### Ten Commandments

for iPhone Software Development

## Adrian Kosmaczewski

### akosma software

akosma.com github.com/akosma linkedin.com/in/akosma formspring.me/akosma twitter.com/akosma slideshare.com/akosma













## Some questions

### Who's new to iOS?

## Which technologies?

J2EE
J2ME
.NET
Ruby / Rails
others?

# Which programming languages?

C / C++?
Java, C#?
Ruby, Python, Lua?
JavaScript?
Fortran, Lisp, COBOL?

#### 10 Commandments





### Jérôme Commandeur



# Thou shalt manage memory properly



iPhone 3G: 128 MB RAM

• iPhone 3GS, iPad: 256 MB RAM

iPhone 4: 512 MB RAM

### ±70 MB for the OS!

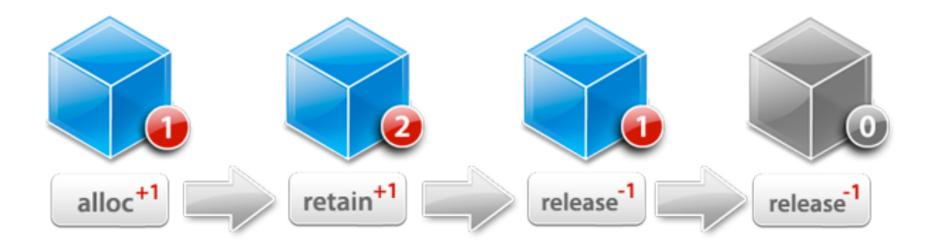
## no swap file

## (no virtual memory)



## no garbage collection

## objects have a "retain count"



### basic rule:

# for every [alloc], [retain], [copy]

## there must be a [release]

## beware:

# Objective-C only allows objects on the heap



# No automatic objects on the stack (C++)



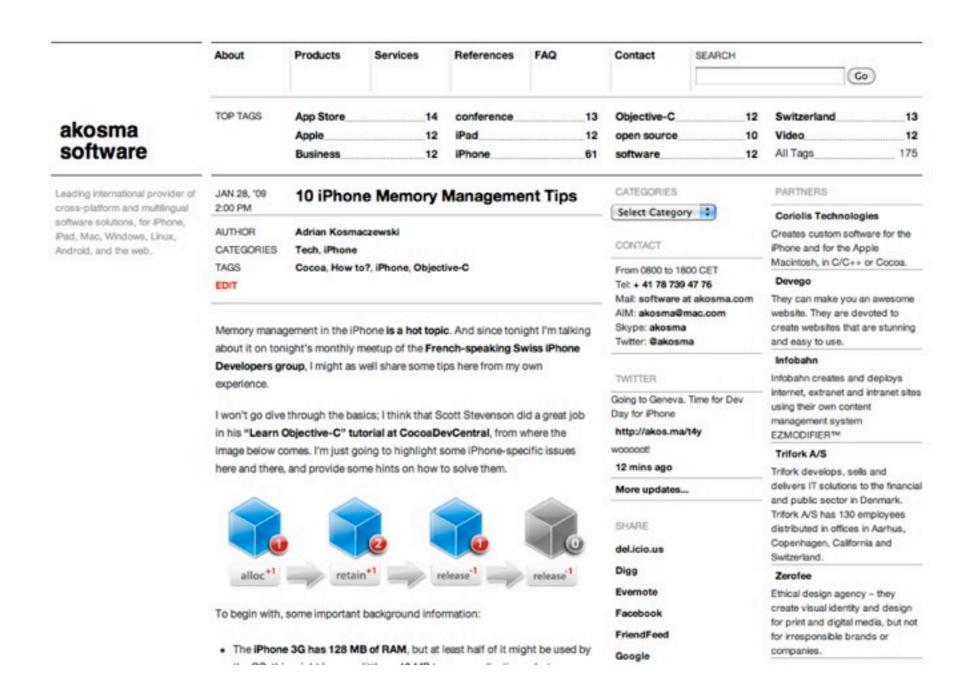
```
// C++
// Memory freed when out of scope
std::string name("Adrian");

std::string *name = NULL;
name = new std::string("Adrian");
delete name;
```

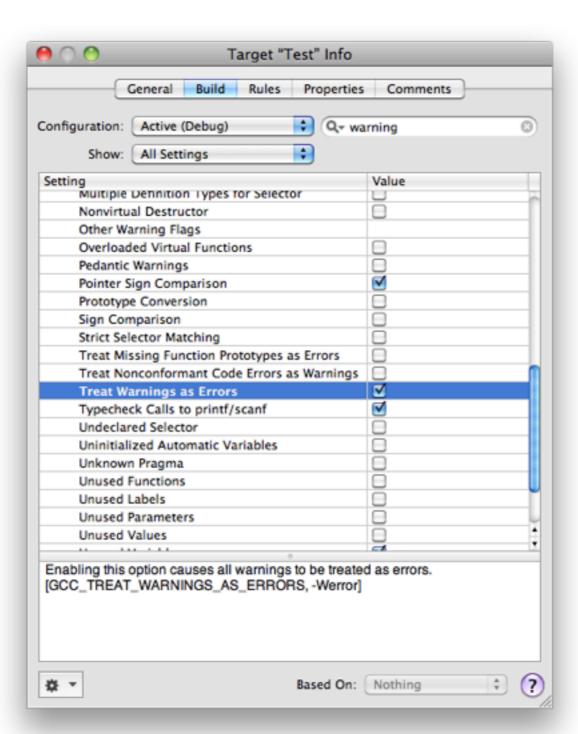
## iPhone OS memory warnings

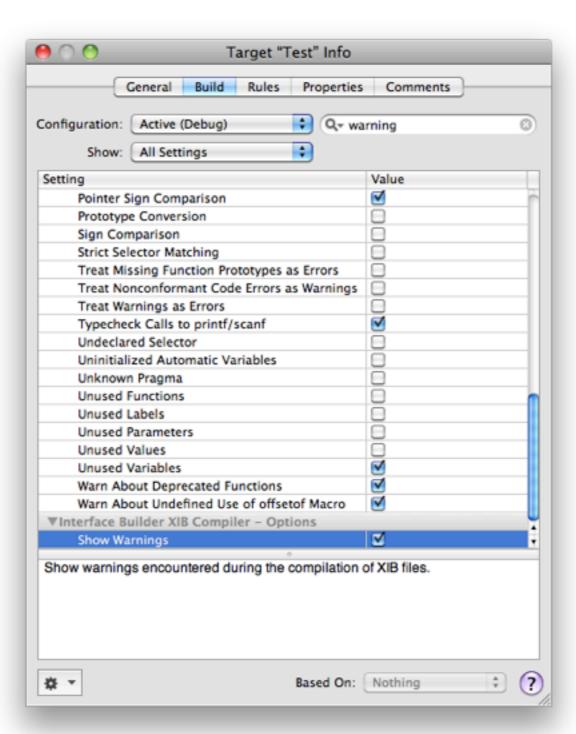
```
(void) didReceiveMemoryWarning
     [super didReceiveMemoryWarning];
- (void) applicationDidReceiveMemoryWarning: (UIApplication *) application
   [[ImageCache sharedImageCache] removeAllImagesInMemory];
NSNotificationCenter *center = [NSNotificationCenter defaultCenter];
[center addObserver:self
           selector:@selector(whatever:)
              name:UIApplicationDidReceiveMemoryWarningNotification
            object:nil];
```



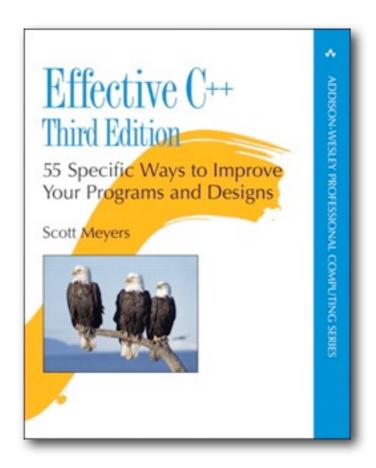


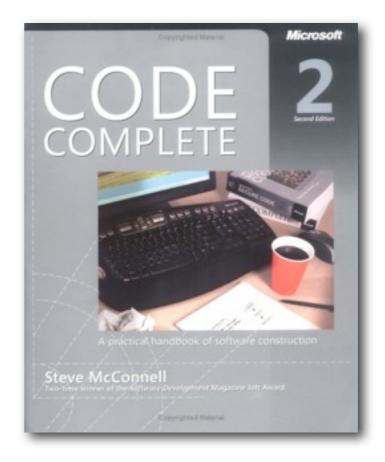
# Thou shalt remove all compiler warnings





## GCC\_TREAT\_WARNINGS\_AS\_ERRORS -Werror





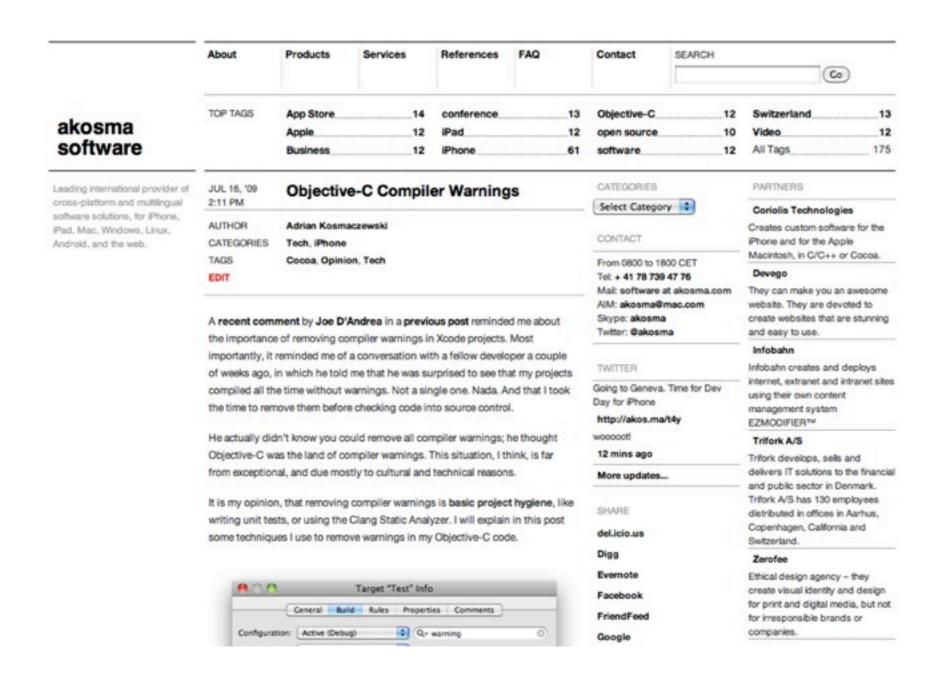
## Why Warnings?

- Using deprecated symbols;
- Calling method names not declared in included headers;
- Calling methods belonging to implicit protocols;
- Forgetting to return a result in methods not returning "void";
- Forgetting to #import the header file of a class declared as a forward "@class";
- Downcasting values and pointers implicitly.

## Solutions

# Make your intentions explicit to the compiler

- Make implicit protocols explicit
- Create categories for private methods
- Turn implicit type conversions and casts into explicit ones
- Use @class in the @interface, #import on the @implementation



## Honor the Human Interface Guidelines

## http://developer.apple.com/iphone/ library/documentation/ userexperience/conceptual/ mobilehig/

Part I: Planning Your iPhone Software Product

- The iPhone OS Platform: Rich with Possibilities
- Human Interface Principles: Creating a Great User Interface
- Designing an iPhone Application: From Product Definition to Branding
- Handling Common Tasks Part II: Designing the User Interface of Your iPhone Application
- A Brief Tour of the Application User Interface
- Navigation Bars, Tab Bars, Toolbars, and the Status Bar
- Alerts, Action Sheets, and Modal Views
- Table Views, Text Views, and Web Views
- ► Application Controls
- System-Provided Buttons and Icons
- Creating Custom Icons and Images

Revision History

## Navigation Bars, Tab Bars, Toolbars, and the Status Bar

The status bar, navigation bar, tab bar, and toolbar are views that have specifically defined appearances and behaviors in an iPhone application. These bars are not required to be present in every application (immersive applications often don't display any of them), but if they are present, it's important to use them correctly. The reason is that these bars provide familiar anchors to users of iPhone OS-based devices, who are accustomed to the information they display and the types of functions they perform.

#### The Status Bar

The status bar shows users important information about their device, including cell signal strength, the current network connection, and battery charge. Figure 6-1 shows an example of a status bar.

Figure 6-1 A status bar contains important information for users



Developing and Designing Cocoa Touch Applications



O'REILLY®

Toby Boudreaux

## Your Objective:

## avoid rejections



#### iPhone Dev Center

#### **News and Announcements for iPhone Developers**

As the iPhone Developer Program has grown and new developers come to the platform, so has the need to communicate information, guidance, and tips more frequently. We are pleased to introduce News and Announcements for iPhone Developers which will provide you with these updates on a regular basis.

Sep 28, 2009

#### A Special Thanks to the iPhone Developer Community

Today, we announced that more than two billion apps have been downloaded from the App Store.

We'd like to take this opportunity to thank you, the iPhone developer community, as we mark this milestone. Your creativity and innovation have been instrumental in helping us to create a mobile experience that is unparalleled in the industry.



Sep 25, 2009

#### Setting Up an In App Purchase Test User in iTunes Connect

If your application takes advantage of In App Purchase, you must set up an in app purchase test user in iTunes Connect. To do so, log in, access the Manage Users module, select the In App Purchase Test User section, then follow these steps:



#### App Store Review Status

Based on the current volume of app submissions, 96% of applications are being approved within 14 days.

Last Updated: Sep 25, 2009

#### App Store Submission Tips

This series of tips provides you with guidance on the app submission and approval process

Read now >

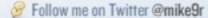






Design, Mac stuff, technology, etc.





@sdegutis New rumors point to yes... it's getting close I think: http://idek.net/XEJ

- 1 day ago [∞]

@danberte From what I've heard it will use a Mac OS X / iPhone OS hybrid...

- 1 day ago [∞]

If Apple doesn't re-imagine the iPhone OS homescreen before the tablet comes out, here's what will happen: http://idek.net/XF6

- 1 day ago [∞]

@Cocoia They're gay and proud?
— 1 day ago [∞]

@boredzo Really? I figured it'd be terrible. Maybe I'll put it on Netflix

#### iPhone Application UI Design Patterns

[∞] Posted at 3:15 am on a Tuesday in July - 13 Comments

Update: Changed the blog entry title to reduce confusion.

The iPhone is one big constraint — no keyboard, small screen, few buttons — so designing applications for the iPhone is an exercise in building smart, simple software. Bloated apps on the iPhone? You won't find many. Most applications pick one feature or group of related features and centralize the product around that central theme.

When Apple began crafting UIKit, the set of APIs used to build the user interface for an iPhone app, they had to see into the future and predict what the most common application design models would be and make sure those could be accomplished easily. It may seem obvious to us now because we're so used to iPhone application design but the high-level navigation and interaction concepts available to iPhone application developers are really quite brilliant:

- Dive deep into hierarchical levels of application information and then surface back to the top easily
- Switch between different main pieces of functionality without losing your place on one when moving to another
- Edit and adjust information without losing your place contextually
- Display a list of information or choices



#### iPhone Apps Design Mistakes: Over-Blown Visuals

By Alexander Komarov, July 21st, 2009 in How-To | 117 Comments | Forum

PODCAST SCREENCASTS

The iPhone App Developers' Blog: iPhone Programming, Developer News, Interviews And

Jobs: Storm8 is looking for a fulltime iPhone and/or Objective-C developer. See more — or post a gig for free! — on the Jobs Board.

#### Avoiding iPhone App Rejection From Apple

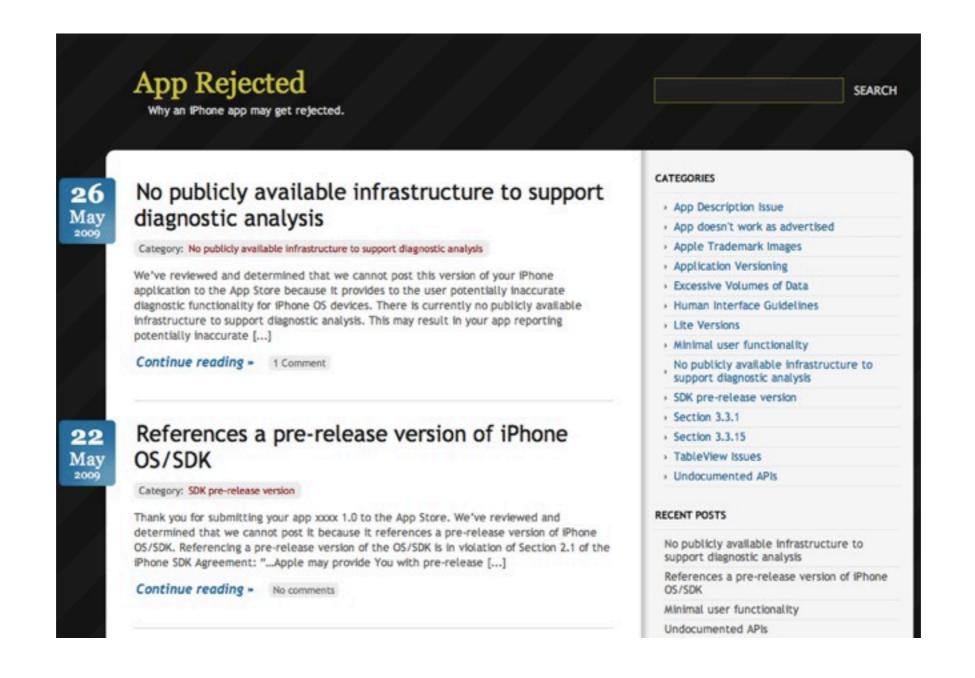
by Brian Stormont on April 15, 2009 · 39 comments

Guest author Brian Stormont (Profile) runs Stormy Productions. Stormy Productions has created more than 45 iPhone apps that have been downloaded over 400,000 times!



I've been developing apps for the iPhone for over 6 months now. Over this time period, I've successfully submitted over 45 apps, the majority under my own company's iTunes account. Given the large number of app submissions, I've had my share of app rejections.

As has been mentioned many many times on the various developer forums, Apple's approval process can be very frustrating and inconsistent. However, if you are careful, you can greatly reduce your risk of getting an app rejected.



#### **Application Submission Feedback**

Unpublished rules and clarifications from Apple's App Review team that can cause your iPhone app to be rejected.

Are we missing one of your rejection reasons that other developers may not know about? Submit it.

permalink

#### KEYWORDS CANNOT CONTAIN NAMES OF OTHER APPS

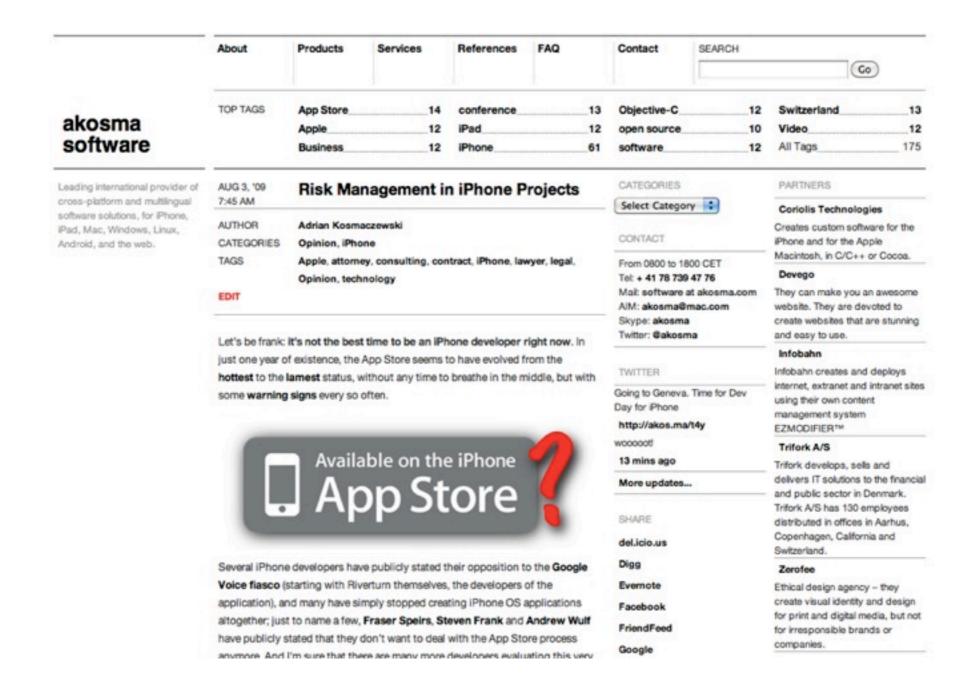
Submitted by Dan Fabulich:

We've reviewed [app] and determined that we cannot post this version of your iPhone application to the App Store at this time because of inappropriate 'Keywords' used to identify your application. We will not post applications that reference other applications in their search criteria. It would be appropriate to remove [name of a competitor's app]."

Keyword terms must be related to your application content and cannot contain offensive terms. It is not appropriate to reference other applications.

This is great news. One popular sales-inflating technique we've all seen is to list popular or competing apps in the description field to be included in search queries for them, e.g. "Perfect for fans of Flight Control, Koi Pond, iFart Mobile, and iShoot!" This prohibits such techniques in the Keywords.

Note that this rejection only cites inclusion of such words in the (relatively new) Keywords field. We do not know whether the policy applies, or will be applied, to the Description field.



## Your Objective:

### avoid this



### and this





I can't find one redeeming quality about this app. It's slow to start [on a 3GS], doesn't respond to taps while it's trying to load other things, and crashes if you try to change modes a lot. It's limited to only timeline, replies, and messages. It has no other functionality. Oh wait... I forgot its killer feature, you can have custom backgrounds and choose the color of your tweets. That totally makes up for its lack of useful features and sluggish performance. I'm not sure why someone would bother building such an inferior app other than that they wanted to find some suckers and score a quick buck. It seems even more insane to me that they'd be actively seeking out reviewers to cover this. I was given a promo code for ChillTwit, and even for free I didn't want it on my phone. I was sad just from looking at screenshots. Actually seeing it running confirmed all of my fears. If it was a free app, I might forgive the developer, but the fact that he's trying to get \$0.99 out of people pisses me off to no end. Go buy Tweetie.

If you somehow weren't scared away by all my bitching and whinning, you can see ChillTwit on the app store here. But seriously, if you buy this, we're not friends anymore.

# Thou shalt optimize for performance

- Drawing and scrolling
- Application launch
- Files and data
- Power and battery life

## Drawing and scrolling

- UIView subclasses are already optimized
- Custom views should use setNeedsDisplayInRect: whenever possible
- Cache static objects

- Use opaque views
- Avoid allocating while scrolling
- Reuse table cells
- Collapse view hierarchies

### Application Launch

Design apps for quick launch and short use

- Load data lazily
- Load only images needed

#### Files and Data

- Use Core Data for large datasets
- Avoid loading large files in memory
- Use plist files for structured static data

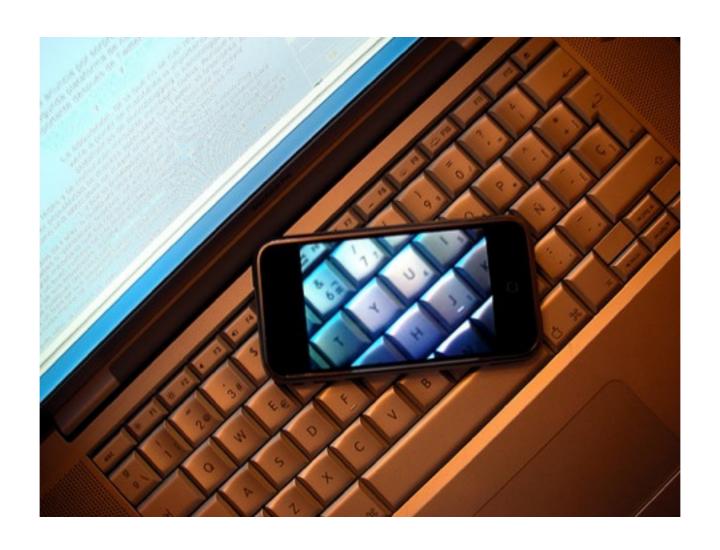
## Power management

- 3G communications are expensive
  - Wi-Fi slightly cheaper
- Send small chunks of data at low frequency
- Prefer "chunky" to "chatty" protocols
- Better performance == longer battery life

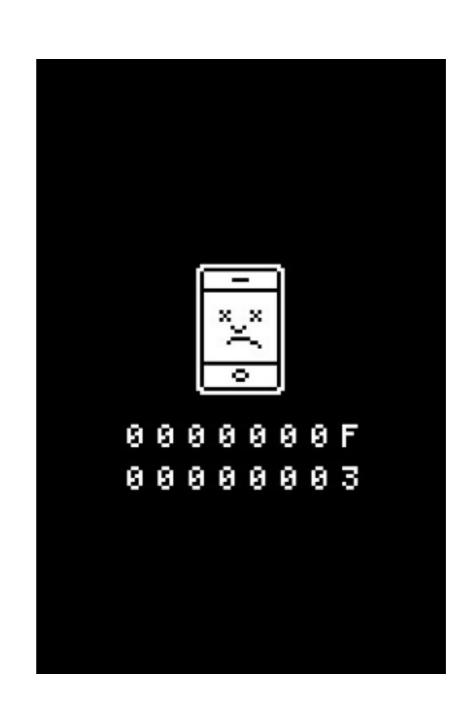
## Thou shalt test in the device



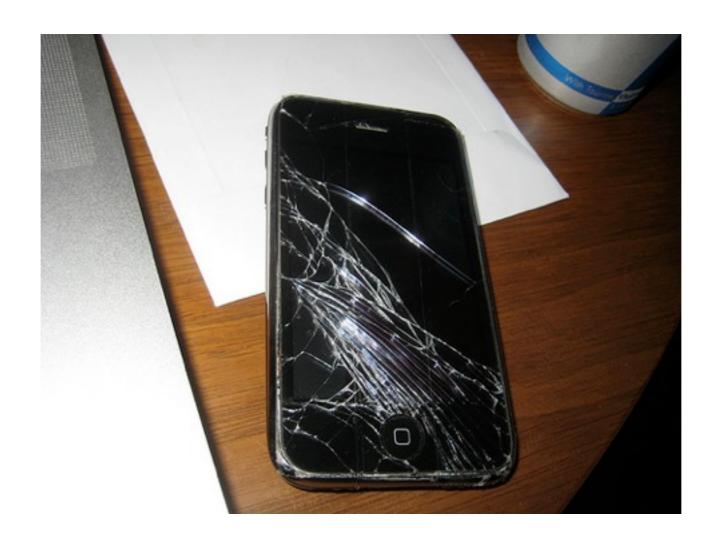
http://blogs.tech-recipes.com/itouchmyiphone/2008/03/26/from-iphone-sdk-to-simple-app-in-less-than-452-seconds/



- Camera
- Accelerometer
- GPS
- Compass
- Battery
- Network
- ... Speed!





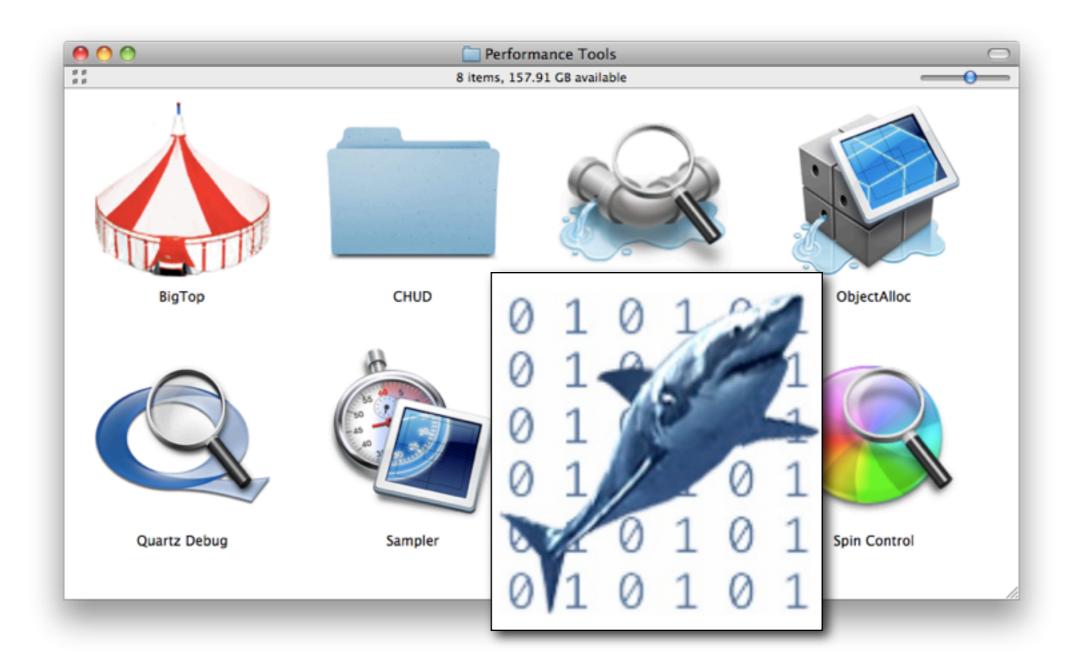


# Keep your old 3G(S) or iPod touches!

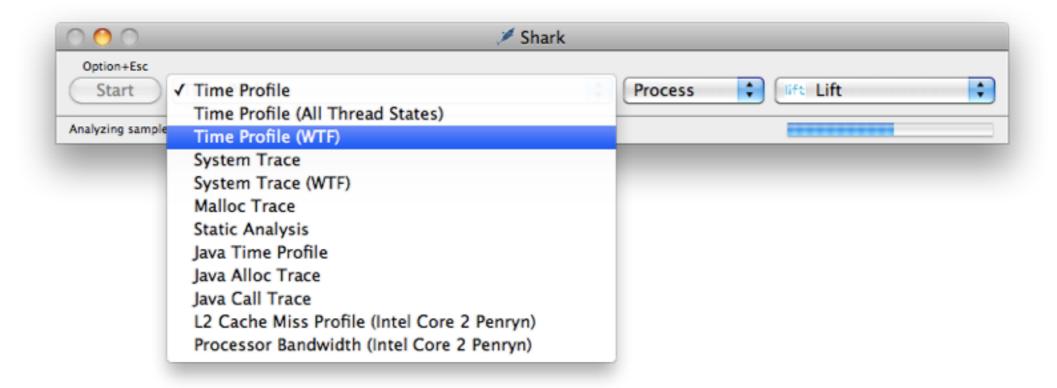
# Remember your developer tools

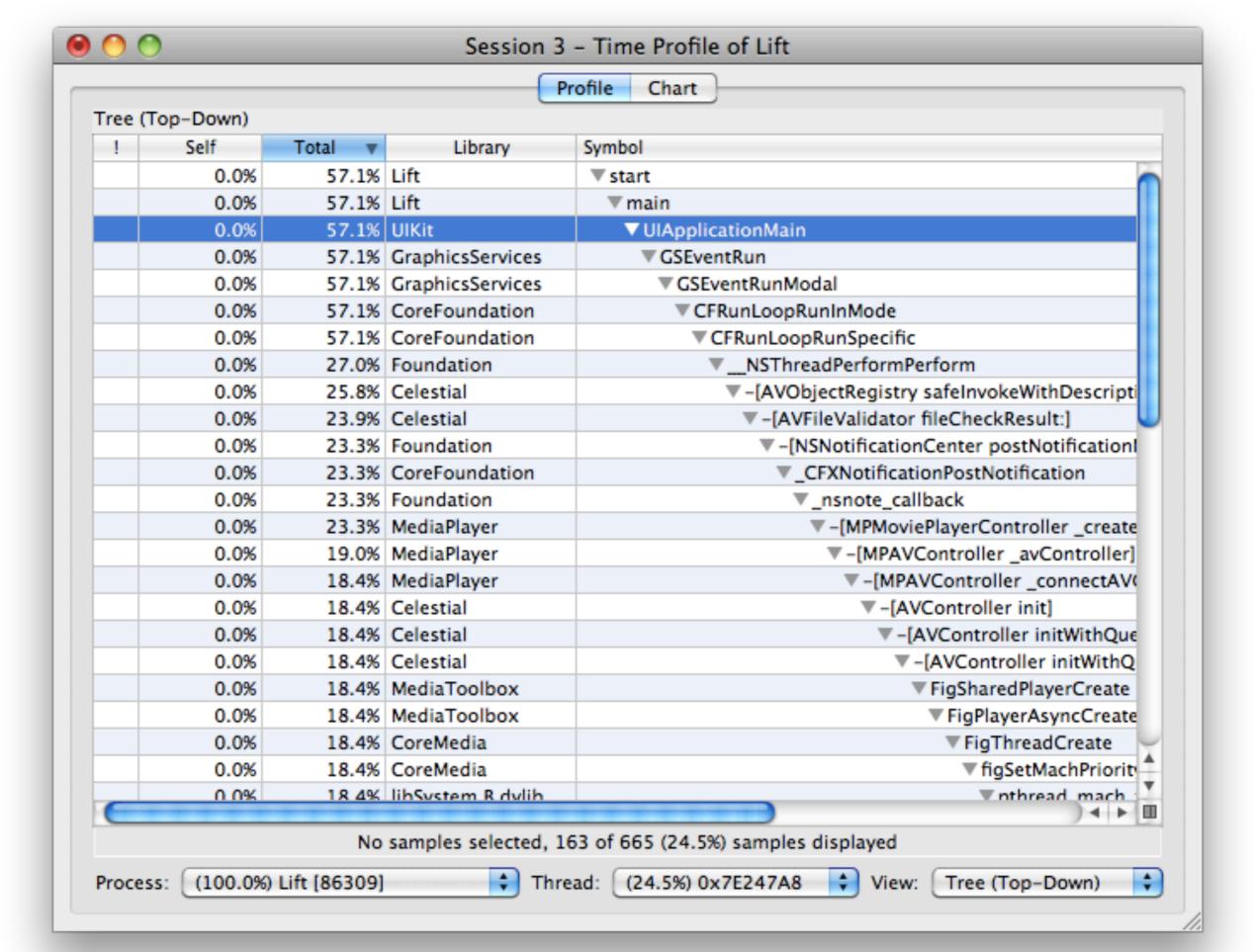




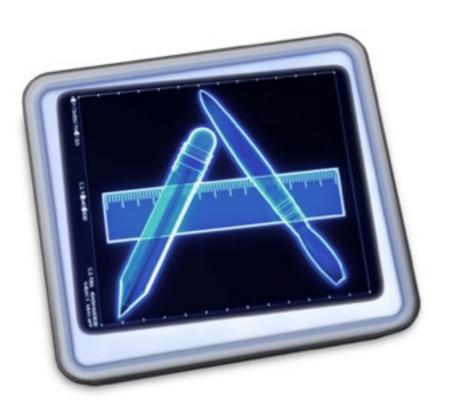


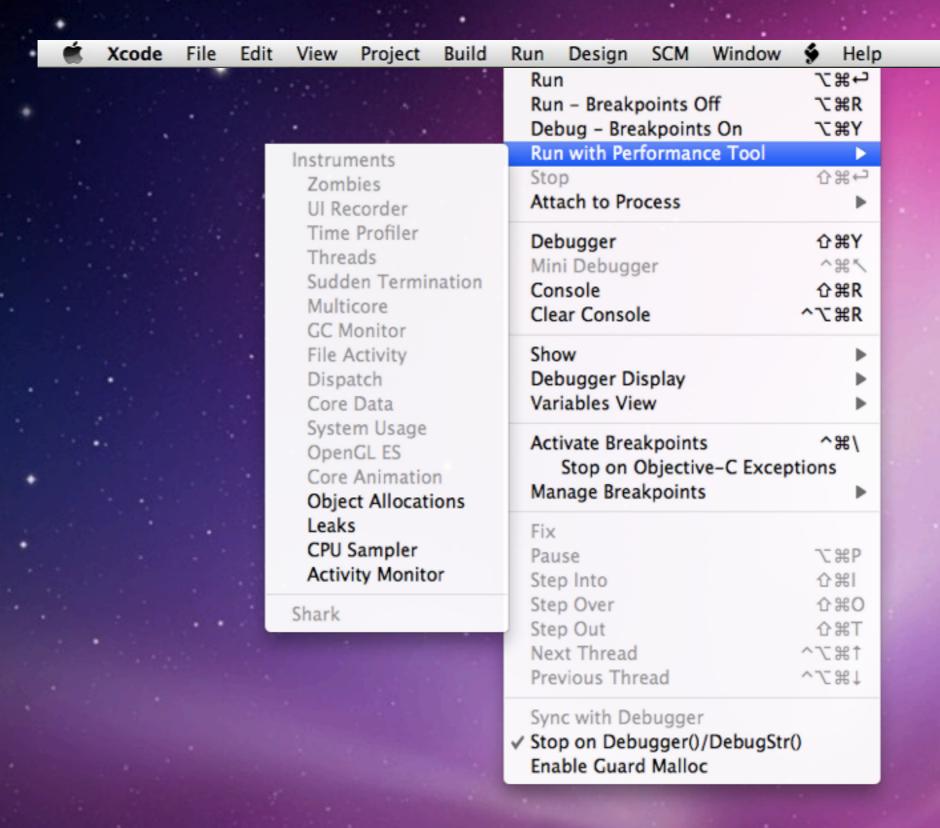
### Shark

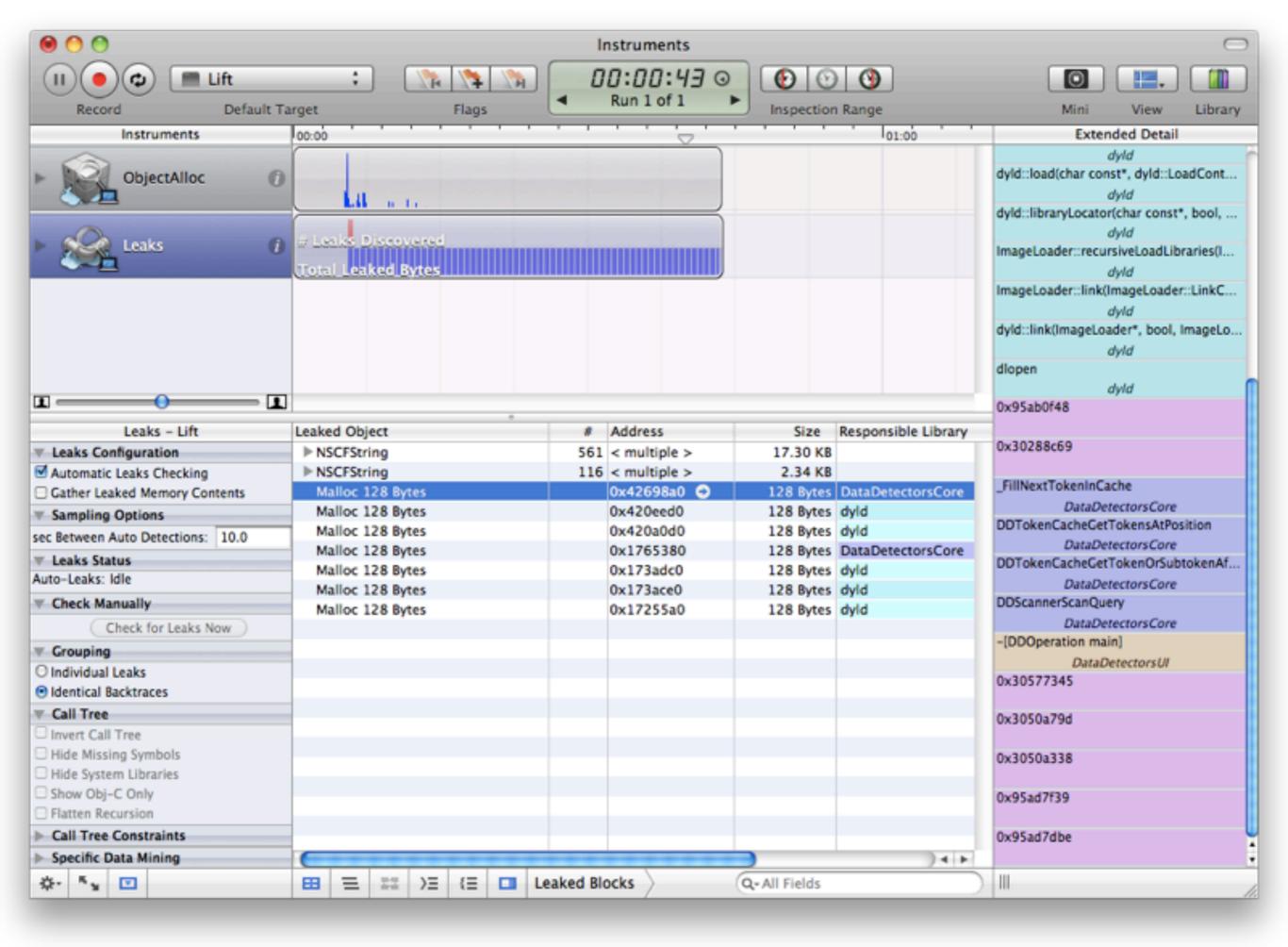




#### Instruments









# Thou shalt use PNG files

Portable Network Graphics (PNG) is a bitmapped image format that employs lossless data compression. PNG was created to improve upon and replace GIF (Graphics Interchange Format) as an imagefile format not requiring a patent license. It is pronounced /pin/[1] or spelled out as P-N-G. The PNG acronym is optionally recursive, unofficially standing for "PNG's Not GIF".[2]

## Advantages

## Compression on build

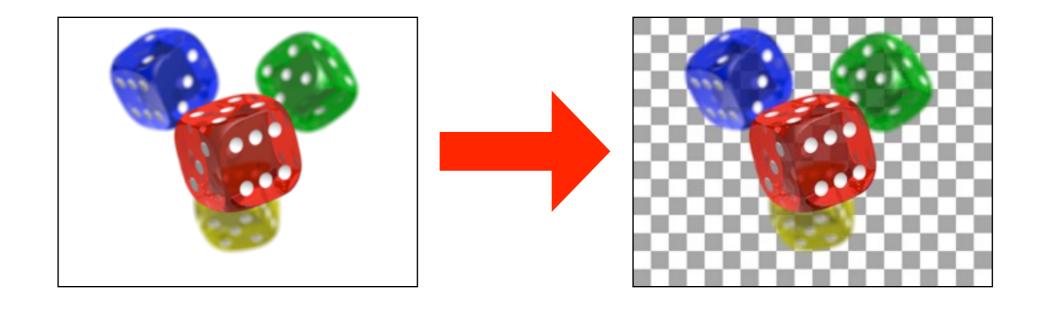
## Low memory footprint

# Supported by all editors

# Quality



# Transparency

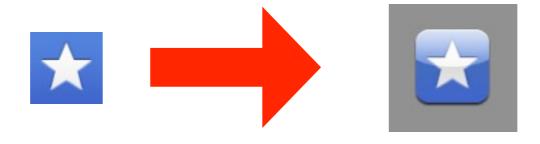


- App icon: 57x57 "Icon.png"
- Default image: 480x320
   "Default.png"
- Settings icon: 29x29 "Icon-Small.png"

## App Icon

# Design in maximum quality, then reduce

## Do not apply effects



# 512x512 72 DPI TIFF file for App Store

# Thou shalt use static analysis

### The LLVM Compiler Infrastructure

### Site Map:

Overview
Features
Documentation
Command Guide
Support
FAQ
Publications
LLVM Projects
Open Projects
LLVM Users
LLVM Developers
Bug Database
LLVM Logo
Wiki

### Download!

Download now: LLVM 2.5

Try the online demo

View the open-source license

Search this Site

### LLVM Overview

Low Level Virtual Machine (LLVM) is:

- A compilation strategy designed to enable effective program
  optimization across the entire lifetime of a program. LLVM
  supports effective optimization at compile time, link-time
  (particularly interprocedural), run-time and offline (i.e., after
  software is installed), while remaining transparent to developers and
  maintaining compatibility with existing build scripts.
- 2. A virtual instruction set LLVM is a low-level object code representation that uses simple RISC-like instructions, but provides rich, language-independent, type information and dataflow (SSA) information about operands. This combination enables sophisticated transformations on object code, while remaining light-weight enough to be attached to the executable. This combination is key to allowing link-time, run-time, and offline transformations.
- 3. A compiler infrastructure LLVM is also a collection of source code that implements the language and compilation strategy. The primary components of the LLVM infrastructure are a GCC-based C & C++ front-end, a link-time optimization framework with a growing set of global and interprocedural analyses and transformations, static back-ends for many popular (and some obscure) architectures, a back-end which emits portable C code, and a Just-In-Time compilers for several architectures.

### Latest LLVM Release!

March 2, 2009: LLVM 2.5 is now available for download! LLVM is publicly available under an open source License. Also, you might want to check out the new features in SVN that will appear in the next LLVM release. If you want them early, download LLVM through anonymous SVN.

### **Upcoming Releases**

LLVM 2.6 release schedule:

- Aug 21 Code Freeze
- Aug 28 Pre-release1 testing begins
- Sept 04 Pre-release1 testing ends
- TBD Pre-release2 testing begins
- TBD Pre-release2 testing ends
- TBD Release!

Clang Home

### Events

October 2, 2009 - LLVM/Clang Developers' Meeting

### **Quick Links**

About the Analyzer Filing Bugs

### **User Manual**

Obtaining the Analyzer
Running the Analyzer
Available Checks
Source-level Annotations

### Clang Mailing Lists

cfe-dev cfe-commits



### Clang Static Analyzer

The Clang Static Analyzer consists of both a source code analysis framework and a standalone tool that finds bugs in C and Objective-C programs. The standalone tool is invoked from the command-line, and is intended to run in tandem with a build of a project or code base.

Both are 100% open source and are part of the Clang project.

### Download

### Mac OS X

- Latest build (Universal binary, 10.5+): <a href="mailto:checker-0.223.tar.bz">checker-0.223.tar.bz</a> (built September 29, 2009)
- Installation and usage

### Other Platforms

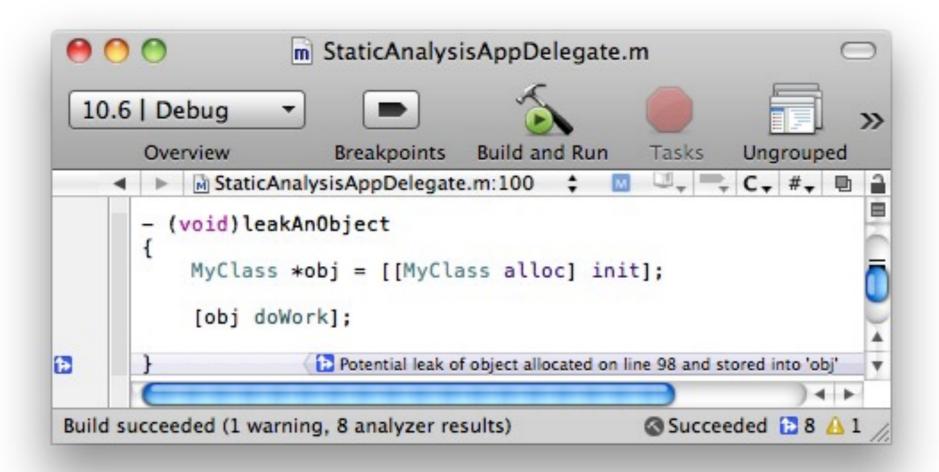
For other platforms, please follow the instructions for building the analyzer from source code.

### What is Static Analysis?

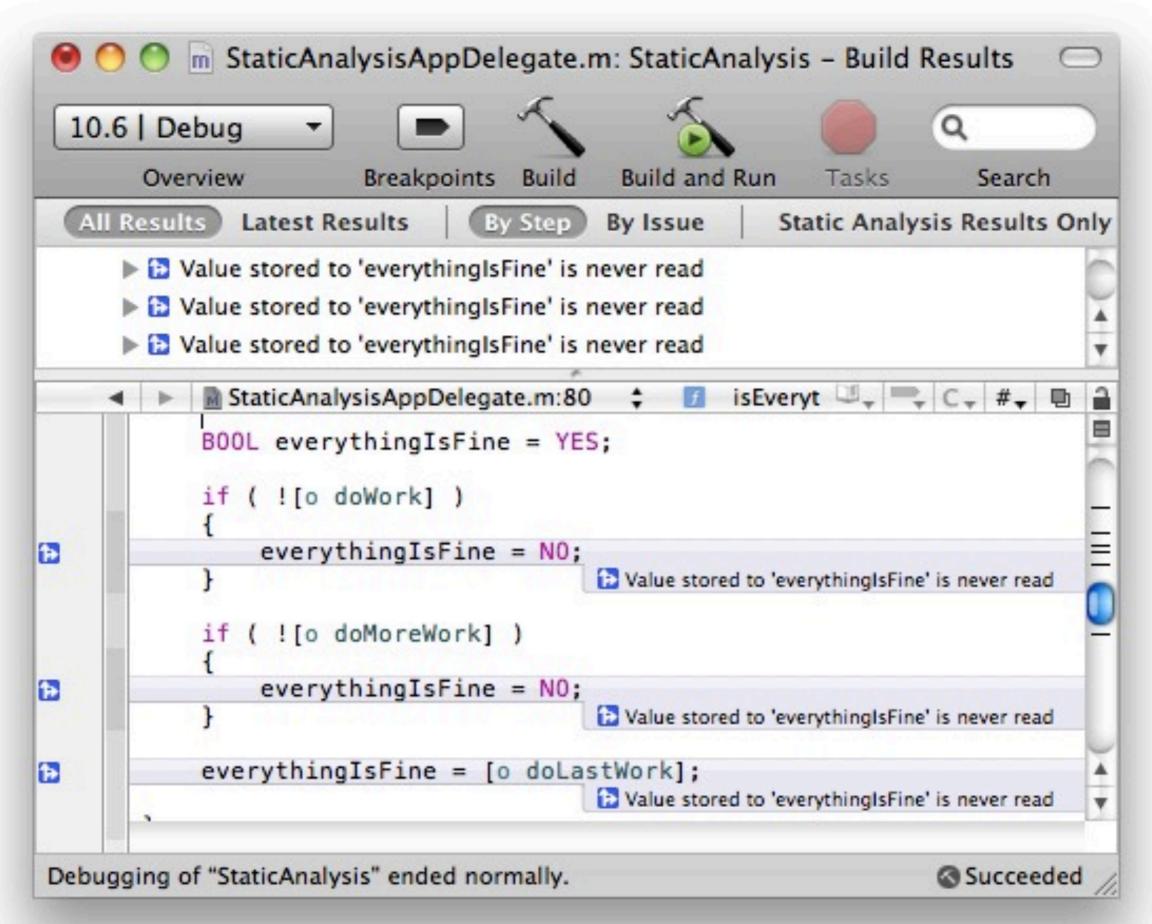
The term "static analysis" is conflated, but here we use it to mean a collection of algorithms and techniques used to analyze source code in order to automatically find bugs. The idea is similar in spirit to compiler warnings (which can be useful for finding coding errors) but to take that idea a step further and find bugs that are traditionally found using run-time debugging techniques such as testing.

Static analysis bug-finding tools have evolved over the last several decades from basic syntactic checkers to those that find deep bugs by reasoning about the semantics of code. The goal of the

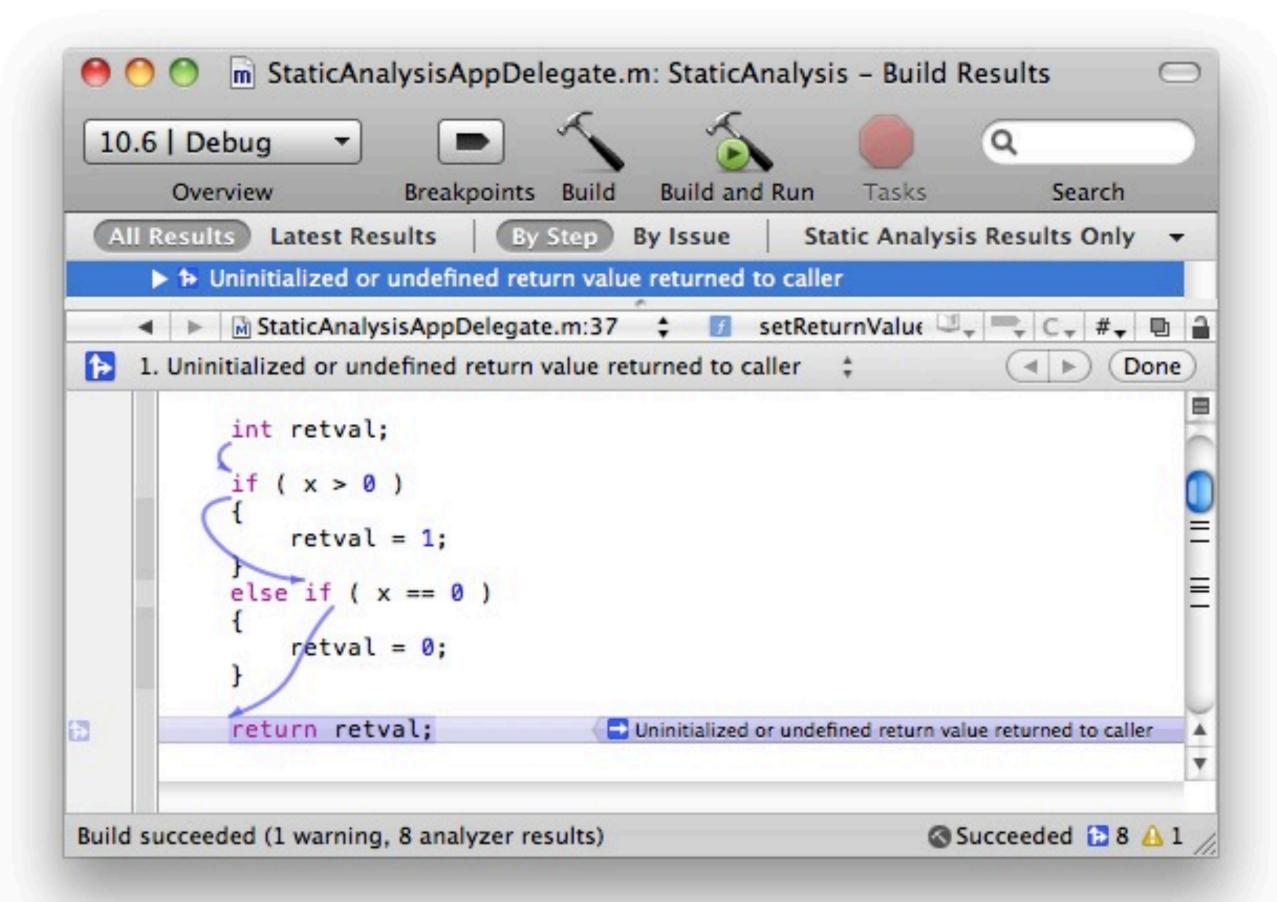
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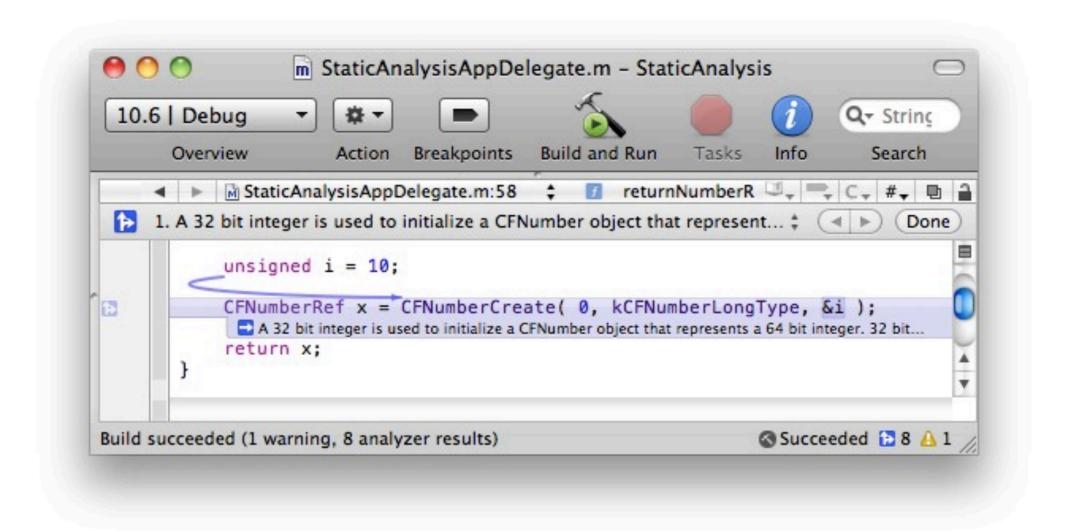


Source: Apple Documentation



Source: Apple Documentation

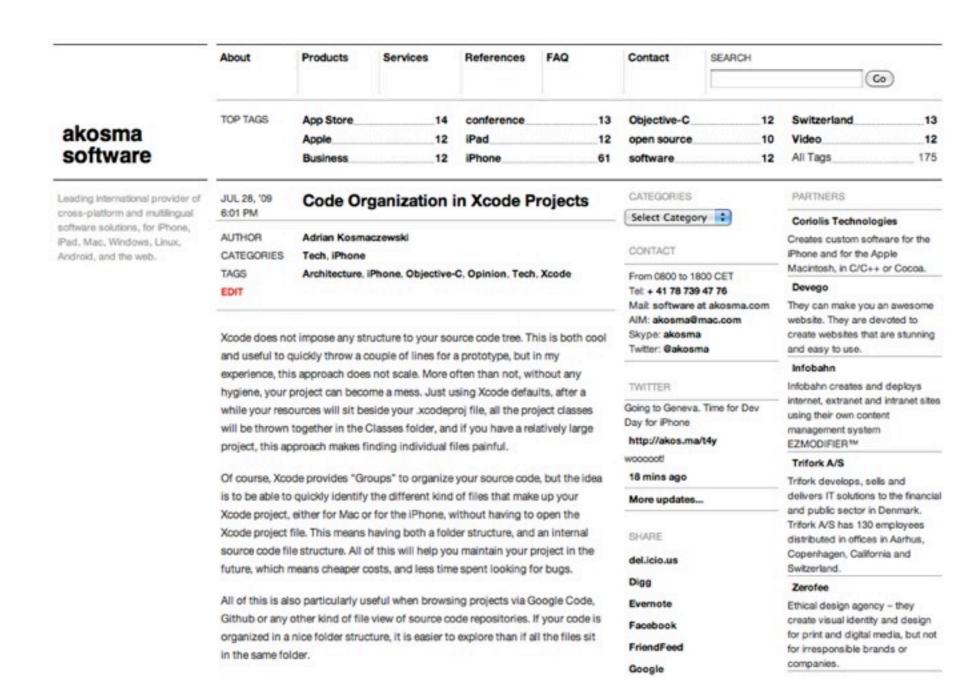




Source: Apple Documentation

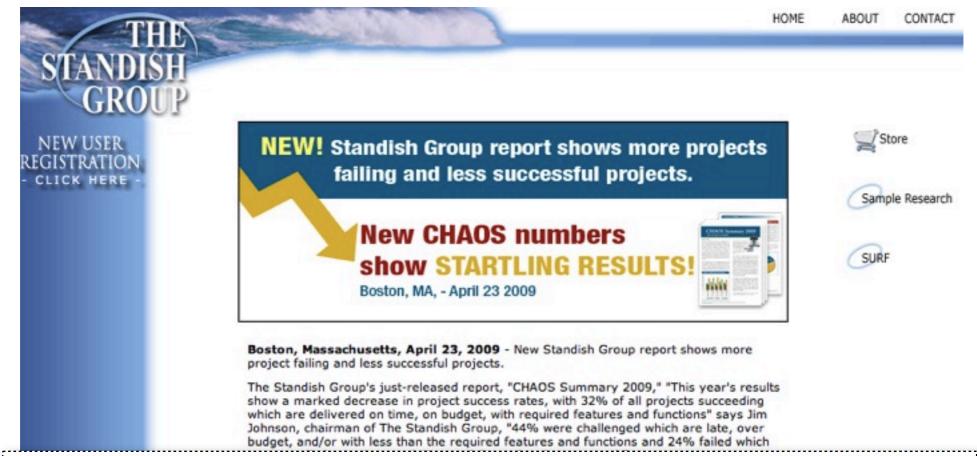
# Thou shalt have project management hygiene

- Project management
- Human resource management
- Developer working conditions
- Prototypes
- Quality management
- Code organization

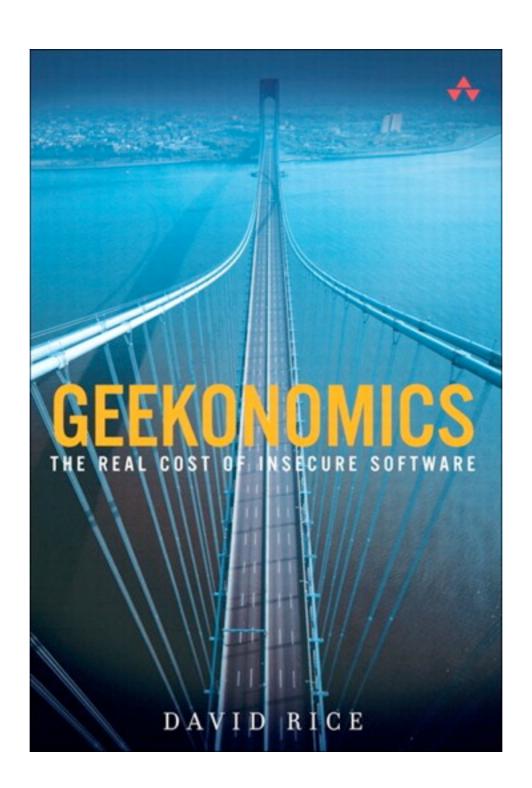


## Your objective:

### avoid chaos



"These numbers represent a downtick in the success rates from the previous study, as well as a significant increase in the number of failures", says Jim Crear, Standish Group CIO, "They are low point in the last five study periods. This year's results represent the highest failure rate in over a decade"



http://www.geekonomicsbook.com/

## 

#### Thou shalt have fun!

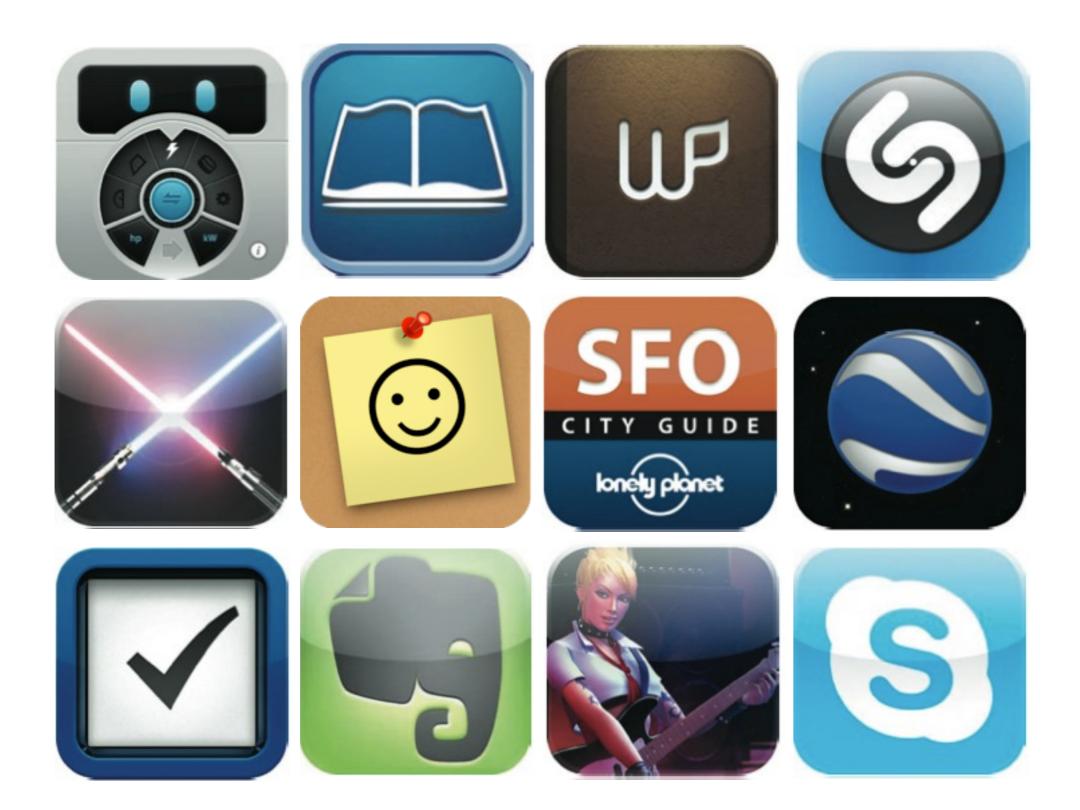
## and

#### be creative!

# Best iPhone Apps

The Guide for Discriminating Downloaders





## Recap'

- 1. Manage memory properly
- 2. Remove compiler warnings
- 3. Read the Human Interface Guidelines
- 4. Optimize for performance
- 5. Test in the device

- 6. Know your developer tools
- 7. Use PNG files
- 8. Use static analysis
- 9. Have project management hygiene
- 10. Have fun and be creative!

### Thanks!

# Slides available in slideshare.net/akosma

## Questions?

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