

Platform Decision Checklist

For Dubai Startups Choosing Between iOS and Android

63%

Choose Wrong Platform

3.2x

Higher iOS ARPU

71%

Android Market Share

12-Point Scoring System

Evaluate each factor on a scale of 1-5, then total your scores to determine the best platform for your Dubai startup.

1 Low Priority

Platform not important for this factor

2 Minor Advantage

Slight preference for one platform

3 Moderate Advantage

Clear preference for one platform

4 Significant Advantage

Strong reason to choose one platform

Checklist Sections



Audience Device Analysis

1

Target user demographics (age, income, location)



Revenue Model Comparison

1

Primary monetization strategy

2 Primary device types in target market

3 iOS vs Android penetration in Dubai

4 User tech-savviness level

 **Platform Importance:**

1 2 3 4 5

2 In-app purchase potential

3 Subscription model viability

4 Ad revenue expectations

 **Platform Importance:**

1 2 3 4 5



Arabic UX Requirements

1 RTL (right-to-left) support needs

2 Arabic content localization level

3 Cultural adaptation requirements

4 Ramadan/Eid specific features

 **Platform Importance:**

1 2 3 4 5



Launch Timeline Planning

1 App store approval timelines

2 Development complexity

3 Testing requirements

4 Time-to-market urgency



Platform Importance:

1 2 3 4 5

Platform Decision Matrix

Based on your scores, determine which platform aligns with your startup goals:

 **Choose iOS If:**

 **Choose Android If:**

✓ Building mass-market product

✓ Targeting high-income Dubai users

✓ Monetizing via subscriptions

✓ Need faster MVP launch

✓ B2B/enterprise focus

✓ Premium brand positioning

✓ Using ad-based revenue model

✓ Serving diverse device users

✓ Hyperlocal content focus

✓ Budget-conscious audience

Your Recommendation: Complete the scoring