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Mobile Application Development methodology

With the consumer market getting giddy in anticipation of the new smartphones being released in. quarter 4 of this year mobile development firms are under tremendous pressure to give super mobile experience through great smartphone and tablet applications. Nevertheless, with new mobile devices and operating systems, it is difficult to choose and advice the most effective type of mobile app development methodology.

A lot of companies approach vendors to develop their mobile apps. It is the vendorsâ€™ prerogative to suggest the best development methodology keeping in mind the type of company they are dealing with, their consumer base, the domain, the effect that the mobile app will have on their business. The mobile app vendor will need to know how to balance user experience with multi device accessibility.

There are three different approaches that can be taken to develop a mobile app.

1. Native apps

2. Web Apps and HTML 5

3. Hybrid Apps

4.

Native apps are considered as the conventional mobile apps. The native apps store explicitly on the device since they use the smartphones features and functionality. These types of apps do not need a â€œcontainer appâ€• to run it meaning they interface directly with the mobile Operating system with any intermediary application. They can make use of the APIâ€™s provided by the OS vendor and more often than not have the look and feel of the mobile they are stored on.

Web Apps and HTML 5 - Today the smartphones out there come with very powerful browsers with support for many HTML 5 capabilities, CSS3 and advanced JavaScript. Vendors can create websites that recognise that they are being sourced to a mobile and render web pages that are suitable to be viewed on a smaller screen. You could also design a mobile website that looks very similar to a native app whilst not being one. You can take this a step further too by not making look just like native app but provide similar functionality of a native app and sometimes prompts you to install it on your phone to make it look like a native app! This trend has picked up in the recent past.

Hybrid Apps - This type of app is used when you want to develop a very flexible mobile application combining the web and native elements. To speak technically, a hybrid app is a native app with embedded HTML. It will have all the benefits of a native application meaning it will have access to all the APIs while some selected parts of the app will be developed using web technologies.

Having explained in brief what the different types of development methodologies can be used to develop your mobile application, I dare say that no single approach is correct for everyone. Please look out for my next article on how to make the right decision on what would be the right way to go

in developing your Mobile application.

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