

NATIVE MOBILE APPLICATION

VS

WEBSITE BASED APPLICATION



Features & Functionality

Native mobile applications allow you to take advantage of the devices' built-in hardware features. If your app needs to use the phone's front or rear camera, gyroscope, compass or multi-touch functionality, then you'll pretty much have to develop a native app. Some apps that require the buildout of a native application include those using augmented reality (AR) and proximity technology (iBeacons). Native apps also have the capability to function off-line with no internet.

Web-based mobile applications allow you to present basic information and present and interact with content, however there is limited access to using the built-in hardware of the device. When it comes to functionality, the web-based app also lacks the ability to function offline as it essentially lives on a website.



Winner: Mobile

Speed of Deployment

While a native mobile application that lives in the app stores can offer more functionality than a web application, it does take more development and testing time. If you think about developing the application for multiple platforms like iOS, Android and Windows Phone, the time to development could take significantly longer as each platform has its own coding language.

Building a web-based application is much faster than developing for native mobile platforms. Because of the need to only develop one app that will work across all mobile devices and the fact that you can bypass the App Store approval process, the clear winner in speed of deployment is the web app.

Winner: Website



Customer Acquisition

By creating a native mobile app, your application lives in the iOS App Store, Google Play or Windows Store where customers are already browsing and downloading apps. If you use proper keywords in your app description the chances of consumers finding your app when searching in the app stores are pretty good. Plus, finding and installing native apps is an intuitive process that people are used to doing.

By creating a web-based app, your application lives on the internet and is usually hosted on at your company domain name. Unless large amounts of people are already visiting your website, it can be harder to promote and publicize your web application depending on who your target audience is. With that being said, web apps CAN be great for internal tools as they can live online behind your enterprise login credentials.



Winner: Mobile