

In App Purchases on iOS

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Who am I?

- Developing Mac software since 1986
- Developing iOS software since 2007
- Worked at Apple in the Newton group in late 90's
- Excite@Home, Extensis, Intuit
- Currently working on TurboTax for iOS and OS X

- Please ask questions during the talk
- There are no stupid questions

Agenda

- Overview of In App Purchase
- Products
- Purchasing
- Tips

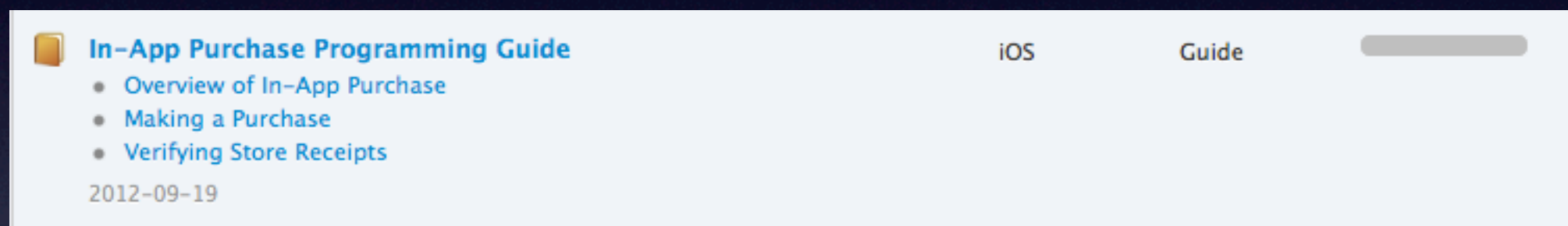
Demo Of TurboTax

Lodsys

- <http://en.wikipedia.org/wiki/Lodsys>
- Sues developers who use in app purchase
- Small one person shops and large companies
- PCalc, Icon Factory

Apple Documentation

- “In App Purchase Programming Guide”



- WWDC Videos from 2012, 2011
- In-App Purchase For iOS and OS X - WWDC 2011

Overview

- In App Purchase
 - Allows you to ask for money for something in your app
 - Through the users iTunes account
 - Apple takes 30%

Products

- “any feature that you want to sell in your application’s store”

Product Type - Content

- Digital books, magazines, photos, artwork, game levels, game characters, and other digital content that can be delivered within your application

Product Type - Functionality

- Unlock or expand features you've already delivered in your application

Product Type - Services

- Allow your application to charge users for one-time services
- E.g. voice transcription
- Each time service is used is a separate purchase

Product Type - Subscriptions

- Provide access to the content or services on an extended basis
- E.g. monthly access to financial information or to an online game portal
- Newsstand apps

“Important Guidelines”

- Has to be a digital good or service (no real world items)

Guidelines

- “You may not offer items that represent intermediary currency because it is important that users know the specific good or service they are buying”

Guidelines

- “Items you offer for purchase may not contain, or relate to, pornography, hate speech, defamation, or gambling (simulated gambling is acceptable).”

Guidelines

- “For detailed information about what can be offered using In-App Purchase, consult your licensing agreement.”
- In Member center
- Attachment 2 Of the iOS agreement
- <https://developer.apple.com/programs/terms/ios/standard/>

Set Up Products

- iTunes Connect

Feature Delivery

- Built in Product Model
- Server Product Model
- Built In Vs Server Feature Delivery

Demo

Switch out, do the demo of the in app set up area, show all the parts, types, talk about approval process, screen shot requirements. Set up a new one.

iTunes Connect Products

- Consumable
- Non-consumable
- Auto-renewable subscriptions
- Free subscriptions (only in Newsstand apps)
- Non-renewing subscriptions

Getting a list of products

- Two Types
- Built in to your app
- Server Products
- We'll focus on built in

There are two types of products, the first one is where the list is built into your app, hard coded

Second is where you set up a server to return the list, and handle the receipts from the purchases of your users. TurboTax uses the hard coded method.

Code



- SKProductRequest
- SKProductsRequestDelegate

Back To Demo App



Purchasing

- Async
- Purchase confirmations can happen at any time
- During quitting or launching

Handling The Purchase

- Add a payment to the SKPaymentQueue
- Be prepared to handle the results
- SKPaymentTransactionObserver delegate protocol

Code, Code And More Code

Show the code, step through it, talk about the parts to handle the transaction. Talk about where to enable the feature the user purchased.



Restoring Purchases

- Easy to do
- `[SKPaymentQueue defaultQueue]`
`restoreCompletedTransactions`

Tips and tricks

- Never cache your prices or details about your products
- Always add observer to payment queue on startup, don't want to miss any payments