

Native

High Cost and high time to market and best performance. Product companies have a clear inclination towards native app development to deliver the best device fidelity, user experience and hardware specific features

As example: A professional iPhone app developer must possess the extensive knowledge of iPhone SDK, multi touch, Cocoa framework, GPS posting, Xcode, QuickTime, IMPS, web service integration and accelerometer

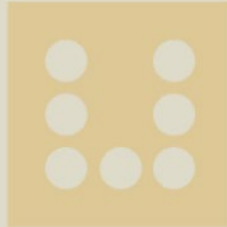
Web development



Easy to develop and deploy as well as to update.



Appealing for many applications such as ebooks, mobile banking, social interaction & email.



Not suited for highly interactive, CPU-intensive, visually rich applications like games, augmented reality browsers & videoconferencing.

Progressive Web Apps

Why MOobile Apps?



Be visible to customers at all times



Build brand recognition

Create a direct marketing channel

Improve customer engagement

Provide value to your customers and
Cultivate customer loyalty

Stand out from the competition

Why mobile Apps could harm your business?

Poorly Researched
Market & Audience

Lack Of Originality

Poor User Experience

Poorly Researched Market & Audience

during the early planning and discovery stage of a project, you have to identify the product's central demographics and create user personas. A user persona is a semi-fictional representation of the product's ideal user. The more detailed user personas are, the better. Demographics, behavior patterns, motivations, and goals are just a few aspects to include in a user persona.

Introducing a new product to the market is an iterative process. Go for an MVP

Lack of Originality

Competitive research will help reveal your competition's strengths and weaknesses to define your own competitive advantage. Building a product that offers the same features as your competition won't help you win over users. A unique value proposition (UVP) is the first step you need to consider to optimize user loyalty and overall business success.

Use a prototyping process. Always adapt a user-centered design approach

Poor User Experience

App performance issues (slow or lagging)

Long load times

Long registration processes

Features that are difficult to access