Building hybrid HTML5 apps with Phonegap

the easier way*

*there is no easy way

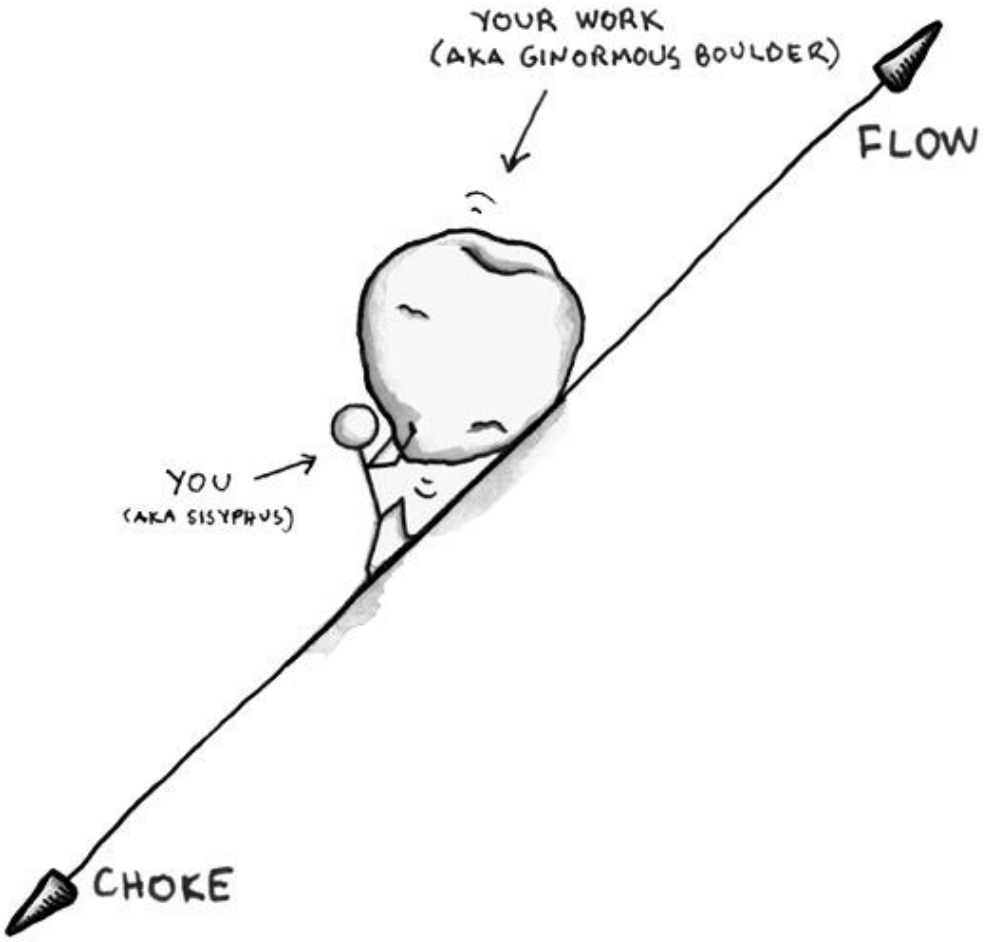
The problem: too many platforms

We tried doing it the old way

- Building a new/separate API
- Building native Android apps
- Building native Ios apps
- Building HTML5 browser apps
- Supporting them all…

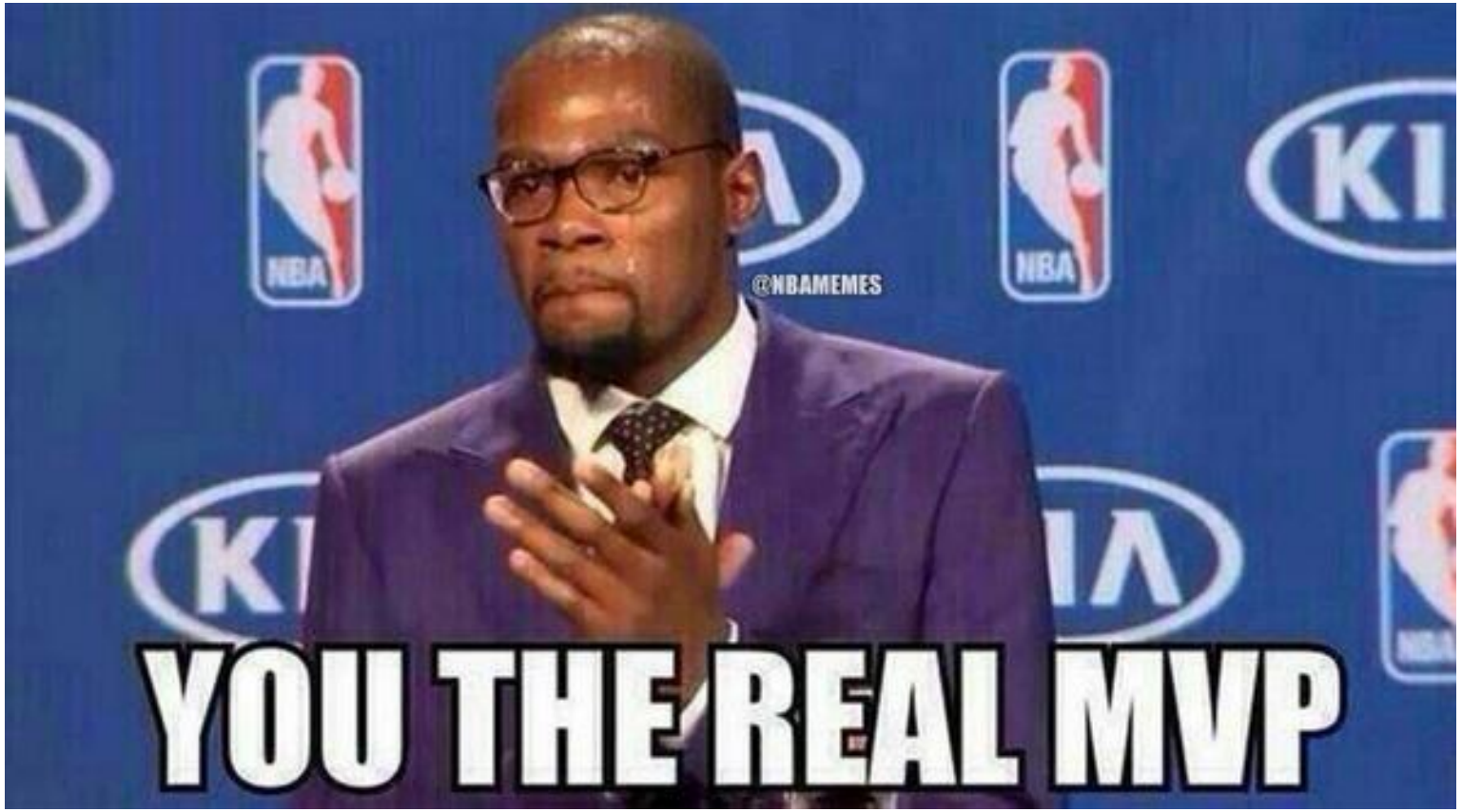
What have we learned?

Slow & Expensive



So, where should I start?

Your Mobile Site = Most Valuable Platform



Why?

- Soon: the majority of your traffic(already?)
- Free distribution: SEO
- Best conversion channel for your “native” apps(splash screens, smart app banners, etc)

“Perfect is the enemy of Good”

The alternative: Phonegap

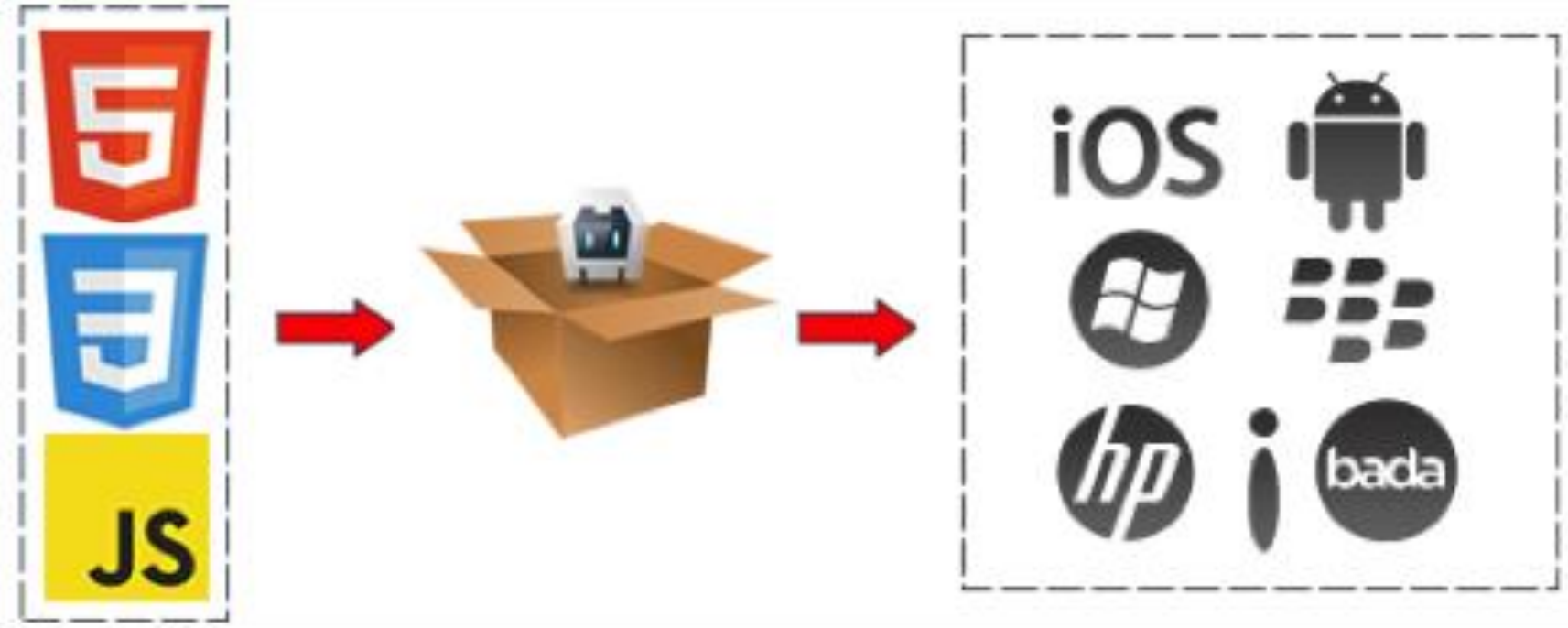
PhoneGap Mobile App Development

What is Phonegap?

- **PhoneGap is** a free and open source framework that allows you to create mobile apps using standardized web APIs for the platforms you care about.

***Phonegap** is owned by Adobe and is based on open source **Apache Cordova**.

Apps can be developed with HTML, CSS, and JavaScript



Acces device APIs: Geo, Push, etc.

Phonegap app=HTML5 on steroids

Drawbacks

- Slower performance than native code, especially if your app is graphically intense, i.e. a game.
- There is a learning curve
- Documentation not always great

how
to
start

HTML
5

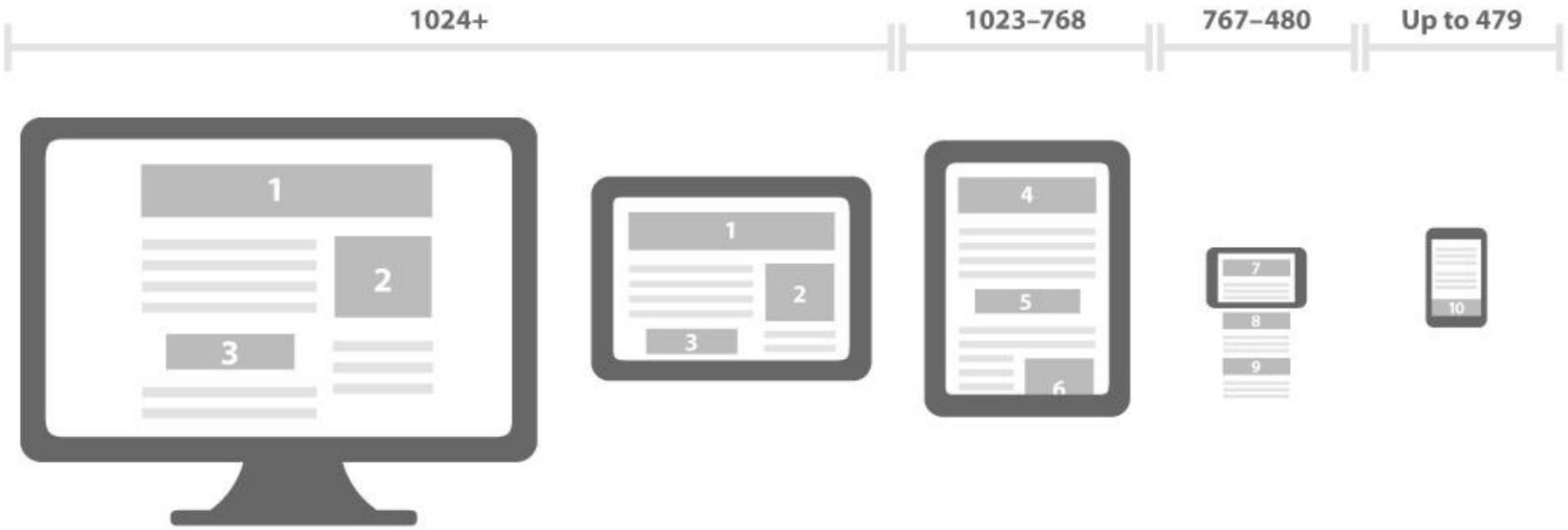
Your web devs are your app devs

"I was wrong...you can teach an old dog new tricks."

One API to drive them all

One UI

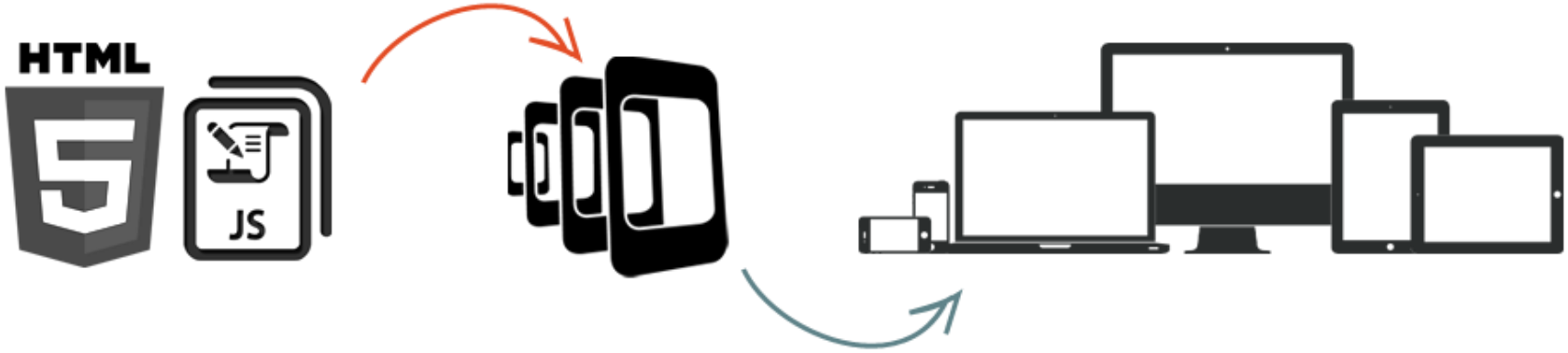
Merge mobi and desktop sites



Use HTML5 UI frameworks: Kendo, Ionic, Sencha, etc.

Or, build you own UI!

What is the the process?

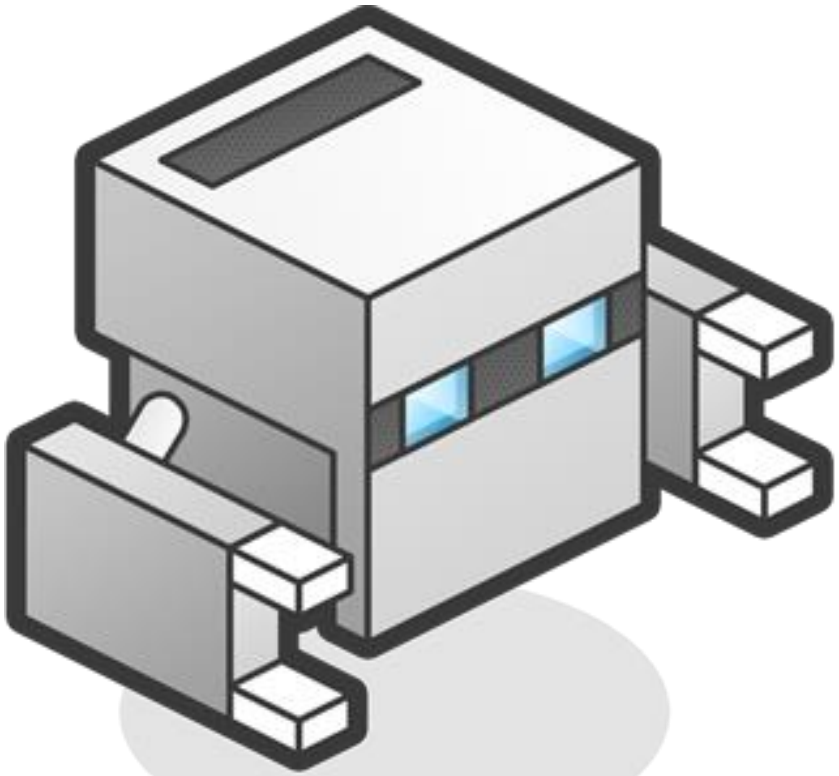


APP
DEVELOPMENT
USING HTML5 AND JS

ACCESS TO
NATIVE APPS
WITH PHONE GAP

HASSLE FREE
DEPLOY THE APP
ON ANY PHONE

Phonegap build: package apps in the cloud



PhoneGap:Build

Write once. Compile in the cloud. Run anywhere.

Thank you!

Questions*