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This article might come handy if you feel like the time has come to begin developing a new solution for your service. There is a good chance that, this was a good choice, given that smartphones are gaining momentum everyday. Before you start, you have got to evaluate some basic questions.

First, who will do the programming? If you have limited resources, you can use DIY instruments that could be found. However keep in mind that your efforts might not be worth it. If you want unparalleled results, seek professionals. Obviously, you will have to put in a budget, but the result will pay off. If you hire developers, you have to choose from three options: contract software engineers, a mobile development company, or perhaps in-house employee. It will all be based on the level of technical features of your solution and whether or not you need continuous technical support.

The second choice is between native versus browser-based applications. You may choose to develop a native mobile app, i.e. an iPhone app. But you have to take into consideration that Android phones are even more widespread by now. Not to mention Windows Phone, BlackBerry, and others. And if you want a multi-platform application, a good decision is building a mobile website so users can access it through a mobile browser. HTML5 can now work with numerous features, performing like those in native solutions. Frankly, if you have your mind set on a native solution, you should provide a whole set of apps for all currently used mobile platforms. Fans of native applications insist that native apps allow greater functionality and better performance. Fans of mobile browser apps argue that browser-based apps are easier to maintain.

The third question is should your application be free? Obviously, you could make it paid if you're sure customers will purchase it. Or you can release your product free, generating profit via paid advertisement. Regardless, you must do your research and check out the current market before investing in the development of a mobile solution.

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