JAOO 2009

iPhone Intelligence :
Everything you need to know about launching an iPhone app

Raven Zachary

smallsociety

7 October 2009

Agenda

- Intro
- iPhone Market
- Best Practices
- Summary
- Q & A

A Show of Hands

Photo by Nick Bilton
http://tinyurl.com/y8bhb5r

cingular
9:41 AM
Text
Calendar
Photos
Camera
Calculator
Stocks
Maps
Weather
Notes
Clock
Settings
Phone
Mail
Web
iPod

Intro

• iPhone Entrepreneur
• Event Organizer
• Part-time Industry Analyst
• “The Obama Guy”
• Apple Fan
Raven Zachary

iPhoneDevCamp

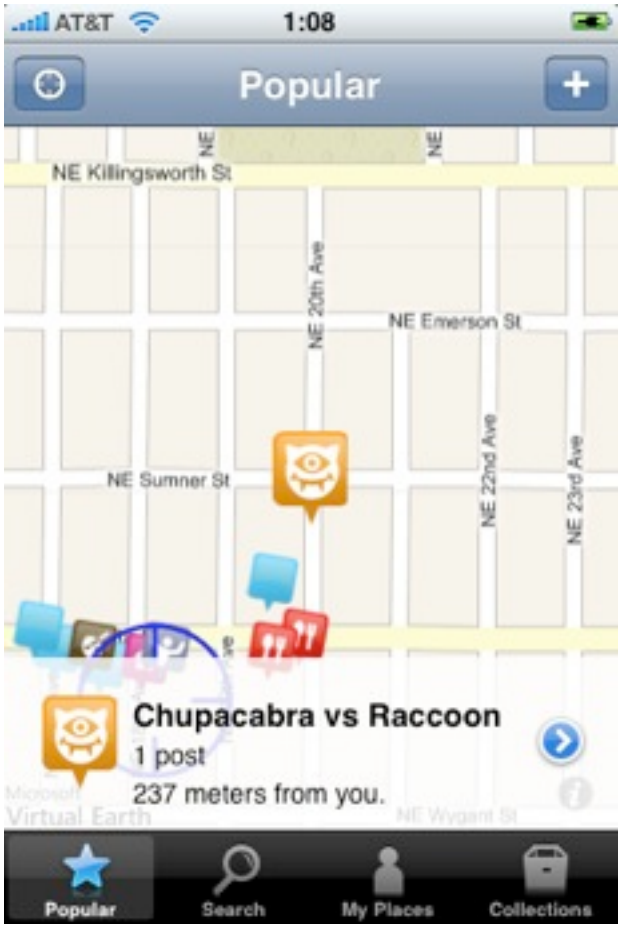
2007

Photo by Adam Tow

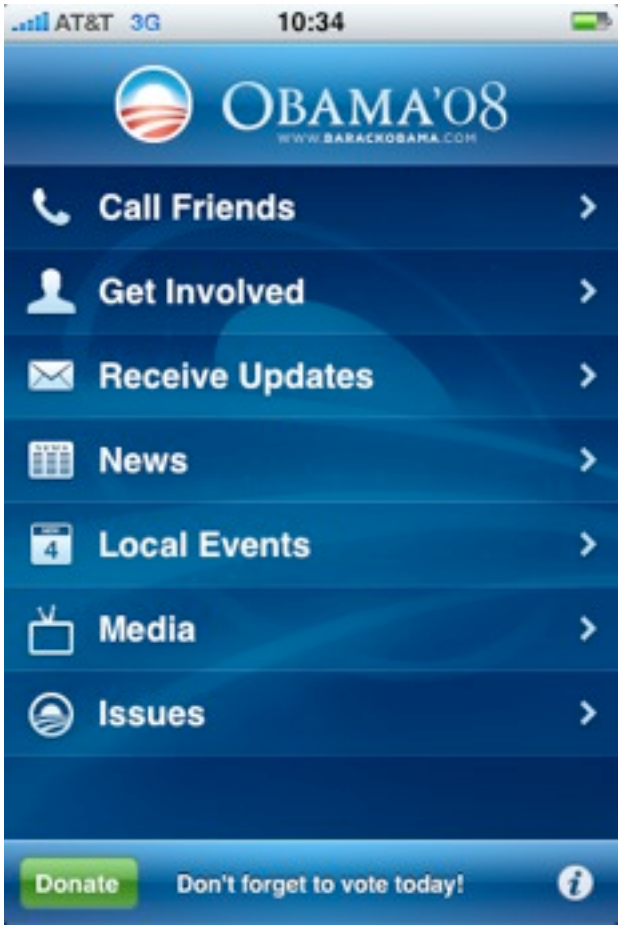
2008

Photo by Adam Tow

iPhoneDevCamp
2009
Photo by Adam Tow



- Platial Nearby for iPhone
- Launched 22 July 2008
- 5-person team (1 iPhone developer, 2 server developers, 2 PM)
- 4 months of development
- Create a map tiling system from scratch (pre-Map Kit)
- Top 20 app, featured by Apple, one of four initial mapping applications



- Obama '08 for iPhone
- Launched 2 October 2009
- 10-person team (3 iPhone developers, 2 server developers, 2 designers, 2 PM, 1 QA)
- 22 days of development
- Apply a strong, existing brand to a innovative, new platform
- Hundreds of thousands of users, tens of thousands of phone calls generated, top 10 app, 100+ news stories

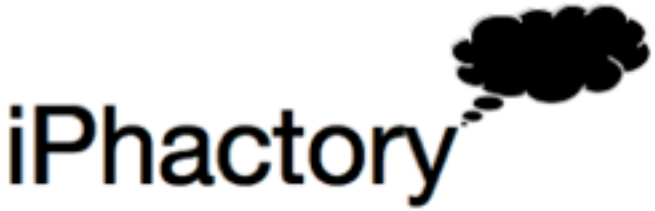
flickr™

YouTube

upcoming.org

- Platform strategy
- User experience
- Product development
- Design
- Marketing
- Community development

Our Services



http://www.smallsociety.com/projects/

Our Clients

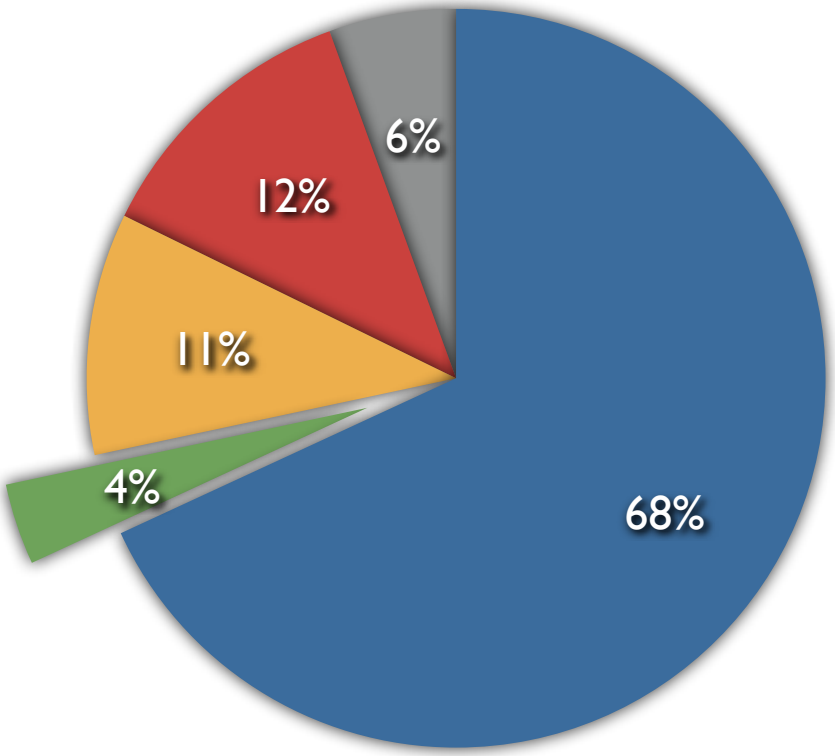
iPhone Market

iPhone: A Short History

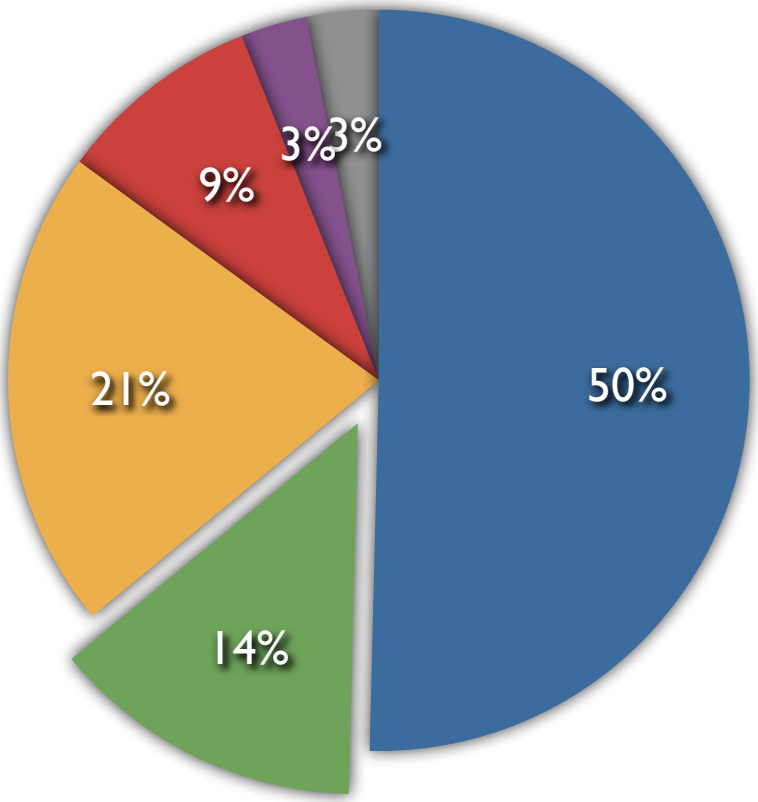
- January 2007: iPhone Announced
- June 2007: iPhone Shipped
- October 2008: Native Apps Announced
- March 2008: Native Apps SDK Shipped
- July 2008: iPhone 3G, App Store, iPhone OS 2.0
- March 2009: iPhone OS 3.0 Announced
- June 2008: iPhone 3GS, iPhone OS 3.0

Worldwide Smartphone OS Market Share

Q307



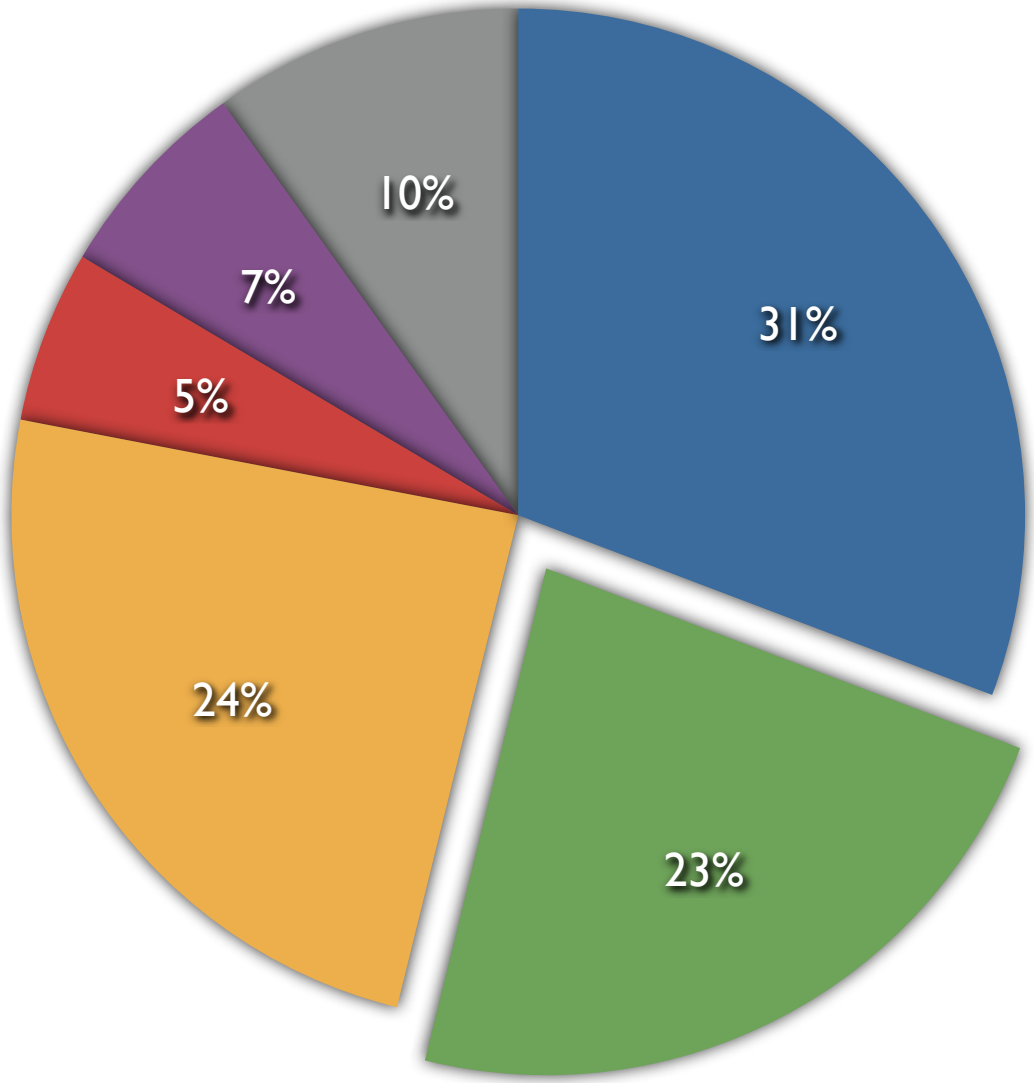
Q209



Symbian
BlackBerry
Android
iPhone
Windows
Other

Source: Canalys

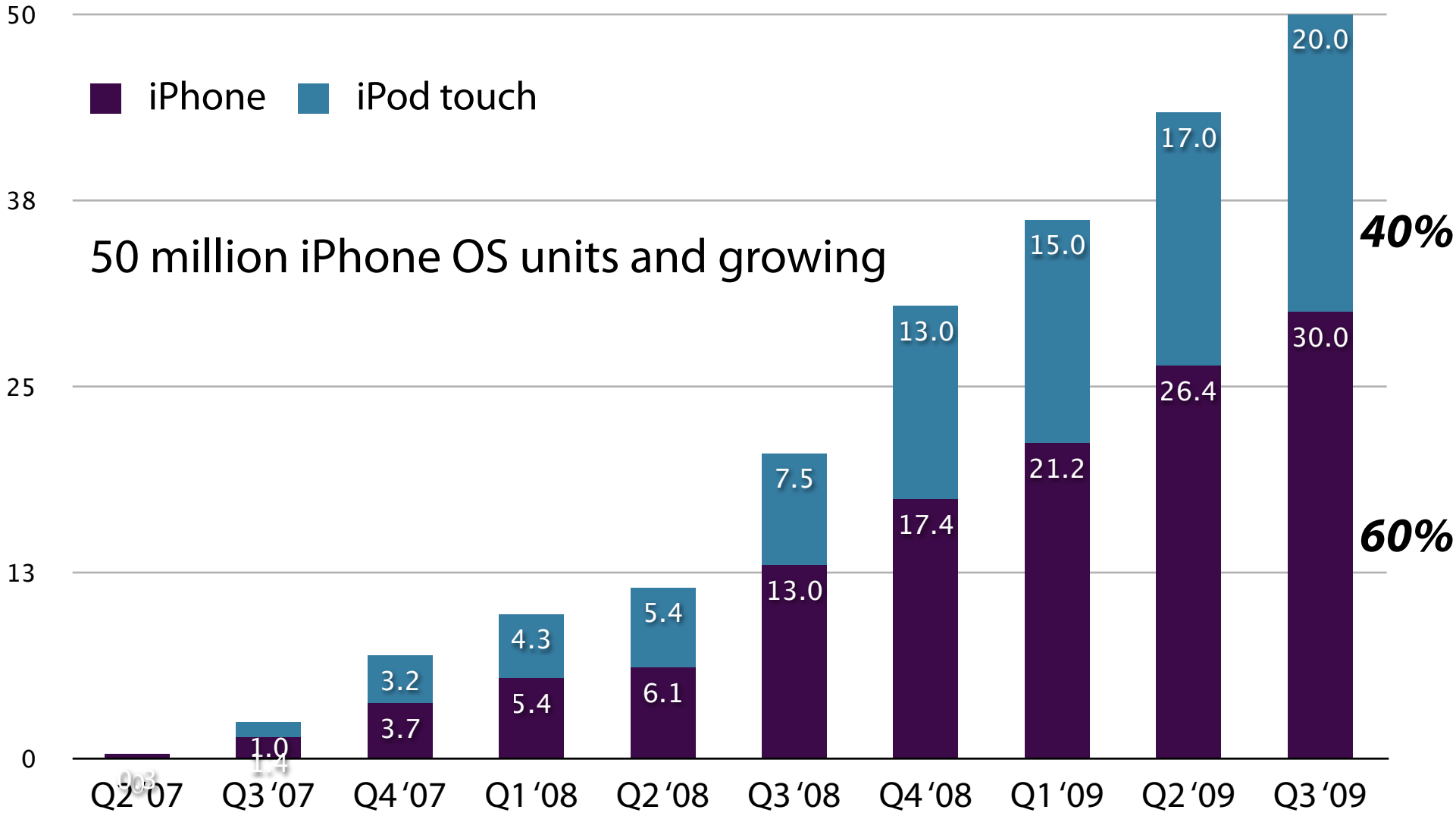
Smartphone Market in 2010



Symbian
BlackBerry
Android
iPhone
Windows
Other

Estimate: Raven Zachary

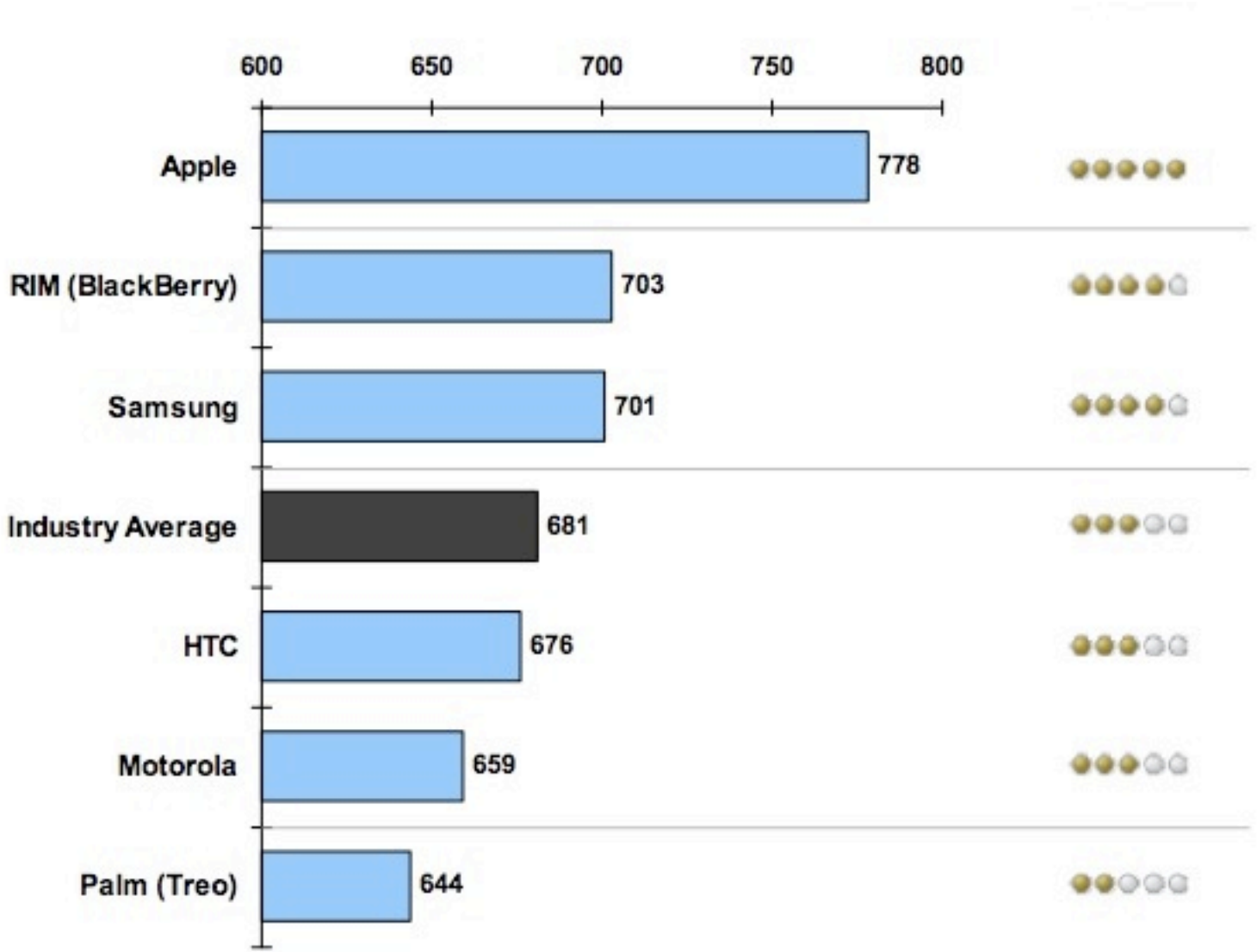
iPhone OS Units (in millions)



Sources: iPhone - Apple

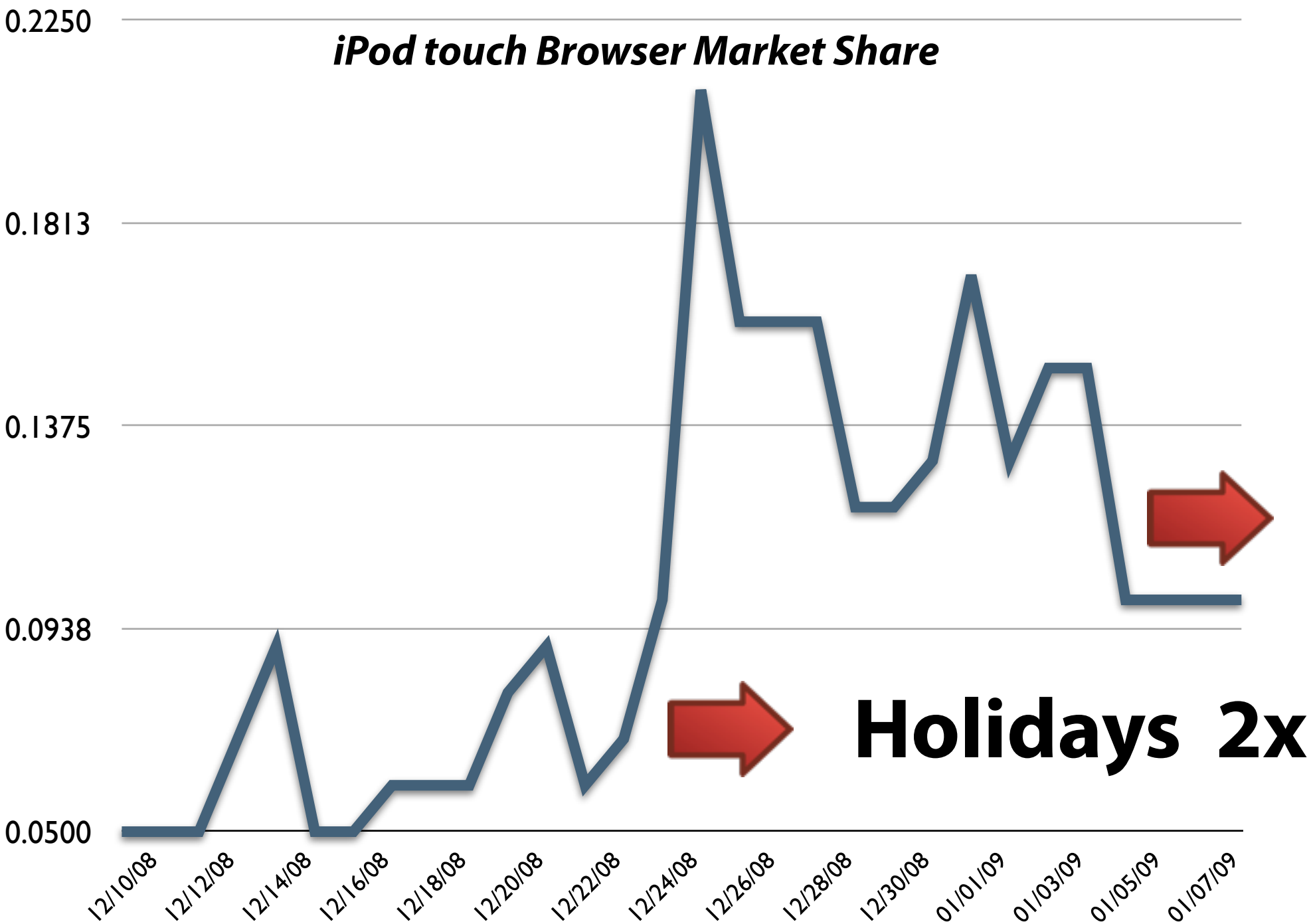
iPod touch - estimate by Raven Zachary and Apple

Business Wireless Smartphone Satisfaction

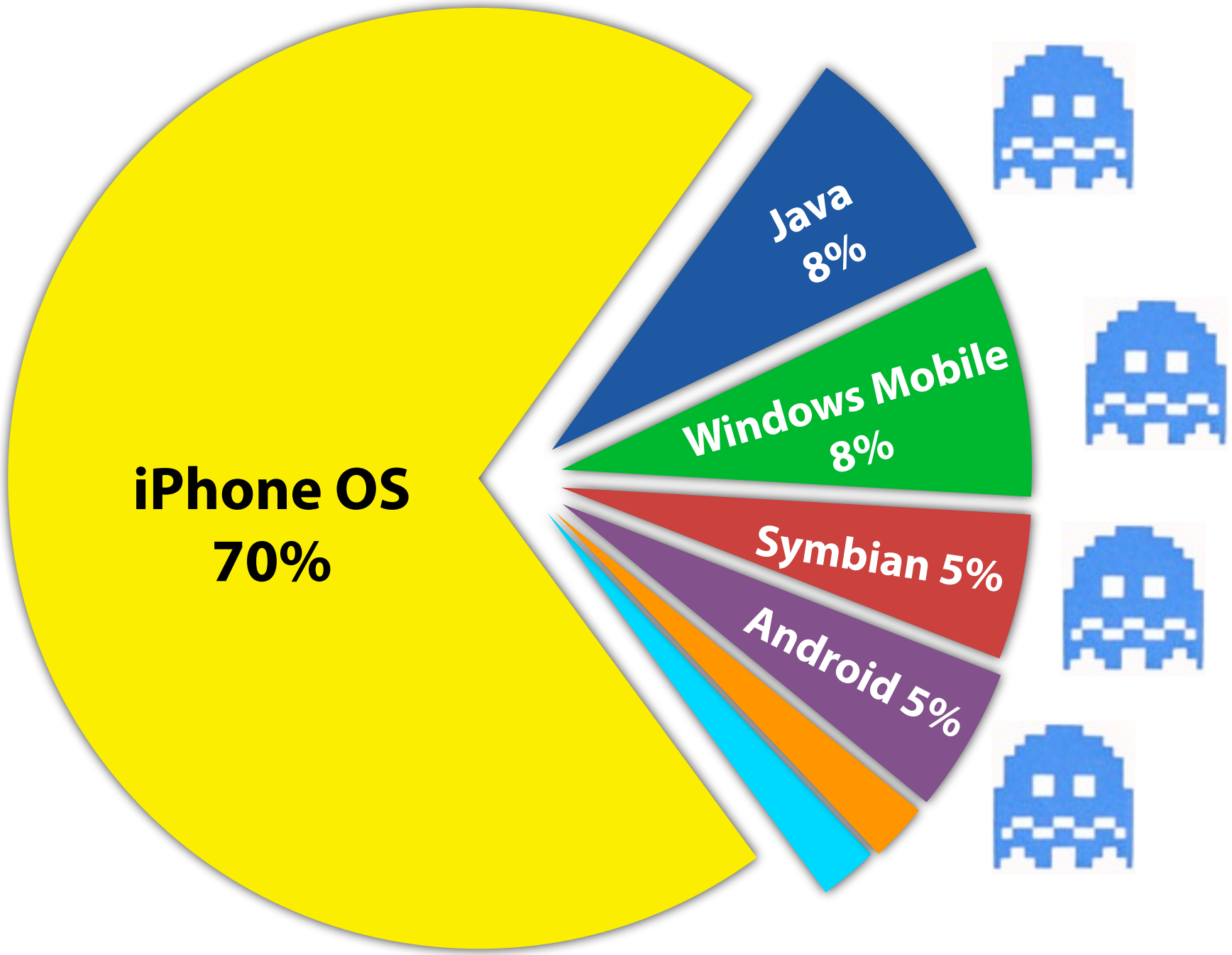


Source: J.D. Power and Associates, November 2008

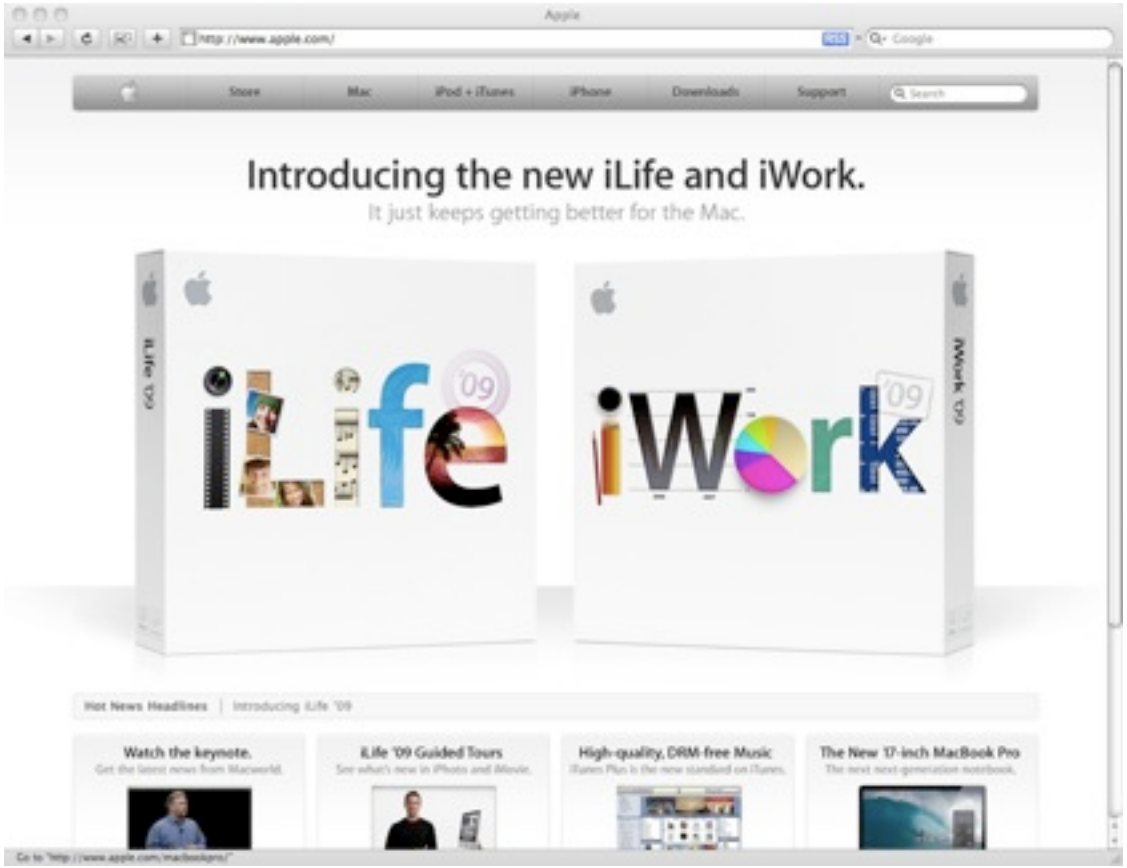
“Apple’s Secret Weapon”



Source: December 2008 Mobile Browser Market Share - Net Applications



Source: January 2009 Mobile Browser Market Share - Net Applications

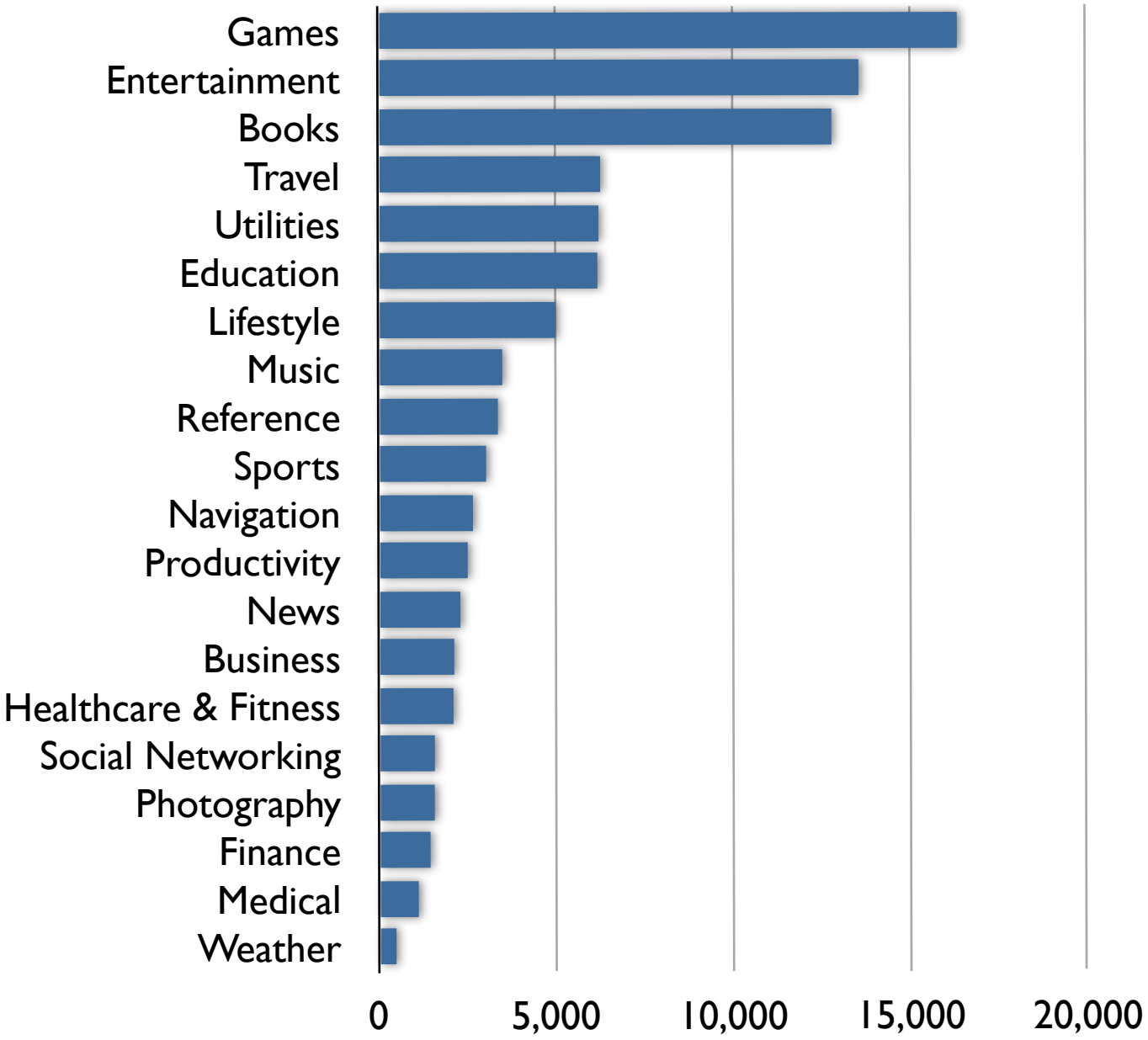

Apple
http://www.apple.com/
Store
Mac
iPod + iTunes
iPhone
Downloads
Support
Introducing the new iLife and iWork.
It just keeps getting better for the Mac.
Hot News Headlines
Introducing iLife '09
Watch the keynote.
iLife '09 Guided Tours
High-quality, DRM-free Music
The New 17-inch MacBook Pro

AT&T 3G
18:51
Apple
www.apple.com/
Google
Introducing the new iLife and iWork.
It just keeps getting better for the Mac.
Watch the keynote.
iLife '09 Guided Tours
High-quality, DRM-free Music
The New 17-inch MacBook Pro
2

iPhone apps
are a BIG deal.

94,000 iPhone Apps

App Store US Inventory



94,000
Applications

2 billion+
app downloads

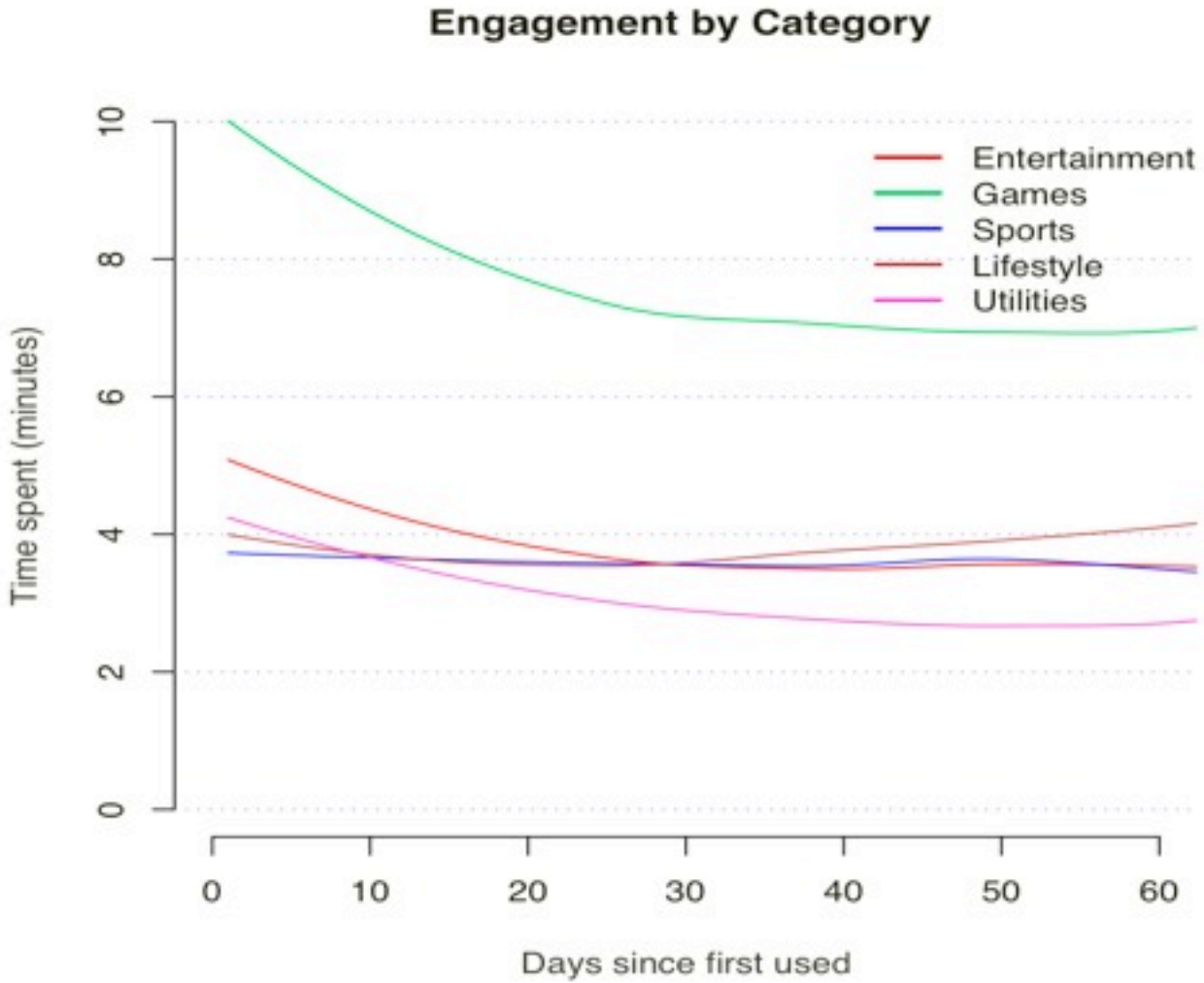
Games and
Entertainment
1 in 3

Sources: Apple, 148apps.com

Games are disproportionately successful

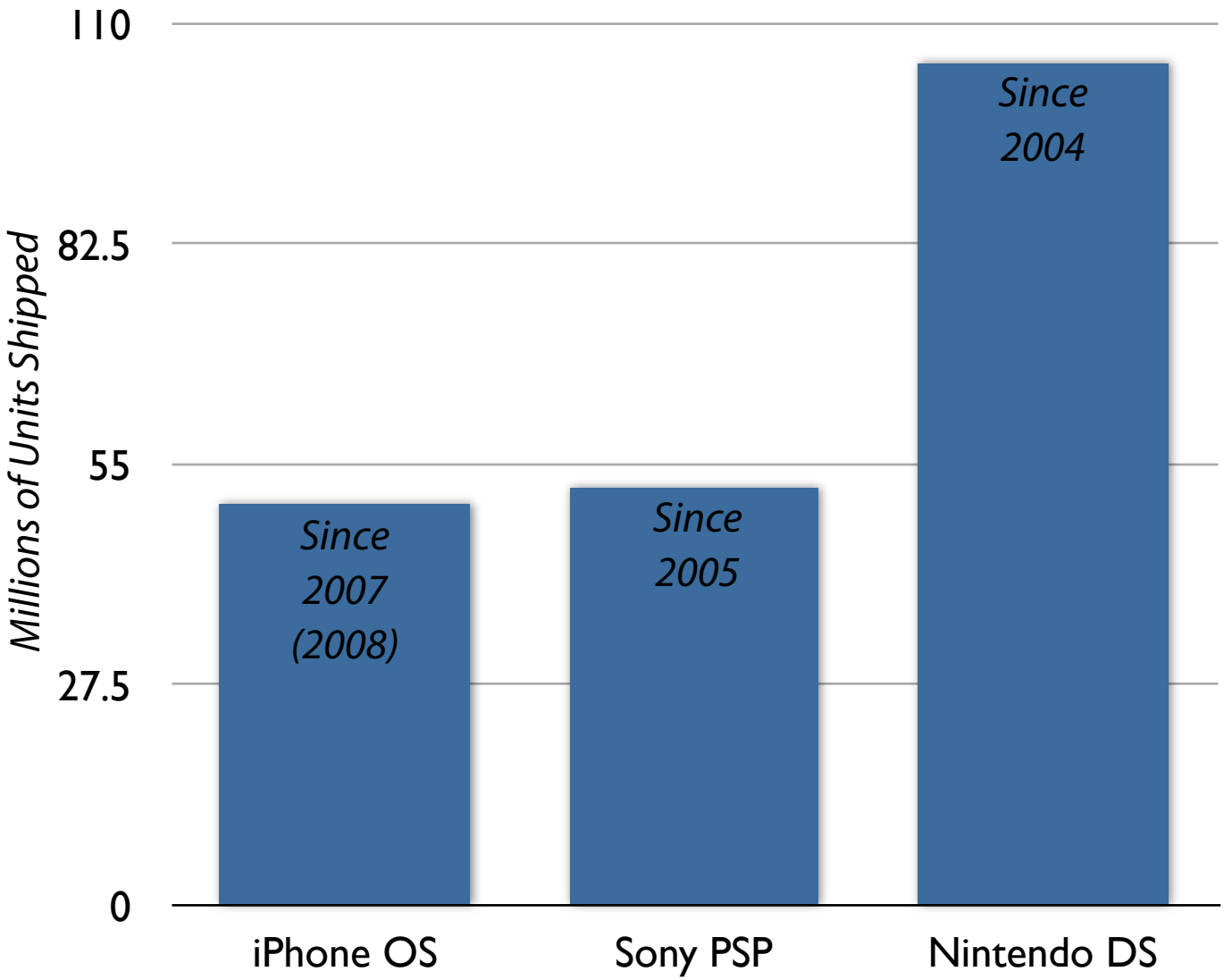
pinch media

Games are used for longer periods of time than most other types of applications



pinch media

Portable Gaming Market (Total Units Sold)

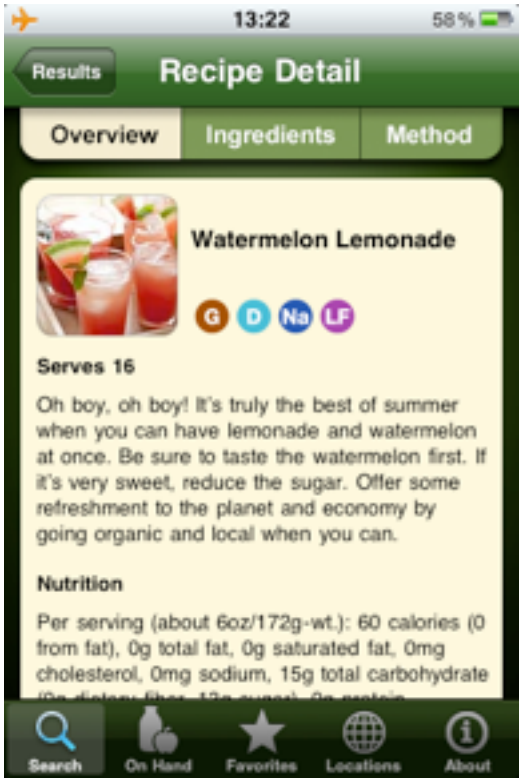


Sources: Apple, Nintendo, Sony

GAP
WHOLE FOODS MARKET
KRAFT
DOWJONES
Kodak
TARGET
ZAGAT
USA TODAY
zipcar
wheels when you want them
CHANEL
NATIONAL GEOGRAPHIC
viacom
THE NORTH FACE
THE SALVATION ARMY
ESPN
Bank of America
Disney
OAKLEY
REI
LIVESTRONG
LANCE ARMSTRONG FOUNDATION

- Established brands are moving in large numbers to the iPhone platform
- Early stages, active growth and experimentation
- Great opportunity for Systems Integrators & Agencies
- Content delivery, store locator & shopping prominent
- Who leads? Agency vs. IT vs. Marketing

Branded iPhone Apps



Utility

Novelty

Game

Types of Branded Apps

Cocoa Developers

Entrepreneurs

Today

Designers

UX

Project Managers

Marketing / PR

Backend Developers

QA

Tomorrow

iPhone Career Opportunities

Best Practices

Non-development best practices for the developer.

Best Practices Overview

- Read the iPhone HIG, cover to cover. I'm serious. Do it.
- Learn the rules so that you can break the rules, if you need to.
- The iPhone HIG changes over time.
- http://tinyurl.com/iphonehigonline
- http://tinyurl.com/iphonehigpdf

iPhone Human Interface Guidelines

- If you're not a designer, don't act like one. Recruit a designer.
- As iPhone OS is a highly visual operating system, you will be judged heavily by the look & feel of the application.
- Don't reinvent the wheel. Look to Apple and your peers.
- Make your designer read the iPhone HIG, too!

Design & User Interface

Localized

Designed

Delightful

Innovative

Integrated

Connected

Optimized

iPhone Tech Talk
- Ingredients of Great iPhone Apps

World Tour Videos:
- iPhone User Interface Design

Seven Key Success Criteria

- Build in simplicity & ease of use
- Think top down
- Minimize required input
- Provide fingertip-size targets
- Focus on the primary task
- Communicate effectively
- Support gestures appropriately

User Experience Tips

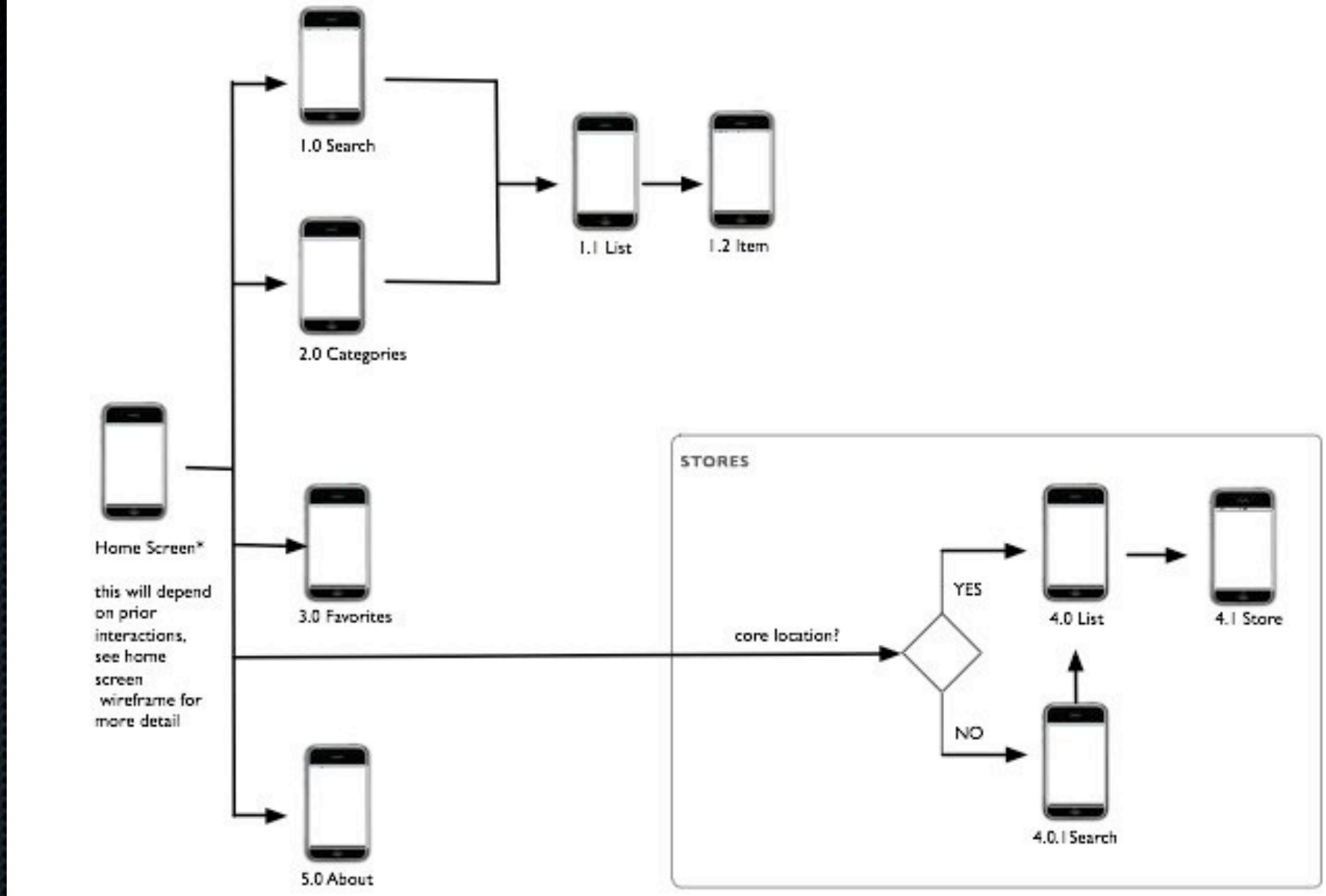
- On-the-go
- One-handed
- In bed
- While driving
- Landscape
- No Internet

Understand Usage Context

- Take the time to do it right!
- What are the features? Who are the users?
- How does the user navigate within the app?
- Wireframe the app before you write a single line of code.
- Assume that will be wrong on your first attempt. Iterate.

Application Definition

SMS Alerts
BIO
News Feed
Videos
Ringtones
Wallpapers
Tell-A-Friend
Send Hope E-card
Poll-Questionnaire
Get Whitepaper
DIGG-style News
Get Involved
-Volunteer
-Donate
-Take Action
Best Clubs
Networking w/ other Supporters
Discussion Board
Sending Obama Gifts to your Friends
Countdown to Election
Photos/Slideshow
Where he's traveling/Events
Neighbor to-Neighbor
Register-to-Vote
Host a neighbor party
Contribute
Issues/Policies
Store
GOTV
Map of Polling Locations
Mark results on phone
Submit Feedback
Script
Blog Updates
Where is the local HQ?
Overseas & Military Voting
I've voted for Obama
Radio Hope
State-by-State News
Find a Friend
Call Center-VOIP
Early Voting/Absentee Voting
iPhone Stickers or Cases
Talking Points/Responses
Top 10 Free Apps/
Karaoke
Obama Photo Uploads
Top Top Revenge-Yes We Can
Sponsor a iPod Touch
Local Users
Local Groups
Profile
Core Location
SMS
Web
Email
Photos
Microphone
Accelerometer


1.0 Search
1.1 List
1.2 Item
2.0 Categories
Home Screen*
this will depend on prior interactions, see home screen wireframe for more detail
3.0 Favorites
5.0 About
STORES
core location?
YES
NO
4.0 List
4.1 Store
4.0.1 Search

on top of webkit.
Loc...
50%
PLATIAL
prefs
cat1
cat2
cat3
user 1
user 2
save?
comment?
if (wifi) {send}
else {store}
save
map
list
pics
prefs?
list
PLATIAL
PLATIAL
loc.
lat/long
title
descr.
photo
save.
peoplewatching
coverflow
if logged in
or
phone.user@platial.com

OBAMA
BIDEN
News
Events
Videos/Photos
Issues
Sign Up for Updates
Get Involved
Call Your Friends
Find Your Polling Location
CHANGE WE CAN BELIEVE IN
Back
Events
Home
Campus Voter Registration
Academic Mall (Marquette, MI)
Voter registration drive in the academic mall every Tuesday and Thursday from 9:00am to 4:00pm. We are always looking for help, stop by for an hour.
It's Your Campus, Your Campaign. Be a part of the Michigan Campaign for Change!
When
Thursday, Sept. 4, 9 am
Duration
7 hours
Host
Stephan Baumler
Address
Academic Mall
1401 Presque Isle Ave
Marquette, MI 49855
View Map

- Pre-launch and post-launch patience. Both are important.
- Don’t rush an app out the door. It’s better to be best than it is to be first.
- There is a 10-14 day waiting period for application approval (right now).
- If a user reports a bug, you have to find it, fix it, resubmit it, and wait. This is a 14-28 day process, at least.

Patience

- Don’t shortchange QA! Users hate buggy apps and you can’t fix in real time.
- If you are testing only in the Simulator and on your personal device, you are in trouble.
- Buy an iPod touch. Keep your old iPhones for testing - don’t sell them.
- iPhone 3GS users have a totally different experience regarding app latency.

App Testing

- 40% of your users!
- Wi-Fi Internet only, offline mode
- 1st Gen, no physical volume controls and no speaker
- No built-in mic
- No GPS, camera, or compass (augmented reality impaired)

iPod touch

- Are you in line with your competition?
- Do you have a Lite strategy to drive sales?
- Do the math on break-even and quitting your day job.
- It's easier to move pricing down than up in terms of consumer perception.

Pricing

“Mobile is the technology that ‘cried wolf’ for 15 years.”

- Jason Grigsby, Cloud Four

Google™

AOL
NetFind

excite

AltaVista™

LYCOS

infoseek

HOTBOT

WEBCRAWLER

<

A fundamental difference.

=

What a journey!

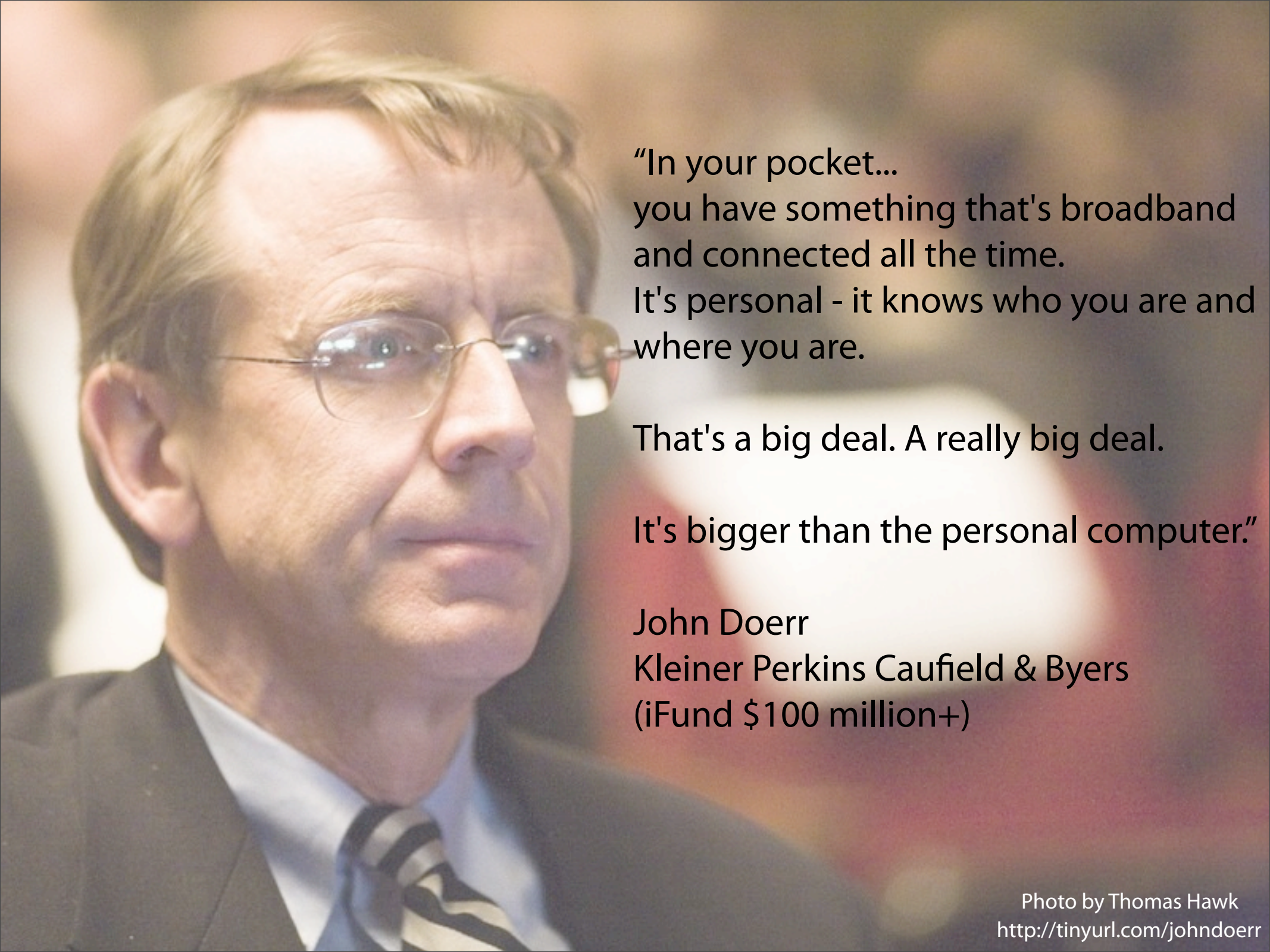
Mobile Phones

Unknowns

New Problems

Experimentation

No Rules (yet)



“In your pocket...
you have something that's broadband and connected all the time.
It's personal - it knows who you are and where you are.

That's a big deal. A really big deal.

It's bigger than the personal computer.”

John Doerr
Kleiner Perkins Caufield & Byers
(iFund $100 million+)

Photo by Thomas Hawk
http://tinyurl.com/johndoerr

- Birth of a new mobile platform
- Living in the shadow of iPhone
- Native and web applications
- Very early stages, time to learn and create
- Applications, services, accessories, etc.
- Tremendous commercial opportunity

The iPhone Market Opportunity

iPhone is having a **profound impact** on the mobile telephony and computing industries, **reshaping** how we think about mobility and **defining** an **entirely new** class of devices.

Thank you!

smallsociety

www.smallsociety.com

Raven Zachary
raven@smallsociety.com
@ravenme (Twitter)