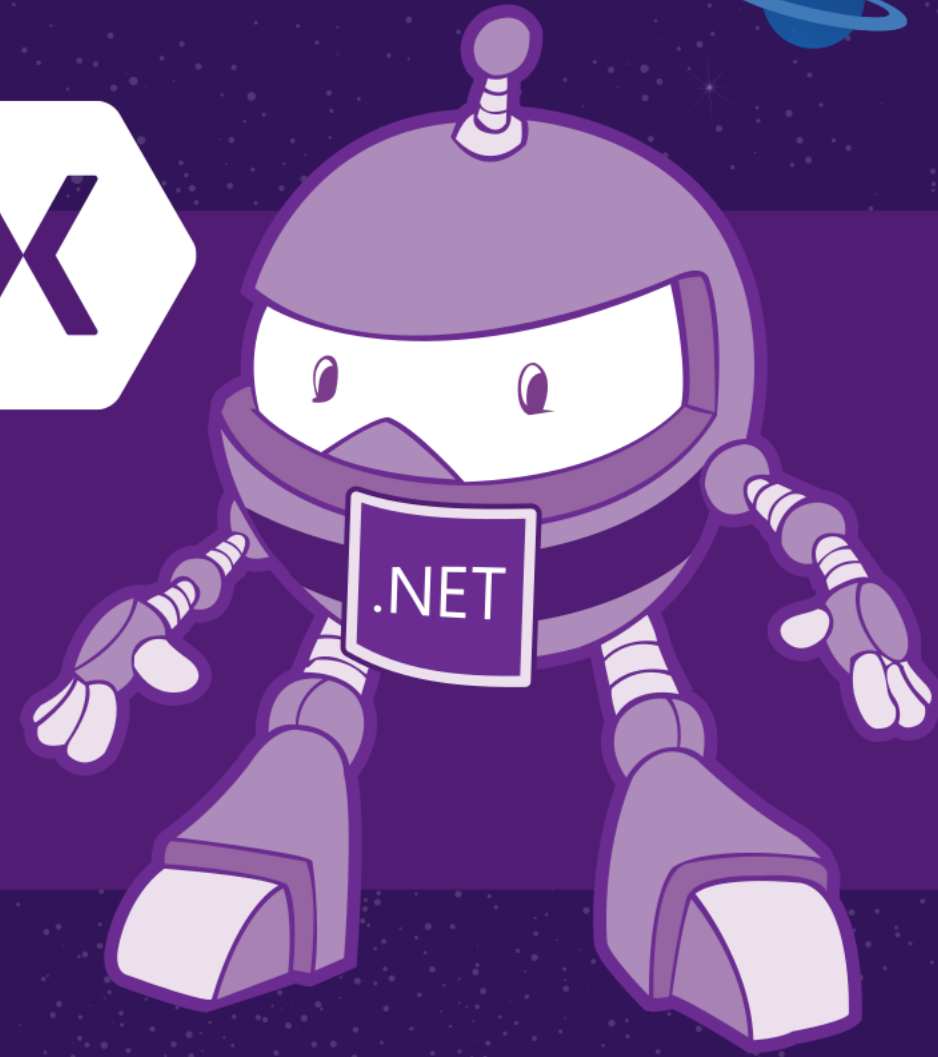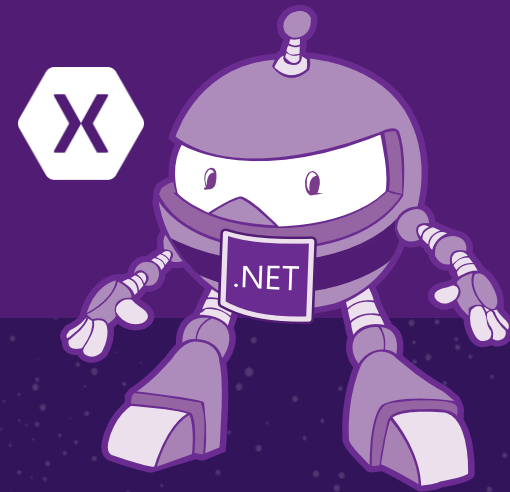# .NET Conf
"Focus on Xamarin"

focus.dotnetconf.net

Building & Marketing Award Winning Xamarin Apps

Bardi Golriz

Coming Up

1 – The Journey

2 – The Apps

3 – The Lessons

THE JOURNEY

The Journey

2012 – Hobbyist developer

2014 – Appy Weather on Windows Phone

2016 – Appy Text on Windows 10

2018 – Hello Xamarin

2019 – Full-time indie developer

The Journey

June 2019 – Appy Weather on Android

June 2019 – ruff on Android

September 2019 – ruff on Windows 10

January 2020 – iOS development begins
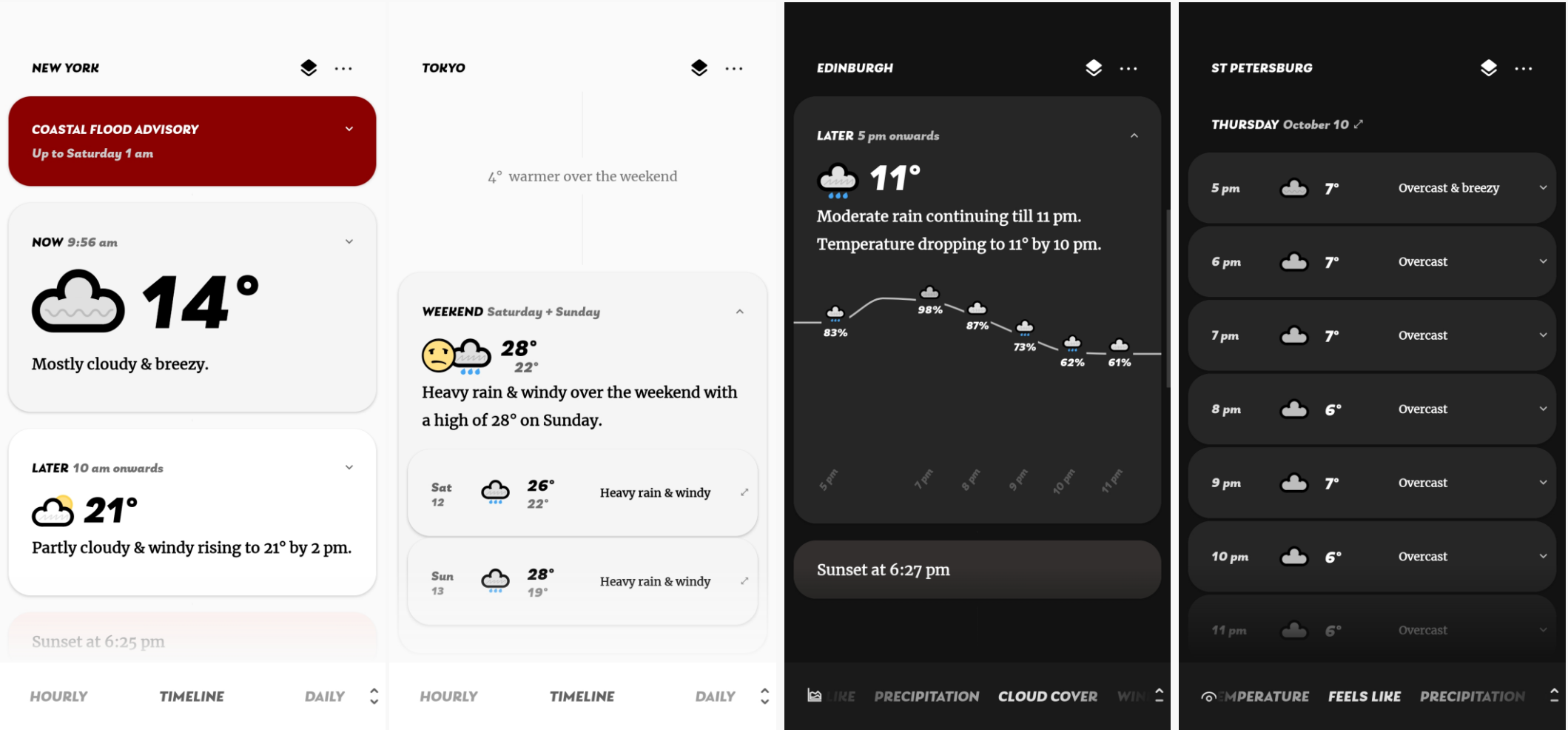
Tech Stack

Visual Studio

C#

Xamarin.Android

THE APPS

Appy Weather

The most personal weather app because it's been designed by someone who actually checks the weather too.

Appy Weather

And the winner is Appy Weather...

⚒ **Google Play's Best of 2019 "Everyday Essentials"**

🆕 **Fast Company's 25 Best New Apps of 2019**
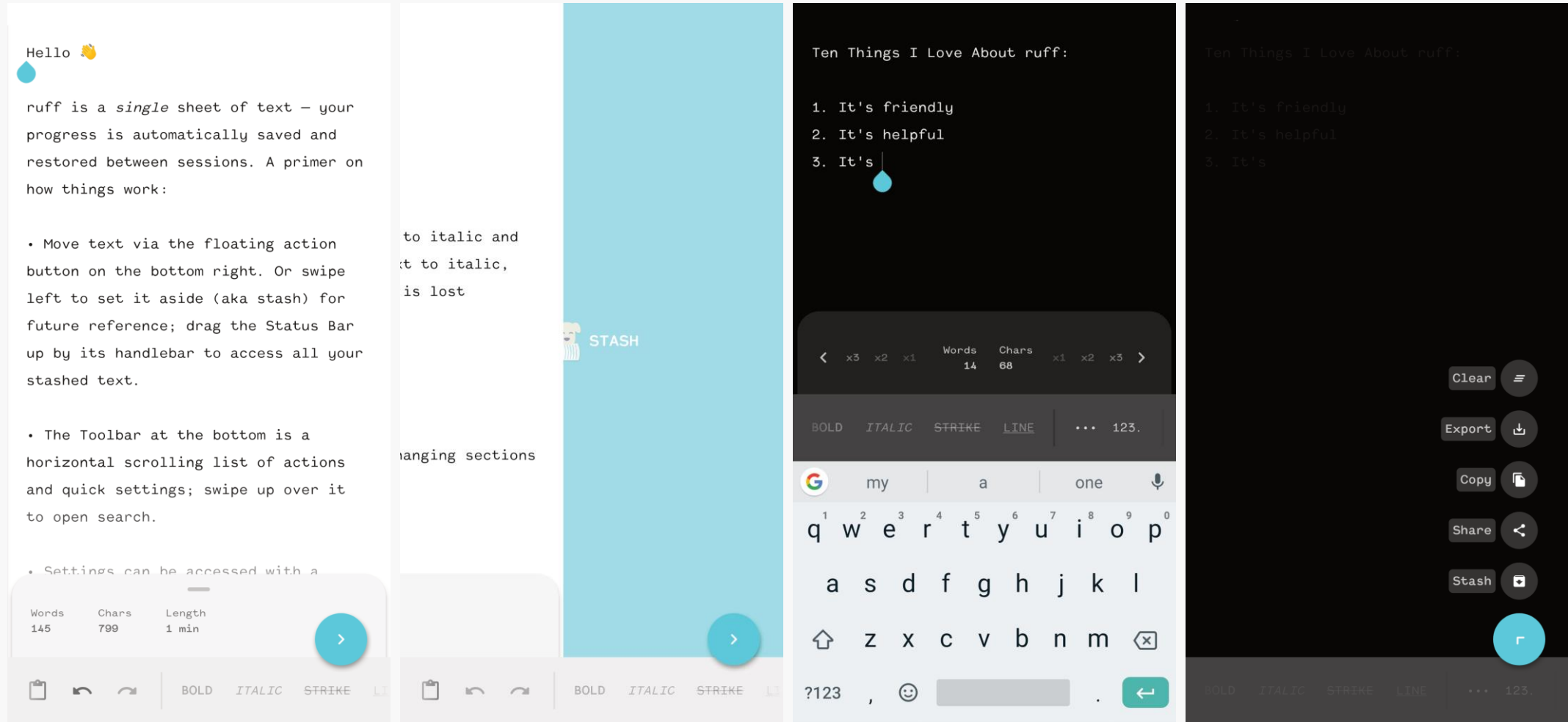
Appy Weather

"It's the dead-simple weather app you've always wanted."
Fast Company

ruff

Your pocket-sized best friend that aims to make writing on the go fun and sharing it fast & easy.

ruff

Hello 👋
💧

ruff is a *single* sheet of text — your progress is automatically saved and restored between sessions. A primer on how things work:

• Move text via the floating action button on the bottom right. Or swipe left to set it aside (aka stash) for future reference; drag the Status Bar up by its handlebar to access all your stashed text.

• The Toolbar at the bottom is a horizontal scrolling list of actions and quick settings; swipe up over it to open search.

• Settings can be accessed with a

Words	Chars	Length
145	799	1 min

BOLD *ITALIC* ~~STRIKE~~

to italic and
t to italic,
is lost

STASH

anging sections

BOLD *ITALIC* ~~STRIKE~~

Ten Things I Love About ruff:

1. It's friendly
2. It's helpful
3. It's
💧

			Words	Chars			
x3	x2	x1	14	68	x1	x2	x3

BOLD *ITALIC* ~~STRIKE~~ LINE ••• 123.

my   a   one

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
?123 ,   .

Ten Things I Love About ruff:

1. It's friendly
2. It's helpful
3. It's

Clear
Export
Copy
Share
Stash

BOLD ITALIC STRIKE LINE ••• 123.

And the winner is ruff...

🏆 Google's 2019
Material Design Award

💎 Google Play's Best of 2019
"Hidden Gems"

ruff

"Prioritizing function and clarity, ruff's consistent use of typography, shape, and color create an inviting themed experience."
Google Design

THE LESSONS

NOT ANOTHER _____ APP

NOT ANOTHER _____APP

~~2008~~ 2020

LAST IN, BEST OUT

NOT ANOTHER _____ APP

BE BOLD

NOT ANOTHER _____APP

PROBLEMS > IDEAS

DON'T WRITE A POP TUNE

DON'T WRITE A POP TUNE

LOVE/HATE = MEMORABLE

DON'T WRITE A POP TUNE

A NICHE PLAYER

VERSION 3.0

VERSION 3.0

THE MVP

NOTHING MORE THAN FEELINGS

LESS IS MORE

VERSION 3.0

PERSONALITY MATTERS

#4

~~TURN~~ *TEST IT UP TO 11*

TEST IT UP TO 11

NO SURPRISES

TEST IT UP TO 11

WE HAVE A PROBLEM

ASAP

#5

BACK FROM THE FUTURE

BACK FROM THE FUTURE

THINK AHEAD

MONEY MATTERS

DON'T PEAK TOO EARLY

#6

KEEP IT ON THE DOWN-LOW

KEEP IT ON THE DOWN-LOW

HOLD UP

KEEP IT ON THE DOWN-LOW

ONCE

KEEP IT ON THE DOWN-LOW

WALK IT

ITERATE FOR LIFE

DEMONSTRATE VALUE

THOSE FEELINGS AGAIN

ENGAGE

FIVE STARS

ENGAGE

BE YOURSELF

DEV ARE BETTER THINGS TO DO

DEV ARE BETTER THINGS TO DO

BE SOMEBODY ELSE

DEV ARE BETTER THINGS TO DO

DIMINISHING RETURNS

DEV ARE BETTER THINGS TO DO

KNOCK KNOCK

DEV ARE BETTER THINGS TO DO

OPTIMISE

DEV ARE BETTER THINGS TO DO

EXPERIMENT

KEEP GOING

KEEP GOING

DON'T STOP

KEEP GOING

NO REGRETS

GO XAMARIN

Xamarin.Essentials

Xamarin Bindings

SlidingUpPanel

FAB.XamarinAndroid

InAppBillingPlugin

Syncfusion Xamarin UI

FREEBIES

GO XAMARIN

SHARING IS CARING

According to Google Design…

… Material Design Awards is about "recognising best-in-class designs from around the community"

EXECUTIVE PRODUCER
Xamarin

DIRECTED BY
@mtrostyle

Thank you 🙏