Web vs. Native Applications:

Best Practices and Considerations in the Development and Design of Web Applications

2014 M-Libraries Conference m-lib
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Making our Library Mobile Friendly

**Goal:** make our library more mobile friendly within the year

**Strategy:** Survey population and research options

**Main Question:** Native vs Web application

**Team-up:** Working group of four people
Making our Library Mobile Friendly
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Team-up: Working group of four people
Native
- Live on the device and are installed from the devices store
- Developed for one specific platform
- Specialized gesture, notifications, etc.
- Higher price range

VS.

Web
- Mobile enabled websites
- Typically written in HTML5 and have a responsive build
- Can be added to the phone screen via bookmarking
- Typically lower price range than native apps
- Quick updates
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Questions to ask

- What type of device is the population using? What might they use in the future?
- What library services/resources would they like to access on their phone?
- What's your price range?
- What technical knowledge do you have on site?
- What services/resources are already mobile enabled?
UofR Mobile Site

- Survey showed mix of devices
- In-house technical support
- Lower budget
- Some mobile enabled services/resources
- Choose a web application
Best Practices: Web Application

- Keep it simple
- Scale down objects and text
- Pinching/zooming not required
- Consider limitations of phones
- Redirect for smart devices
- Size of graphics and images
Questions?

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