE PERFORMANCE MYTH



**FACEBOOK DROPPED HTML5 AND
WENT NATIVE, SHOULDN'T I DO THE
SAME?**

NO

HTML / CSS UI

Javascript App Logic

Unified Javascript API

Native API

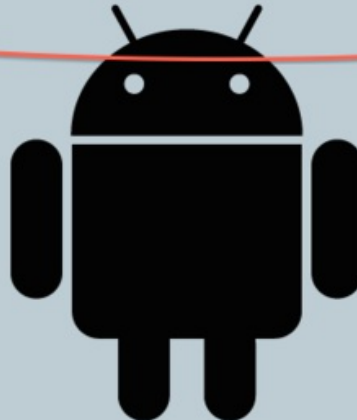
Native API

Native API

WebView

WebView

WebView



CONCLUSION:

CHOOSE HYBRID

See, I told you I was fan boy!

ANY QUESTIONS?

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