

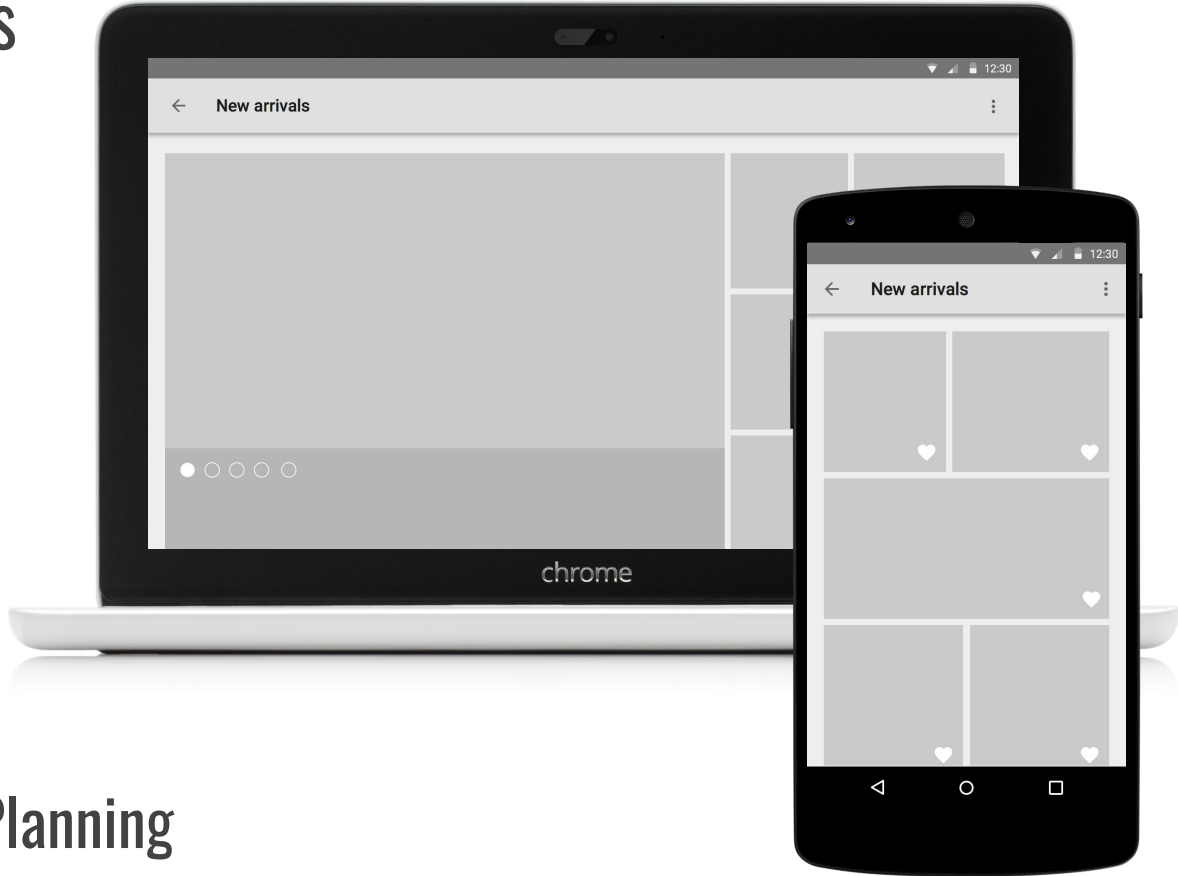
Native apps vs Web apps

Which is the future?

Erin Burns

8 March 2017

MA Web Design & Content Planning



What are they?

Website

Presents static content

Accessed with browser

Not interactive

Web App

Interactive

Personalised content

Requires Internet
connection

Accessed with browser

Native App

Interactive

Downloaded and
installed from an app
store

Integrates into the OS

Does not require internet
connection once
installed

History of native apps

2007

iPhone released

"You've got everything you need if you know how to write apps using the most modern web standards to write amazing apps for the iPhone today."

- Steve Jobs

2008

Apple releases iOS software development kit to address performance and functionality limitations of web apps

Present

New browser capabilities are closing the functionality gap between web apps and native apps

Native Apps

Strengths

- Can work with the device's built-in features like camera, GPS, and push notifications
- Safety and security through app store vetting process
- Works offline once installed
- Better performance

Weaknesses

- Expensive and time-consuming to develop and maintain
 - App approval process
 - Need to provide support different versions of the app
 - Limited device memory
 - “App fatigue”
-

Web Apps

Strengths

- Only one code base to maintain
- No approval process
- Can work offline using a service worker
- Uses less memory
- Indexable & findable by search engines
- Icon can be saved to home screen installed by configuring a manifest.json file

Weaknesses

- Limited ability to access device's hardware functions
 - Lack of quality control and security checks found in app stores
 - Harder to discover since it is not available in app stores
-

What's new?

Native Apps

- [App indexing](#)
- [App deep linking](#)
- [App streaming](#)

Web Apps

- push notifications
- geolocation
- offline content (service worker)
- Camera
- full screen mode
- auto login
- file system access
- go to

<https://whatwebcando.today/>

Hybrid Apps

- Downloaded and installed from an app store
- App contains a browser (WebView) that displays content
- Written in HTML, CSS, and JavaScript
- Can access device hardware and operating system

Which is the future?



Philip Schiller ✓

@pschiller

 Follow



November 2016 was a record breaker for the [#AppStore](#) - the highest monthly sales ever in App Store history!

RETWEETS

273

LIKES

604



6:48 AM - 7 Dec 2016

 46

 273

 604

Apple removes New York Times app in China

Source: <https://www.theguardian.com/world/2017/jan/05/apple-removes-new-york-times-app-in-china>

TECHNOLOGY

Russia Requires Apple and Google to Remove LinkedIn From Local App Stores

By CECILIA KANG and KATIE BENNER JAN. 6, 2017

Source: https://www.nytimes.com/2017/01/06/technology/linkedin-blocked-in-russia.html?_r=0

“Apps are the new choke
point of free expression.”

- Rebecca MacKinnon

What do you think?

Report: <http://3rin6urns.com/native-apps-vs-web-apps/>

Slides: <http://bit.ly/2IXntAN>