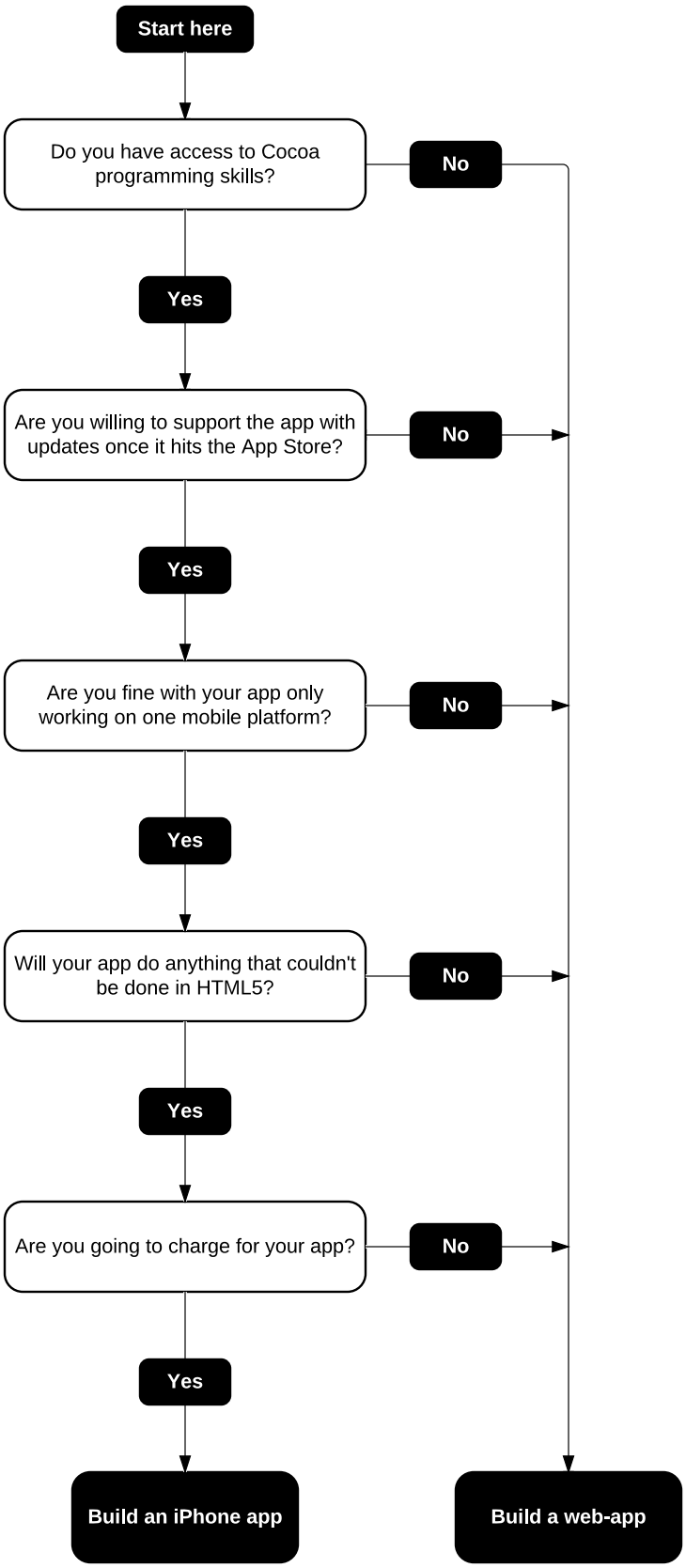Should you build an iPhone app?