

THE DIFFERENCE BETWEEN



MOBILE WEBSITE

AND







MOBILE APP










While mobile apps have a valuable place within the online/ digital marketplace, the commissioning of an app development project should be carefully considered with the implication in mind.

To help make an informed decision, we have prepared a side-by-side comparison of the development and usage attributions of websites and mobile applications.

This is not meant to be a comprehensive or a persuasive study, but rather a quick checklist to decide whether you are ready to consider developing a mobile app.

DEVELOPING AND USING A DIGITAL PLATFORM

COST FACTORS	WEBSITE (AS AN APPLICATION)	MOBILE APPLICATION
 Development time	<ul style="list-style-type: none"> One platform to manage Content and design updates by internal staff Updates are immediately live 	<ul style="list-style-type: none"> Two platforms to manage: web & mobile Updates to mobile application done by app developer Upload to three mobile app stores (Windows, Android and iOS) Then pushed to the user's device
 Timeframe	<ul style="list-style-type: none"> Design and template carried throughout site – including other sections e.g. archives No extra time for design of other sections e.g. archives 	<ul style="list-style-type: none"> Development of a new app takes months to complete (possibly 3 to 9+ months) Involves concept, design, development and testing on 3 different platforms
 Updates to hardware	<ul style="list-style-type: none"> When the user's software on a device is updated, the website works exactly the same without any fixes 	<ul style="list-style-type: none"> The different apps in the app stores have to be updated continually to be compatible with updates to smartphone software
 Uploading content	<ul style="list-style-type: none"> One central place to upload content Older content can be moved automatically to an archive section 	<ul style="list-style-type: none"> New content published on the website When this content becomes older, it will have to be specifically uploaded again to the app

ACCESSIBILITY	WEBSITE (AS AN APPLICATION)	MOBILE APPLICATION
 <p>How do I access the content?</p>	<ul style="list-style-type: none"> All desktops, laptops and mobile phones have browsers that can access the internet Does not matter which operating system you use 	<ul style="list-style-type: none"> To view the content, you have to download and install the app
 <p>How do I find the content?</p>	<ul style="list-style-type: none"> Most users search with Google or another search engine The website will be found in these searches, and a click can open the website 	<ul style="list-style-type: none"> The content inside an app does not show up in a Google search
 <p>Do I need special hardware/software to access the content?</p>	<ul style="list-style-type: none"> The website works and looks the same on all devices 	<ul style="list-style-type: none"> App software will have to work with the latest phones/ tablets Older hardware with older software will be incompatible
 <p>Support</p>	<ul style="list-style-type: none"> Most users are familiar with websites and find it easy to browse and find content 	<ul style="list-style-type: none"> An app has to be installed Issues can arise with each of the different types of phones/tables and different software versions You generally require a dedicated support person to assist with support queries on the 3 different app stores
ADVERTISING & SPONSORSHIP	WEBSITE (AS AN APPLICATION)	MOBILE APPLICATION
 <p>Exposure</p>	<ul style="list-style-type: none"> Sponsor logos and text will be visible to all users on the website 	<ul style="list-style-type: none"> Sponsor logos and text will only be visible to users that have installed the app
SPECIAL CONTENT FOR EVENTS	WEBSITE (AS AN APPLICATION)	MOBILE APPLICATION
 <p>Podcasts, interactive webinars and virtual lectures</p>	<ul style="list-style-type: none"> Can be uploaded to the website and is readily accessible 	<ul style="list-style-type: none"> Is only accessible to users that have installed the app
 <p>Update speed for changes on event day.</p>	<ul style="list-style-type: none"> Updates can be made from any device with a browser and an internet connection Updates are live immediately 	<ul style="list-style-type: none"> Update speed depends on the quality of the app's admin interface
MAILING LISTS	WEBSITE (AS AN APPLICATION)	MOBILE APPLICATION
 <p>Capturing new users</p>	<ul style="list-style-type: none"> Website can be used to get user details by giving secure access to the archives or special content once a user has signed up 	<ul style="list-style-type: none"> User details will be available if they installed the app Only available to users who have installed the app
 <p>Marketing Automation platform and Email Service provider integration e.g. SharpSpring, Mailchimp</p>	<ul style="list-style-type: none"> Possible with all contact/sign up forms on the website 	<ul style="list-style-type: none"> Not possible at all