



iPhone Apps: From Concept to Launch

*Dev Day for iPhone
London*

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small**society**

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small**society**

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

iOS Agency

Everything but the

- The Idea
- Discovery
- Team (Design, Development, and QA)
- Submission Process
- Marketing
- Maintenance
- Q&A

Workshop Agenda



The Idea

**"I have this great
idea for an iPhone**

Wait.

- Is this a fleeting idea or a compelling desire?
- Should you convince someone else to just build it instead?
- Do you have the resources to build it or fund its creation?
- Is the idea unique? If not, is it better than the currently available apps?

Decision Process

Do you still love the

Ok. Let's begin.



I want an app that helps me find food carts in Portland, especially new ones, as well as access ratings, see which carts my friends are eating at, and if any are running lunch specials.

My App Idea



Discovery



- **Technology**
- **People**
- **Business Goals**

...and a team process!

Strategic Nexus

- A good app name is very important
- Easy to remember
- Easy to spell
- Clever or just obvious
- Reinforces the concept or brand
- Unique, if possible

App Naming



CARTOPIA

Technology

iPhone Native App

People

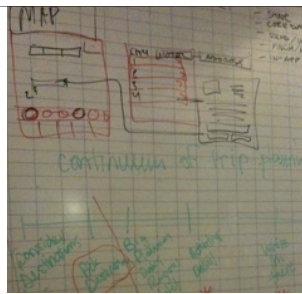
PDXers

Business Goals

Serve the Community

Ad revenue to sustain

Our Premise



How people really use the iPhone
 October, 2008
 Bill Westerman, Principal



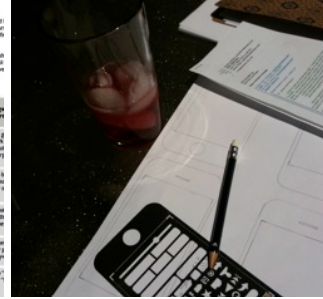
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Module Title	
	Article Title

Sarah
 Age: 42
 Occupation: Nurse Practitioner
 Previous Type: None to None

Story: Sarah just moved from Boston, so that she and her parents are they are starting to get a bit on the way to a whole new town, but it is more about both the 9 being very little social network in town.

Back in Boston she knew her neighborhood and felt at home. She knows that she will find the "neighbor" and town that will make her life easier - which includes even the social network market.

"It feels a bit like I'm starting from scratch in the town. I'm grateful for almost anything that helps me get my bearings."



The Planning

- Competitive Analysis
- Key Performance Indicators (KPIs)
- Application Definition Statement
- Personas
- Feature Prioritization
- Product Specification
- Project Plan & Technical Review
- Time: 4-8 weeks

Discovery

- Week 1: Discovery Workshop
- Week 2: Deliver Personas doc; discuss
- Week 3: (working, working...)
- Week 4: Deliver Wireframes Draft #1. Discuss, get formal feedback
- Week 5: Deliver Wireframes Draft #2. Discuss, get formal feedback
- Week 6: Deliver Final Wireframes doc
- Week 7: Tech Review. Meet to discuss assumptions.
- Week 8: Deliver Project Plan

Discovery Calendar

- Who is involved in the decision making process for this app?
- Involve the right people, not all people
- Participants vs. observers vs. reviewers
- Discovery workshop may be useful

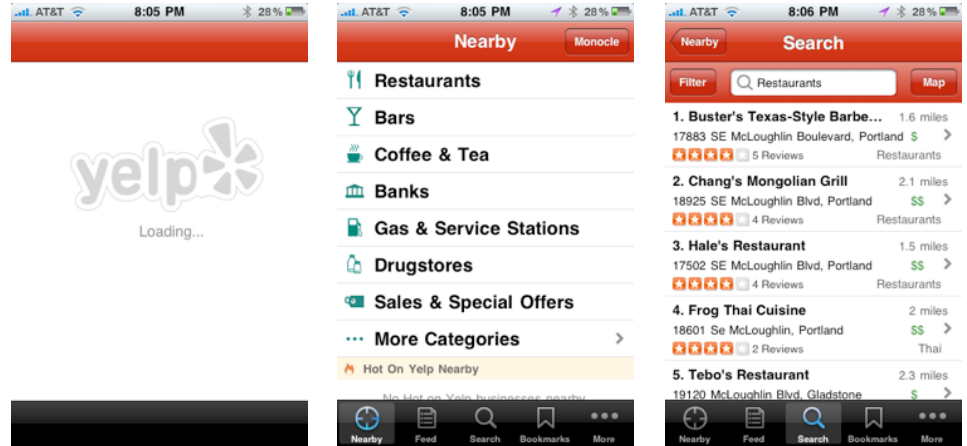
Stakeholders



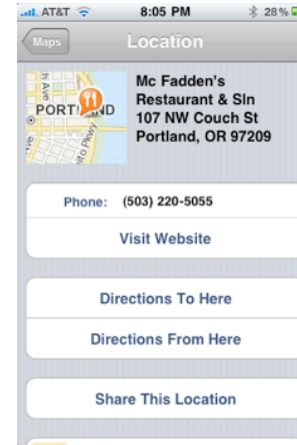
Competitive Analysis

- Odds are, you won't be the only one, even if not a direct competitor
- Users rarely use multiple apps for the same set of tasks
- Differentiation
- User feedback
- Observing rate of change

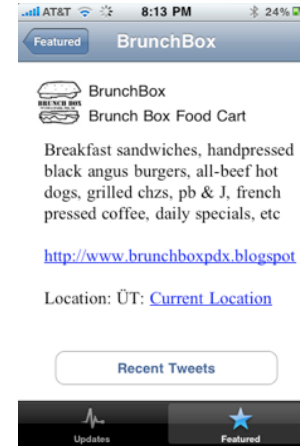
Value of Competitive



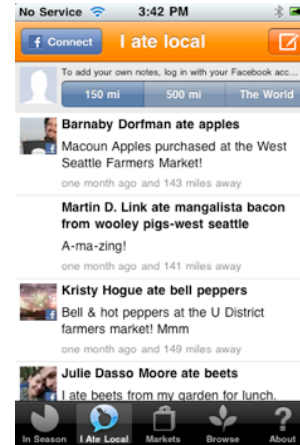
The Standard – Yelp!



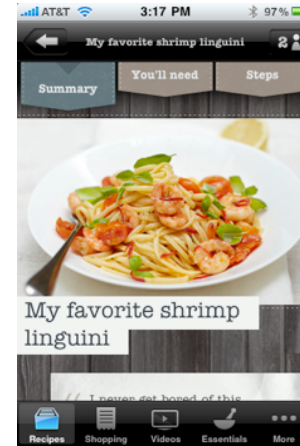
Inspiration – Find Food



Direct Competition



Local Foodie



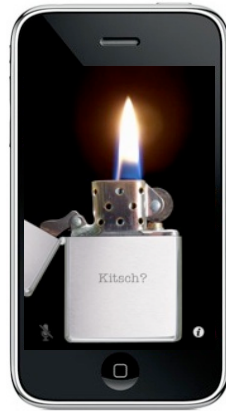
General Foodie



Key Performance Indicators

- # of downloads
- sustained usage over time
- tap analytics
- revenue/profit

General



- Time spent in app
- # of social networking "shares" (branded)

Strategy 1: Brand Engagement



- Tasks Accomplished
- # of Items “Favorited”

Strategy 2: Serve Customers



- # of downloads
- sustained usage over time
- searches performed
- in-app tweets
- ad impressions/

Example Cartopia KPIs



Product Definition Statement

(differentiation)

(solution)

(audience)

Aspects of the

Cartopia is the authoritative source of information for food cart lovers in Portland, Oregon.

Example

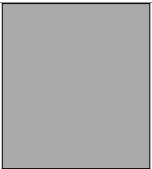


Personas

(the heart of
human
centered

- Understand your target audience
- Likely, this means a variety of personas
- Who are you building this app for?
- What pain points does this app address?
- Are certain groups served more than others with this app?

Target



Name

Age:
Persona Type:
Occupation:

User Story:

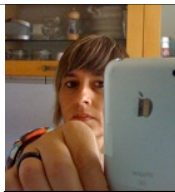
Personal details. (demographics)

Picture of who they are, motivations. (psychographics)

Their relationship to the device & technology. (technographics)

"Quote from user..."

Need States/Subtasks					
Scenarios					
Considerations					
Pain Points					
Functionality					



Jennifer

Age: 35
 Persona Type: Downtown Foodie
 Occupation: Software Product Manager

"I love the relationship that I have with all of my local food carts... I know them by name, how the food gets made, and what produce is fresh and local!"

Story: Jennifer is the kind of woman who seems to do it all. She has two kids (8 & 10), a great job as a product manager at a mid-sized software company, and a husband who she adores. Doing it all, however, comes at a price - Jennifer's life is uncomfortably chaotic most days, free time is nonexistent. One of her few escapes, however, is GREAT FOOD.

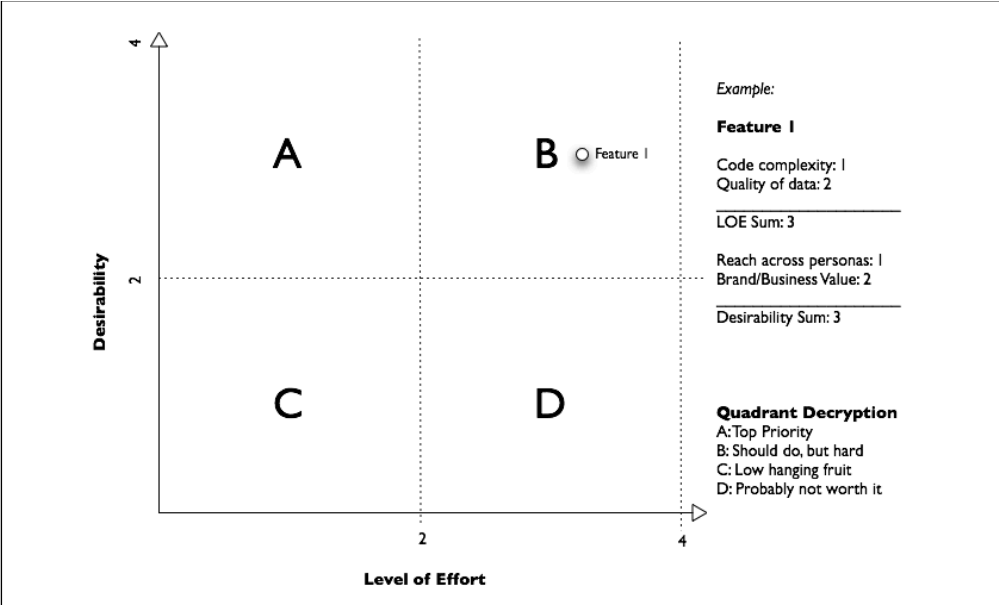
Jennifer loves to cook for her family and usually does a big Sunday dinner, but during the weekdays, it's all she can do to step away from her desk. Thus, the neighborhood food carts are her primary weekday sustenance. She loves them for the price, quality and variety. Not to mention, she loves investing in the local economy.

Need States/Subtasks	Has an extra few minutes & wants to branch out	Had the BEST korean taco ever, and wants to spread the word	She's eating with a vegetarian friend today	Can never remember where the Koi Fusion cart is going to be	Working on the weekend, wondering what's open!
Scenarios	Jennifer usually goes to the 3rd & Washington carts, but it's a lovely day and she wouldn't mind a walk.	The new korean taco cart taco is to die for and she wants to spread the word!	Jennifer's best friend Kim is a vegetarian (who also happens to have a wheat allergy)	While she loves Koi Fusion, she knows it's a roving cart.	Jennifer is stuck downtown doing QA for a product launch over the weekend.
Considerations	She'd also love to know if she can sit & eat at a faraway cart, or if she has to bring it back.	In food carts, word of mouth can lead to the success or demise of a great business.	Kim hates going places where she only has one choice.	Jennifer is totally willing to walk 5 blocks for Koi, but not 10.	She knows that not all food carts are open on the weekend, but she doesn't know which ones.
Pain Points	If she's going to go out of her way, she wants to know cart quality.	Loved the taco, but not the kimchee. Wants to share both insights.	Jennifer hates eating at veg-only places because she never feels full afterwards.	She always has bad luck, and tries to go on days that the cart is elsewhere.	She doesn't have time to wander; she needs efficiency.
Functionality	Geolocation and map interface to find carts nearby	Twitter Integration	Faceted search for things like veg-friendly vs veg-only.	Integrated twitter feeds from carts to give latest & greatest news.	Filter search results by day/hour.
	"Get Lucky" feature that allows you to choose a radius and picks for you.	Posting a rating or review	The ability to search for cart-groupings where you can find variety.	A place to show regular cart hours/locations.	Integrated twitter feeds from carts to give latest & greatest news.
	Consuming community ratings and reviews.	Authentication, community identity & profile	Full menus available for carts.		
	"Good to know" criteria such as if they have tables, or if there is a noon rush.				

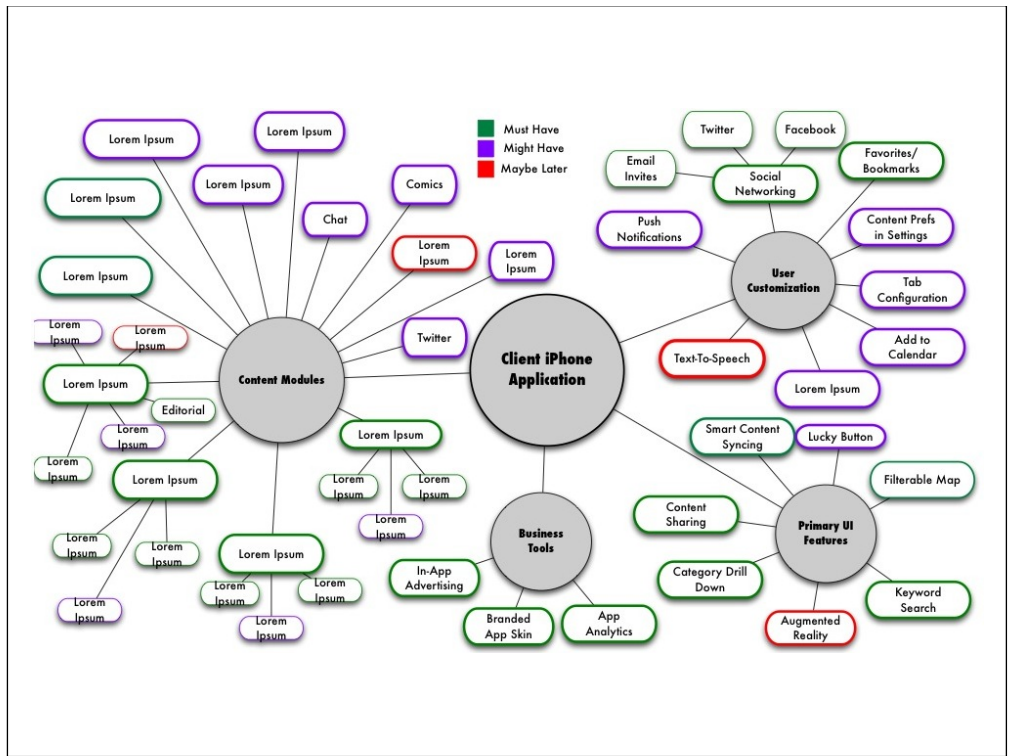


**Feature
Prioritization**

**& Product
Specification**

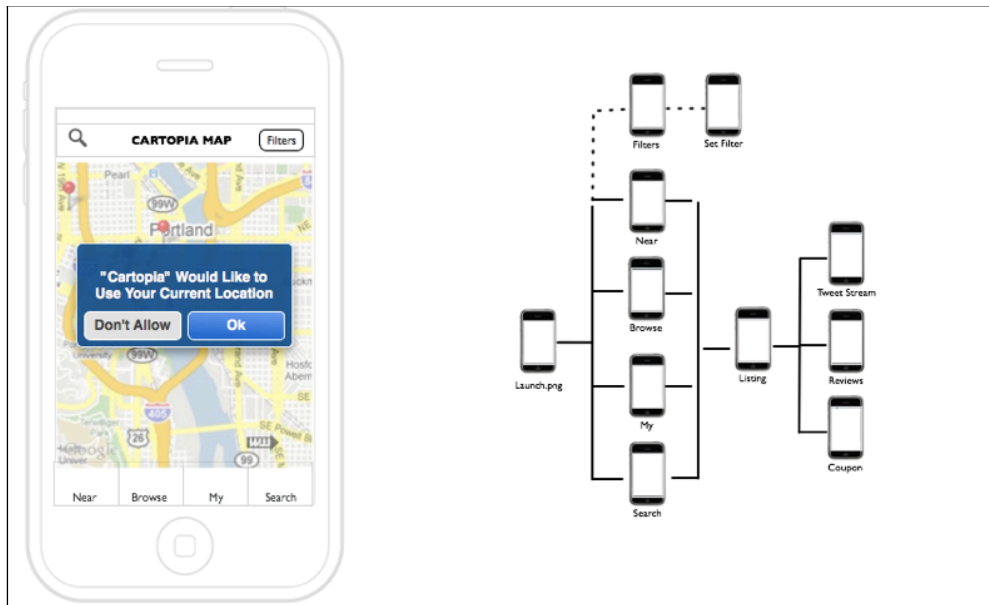


The Quadrant



- Devices: iPhone, iPad, iPod touch
- Generation
- Sensors & Hardware Characteristics
- OS: 4.x, 3.x, 2.x
- Network: 3G, Wi-Fi

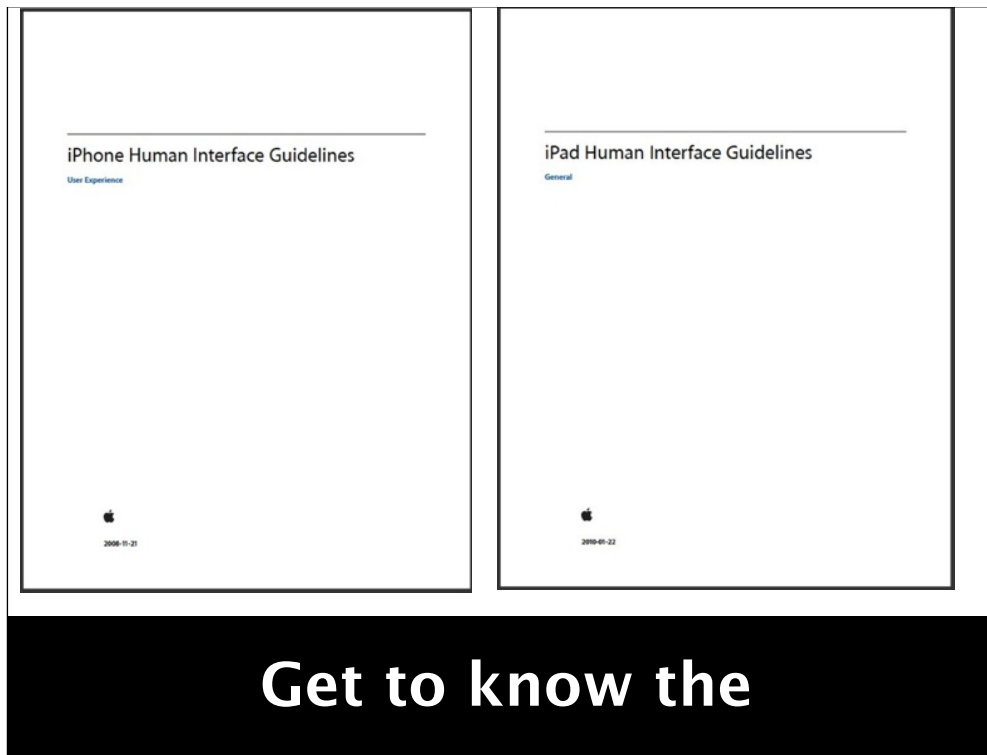
iOS Devices & Support



Product



Wireframe



Get to know the



Has Apple Solved it



- whiteboards
- pen & paper
- omnigraffiti
- illustrator
- bar napkins

Wireframing Tools

Project Planning



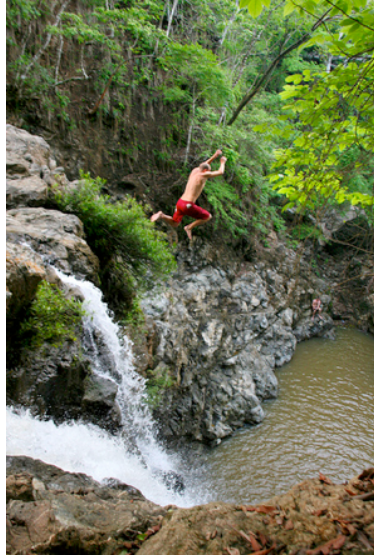
☐ Creative Design	86 hrs
Creative Kickoff Meeting	4 hrs
First Round Comps	40 hrs
Comps Review	6 hrs
Second Round Comps	20 hrs
Comps Review #2	6 hrs
Final Comps	10 hrs
Creative Signoff	0 hrs

- No CSS!
- Creative decisions can impact technical requirements

Start with Creative

- Project planning prior to finalizing your team is inexact
- You will make multiple revisions to your project plan
- There is value in building a project plan at the completion of Discovery, but prior to finalizing your team

Project Plan Revisions



Agile vs. Waterfall

- **Are you an Agency model?**
- **Is Creative set?**

Methodology

Work with your Lead Dev to get estimates:

- Much is now assumed; comes standard as part of the SDK
- Experienced iPhone dev should be able to assume a lot from wireframes or comps

Building the Plan

Other things to know going in:

- One or multiple developers?
- Dependancies on other systems

Know Upfront



- Reliance on Web Services
- Have you done a technical review?

Other Teams

Other significant time:

- QA (30% of initial Dev time)
- PMTime (20% of total)

Don't Forget!



* thanks to a random Flickr user in Ontario

Knitting It All Together

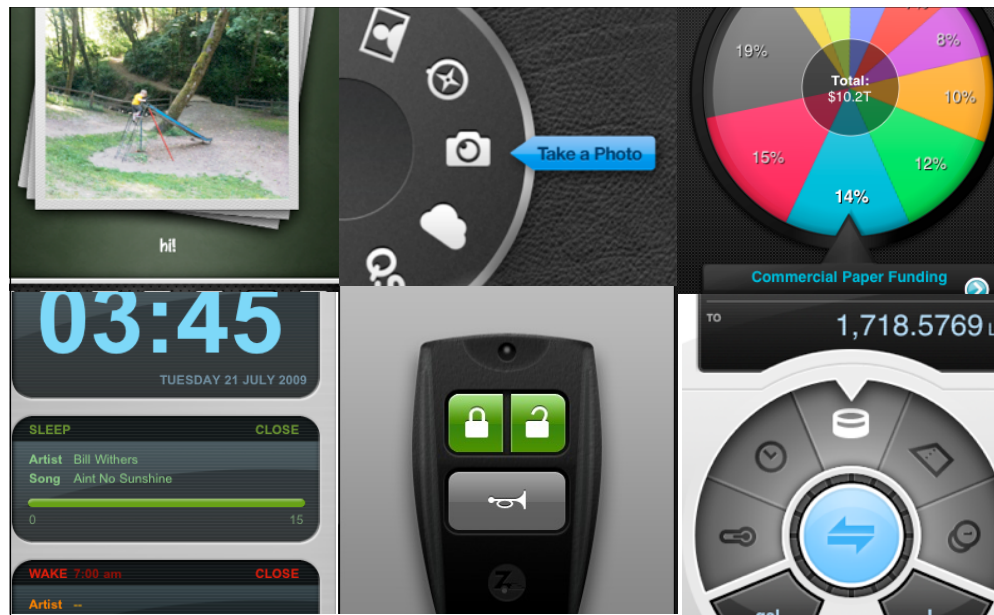
- Week 1: Creative Kickoff
- Week 2: Creative Round 1
- Week 3: Creative Round 2 + Dev Framework Setup
- Week 4: Creative Round 3 - Signoff + Dev CoreData
- Week 5-10: Development + QA Kickoff
- Week 11: Internal QA + Start Marketing/Launch Plan
- Week 12: User Acceptance Testing
- Week 13: UAT
- Week 14: Bug fixes & regression testing
- Week 15: Submit to Apple

Development

**BREAK
(15 min)**



Creativ



Good design is critical.

- Delightful
- Innovative
- Designed
- Integrated
- Optimized
- Connected
- Localized

Key Design Criteria (2009)

- Structure
- Navigation
- Reduction
- Appearance
- Feedback
- Optimization

Key Design Criteria (2010)

- Build in Simplicity and Ease of Use
- Make it Obvious
- Think Top Down
- Minimize Required Input
- Express Information Succinctly
- Provide Fingertip-Size Targets
- Focus on the Primary Task

Characteristics of Great Apps

Today Yesterday Other Car #1

Distance:

Business Charity Medical Other

Destination: Apple Cupertino

Purpose: Consulting

Frequent Trips:

- Post Office (3.2)
- FedEx (4.4)
- Fry's Electronics (20.7)
- Santa Clara Valley Audubon (6.7)

+ Edit

\$ Spent Save Data Clear

Date	Dist.	Destination / Purpose
6/18/08	20.7	Fry's Electronics
6/19/08	5.5	Dentist
6/20/08	3.2	Post Office

Back Recorded Entries

Tap twice on an item to modify it

6/10/08:	6.7	Santa Clara Valley Audubon	
		Volunteering	
6/11/08:	3.2	Post Office	
6/13/08:	3.2	Post Office	
6/15/08:	85.7	San Francisco	\$5.60
		Apple store	
6/16/08:	3.2	Post Office	
6/17/08:	4.4	FedEx	
6/18/08:	20.7	Fry's Electronics	
6/19/08:	5.5	Dentist	
6/20/08:	3.2	Post Office	

🗑️ 📖 ✍️ 1+1 ☰

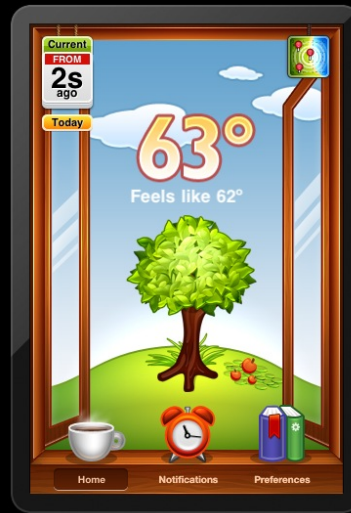
Bad Design



No Design



Some Design



Strong Design

- Creative decisions affect technical feasibility
- Solving for small screen size
- 44x44 pixel tap targets
- Design's impact on usability
- Knowing what is “iPhone-y”

Creative Challenges

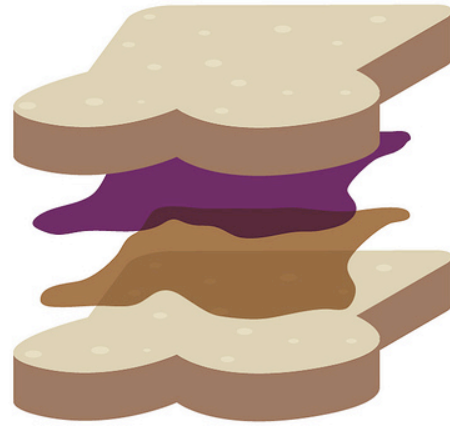
- Self
- Independent Contractor
- Agency
- Internal

Design Models



- **Taste**
- **Personality**
- **Strategy**
- **Platform Experience**
- **Icon Expertise**
- **Timeline**

Finding a Great



PB&J



Code + Design



Development

- Self
- Independent Contractor
- Agency
- Internal

Development Models

- Only an option for developers
- Learning curve
- Go it alone
- Save money, spend time
- Life and work balance challenges

Self

- Independent contractor, solo developer
- Sourcing
- Skill set evaluation challenges
- Dependent upon one person
- Rates vary, \$50-\$125/hour

Independent Contractor

- Easy evaluation of work
- Benefit from experience
- Team engagement
- Most expensive option
- Rates vary, \$100-\$150/hour

Agency

- Understanding the rationale
- Greatest level of control, one master
- Ramp-up time challenges
- Talent shortage
- Rates vary, \$75-125k/year

Internal

- What is typical?
- Am I more constrained by budget or calendar?
- Is this app strategic?
- What's my post v1.0 plan?
- Is this a revenue generator?

Decision Factors

- Years of experience as a Cocoa developer (Mac devs get bonus points)
- Prior programming experience
- Portfolio apps on the App Store
- Experience working on teams
- References

Evaluating Dev Talent

- The best option is dependent upon the individual project
- Your choice can make or break the app
- Time-constrained: agency, independent contractor
- Budget-constrained: self, independent contractor

Conclusions

QA





Fixing an app differs from web:

- **Timeline**
- **Adoption**

Oops

- Unit Testing
- Integration Testing
- Functional Testing
- Stress Testing
- User Acceptance Testing

What is QA?

- Cutting QA time from the project plan
- No trouble ticket system
- Clients who say they can do their own QA
- Devs who are resistant to QA

Warning Signs

- WHAT are you actually testing?
- WHO is dedicated to testing?
- Unique iPhone cases

Who, What, Where?

How do you figure out what you're testing for?

- Functional Requirements
- Wireframes
- ...what's the master source of truth?

What?

Create a matrix of test cases unique to iPhone/iPod touch.

- Hardware
- Software
- Situational
- Connectivity

ACTIVITY

- 30% of development time
- At least one dedicated lead
- New & innocent users

Time & Resources





* thanks to www.instructables.com

When Are You Done?



Submission Process

- Contracts & Banking
- User Accounts
- Default Language
- Organization Name
- Download the iTunes Connect Guide!

iTunes Connect Setup

- App
- Description, Keywords, & Category
- Screenshots
- Price Tier
- Distribution
- Localization
- Availability

Apple Requirements

- Submitting a new app binary will put you at the back of the approval line
- Everything else can be changed at any time
- Changes for a live app take a few hours to appear
- Some content is required, other is optional
- Keywords can be edited until approval, then during every app binary update

Making Changes

- Web product page
- Support site
- ...these often are the same page, but it is recommended for them to be distinct
- Contact email address for Apple

Required Online Presence

**BREAK
(15 min)**



Launch Marketing

- Being featured by Apple can make or break an app, but you can't lobby for this
- First to market and best in market have advantages
- Most apps are 2.5 stars
- It's easy to complain when you're anonymous
- Good description and keywords = findability

App Store Realities

- Web product page
- Support site
- Additional support services
- Social media monitoring

Online Presence

- Press release
- Media & blogger outreach
- Review sites
- Influencers
- Tech vs. vertical industry vs. local coverage
- Existing marketing outlets

Your Marketing Plan

- Don't let Apple decide when your App launches
- Set Availability Date to the future
- After approval, prep your launch plan
- Use of promo codes for early access
- Set Availability Date to the present when ready

Control Your Launch

- How will we market this app?

Group Brainstorm



Maintenance

- v1.0 will not be your only release
- Start planning for v1.0.1 - there will be bugs
- How does the team change post 1.0?
- Listen to your users, on the App Store and on social media
- Don't be afraid of change

App Next Steps

Q & A

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