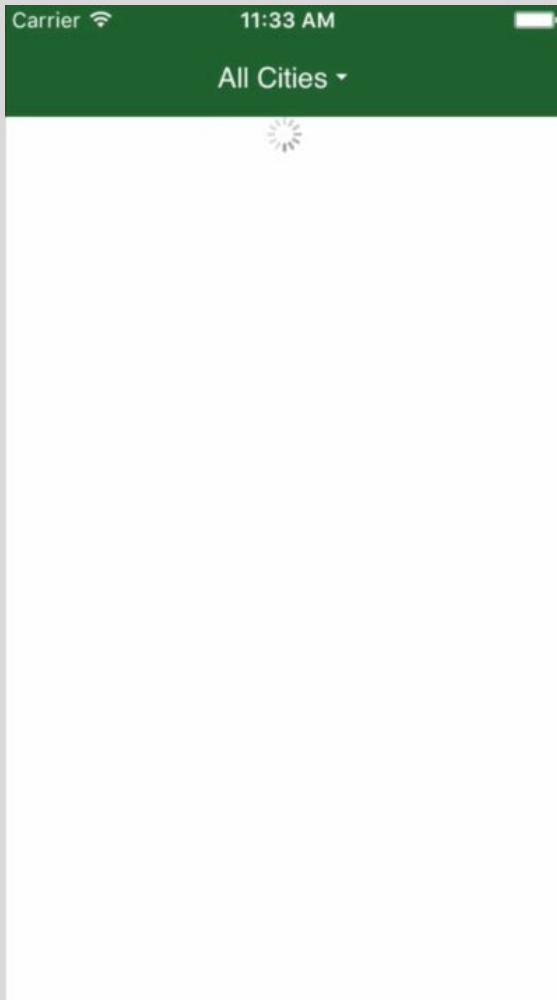


RANGLE.IO

Why NativeScript Demands You Rethink Your Mobile Application Strategy

Nick Van Weerdenburg

Founder, Rangle.io



RANGLE.IO

<https://github.com/rangle/kiva-demo>

Mobile Applications

1. We've done a lot.
2. 2014 / 2015 - 50% of our work was in mobile applications.
3. We only do JavaScript.
4. We pitched Cordova- a lot.
5. We turned down native app projects because it wasn't our mission.
6. We learned some interesting things across dozens of mobile and responsive projects.

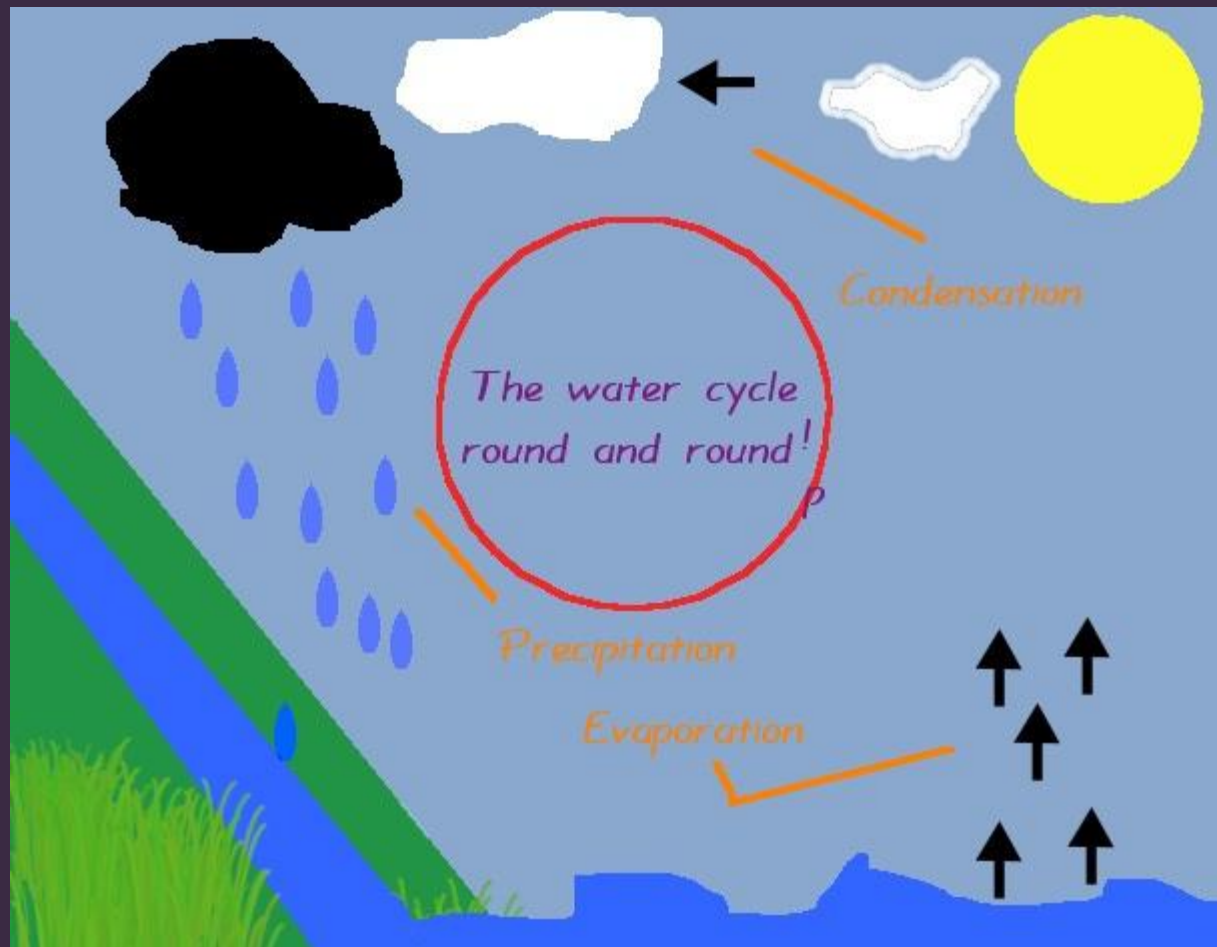


HOW WE BUILD APPS ISN'T JUST ABOUT...



| IT'S MORE LIKE...





THINGS TO CONSIDER



The background image is a red-tinted photograph of a workshop or lecture. It takes place in a large, industrial-style room with high ceilings, exposed ductwork, and wooden beams. In the foreground, a group of people are seated in rows of folding chairs, facing towards the right. Many of them are looking at laptops. In the background, a woman stands at the front of the room, gesturing towards a large screen. The screen displays the text 'RANGLE.IO' and 'expanding the web'. The overall atmosphere is professional and educational.

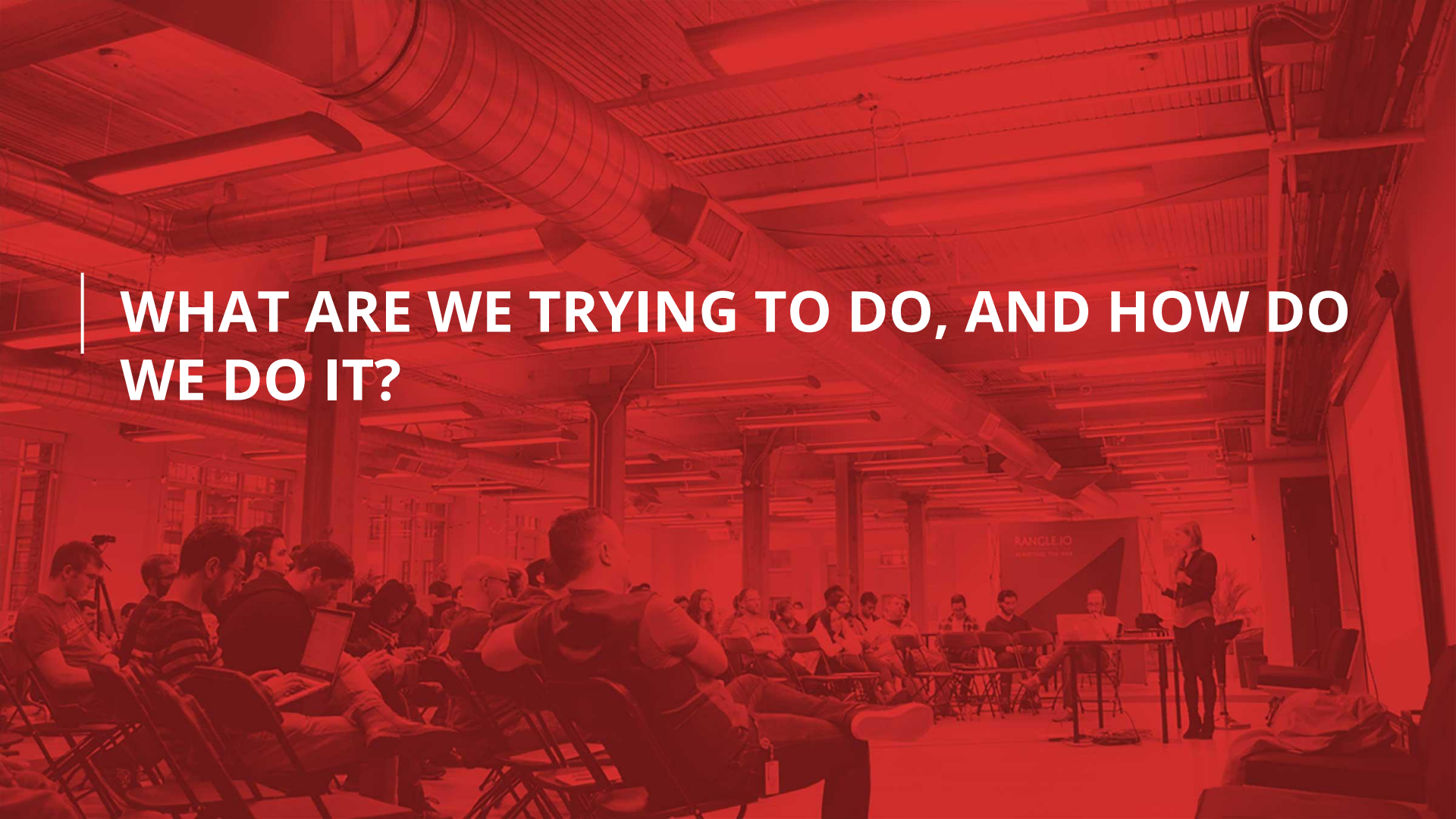
What's The User Model?

1. The boundary of the application
 - a. Does it cross over into website, store, other applications, conversation...
 - b. Or is it new new and it's purpose is its own
2. User acquisition channels
 - a. App store, other community (e.g. users of your main product).
3. How hard to predict user behaviour and need?

What are the Technical Constraints?

1. How important is speed and the “native experience”
2. How accessible are different teams?
3. What's your budget?
4. What's your update flow interdependencies.

WHAT ARE WE TRYING TO DO, AND HOW DO WE DO IT?



What Competencies to Build an App?



Market
Research

Segmenta
tion

Differenti
ation

User
Experience

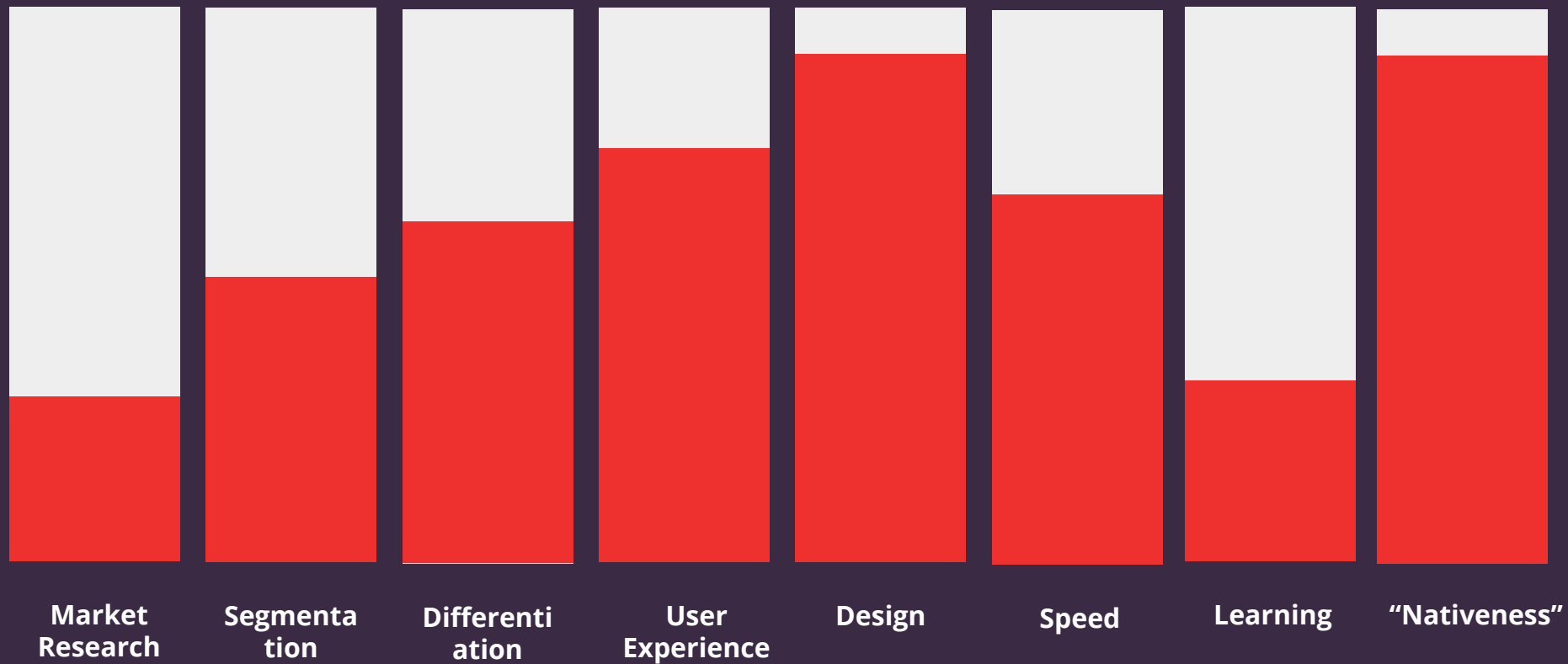
Design

Speed

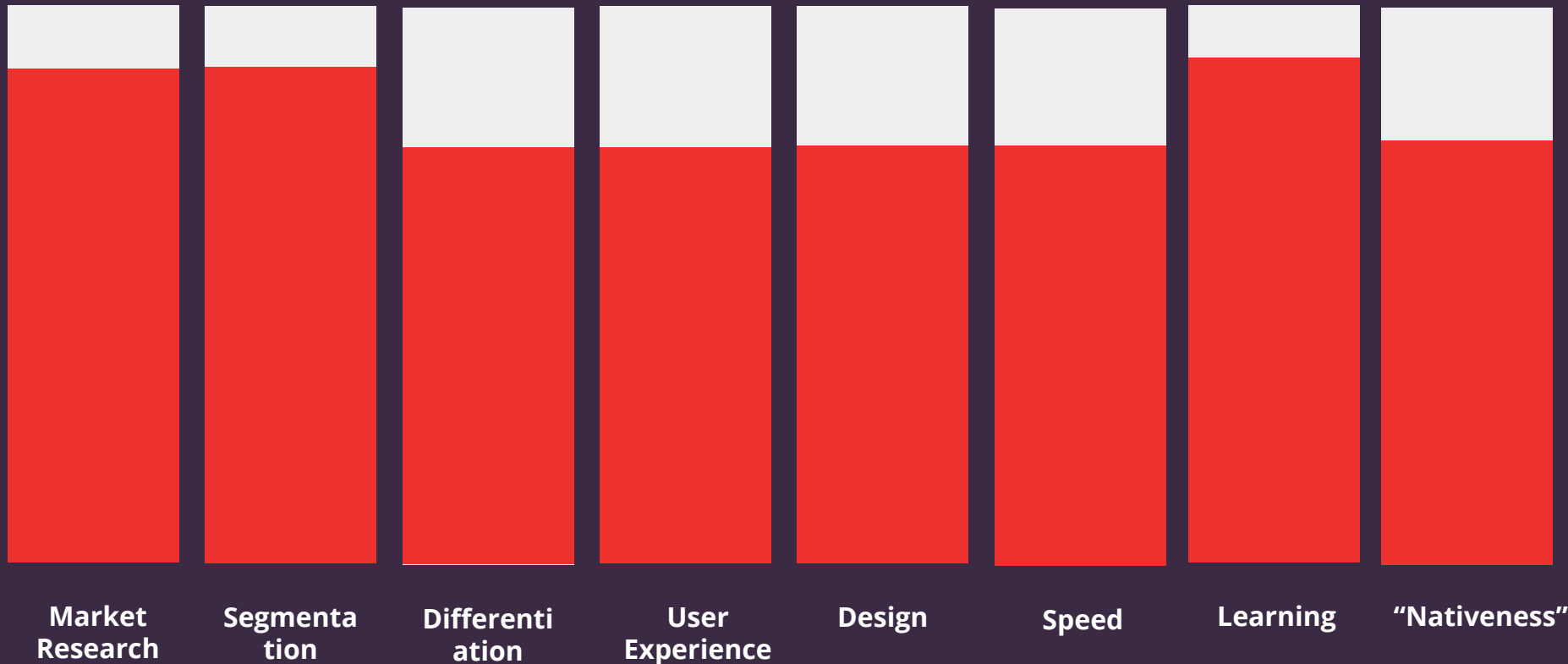
Learning

"Nativeness"

What Competencies to Build an App?



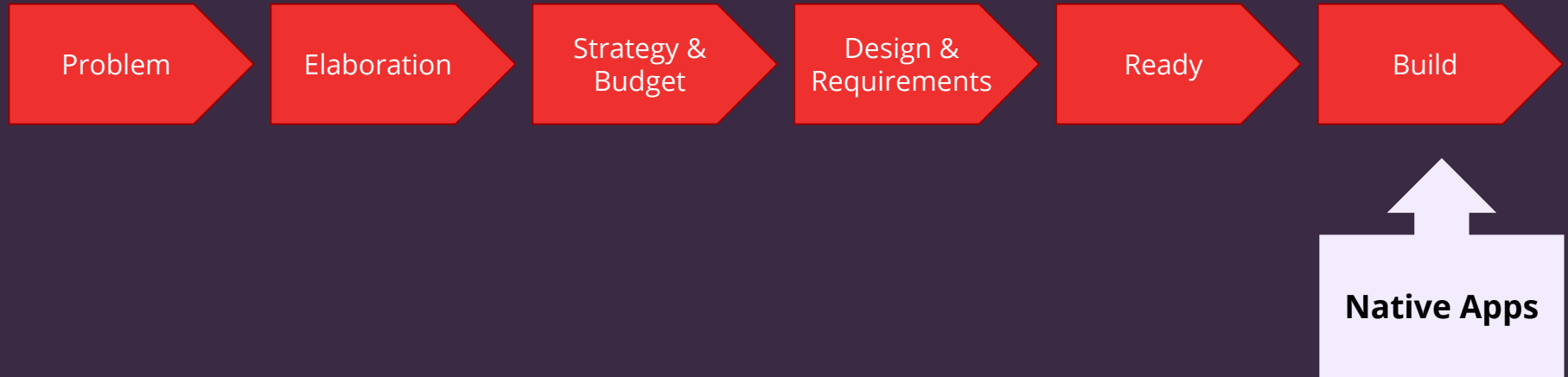
What Competencies to ~~Build an App~~ Win a Market?



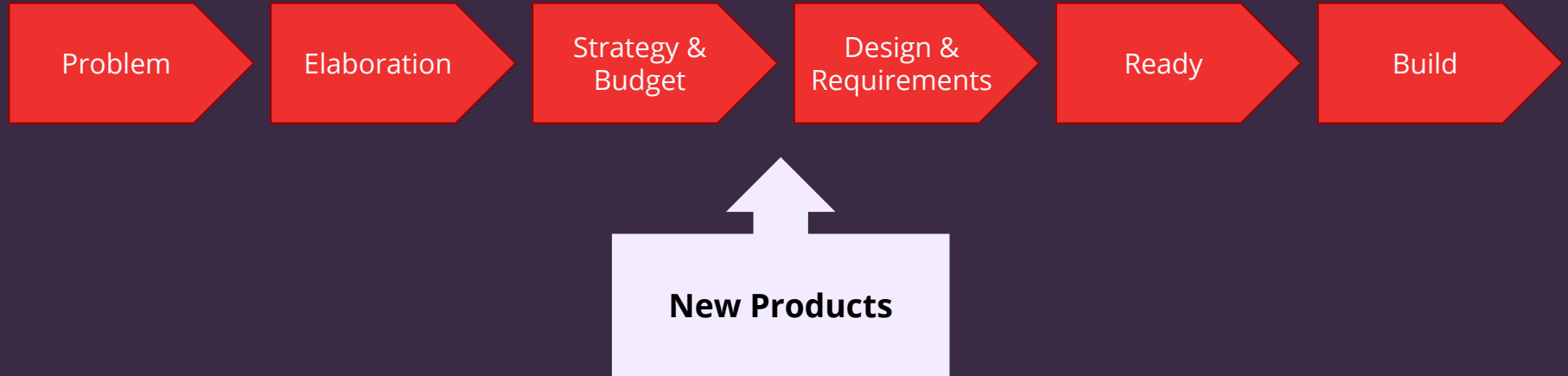
| App Lifecycle: Steps Development Covers



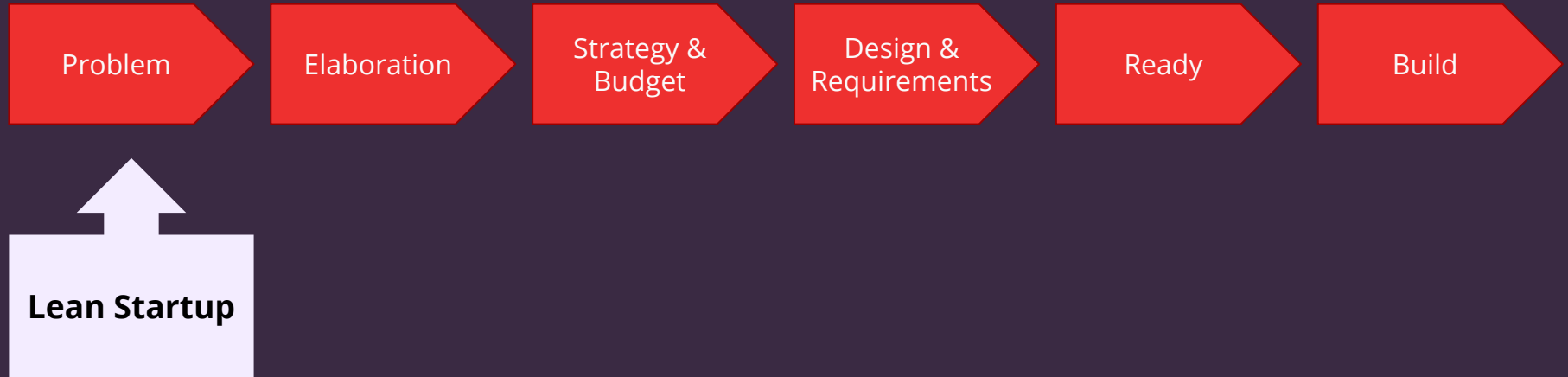
Native Apps are Waterfall



First Generation Apps



Next Generation Apps - Build, Measure, Learn





BUILD, MEASURE, LEARN

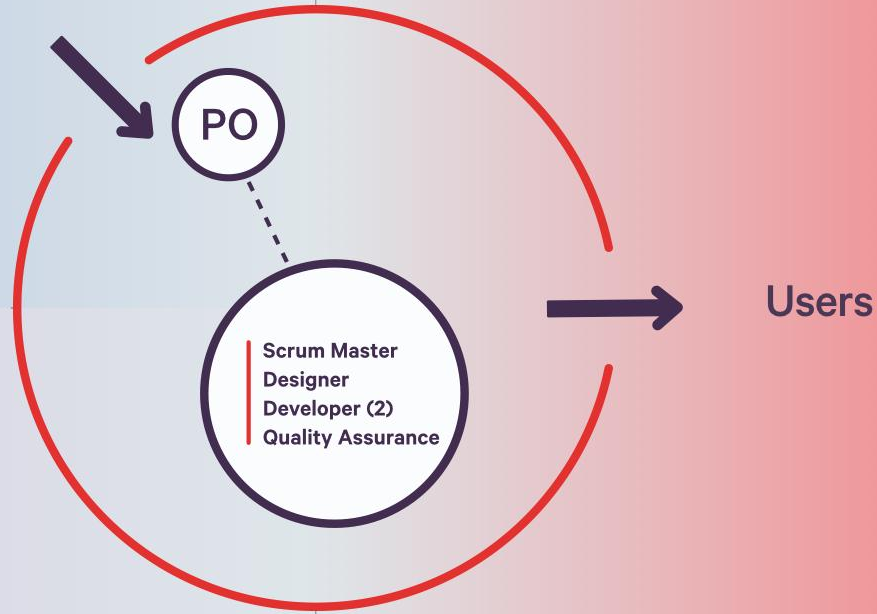
Company Context

Stakeholders

1. scope
2. budget
3. schedule
4. approval

Industry Context

No Learning



Solve the Boundaries

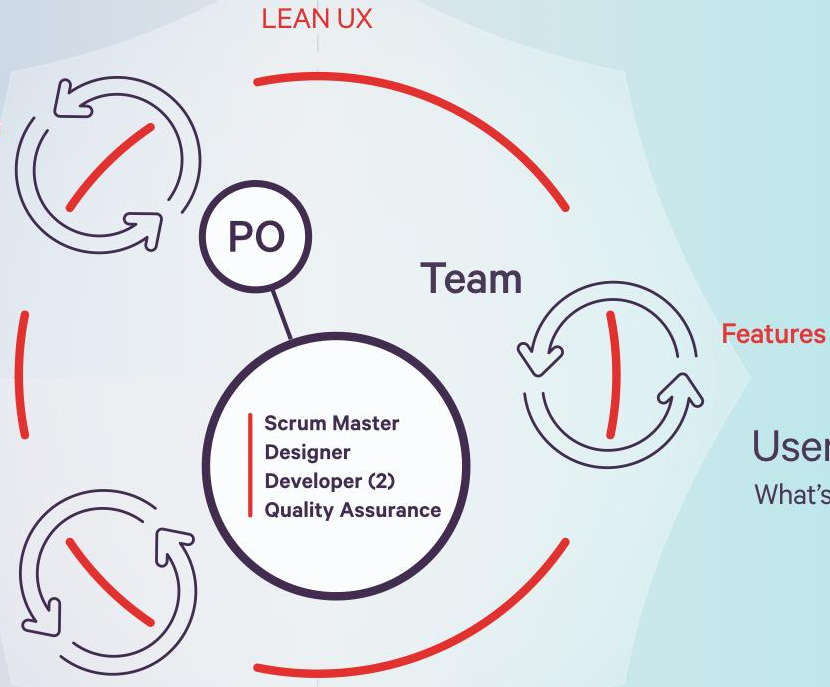
Company Context

What's the Stakeholder Experience?

"No Specs"
Conversations

Industry Context

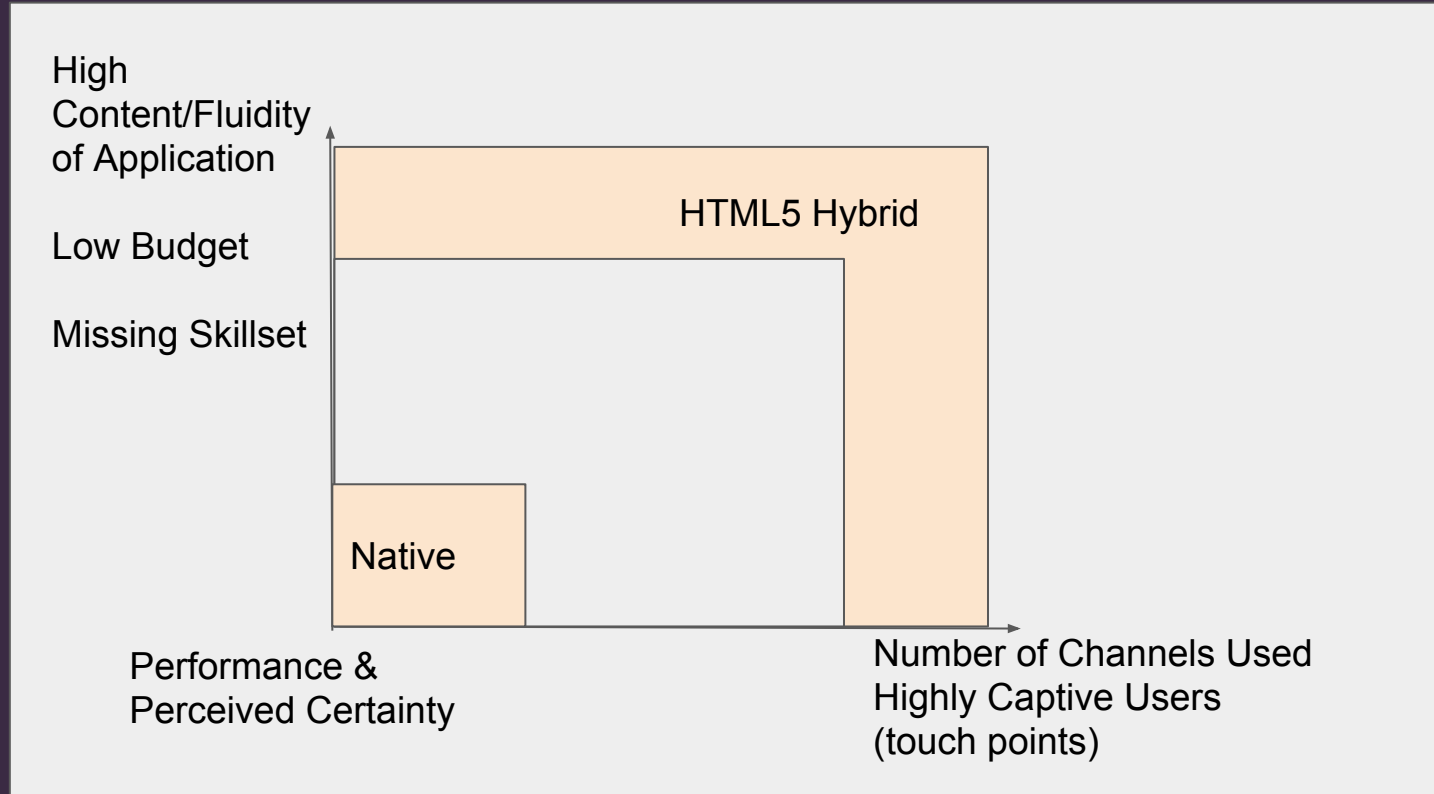
What's the Industry Context



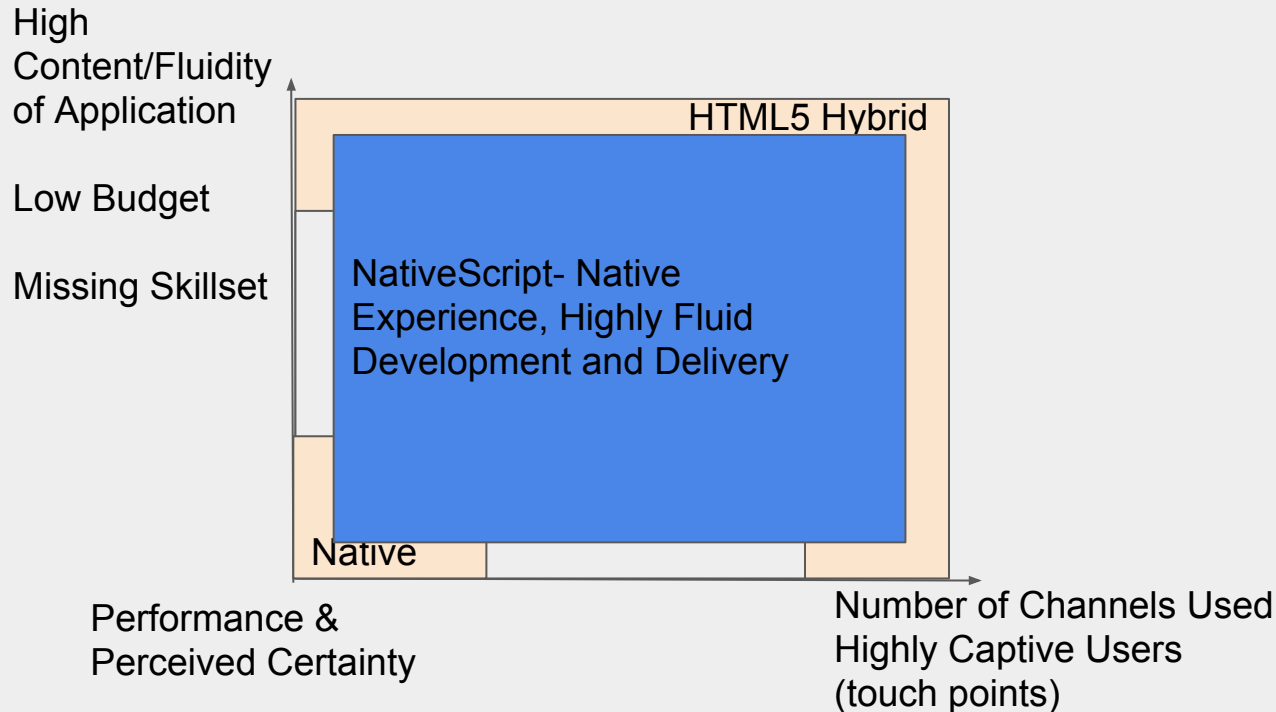
SO WHAT DOES NATIVESCRIPT DO?



Cross-Platform 2012-2014 - The Opportunity/Fear Gap



Cross-Platform 2016- Lean/Agile, Competitive Agility



The New Rules?

1. Get speed and the “native experience”
2. Have a single code-base where appropriate
3. Refine with alternate layouts where appropriate
4. Leverage a broader skill set for hiring
5. The big win: Stay Lean, Stay Agile.
6. Plus time-to-market, cost savings, share code with web and mobile web, faster more effective user and market feedback...

| Q&A



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REWRITING THE WEB

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