

TIPS AND TRICKS FOR WORKING WITH THE IPHONE SDK

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ELEVATED RAILS

ARE YOU SURE YOU WANT TO

- TAKE A REAL LOOK AT YOUR MARKET
- BE PREPARED FOR THE COST

APP DEV ISN'T WEB DEV

- SLOWER CYCLE TIMES
- SLOWER RELEASE PROCESS
- HAVE TO SUPPORT MANY VERSIONS AT ONCE
- MUCH SMALLER TARGET MARKET

APP ALTERNATIVES

- MOBILE WEBSITE
- HYBRID APP/WEBSITE

MOBILE WEBSITE

- A GOOD STARTING POINT
- WILL WORK ON MULTIPLE PHONES (IPHONE/ANDROID/PRE)
- WITH EFFORT, CAN LOOK VERY SIMILAR TO A NATIVE APP
 - LOOK AT JQTOUCH OR IUI
- ALL USERS ARE ON THE SAME VERSION

MOBILE WEBSITE

- NO APP STORE PRESENCE
- DIFFICULT TO MAKE IT FEEL NATIVE
- REQUIRES NETWORK ACCESS, AND CAN BE MUCH SLOWER
- LIMITED ACCESS TO DEVICE FEATURES
 - CAMERA
 - AUDIO

MOBILE WEBSITE (HTML5)

- ALL MODERN MOBILE BROWSERS SUPPORT HTML5
- USE CSS3 TO SIMPLIFY WEB DEVELOPMENT
- LOCAL DATABASE STORAGE AND OFFLINE ACCESS
- AN IMPROVEMENT, BUT STILL NOT NATIVE

HYBRID APP/WEBSITE

- CREATE A NATIVE APP THAT IS JUST A BROWSER WINDOW ON YOUR SITE
- GIVES YOU AN APP STORE PRESENCE
- NATIVE FEATURES ARE AVAILABLE (MORE LATER)
- ALL OF THE CONS OF A WEBSITE

MY TAKE

- PROTOTYPE WITH A MOBILE WEBSITE TO GET THE FLOW RIGHT
- USE IT TO LEARN MORE ABOUT YOUR MARKET

GOING NATIVE

- DTSTTCPW
- (DO THE SIMPLEST THING THAT COULD POSSIBLY WORK)
- RELEASE EARLY
- INSTRUMENT EVERYTHING, YOU NEED TO KNOW WHAT PEOPLE ARE USING

NOT A MAC DEV?

- LEARN TO WRITE OBJECTIVE-C LIKE A COCOA PROGRAMMER
- IT ISN'T JAVA
- IT ISN'T VB
- EMBRACE THE LANGUAGE
- TAKE A TRAINING CLASS
- [HTTP://PRAGMATICSTUDIO.COM/IPHONE](http://pragmaticstudio.com/iphone)

FIRST MOBILE APP?

- BUILD ONE TO THROW AWAY.
- BUILD IN STEPS
 - FIRST STEP, WORKING UI WITH STATIC DATA
 - NEXT, ADD DATA INTEGRATION

WORK WITH A UI DESIGNER

- UGLY APPS ARE SO BLACKBERRY
 - (I'M LOOKING AT YOU, SUPRA LOCKBOX)
- LOOK AT OTHER APPS FOR INSPIRATION (BUT DON'T JUST COPY)
- USE ANIMATION FOR POLISH, BUT SPARINGLY
- IF UNSURE, USE A BUILT IN COMPONENT

TEXT REFLOW IS HARD

- LAYING OUT VARIABLE LENGTH TEXT IS TRICKY
- CONSIDER USING WEBVIEW
- WEBVIEW CAN BE MADE TO CALL OBJECTIVE-C FROM JS
- OBJECTIVE-C CAN CALL JS METHODS AS WELL
- (YOU CAN BUILD SHIMS TO LET YOUR HYBRID APP ACCESS NATIVE APIS)
- THIS LIMITS YOU TO JUST IPHONE

THINK ABOUT DATA STORAGE

- DATA STORAGE AND MIGRATION CAN BE AN ISSUE
 - USERS WILL NOT INSTALL EVERY UPDATE
 - THERE IS LITTLE ASSISTANCE IN MIGRATING DATA BETWEEN VERSIONS
- SERIALIZED OBJECTS ON DISK ARE GREAT FOR SMALL AMOUNTS OF DATA
- USE CORE DATA FOR LARGER DATASETS

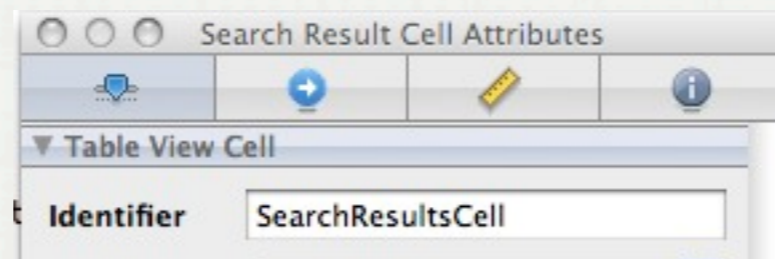
EMBRACE ASYNC DEVELOPMENT

- DON'T BLOCK THE UI WHILE COMMUNICATING WITH A REMOTE SERVER
- (I'M LOOKING AT YOU, FACEBOOK)
- LEARN TO USE DELEGATES
- DESIGN YOUR OWN INTERFACES WITH DELEGATES OR NOTIFICATIONS

REAL WORLD CONSIDERATIONS

- LOCATIONS AREN'T EXACT
 - DON'T PLAN ON BEING ABLE TO LOCATE THE HOUSE THE PERSON IS STANDING IN FRONT OF
 - YOU DEFINITELY CAN'T LOCATE THE HOUSE SOMEBODY IS IN!
- NETWORK ACCESS ISN'T ALWAYS AVAILABLE, DEGRADE GRACEFULLY
- (I'M LOOKING AT YOU, ANDROID!)

SCROLLING PERFORMANCE IS KEY



- RE-USE TABLE CELLS AT A MINIMUM
- IB IDENTIFIER IS REUSE IDENTIFIER
- CHECK OUT THE TABLEVIEW SUITE FROM APPLE

```
[tableView dequeueReusableCellWithIdentifier:  
@"SearchResultsCell"];
```

RELEASING

- READ (AND FOLLOW) THE HQ
- DON'T USE UNDOCUMENTED APIS
- BUILD WITH CLANG (THE STATIC ANALYZER)
- TEST
- TEST
- TEST

RELEASING

- RELEASE AD-HOC BUILDS EARLY AND OFTEN
- GET YOUR APP IN REAL WORLD USE ON A NUMBER OF DIFFERENT PHONES / IPOD TOUCHES
- WATCH YOUR METRICS
 - SEE WHAT PEOPLE ARE USING
 - IS YOUR APP A GOOD INVESTMENT?