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PROSPECTS OF CROSS-PLATFORM PRODUCT DEVELOPMENT FOR SOCIAL MEDIA

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The article deals with cross-platform product development applications. The advantages of cross-platform software for social media over native mobile developments are presented.

Статтю присвячено аналізу розробки крос-платформеного програмного забезпечення для соціальних медіа і порівнянню їх із нативними мобільними розробками.

Problem setting. Cross-platform development means developing of software that will work on more than one platform. Cross platform application development is the method of building one app for multiple mobile platforms like iOS, Android, Windows and Blackberry. In cross-platform application development, one codebase is created and customized for multiple platforms. On the other hand, in native mobile development (commonly called a mobile app development), a separate codebase is created for each platform.

Analysis of recent research and publications. According to the recent publications on the prominent application development websites like *outsystems.com*, *businessofapps.com* and *newgenapps.com*, examples of widely used cross-platform development in 2018 are media players, messengers and antivirus. People use them and don't even think of their favorite software (like *VLC*, *Viber*, *ESET*) compatibility with the operational system of their smartphones, tablets or notebooks [1].

The purposes of this paper are to study cross-platform product development applications and to analyze the advantages of cross-platform software for social media over native mobile developments.

Basic material research. According to the website *DZone.com* statistics [1], the top 5 cross platform application development tools in 2017 were:

- SAP and Sencha – they are tools for creating cross-platform applications.
- PhoneGap – is an open source tool which comprises a compiler, a debugger, and testing tools connected to the popular web technologies.
- Xamarin – is tool that lets developers work with native IDEs and languages.
- Appcelerator – is a tool allowing to build, to test, to connect and to measure the functionality of the built applications.

The mentioned above tools are development environments for both designing and developing cross-platform product.

If one thinks of a cross-platform development and a native mobile development comparison the following features are crucial: the list of cross-platform development advantages over native mobile development includes following pros:

- cross-platform development has one codebase;
- its codes can be reused;
- it ensures quicker development time;
- it reduces development costs;
- it is in increasing demand;
- it acquires as many customers as possible;
- cross-platform development makes it easier to synchronize its updates with all used mobile devices.

mobile devices.

In its turn, any native mobile development has some advantages, too:

- it has a separate codebase;
- it is a better option for a wow user-interface;
- it doesn't need to be updated to match each system.

The features and advantages analysis of application development tools leads to the conclusion that the most significant one is that cross-platform development ensures the reduced development time.

It should be kept in mind that cross platform mobile development isn't quite as simple as writing the code once, putting it through a tool for translation, and publishing both an iOS and Android applications to the respective application stores. However, whether you want to develop a cross-platform application or a native application, it doesn't matter: if you take advantages and help of a well-versed mobile application development company, you can create the application you expected.

Conclusion. To conclude it should be mentioned that cross-platform development has a long-term perspective and is going to outreach social media and penetrate rapidly into industrial and business spheres.

References

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