
Performance in Mobile Apps

With this book in your hand, I can presume that you are an iOS developer and have been writing native iOS applications for a substantial amount of time, and that you are now willing to take leap from yet-another iOS developer to top of the league.

In this chapter we get a head-start on what performance is all about and what does it take to write a high performance iOS app.

Defining Performance

From technical standpoint, performance is, strictly speaking, a very vague term. When someone says - this is a high performing application, we don't really know what he is really talking about. Does it mean that the app uses less memory, does it save you money on network usage or does it allow you to work fluidly - the meaning and implications can be many.

For me, when the word performance pops up, I relate it to one or more of the considerations that I discuss next. One part of these considerations is *Performance Dimensions* - what we want to measure and keep track of while the other is about *Measurement* - actually collecting the data.

In this chapter, we look at one part of *Performance Dimensions* - the user visible dimensions. We explore the other part - application measurable dimensions, and steps to measure them part in [Chapter 2](#). We explore the measurement process in great depth in [Chapter 12](#).