

Web, Portal app and Standalone Native: What's the difference?

Overview

The CrowdComms platform can be accessed as both a web based platform via a custom URL or by downloading a native / traditional app from the Apple app store and Google Play store. Work is involved with making the platform available as a native app and there are approval processes which require extra lead time. You can read the full process [here](#)

Web

The CrowdComms platform is available as a web based solution as standard. On first setup, you will be able to open the platform in its current format using the web link available in the admin CMS. This url can be customised to ensure you have a branded link for users to access via.

The web based solution is responsive and works across devices including desktop, tablets and mobiles ensuring your users have consistent experience and full access to functionality regardless of the way they choose to access the platform.

Benefits:

- No download, quick and easy to access.
- Included as standard and available from initial platform launch to approved users or only admins initially. Custom url can take up to 48hours to setup.
- Responsive platform ensuring users can access across range of devices and browsers without compromising experience - [Read more](#)
- Can be saved as icon on mobile phone home screens. Steps to do so differ device to device - [Read external guide](#)

Negatives:

- No app store presence.
- Push notifications aren't included. You can still send in platform notifications and email notifications to ensure users receive important information - [Read more](#)



Portal App

In the event technology world, this goes by a number of names: portal; container; housing app. At CrowdComms we call this a portal app.

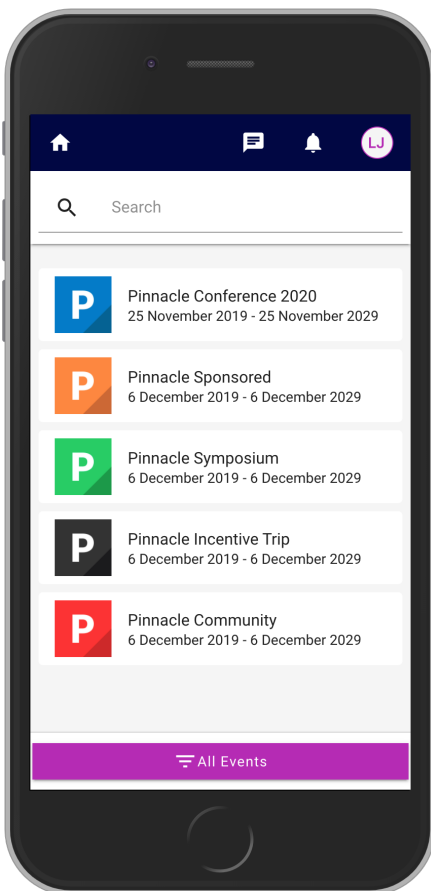
The portal app can "house" multiple events or platform projects over time, with new events being added to the existing portal. You have one generic branded portal app to house all of your events. The standard approach is to brand the portal in line with your overall company brand for example 'CrowdComms Events' would be branded in line with <https://www.crowdcomms.com/> and all the events housed within this portal organised by CrowdComms would have their own specific branding ensuring once users land on the specific event view, it's a branded event experience.

Benefits:

- One time submission to the app stores saving lead time for future events (Some critical updates require a resubmission which we manage for you).
- One app saved on users' devices to access all future events. No need to download a new app for each event.
- Consistent user experience ensuring users get comfortable with accessing the platform for future events helping to achieve high adoption rates for all events.
- Personalised view of events. Users only see the events you give them access to.
- Users have quick access to upcoming, past and featured events.
- Send targeted push notifications to users assigned to specific events or groups.
- Each of the events or projects included within the portal can be branded differently.

Negatives:

- The portal app name, icon and splash screen will be the same for all users meaning this isn't specific to any one event. Events within the portal will be branded specific to the event(s).
- Initial submission typically takes up to three (3) weeks for Apple to approve. Google Play is usually quicker. [Read more](#)
- There is an additional cost to submit a portal app whereas the web version is included with all packages.
- Resubmissions to update the portal app name, app icon or splash screen require a resubmission which includes native submission cost.
- Resubmissions to add new features or make critical updates may result in short periods of there being a different feature set in the web platform and native portal app. This is rare and we manage this for you to limit any impact. Most new features and updates are automatically added to native apps without requiring a resubmission.



Standalone native app

This option provides you with a custom app name, app icon and splash screen that users can search and download from the Apple app store and Google Play store. For high profile events it may be a priority to ensure users can search for the event name in the app stores and download an app listed and branded with the events specific branding rather than the company branding as with the portal option. If this is the case the standalone native app is the way to go.

Benefits:

- Custom app name, app icon and splash screen image giving users an event specific branded journey from beginning to end.
- Send targeted push notifications to all users or specific groups.

Negatives:

- Initial submission typically takes up to three (3) weeks for Apple to approve. Google Play is usually quicker. [Read more](#)
- There is an additional cost to submit a standalone native app whereas the web version is included with all packages. Each event you opt for standalone native app will incur this cost again whereas portal app is a one-off annual cost to submit to the app stores.
- Resubmissions to update the app name, app icon or splash screen require a resubmission which includes native submission cost.
- Once the event finishes, users often delete the app from their phones making it difficult to promote future events or continue the event conversation.
- Resubmissions to add new features or make critical updates may result in short periods of there being a different feature set in the web platform and native portal app. This is rare and we manage this for you to limit any impact. Most new features and updates are automatically added to native apps without requiring a resubmission.

Our recommendation

Virtual Events and webinars: Web based platform is usually the best option. Simple to setup and easy for all users to access regardless of the device.

Hybrid and physical events: Web based platform promoted alongside a portal app. The portal app is by no means essential however if you have users on route to your venue or manoeuvring between sessions, exhibitors etc, a native app with information specific to the physical event and push notifications for on going communications is beneficial. The web based solution is widely used pre and post event and should always be communicated along side the native portal app to give users the option to choose their preferred method of access.

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