

360|Conferences

iPhone App Case Studies

360|iDev
Dave Wilson



Dave Wilson

- Sole proprietor of Personal Concepts.
- Using the iPhone SDK since the day it came out.
- 3.5 apps in the iPhone App Store.

Who Are You?



- Objective-C?
- Xcode?
- Use iPhone?
- Developed SDK apps?

Objectives

- Look at three different types of native apps.
- Look at the GUI design
- Look at the control flow
- Show a bit of code
- Lessons learned
 - Good things
 - Places for improvement

Case Studies

- Education: [SpinCalc](#)
- Game: [SlotZ Racer](#)
- News: [USA Today](#)

Discussion

- Questions
- Comments
- Favorite Apps?
 - Why?