Mobile Hybrid Applications

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Mobile Applications Types

Web Applications

- Web based applications. The user uses a web browser.

- Most mobile telephones' web browsers are based on WebKit.

Web Applications

- Server side technologies such as Java EE, .NET and PHP.

Web Applications

- Client side technologies such as HTML, XHTML, HTML5, JavaScript, Flash, jQuery, XML etc.

SMS Based Applications

- Interactivity and content delivery using short text messages.

- Excellent market coverage.

MMS Based Applications

- MMS stands for Multimedia Messaging Service. It is the ability to send from a mobile telephone a message composed of text, sound and images.

IVR Applications

- IVR stands for Interactive Voice Response. User calls a phone number and interact with the system and with other users.

- Similarly to SMS, IVR based applications have a good market coverage.

Native Applications

- Native applications for mobile telephones are usually small applications the end user can install on his mobile telephone.

Hybrid Applications

- Hybrid applications include a native part bundled with a web based content.

- The web based content can be either static one, part of the application itself, or dynamically delivered over the web.

Hybrid Applications

- Hybrid applications are usually based on a specific object, implemented based on the phone web browser, that renders the web based content.

WebKit Browser

HTML5, JavaScript
Ajax, jQuery, CSS,
Flash, Silverlight

native code

Development Complexity Comparison

Development Learning Curve

Difficult

	Native Applications
Web Applications Hybrid Applications	

Easy

Low   High

Development Complexity

Fragmentation Problem Comparison

Fragmentation Problem

Big		Native Applications
Small	Web Applications Hybrid Applications	

Fast   Slow

Development Speed

Exploiting Device Capabilities Comparison

Maintenance Possibilities Comparison