



# Hi I'm Matt

CS Student at UoM  
Learning Swift ~2 year

*@matthew\_spear*

[matthewspear.co.uk](http://matthewspear.co.uk)



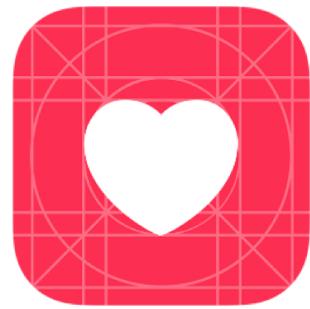
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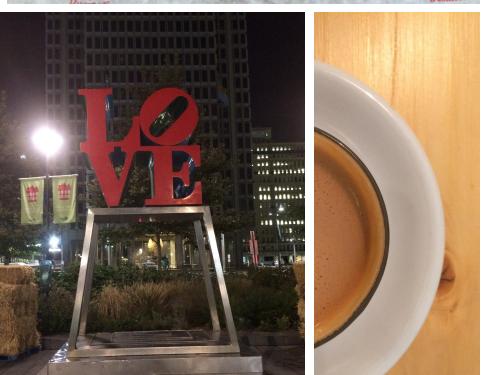
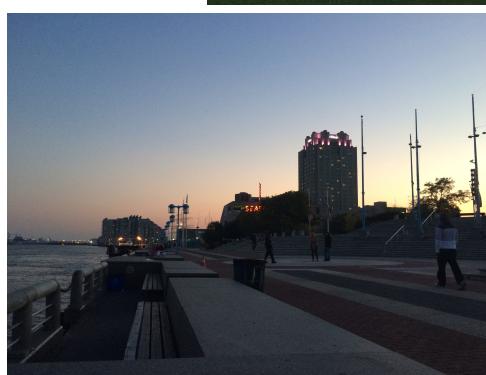
## CocoaLove 2016

- Weekend in Philadelphia, PA
- 120 Attendees
- Single track conference (11 speakers)
- Lots of social time

*“CocoaLove brings the Apple community together and focuses on talks that aren't deprecated at the next WWDC”*



## CocoaLove 2016





## Keynote Speaker

### Georgia Dow

*Senior editor at iMore, psychotherapist and co-founder of [Anxiety-videos.com](#), co-host of the Disruption, IMore show and other podcasts.*



## A Journey in the App Store

### David Smith

*Indie iOS Developer and co-host of the Under the Radar podcast.*



## How to Work with Rock Stars

### David Starke

*Founder and CTO at Workhood, Assistant Artistic Director of The Academy of Danse Libre, and creator of the iOS app DanceMaster*



## How to Make Your Team Happy (and Why You Can't Always Make Your Users Happy)

### Vivian Qu

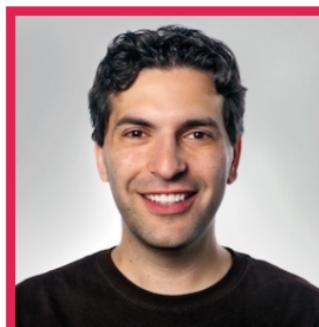
*Part time agent of chaos, full time iOS engineer @ Pinterest.*



## Empathetic Creation

### Aleen Simms

*Aleen Simms hosts Less Than Or Equal, a Relay FM podcast, and co-organizes App Camp for Girls Phoenix. An unapologetic Hufflepuff, she's a fervent advocate for empathy and inclusivity. In her free time, she reads, crashes other people's podcasts, and obsesses over pens.*



## Think Like a Podcast Ad Salesperson

### Lex Friedman

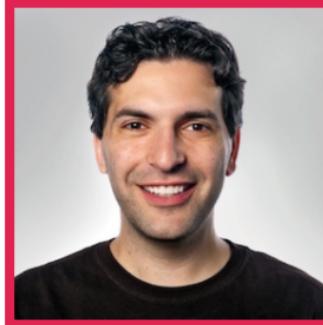
*Lex heads up ad sales for leading podcast company Midroll. He was previously a senior writer for Macworld. Every Internet company Lex worked for was either acquired or went public. He has three kids and one wife.*



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## Objective-C vs. Swift: Why Can't We Be Friends

### Wayne Hartman

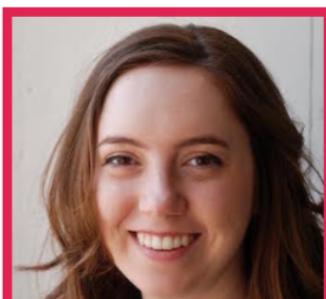
*Wayne is a research engineer for a Fortune 150 company by day and super hero indie developer by night. He wears the same costume, though, for both gigs.*



## Sunlight & Air: 10 Lessons for Growing Junior Developers

### Erika Carlson

*Director of Apprenticeship & Training at Detroit Labs. iOS developer, tech educator, diversity advocate, & happiness enthusiast.*



## Efficiency is a Destructive Force

### Lydia Martin

*Lydia Martin is passionate about good habits, happy teams, and writing clean, idiomatic code.*



## How to Get Fired

### Arik Devens

*iOS developer who has worked at a few interesting places, including Eazel, Netscape, Palm, and Posterous. Hosts the Cinema*



## Efficiency is a Destructive Force

### Lydia Martin

*Lydia Martin is passionate about good habits, happy teams, and getting stuff done. She lives in New York City, mostly for the scenery and fresh air.*



## How to Get Fired Arik Devens

*iOS developer who has worked at a few interesting places, including Eazel, Netscape, Palm, and Posterous. Hosts the Cinema Gadfly podcast.*



## Learning is Not a Linear Process

### Kevin Lee

*Kevin has been shipping software since Java 1.2. He loves lateral learning and learning about learning.*



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## Empathetic Creations

- Accessibility
- Localisation
- Read the Apple guidelines
- Consider Ageing
- Language used



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## Empathetic Creations

- Put yourself in other people's shoes
- Think about context of the user
  - Where will it be used?
  - Will your attention be shared?
  - Will they be holding a bag?
  - Users still using a iPhone 4s?



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## Empathetic Creations

- Consider your echo chamber / bias
- Useful informative release notes
- Use of inclusive imagery
- It's your choice



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## Learning is Not a Linear Process

- Find an effective teacher
- Deliberate practise
- Controller your microclimate
- Put in the work

Books: Peak, Effortless Mastery



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## Learning is Not a Linear Process

Deliberate practise in programming:

- Writing unit tests first
- Pair programming
- Code review
- Teaching



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## Learning is Not a Linear Process

**Automaticity** *the ability to do things without occupying the mind with the low-level details required, allowing it to become an automatic response pattern or habit. It is usually the result of learning, repetition, and practice.*



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## Learning is Not a Linear Process

Two Questions:

- What is your dream?
- What are you going to do to achieve it?



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## Think Like a Podcast Ad Salesperson

- Always be selling
- Making users felt heard
- PAAF?
  - Patient
  - Adventurous
  - Ambitious
  - Fix stuff



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## A Journey in the App Store

- David Smith
- Pedometer++
- Saw an opportunity
- Can I make an app in 10 days?

*“Success is a journey filled with failure,  
mistakes and delights”*



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## A Journey in the App Store

1. Experience is the best preparation
2. Always keep moving
3. Initial success isn't sustainable
4. You can't succeed relying purely on distinctiveness





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## A Journey in the App Store

5. Mistakes are opportunities to try unplanned things
6. Your audience isn't you
7. Never underestimate the impact of delighting your users
8. Only you can define what success looks like for you



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# Any other talks?



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**Thanks for listening!**