

# Mobile Development Strategies

# Native

## + iOS:

- Swift (new school)
- Objective-C (old school)
- XCode IDE

## + Android:

- Kotlin (new school)
- Java (old school)
- Eclipse plugin based IDE

## + Windows Phone etc:

- Irrelevant (I hope)

# Cross Platform

## + Web-hybrid:

- Old school
- Mainly PhoneGap/Cordova based
- Suitable for UI-only „information entry“ apps

## + „Native“ Crossplatform tools, like Xamarin:

- + A bit more native experience than web-hybrid
- + Potentially reduced dev cost vs 2 x native development
- - Potential competence pool availability trap
- - Another layer of technical complications (issues, hacks, etc etc)

## + ReactNative:

- New School
- Imitates React.js framework
- JS-based control flow that calls otherwise native components (including native UI components)
- Recommended (over other cross platform alternatives)

Your Software & Product Development Partner



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