

iPhoneCamp Notes

Jul 19, 2009 4:47:19 PM

Design Tips

- Good tool to mock up screens [Basalmiq](#). It is only \$79/person.
- When doing screen designs, save them out to 320 pixel by 480 pixel images. Load them on the iPhone to see how they look including in sunlight.
- Be true to the device. Every device (iPhone, Google Android, Blackberry, etc) has it's own unique considerations to take into account.
- Early on, it is not a bad idea to do rough paper drawings of your screens and hang them on the wall to see how the flow

Getting info/ratings from users

- Consider user the free tool [Flurry](#) in your applications. It will allow you to get analytics from your mobile applications such as how much each screen is being used and where the most errors are happening in your application.
- Have users [rate your application](#) after some time. You could include a link to the iTunes store or possibly ask for a rating like the [New York Times app](#) does.
- Make friends with your local Apple store. Give them free codes to your apps and get feedback on your apps.

Facebook Connect tips

- Download Facebook connect from http://developers.facebook.com/connect_iphone.php
- You must make the user login to Facebook.
- You can use the Facebook button or implement your own login form.
- What can you do? You can read most Facebook data with normal permissions: videos, status, news feed, photos, friends, etc.
- Extended permissions: You need these enabled by the user for you to publish data to Facebook.

Unit Testing with Google

- Consider adding free unit testing your code from <http://code.google.com/p/google-toolbox-for-mac/>.
- Just follow the directions.
- Test classes go only in unit test project.
- Obj C class to create test file from are actually under Mac OS-X Cocoa templates.

- All test cases methods must be named test*.c/h
- Search page for list of Macros that are already supported (i.e. Assert, compare string, etc)

Push Notifications

- Beware of third party providers like [UrbanAirship](#) that handle push notifications for you. How well do they scale?
- Sometime third party providers run cron jobs in the middle of the night that cause it to look like your application has bugs.

App Awareness Tips

- The top 10 apps make roughly \$20000/day and are dominated by games.
- Ways to get the word out:
 - Blogs
 - Social Media (LinkedIn, Twitter, Facebook, MySpace, etc)
 - App review sites
 - Strategic partnerships. For example, if you have a taxi app, meet with Delta and see if you can get them to help you advertise it to their travelers.
 - Sponsor events
 - Lite version (Limit number of weeks and copies available as lite).

Tools

- Analytics for iPhone: [Flurry](#) and [Pinch](#)
- Facebook Connect for iPhone: [Facebook API](#)
- Unit testing: [Google](#)
- Hosting for Push Notifications: [Urban Airship](#)
- Mockups of iPhone screens: [Basalmiq](#)



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