

1. List the main differences between the iOS and the Android platforms.
2. Consider which marketplace best matches the intended audience of your app. What are the differences in audience size and number of paying customers in each platform?
3. Where does your personal expertise lie?
4. If you are designing an app for a client, what do you expect his/her views on Apple vs. Android would be?
5. What reasons might there be for not developing on both platforms simultaneously?