

Apps

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Helium Foot Software

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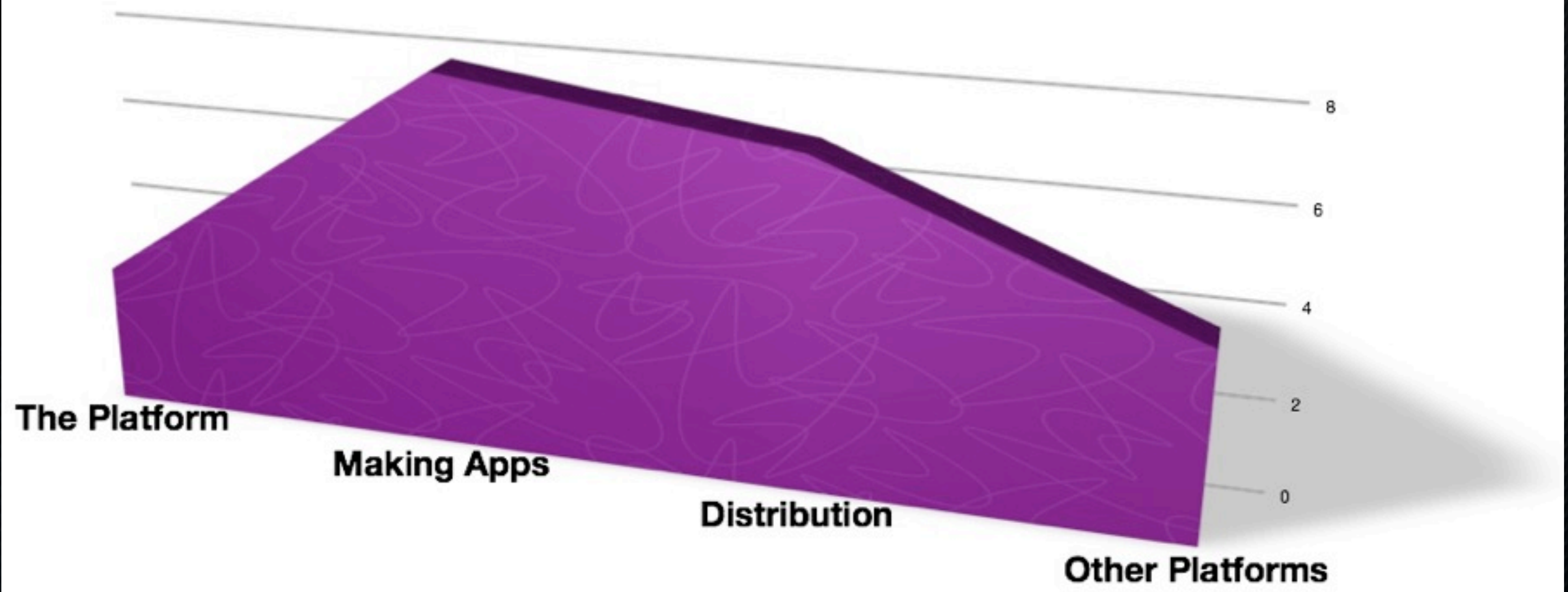
A Brand New World

Your Computer is Now:

- ✦ Always on
- ✦ Always connected
- ✦ Always with you
- ✦ Highly personal

Our Time Together

- ✦ The Platform
- ✦ Making Apps
- ✦ Distribution
- ✦ Other Platforms



You guys like charts, right?

The Platform

Making Apps

Distribution

Other Platforms

The Platform

- ✦ Some of the best frameworks in the business
- ✦ Very mature tools
- ✦ Fun to work with!
- ✦ Some drawbacks included



Apple's The Platform ^



- Apple controls the their platform
- Only approved Apps can be run on your devices

Apple Disapproves Of...

- ✦ Bugs and crashes
- ✦ Purchasing content or services outside of the App Store
- ✦ Draining the battery
- ✦ Adult content
- ✦ Unprofessional and copycat Apps
- ✦ Whatever they decide

A Note About Apple's Grip on the Platform

- Developers hate it
- Pundits and bloggers are offended by it
- “Normal Users” are unaware of how much they love it

Where's Apple Going



- ✦ Voice
- ✦ More delightfulness (from Apple and everyone else)
- ✦ Easier management of large deployments

Where Apple's Not Going

- ✦ More “openness”

The Platform

Making Apps

Distribution

Other Platforms

What You Can Make



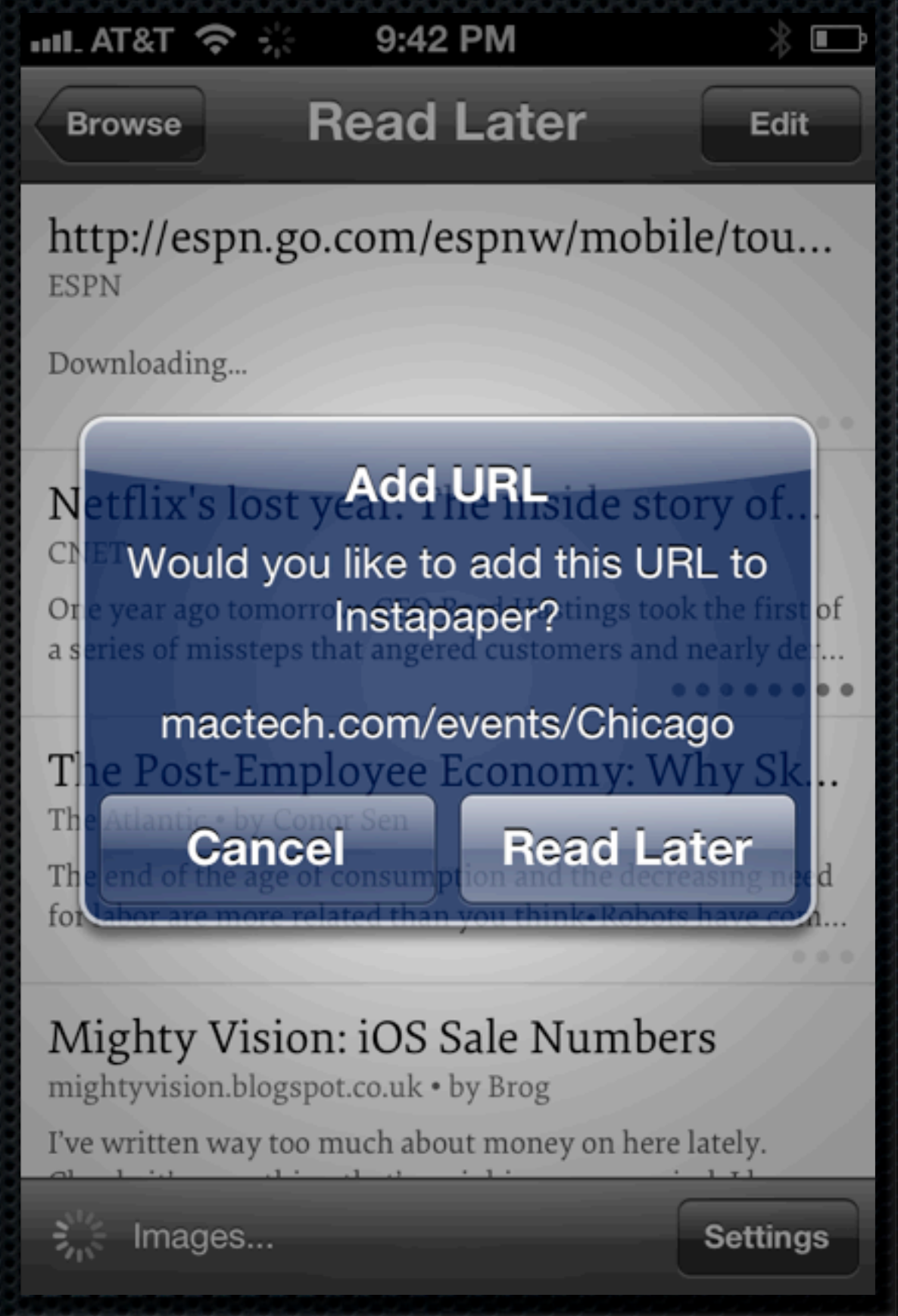
User Experience Matters

Create delightful apps

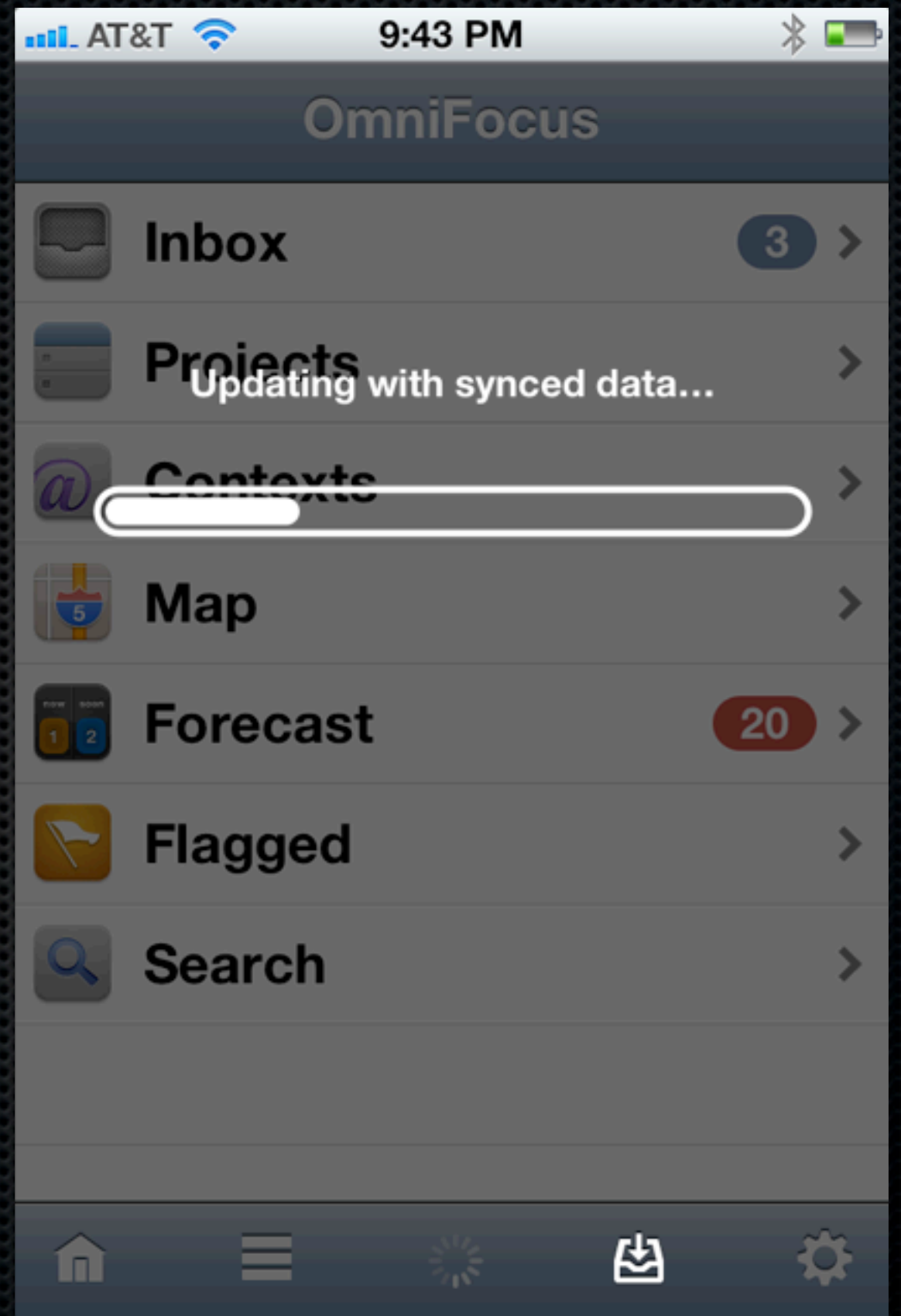
Creating a basic iPhone or iPad app is easy. However, highly successful apps take a little more effort. What makes the most successful apps appealing? They have an attractive design and make excellent use of colors and audio. They're simple to use and work as expected, keep the user involved, and coming back again and again.

<http://www.apple.com/business/accelerator/design/>

Instapaper is Delightful






OmniFocus is Delightful



Making Delightful Apps

- ✦ Define your goals not your product
- ✦ Iterate until your app takes shape
- ✦ Polish (polish, polish) until it's beautiful and delightful

Iterations

Make a List			+
(★)	MY Common Items	>	(A)
+	All Purpose Flour	(1)	B
+	Almonds	(1)	C
+	All Foods	(2)	D
+	Aluminum Foil		E
+	Anchovies		F
+	Antacid		G
+	Apple Cider		H
+	Apple Cider Vinegar		I
+	Apple Juice		J
			K
			L
			M
			N
			O
			P
			Q
			R
			S
			T
			U
			V
			W
			X
			Y
			Z
			
GO Shopping	Start Over	Help	

Finding an App Developer

- ✦ Internal resource
- ✦ Local consultant
- ✦ Completely outsourced

Shelf Life

For apps that will need to be updated in the future

Internal Resource

Local Consultants

Outsourced

8-)

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Costs

Internal Resource	Local Consultants	Outsourced
\$	\$\$	\$\$\$

Outcome

AKA Delightfulness

Internal Resource

Local Consultants

Outsourced

8- | → 8 -)

8-)

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Testing, Testing

- ✦ Unit testing
- ✦ Functional Testing
- ✦ Distribute as widely as possible and test by fire

The Platform

Making Apps

Distribution

Other Platforms

Where iOS acts like the talented diva that it is

App Store

- ✦ Extremely simple for users
- ✦ Requires App review by Apple

Enterprise Distribution

- ✦ Self distribute
- ✦ Much more flexible than the App Store
- ✦ Must join the Enterprise Distribution Program
- ✦ Apps can only be distributed to employees of the organization

Volume Purchasing Program

- ✦ Developer specifies who can install their App
- ✦ App is installed through the App Store
- ✦ Integrates with Apple and other MDM solutions
- ✦ Integrates with Apple Configurator

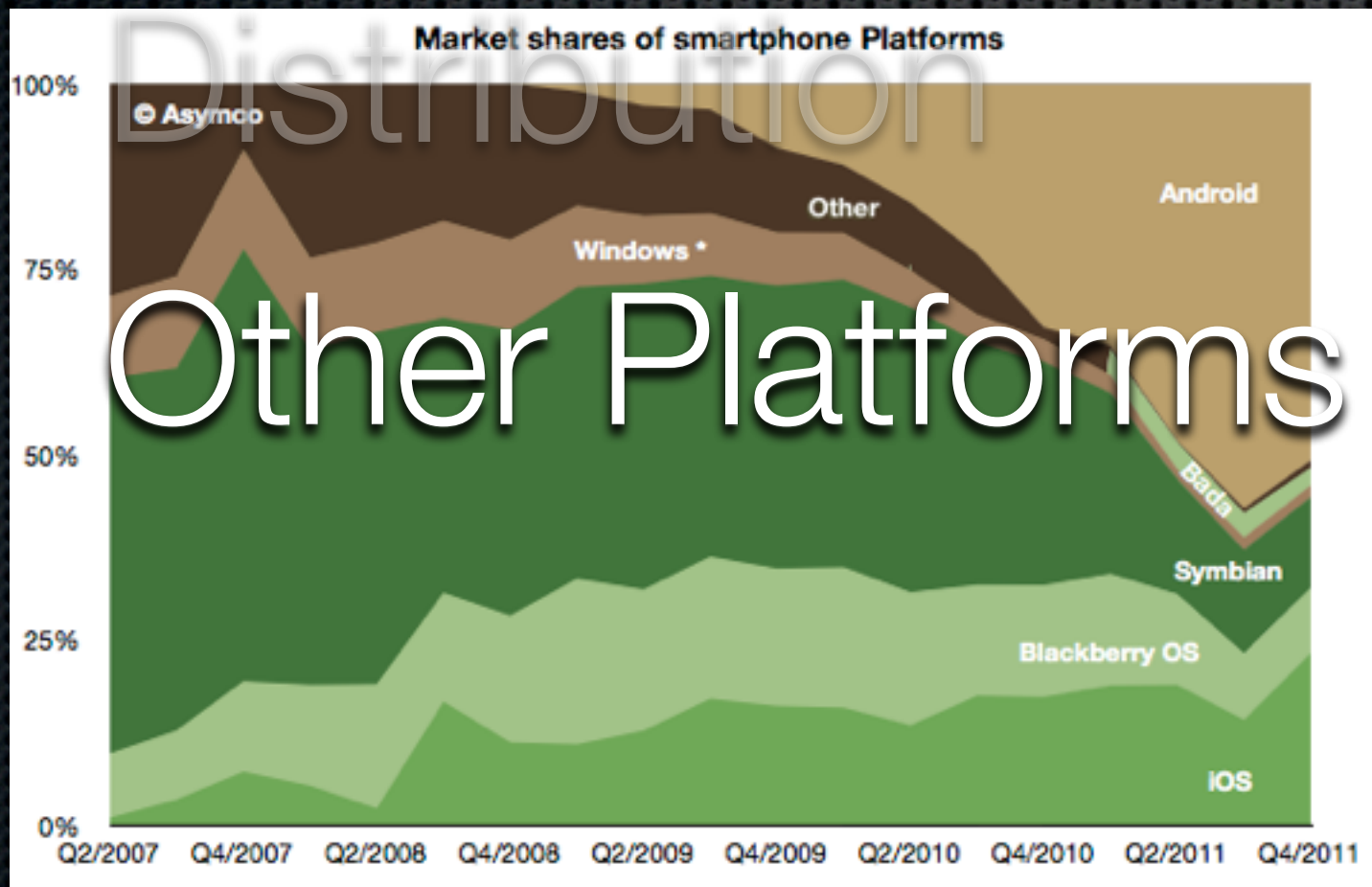
Ad Hoc Distribution

- ✦ Up to 100 devices
- ✦ Does not require additional program memberships
- ✦ Excellent third party tools such as TestFlight and HockeyApp

The Platform

Ignore everything but Android*

Making Apps



*And maybe Windows Phone

Cross Platform Kits

- ✦ Generally based on web technologies
- ✦ Deploy across multiple platforms

Cost

Native iOS

Cross Platform

8- (

8- |

Ease of Finding Developers

Native iOS

Cross Platform

8- (

8-)

Time To Market

Native iOS

Cross Platform

8-)

8-)

Shelf Life

Native iOS

Cross Platform

8-)

8- (

User Experience

AKA Delightfulness

Native iOS

Cross Platform

8-)

8- (

Take it Home

- ✦ Almost any App is possible
- ✦ Iterate until you have your product
- ✦ Polish the user experience until it is delightful

Links

Me

<http://www.heliumfoot.com>

Chicago CocoaHeads

<http://groups.google.com/group/cawug>

Apple Developer Program

<https://developer.apple.com/ios>

Macworld iPhone Announcement Keynote

<http://itunes.apple.com/us/podcast/id275834665>

The Biz

<http://www.asymco.com/>

<http://www.kerryonworld.com/electronics/apple-announces-the-new-ipad>

Distribution Tools

<http://testflightapp.com>

<http://www.hockeyapp.net/>

Apple Distribution Programs

<https://developer.apple.com/programs/ios/enterprise/>

<http://www.apple.com/education/volume-purchase-program/>

<http://www.apple.com/business/vpp/>

Links

App URLs

<http://itunes.apple.com/us/app/keynote/id361285480?mt=8>

<http://itunes.apple.com/us/app/instapaper/id288545208?mt=8>

<http://itunes.apple.com/app/grocerylist-fastest-way-to/id352712665?mt=8>

<http://itunes.apple.com/us/app/istopmotion-for-ipad/id484019696?mt=8>

<http://itunes.apple.com/us/app/omnifocus-for-ipad/id383804552?mt=8>

<http://itunes.apple.com/us/app/articles-for-ipad/id364881979?mt=8>

<http://itunes.apple.com/us/app/dropbox/id327630330?mt=8>

<http://itunes.apple.com/us/app/salesforce-for-ipad/id458454196?mt=8>

Thanks!

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