

“It sucks!”

**“It doesn’t
work!”**

EXEC_BAD_ACCESS

Quality

AT&T

4:53 PM

Today

Yesterday

Other

Car #1

Distance:

Type:

Business

Charity

Medical

Other

0

0

3

.

8

1

1

4

9

2

2

5

Destination:

Apple Cupertino

Purpose:

Consulting

Frequent Trips:

+

Edit

Post Office (3.2)

FedEx (4.4)

Fry's Electronics (20.7)

Santa Clara Valley Audubon (6.7)

\$ Spent

Save Data

Clear

Latest:

| Date | Distance | Destination |
|---------|----------|-------------------|
| 6/18/08 | 20.7 | Fry's Electronics |
| 6/19/08 | 5.5 | Dentist |
| 6/20/08 | 3.2 | Post Office |

App: TripLog 4,99\$



Turn your app users into testers

Cyprian Ciećkiewicz, Founder & CEO

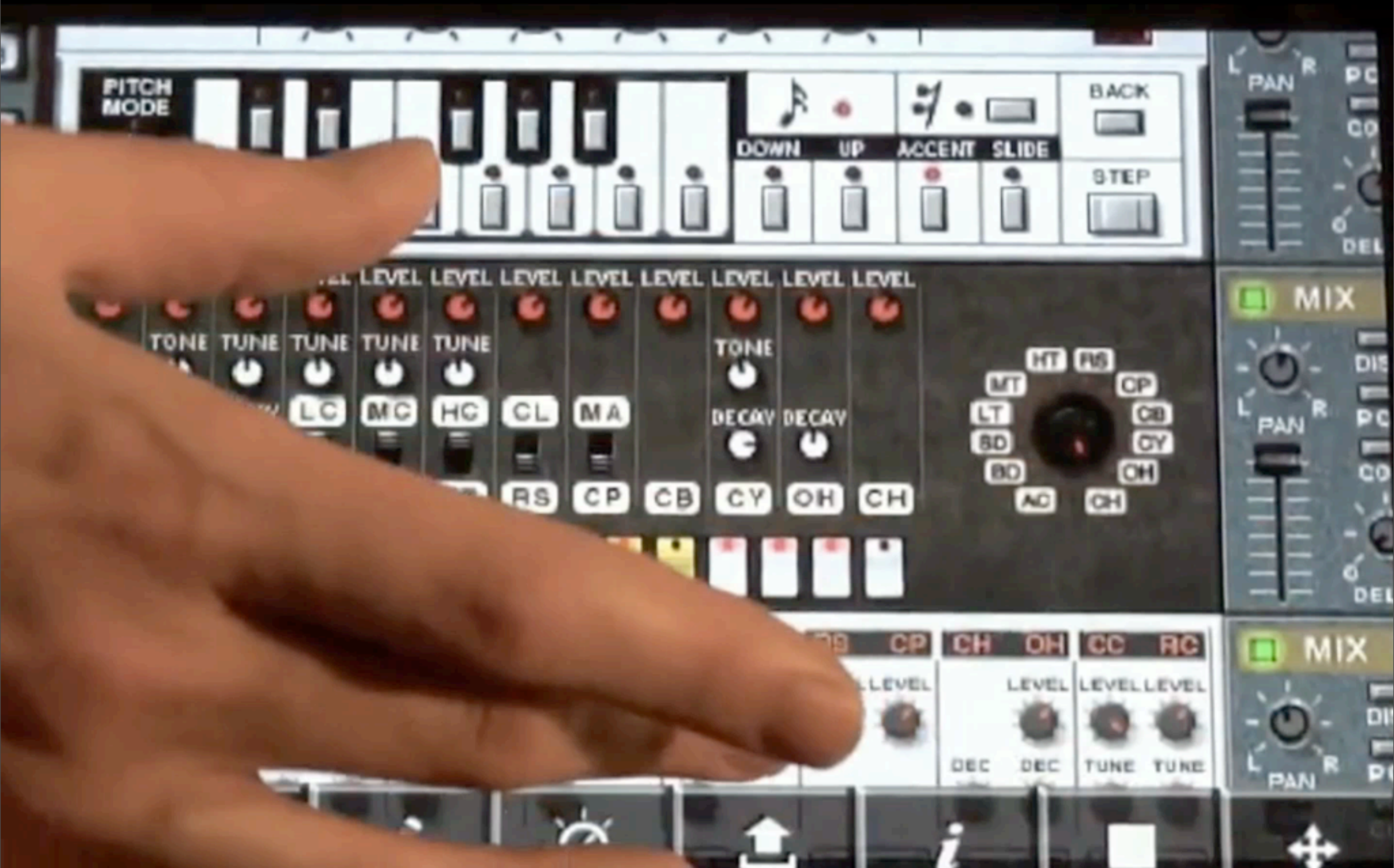
cyprian@heatmapa.ps

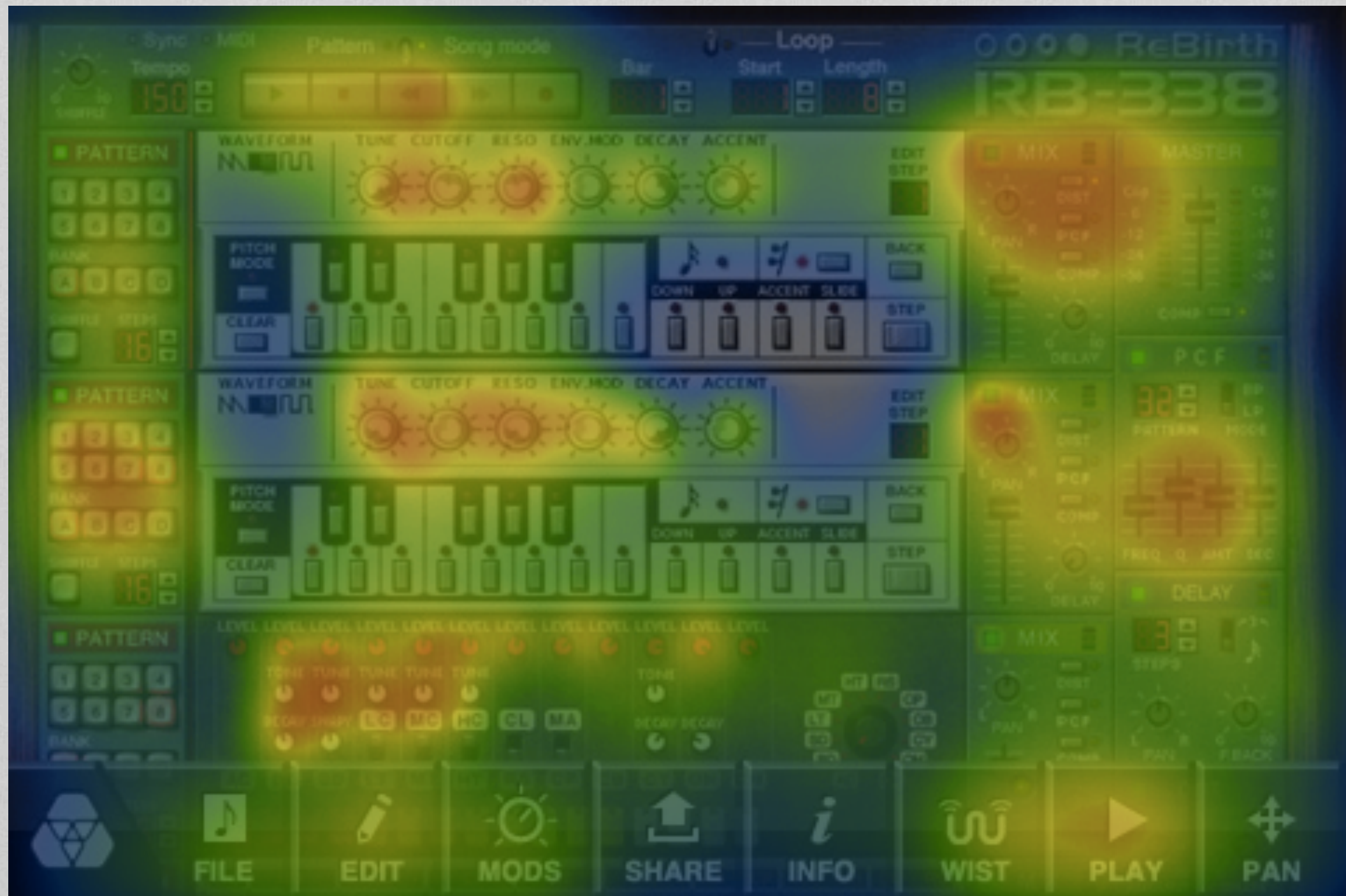
October, 2012

Size



iPAD REBIRTH RB338 Synth and Drum Machine PART 101 The Jam WHAT IS THIS SOUND





App: ReBirth 2,99\$

Sp

ace

Sp

Parameters

Scene

Load

Interaxial

cm

☒

Conv

nan

°

Focal Lens

0.0

mm

FOV

error

°

-

+

Background

9.0

m

30

ft

0

in

-

+

Convergence Point

6.5

m

21

ft

4

in

-

+

Foreground

3.3

m

11

ft

0

in

-

+

Stereo Depth Range

5.7

m

19

ft

0

in

Recomended Convergence Point

4.4

m

15

ft

0

in

Stereo Depth Range Position

A

F

50

20

10

screen

B

50

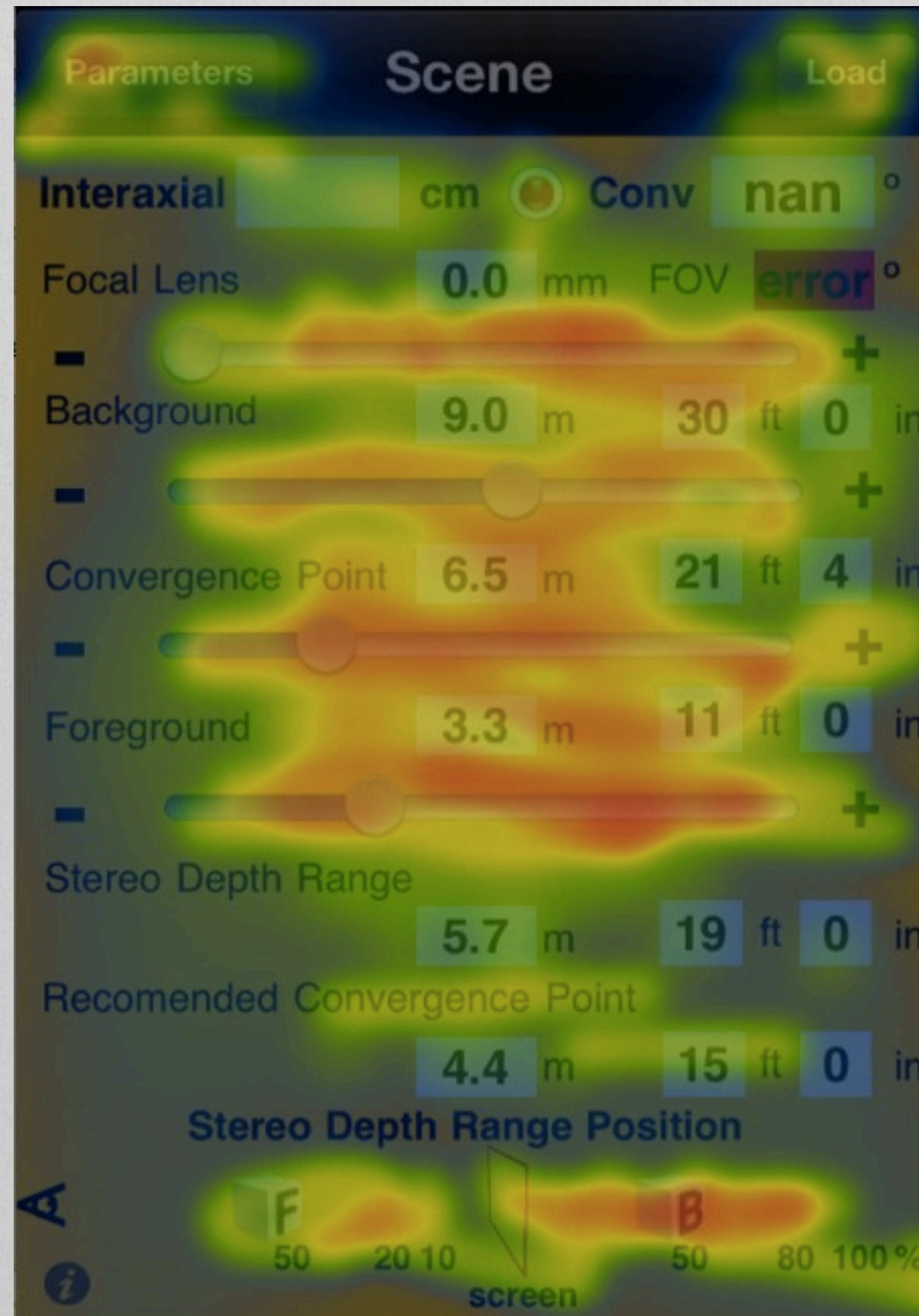
80

100 %

i

ace

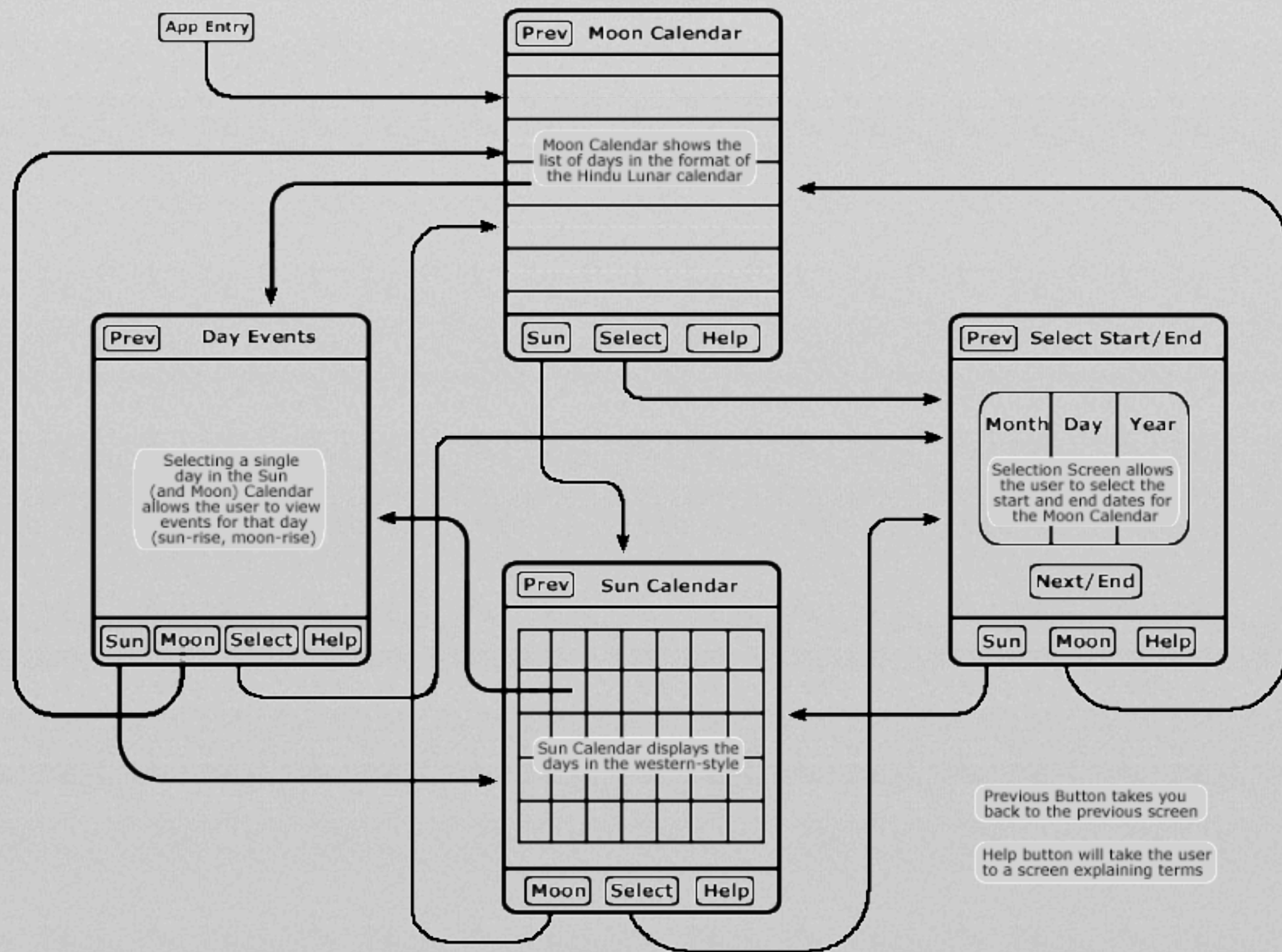
Sp



ace

App: SD 3D. 19,99\$

Control





Special offers

North America



Asia



South America

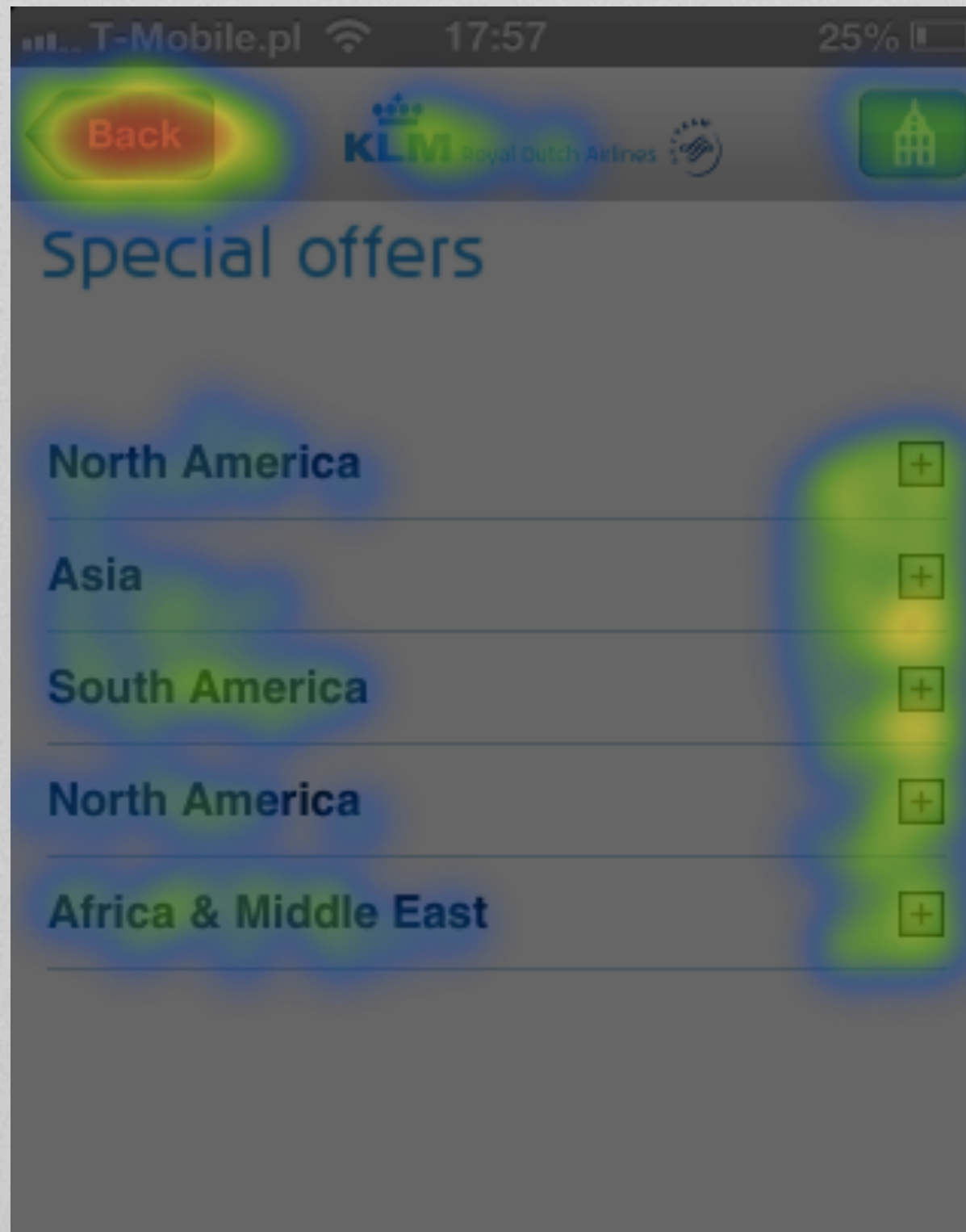


North America



Africa & Middle East





Back button



Swipe gestures



Gestures stats



Placement

Edit

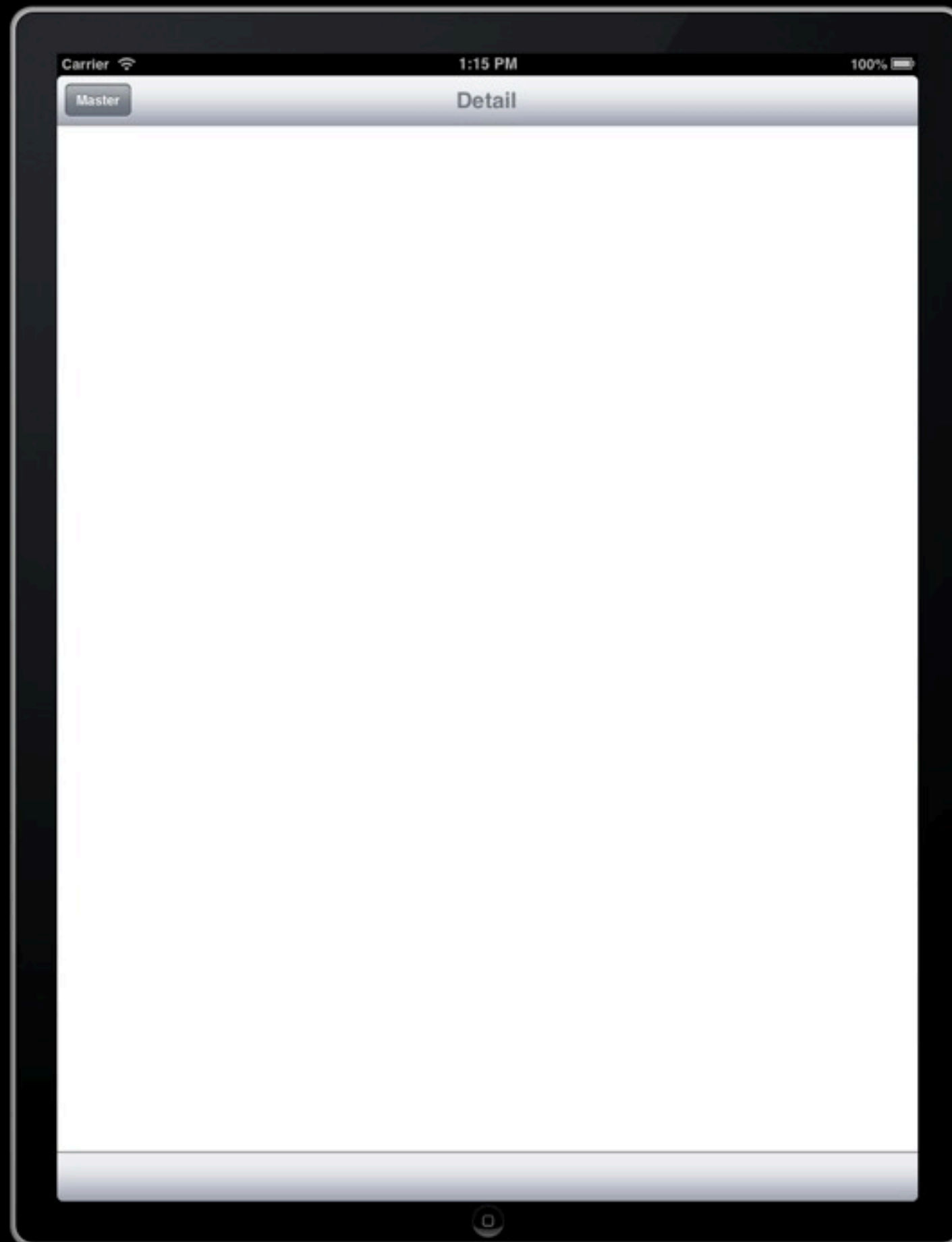
Master



Detail

Signup

Login



Carrier



1:16 PM

100%



Edit

Master



Detail

Sign up

Login

Carrier

1:16 PM

100%

Master

Detail

Sign up

log in

AB Testing

A - left



B - right

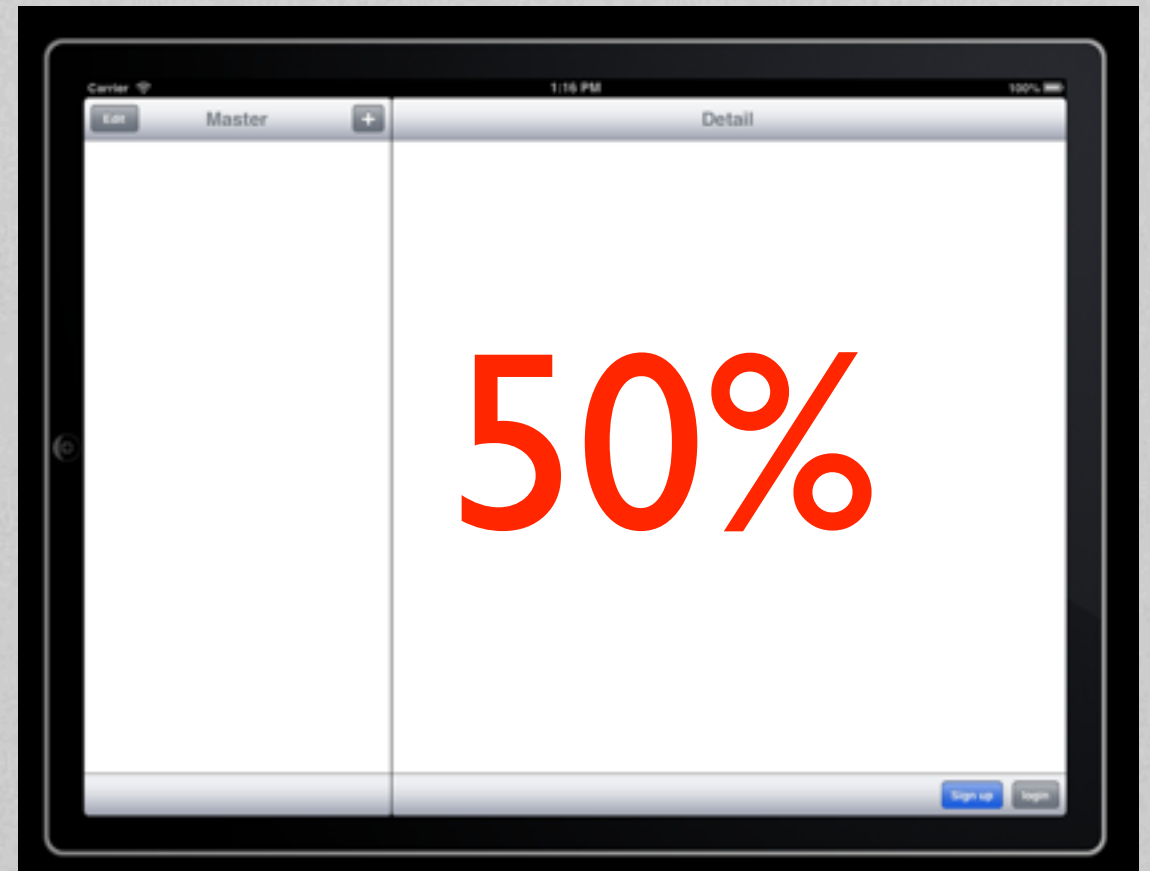


AB Testing

A - left



B - right



AB test results



Signup location test

KEY: 08a37d7a3a7167d4-e1afd6fb

Left



Right



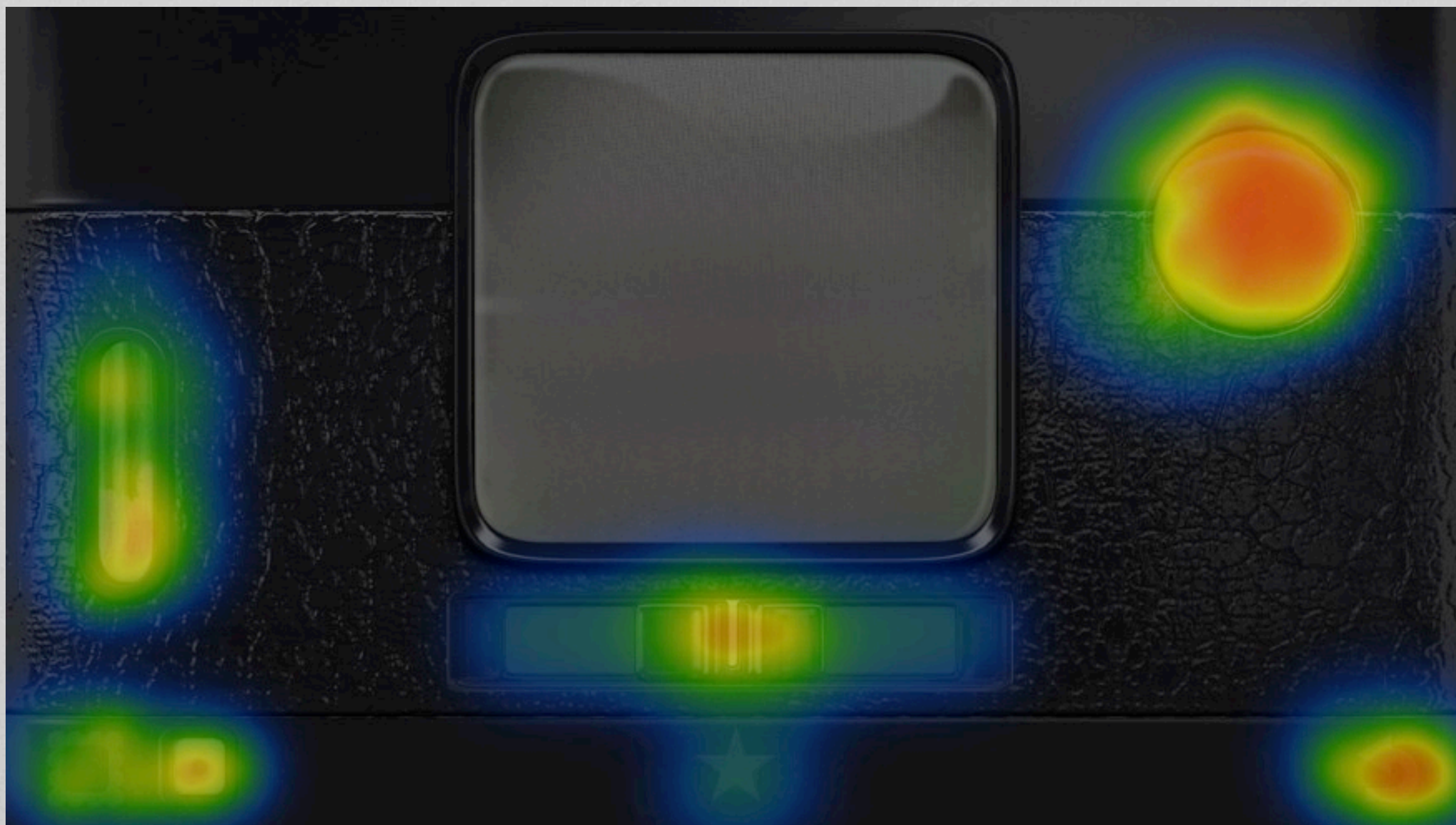
Meaning



App: Hipstamatic. New UI



App: Hipstamatic. New UI



App: Hipstamatic. New UI




App: Hipstamatic. Old UI



App: Hipstamatic. Old UI



Device Orientation

..... T-Mobile.pl 17:55 25%



Back  tripadvisor®

Cheap Flights



✓ Round Trip One-way

From
WAW - Warsaw  

To





Departing Returning
10/23/2012  10/30/2012 

☐ My dates are flexible

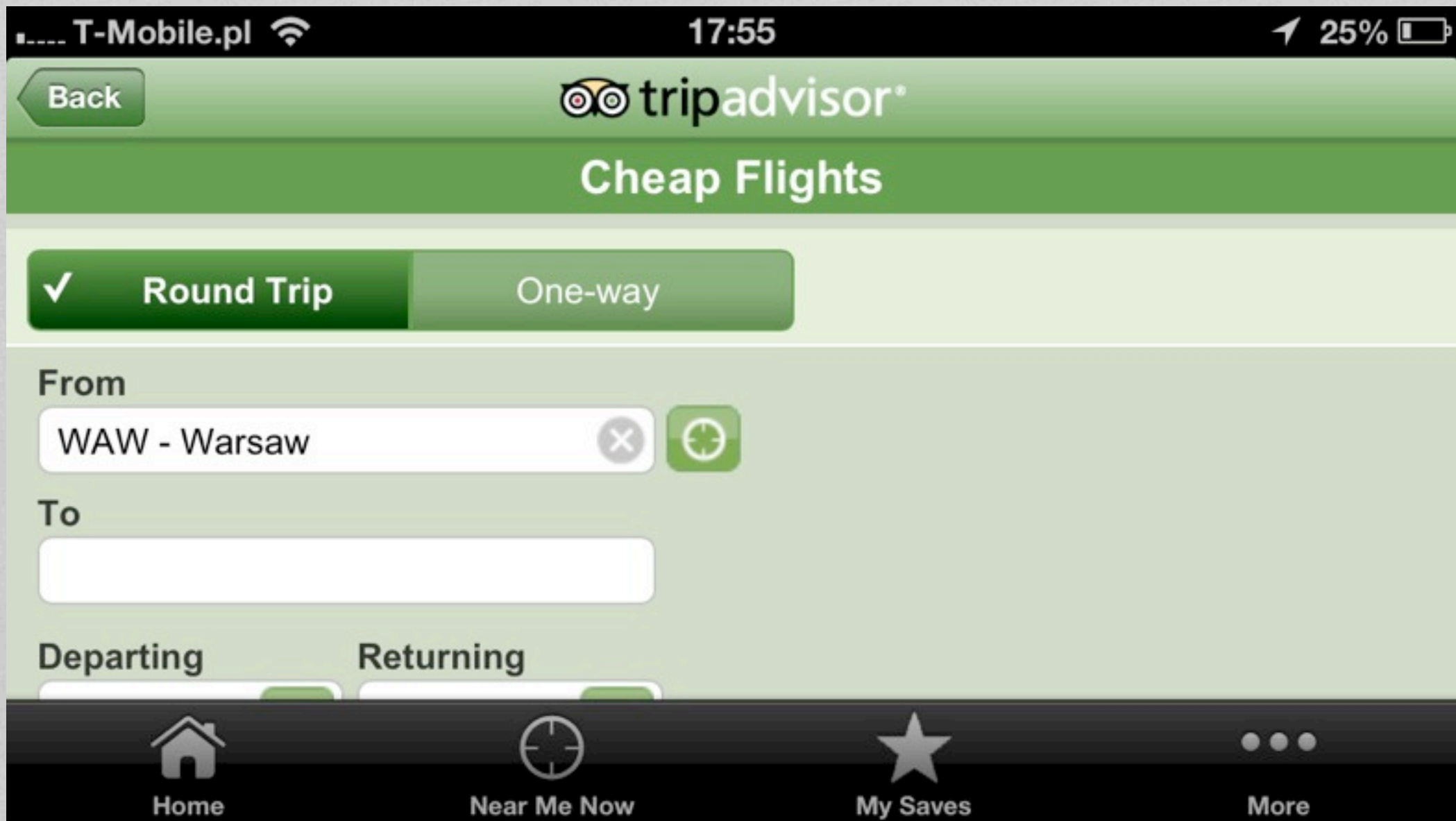
Travelers Cabin
1  Economy 

Find Flights

[Legal](#) | [Privacy](#) | [Logout](#)

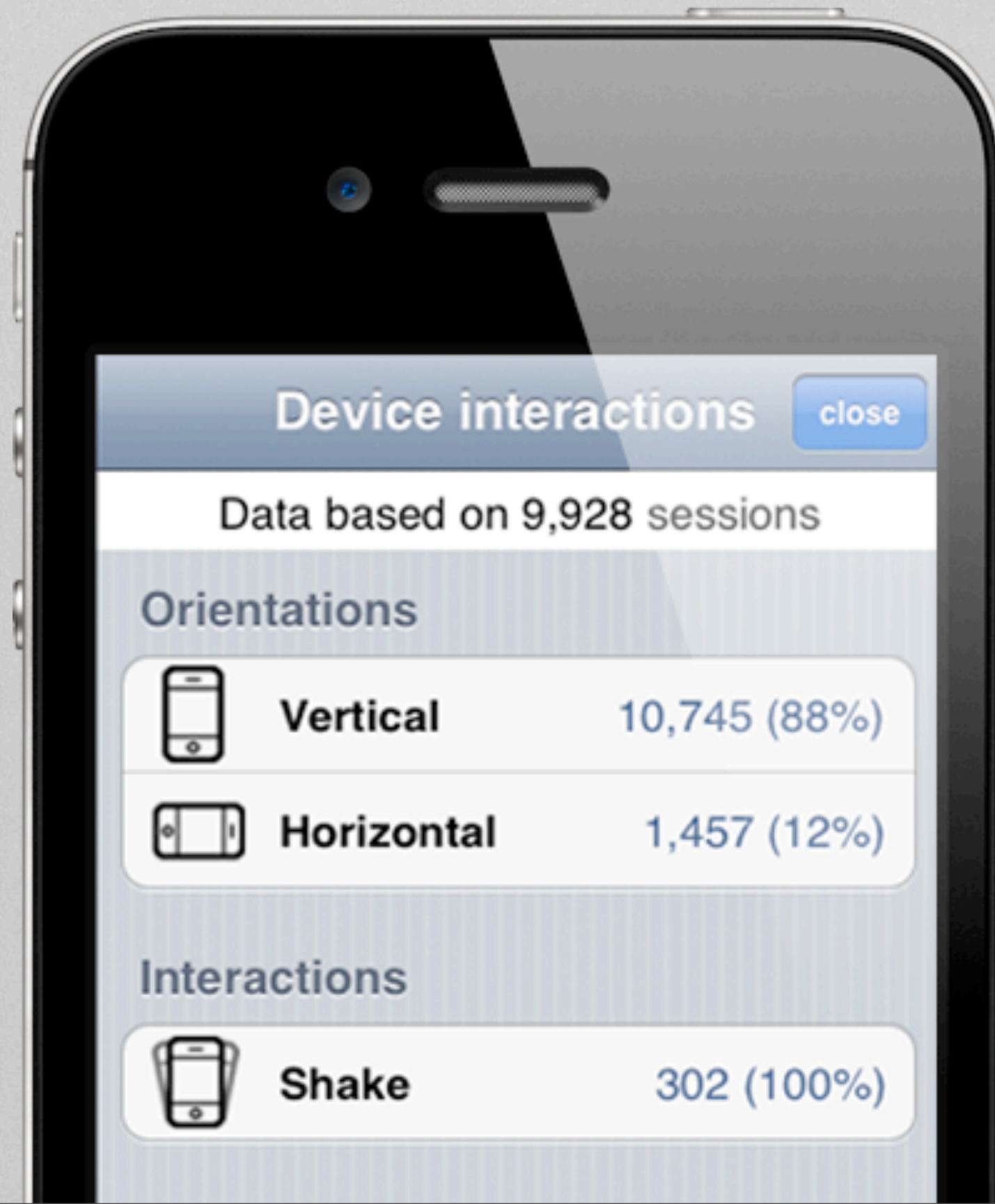
 Home  Near Me Now  My Saves  More

App: TripAdvisor



App: TripAdvisor

Device interactions





available at:

<https://heatma.ps>