

Developing for iPhone from start to App Store and Beyond

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Overview

- Process
- Problem Areas

Process

Process

- Idea
- Development
- Testing
- Launch

Process

- Idea
- Dev Program application & acceptance
- Contracts / Banking
- Development
- Testing
- Submit
- Launch
- Market

Idea

- nuff said

Dev Program Application

- developer.apple.com/iphone
- Person registering is Agent, they have main dev account
- Standard Program - \$99 / year
- Apply, then wait for acceptance
- Generally 1-2 weeks
- Can develop against simulator while waiting

Contracts / Banking

- Do these ASAP after approval
- Additional contract in iTunesConnect for paid apps
- Without bank info your app can't go up on store

Development

- Intel-based Mac OSX
- Devices - iPod Touch 1st gen or iPhone or iPhone 3G +iPad
 - 2nd and 3rd gen touch and 3GS are faster!
- Simulator is great, not for performance or accelerometer
- Objective-C easiest, C easy, C++ possible

Testing

- Test variety of devices
- Clean install
- Phone interruption
- Internet connectivity

Submit

- Through iTunesConnect by Team Agent
- Special distribution build that cannot be run on a device
- Have description, keywords, screenshots, logos ready
- Start submission before you re ready so you see process

Launch

- ~1 week after submission get “Application is ready for sale” e-mail from Apple
- Change release date RIGHT THEN
- Date in app store is earlier of date you give or date you are approved
- Start marketing push

Marketing

- Promo codes to review sites
(TouchArcade, SlideToPlay, TheAppera, PocketGamer, etc)
- YouTube videos
- Twitter
- LOTS of small reviewers, in aggregate they matter

Problem Areas

Problem Areas

- No Banking / Contracts
- Failure to follow guidelines
- Keywords / app description
- Testing & error handling
- Release Date

Q & A

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