



# Mobile Web Apps

March 7<sup>th</sup>, 2011 – Mobile Monday

@cborodescu

Cofounder Webcrumbz.net – A Startupbootcamp Company

# ... short introduction

Roozz



Auto Uncle



Gruvi



Spockly



Magma



The Kinetik



Unisensei



Ruby & Revolver



RentMama



Webcrumbz



startup  
bootcamp  
2010





**10** teams

**3** months

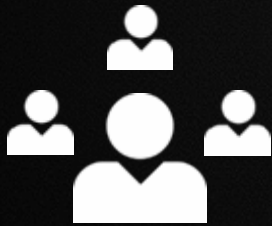
**50+** mentors



# ...the deal

startup  
bootcamp 

YOU



team

+



ide

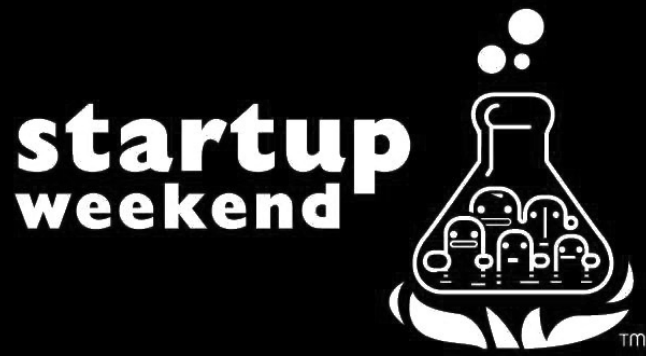
- **25,000 DKK** / team member
- Office space
- **50+** mentors
- Investor Day

2011

**startup  
bootcamp**



Apply now for Madrid!  
<http://www.startupbootcamp.dk>



# Startup Weekend Bucharest

<http://bucharest.startupweekend.org/>

# What is a mobile web app?

“The term "Web application" refers to a Web page or collection of Web pages which use server-side or client-side processing to provide an "application-like" experience within a Web browser.”



# MOBILE WEB APPS



Mobile-friendly  
sites

Mobile native  
apps



Native Look & Feel

Openness of the Web



## ... mobile web app indicators

Self-contained

Rich/interactive UI

Using advanced device capabilities

Limiting the usage of browser's buttons

Working off-line

... where to start?

{  
jQuery Mobile  
jQTouch  
Sencha Touch

More on [phonegap.com/tools](http://phonegap.com/tools)

# jQuery Mobile - Pros

- Cross platform framework
- Easier learning curve
- Somewhat SEO-friendly
- Large community of contributors



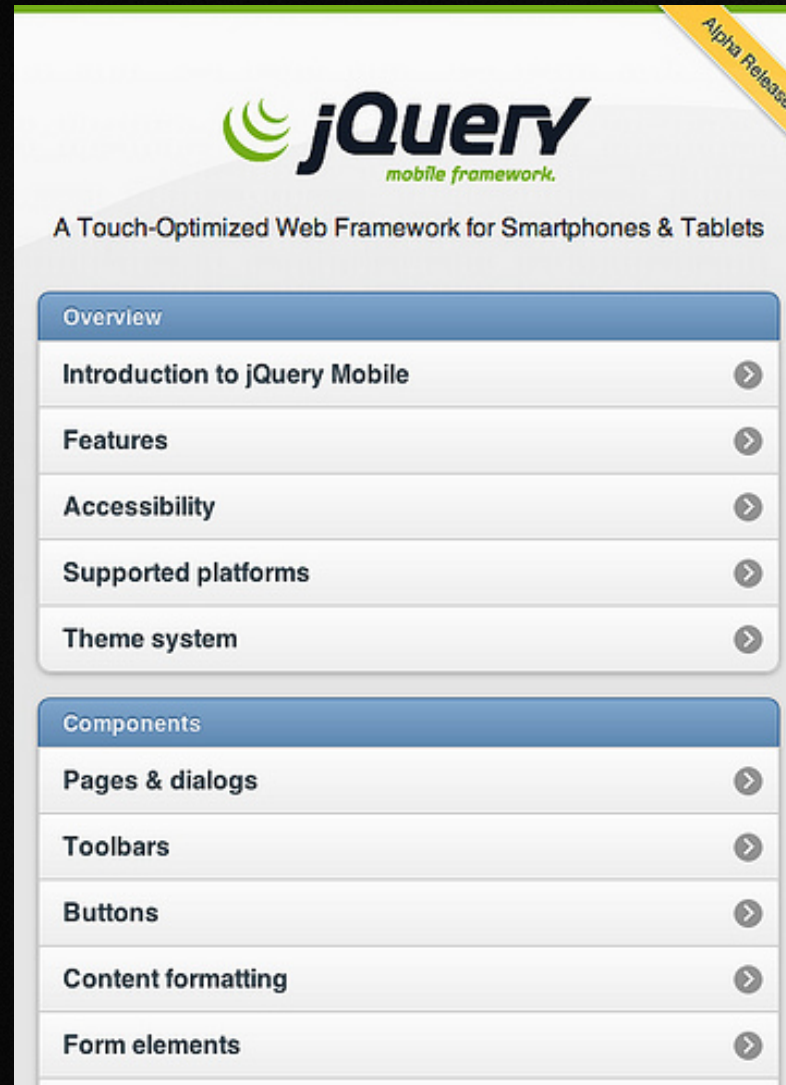


# jQuery Mobile - Cons

- Still in alpha version
- A lot of UI bugs
- Not really suitable for custom designs
- Recommended mostly for mobile-friendly sites



# jQuery Mobile Interface



The image shows a screenshot of the jQuery Mobile website interface. At the top right, there is a yellow diagonal banner that says "Alpha Release". Below this is the jQuery logo, which consists of three green curved lines to the left of the word "jQuery" in a bold, black, sans-serif font. Underneath "jQuery" is the text "mobile framework." in a smaller, green, lowercase font. Below the logo is the text "A Touch-Optimized Web Framework for Smartphones & Tablets". The main content area is a list of navigation items, each with a right-pointing arrow icon. The items are grouped into two sections: "Overview" and "Components".

**jQuery**  
mobile framework.

A Touch-Optimized Web Framework for Smartphones & Tablets

**Overview**

- Introduction to jQuery Mobile
- Features
- Accessibility
- Supported platforms
- Theme system

**Components**

- Pages & dialogs
- Toolbars
- Buttons
- Content formatting
- Form elements

# jQTouch - Pros

- jQuery plugin
- Easy setup
- Native WebKit animations

**JQTOUCH**



## jQTouch - Cons

- Only compatible with WebKit browsers
- Now, part of the Sencha Labs

**JQTOUCH**

# Sencha Touch - Pros

- Native app look&feel
- Technical support
- Stable framework



Sencha Touch

# Sencha Touch - Cons

- Works only with iOS & Android
- Based on ExtJS
- Paid technical support
- Licensing required for commercial usage



Sencha Touch



... scan this



<http://www.webcrumbz.mobi>

... where to go from here?

Buy an iPhone and an Android device

Test other frameworks as well



thank you



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