

From Idea To Product

Roc Zhang

Roc Zhang

Senior Software Engineer @ PayPal

Twitter: @roczhang9673

FROM IDEA TO PRODUCT

Roc Zhang

Independent Developer

FROM IDEA TO PRODUCT

Product
Manager

Designer

Developer

Independent Developer

Customer
Service

Sales

Marketer

FROM IDEA TO PRODUCT

M R . W E A T H E R



RELEASE DATE: MAY 17, 2017

A long time ago in a university far,
far away....

FROM IDEA TO PRODUCT



1 PRODUCT

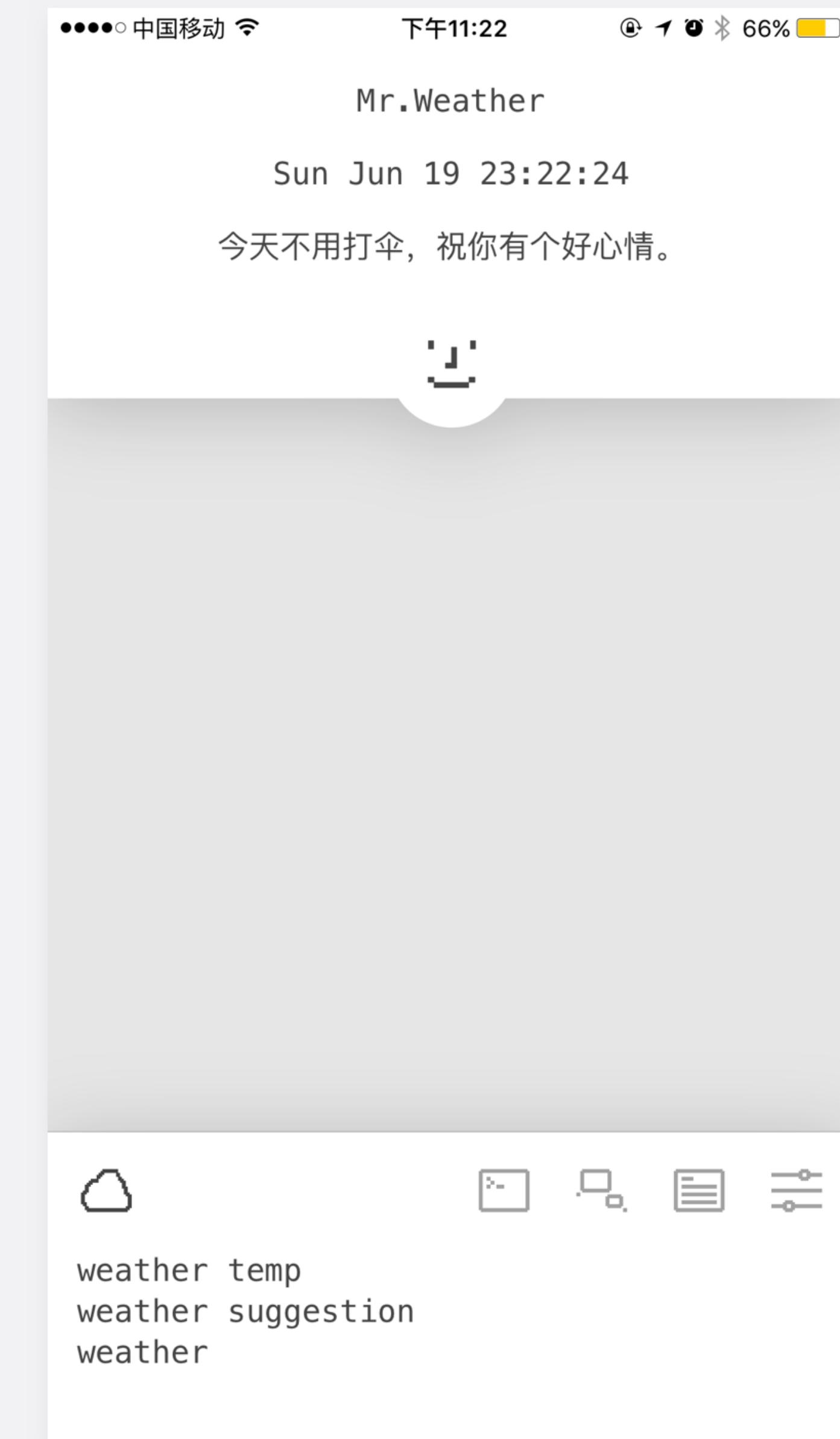
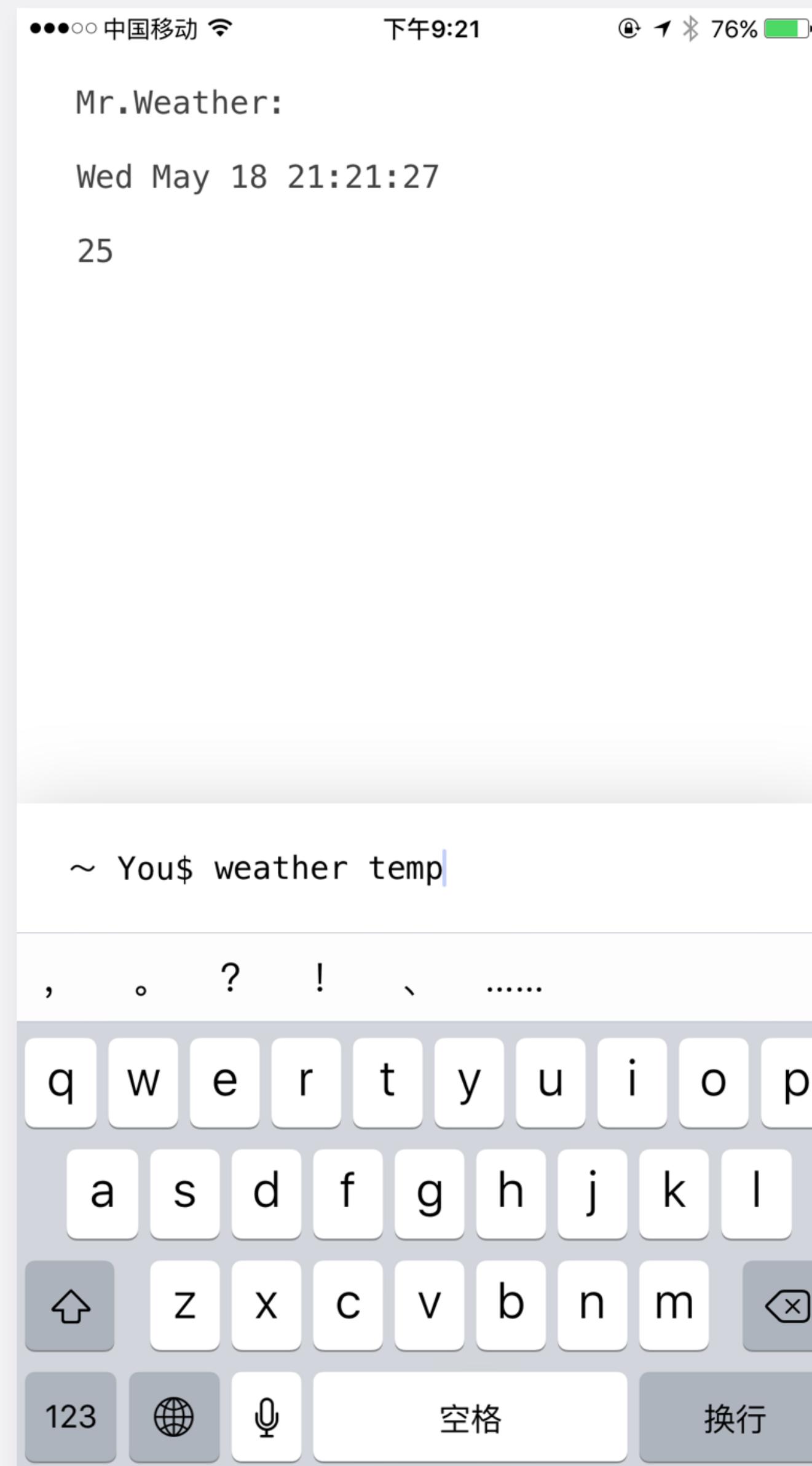


**Great products,
don't happen by accident.**



**A programmer style
weather app!**

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- > weather -update
- > weather -temperature



Regular



Erratic

FROM IDEA TO PRODUCT

中国联通 上午12:56 32%

Settings

Notifications

Customize

Added

Notification Sending Time

Morning



Notification Monitoring Time

Today



Triggering Conditions

Temperature

Weather

0

Cloud Cover

50

AQI

>

100

Humidity

=

150

UV Index

<

200

PM 2.5

250

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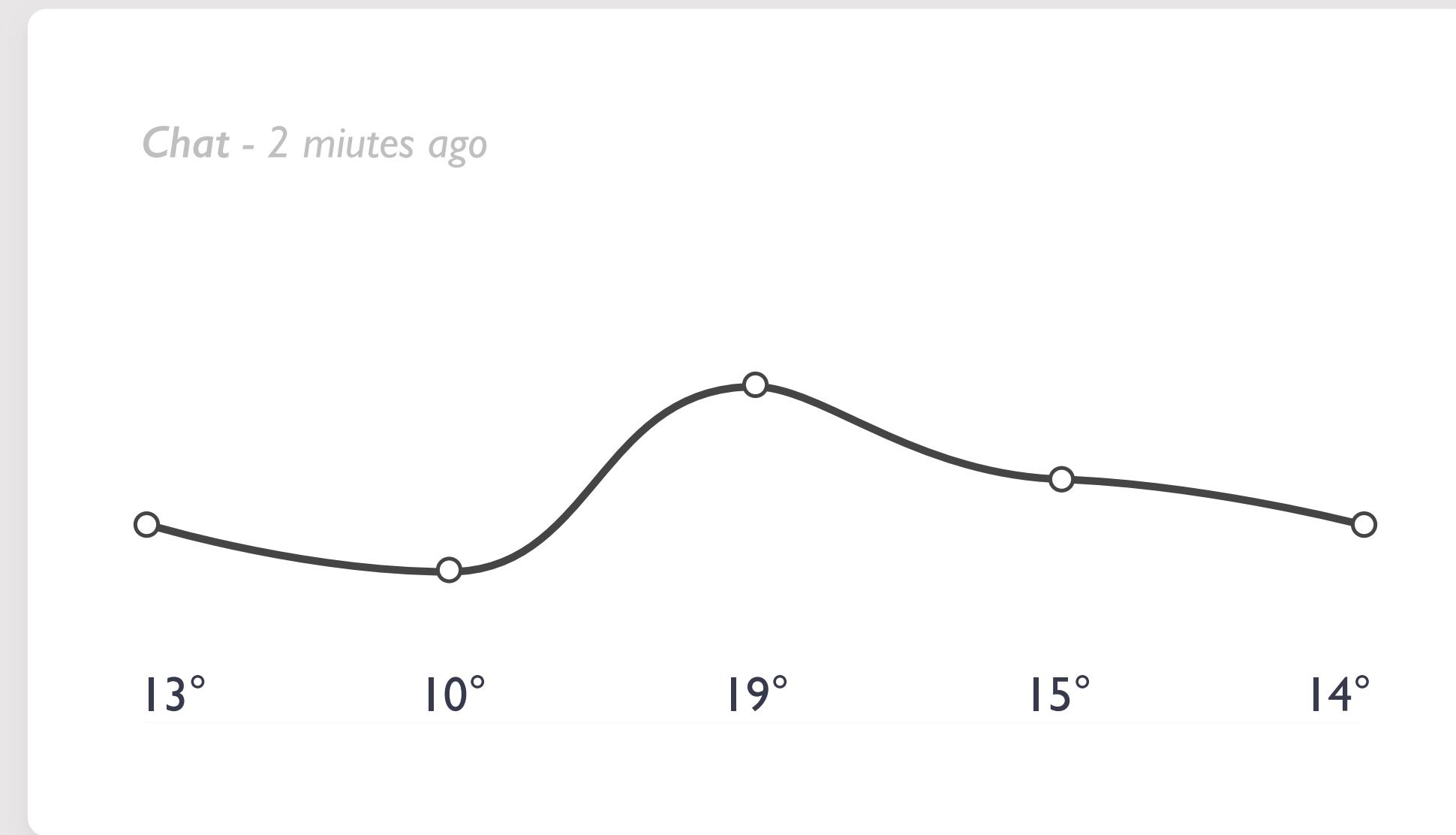
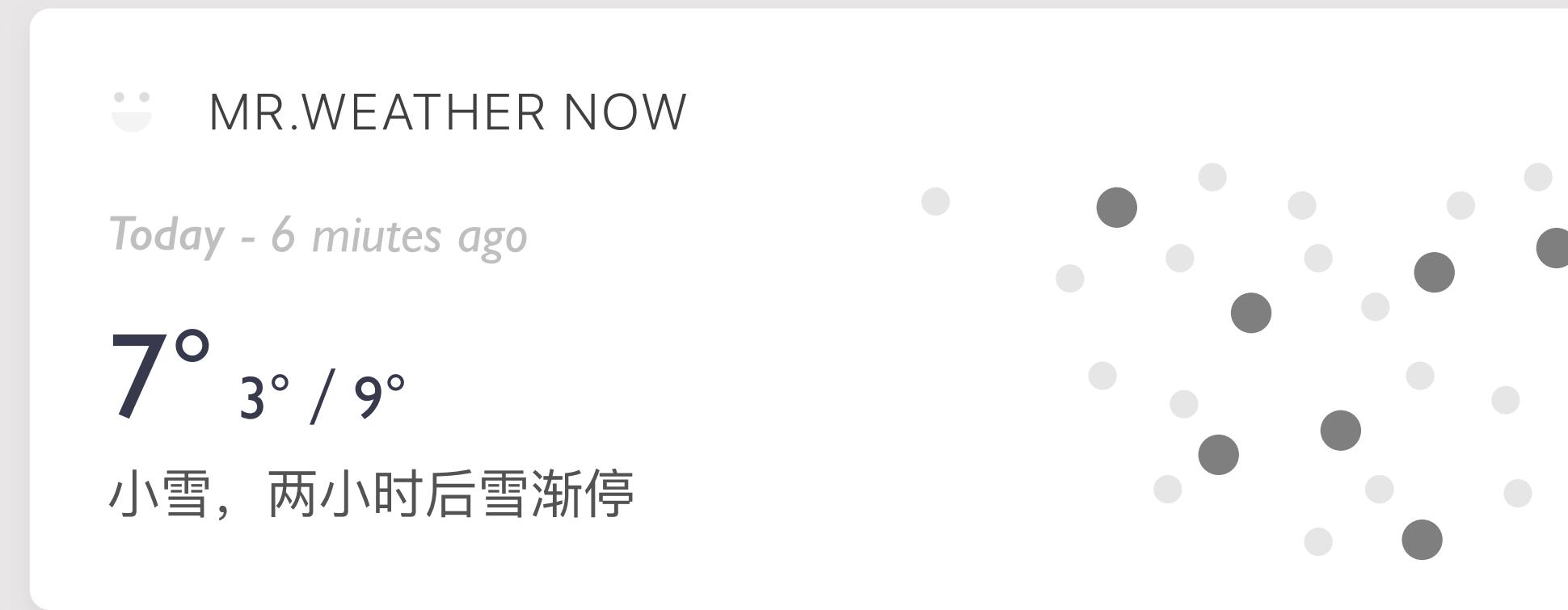
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FROM IDEA TO PRODUCT



“系统的复杂性的总量是一个恒量：
当你使人的互动行为更简单，那么隐藏在幕后的复杂性就增加了；
问题就在于你想让谁去面对这‘复杂’，是用户还是开发人员。”

— Larry Tesler

2. DESIGN

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STYLE & STRUCTURE

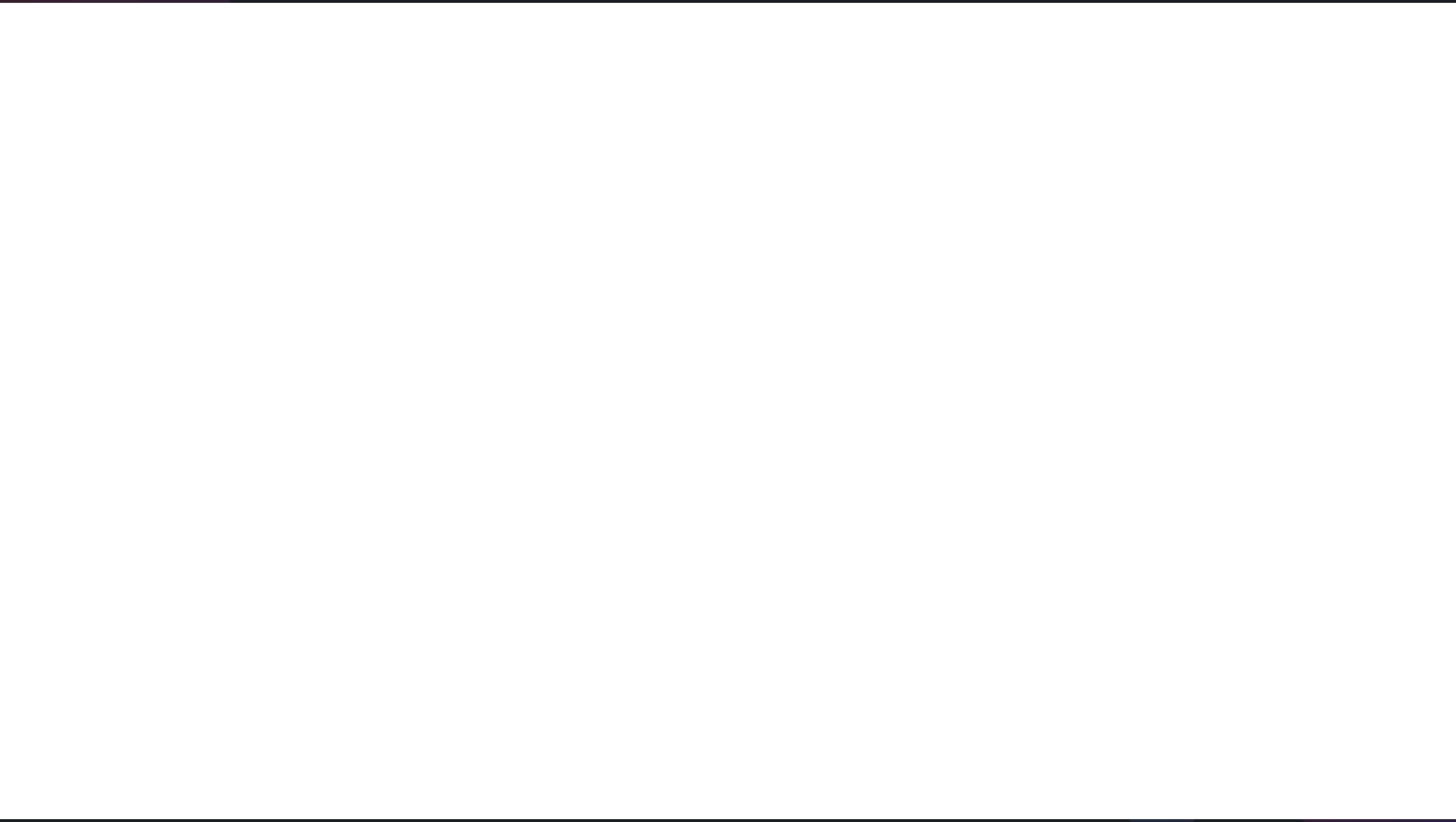
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Pure is sexy.

“好的设计能够帮助我们驯服复杂，
不是让事物变得简单（如果复杂是符合需求的）,
而是去管理复杂。”

— Donald Norman

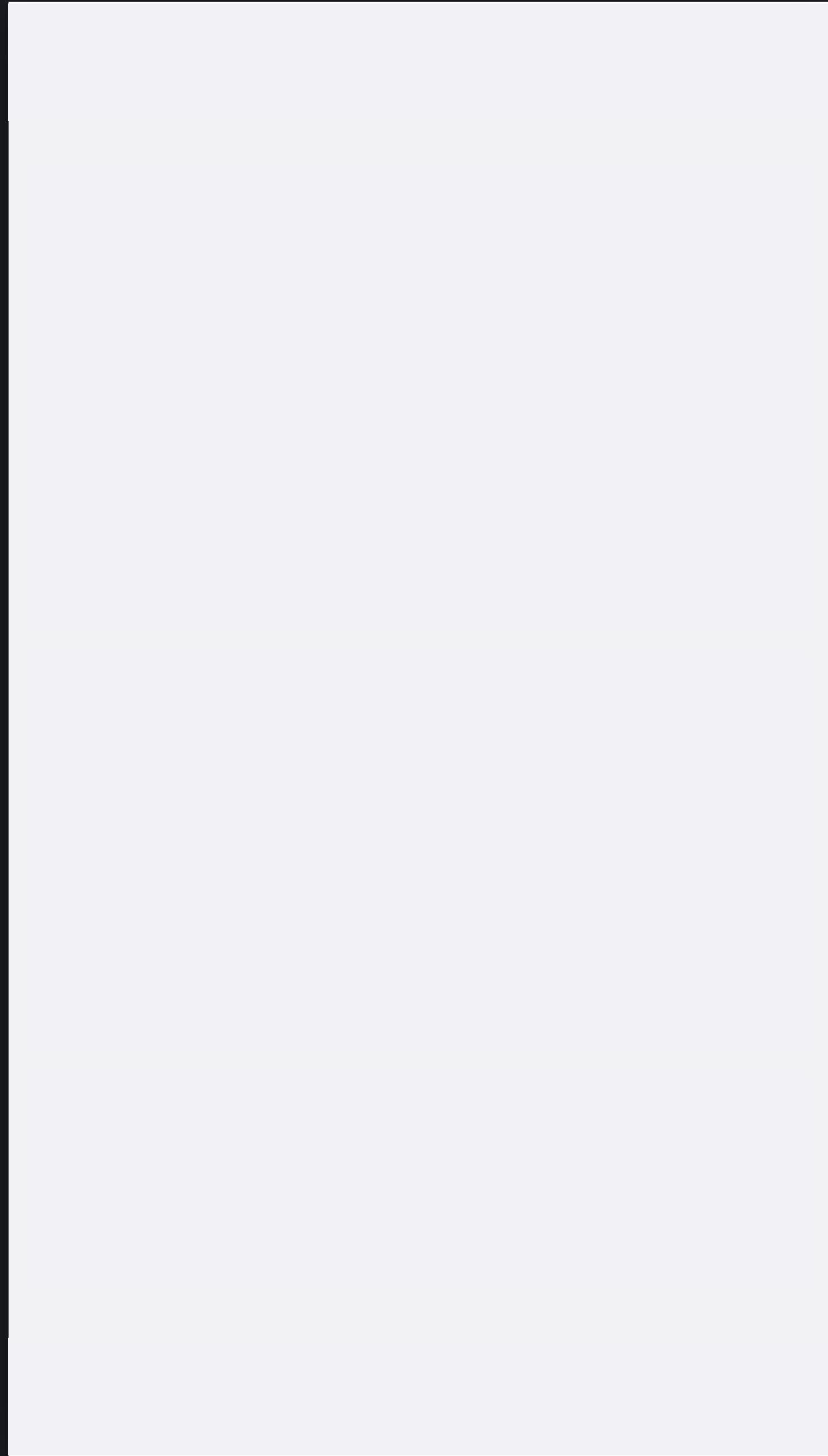


“True simplicity is derived from so much more than just the absence of clutter and ornamentation.

It's about bringing order to complexity.”

— Jony Ive

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FONT



I know font!

Menlo

Microsoft Sans Serif

Mishafi

Mishafi Gold

Modak

Monaco

 Montserrat

Mshtakan

Mukta

Mukta Mahee

Mukta Malar

Mukta Vaani

Muna

Myanmar MN

Myanmar Sangam MN

Nadeem

Nanum Brush Script

Nanum Gothic

Nanum Myeongjo

Nanum Pen Script

New Peninim MT

Noteworthy

Noto Nastaliq Urdu

Noto Sans Kannada

Noto Sans Myanmar

Noto Sans Oriya

Noto Serif Kannada

Noto Serif Myanmar

October Compressed Devanagari

October Compressed Tamil

October Condensed Devanagari

October Condensed Tamil

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I know font!



This looks great!

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宝御

宝御

寶御

寶御

宝御

中易宋体

SimSong

宝御

華康新特明體

DFPNMing

寶御

寶御

宋体字测试abcABC123

中易宋体

SimSong

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Hello, My name is Roc.

Open Sans

Hello, My name is Roc.

Gill Sans

Hello, My name is Roc.

Helvetica

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Gill Sans

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Gill Sans

Gill Sans

Gill Sans

Gill Sans

Gill Sans

Gill Sans

Gill Sans

Gill Sans

Gill Sans

5 weight & 2 styles
In iOS & macOS

FROM IDEA TO PRODUCT

Gill Sans

Gill Sans

Gill Sans

Gill Sans

Gill Sans

Gill Sans

“The British Helvetica.”

Gill Sans

Gill Sans

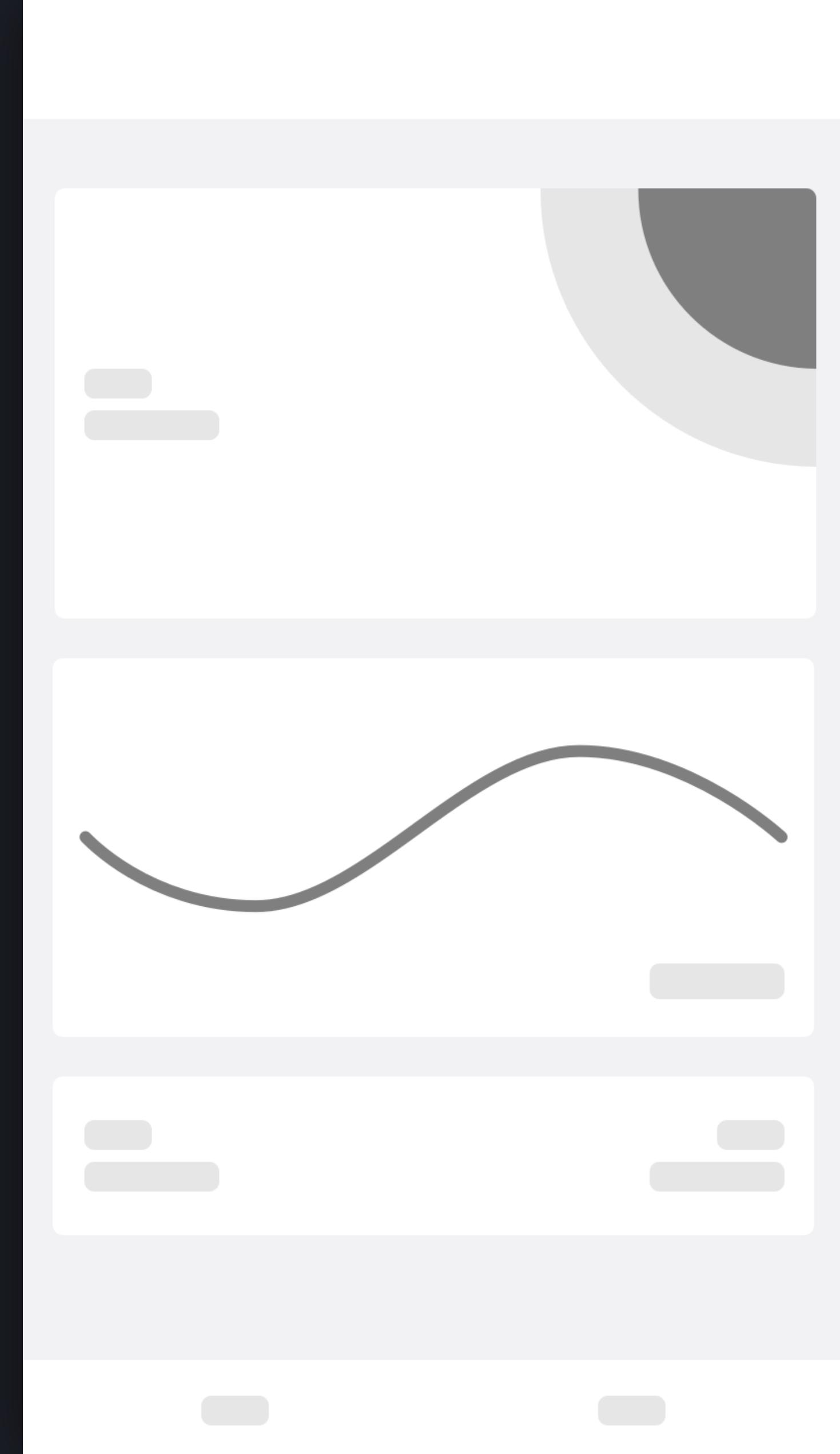
Gill Sans

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09:14 | 7°

“The British Helvetica.”

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Today - 6 minutes ago

17°
13° / 19°

Skycon	AQI	Humidity
Sunny	121	72%

Chat - 2 minutes ago

13° 10° 19° 15° 14°

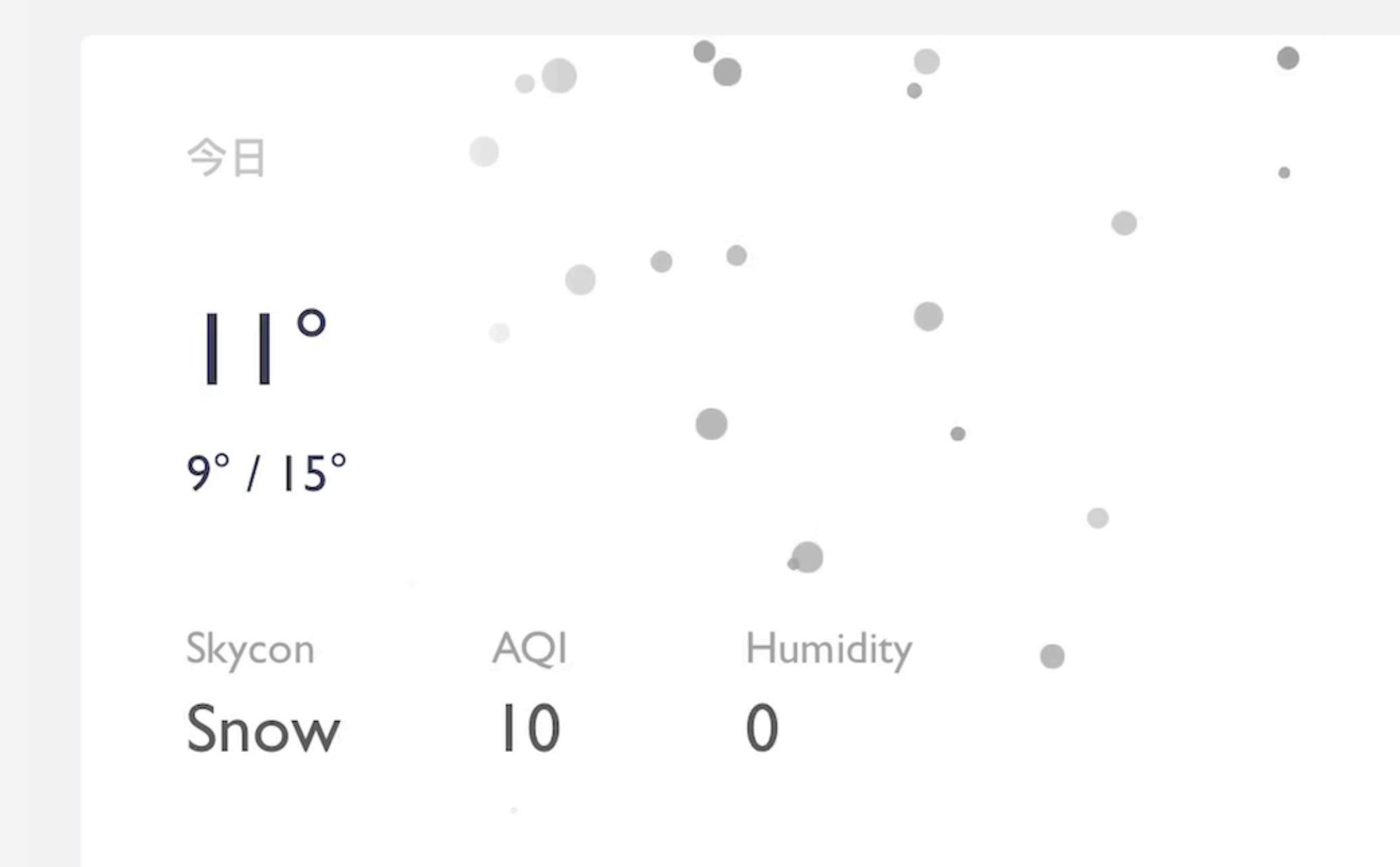
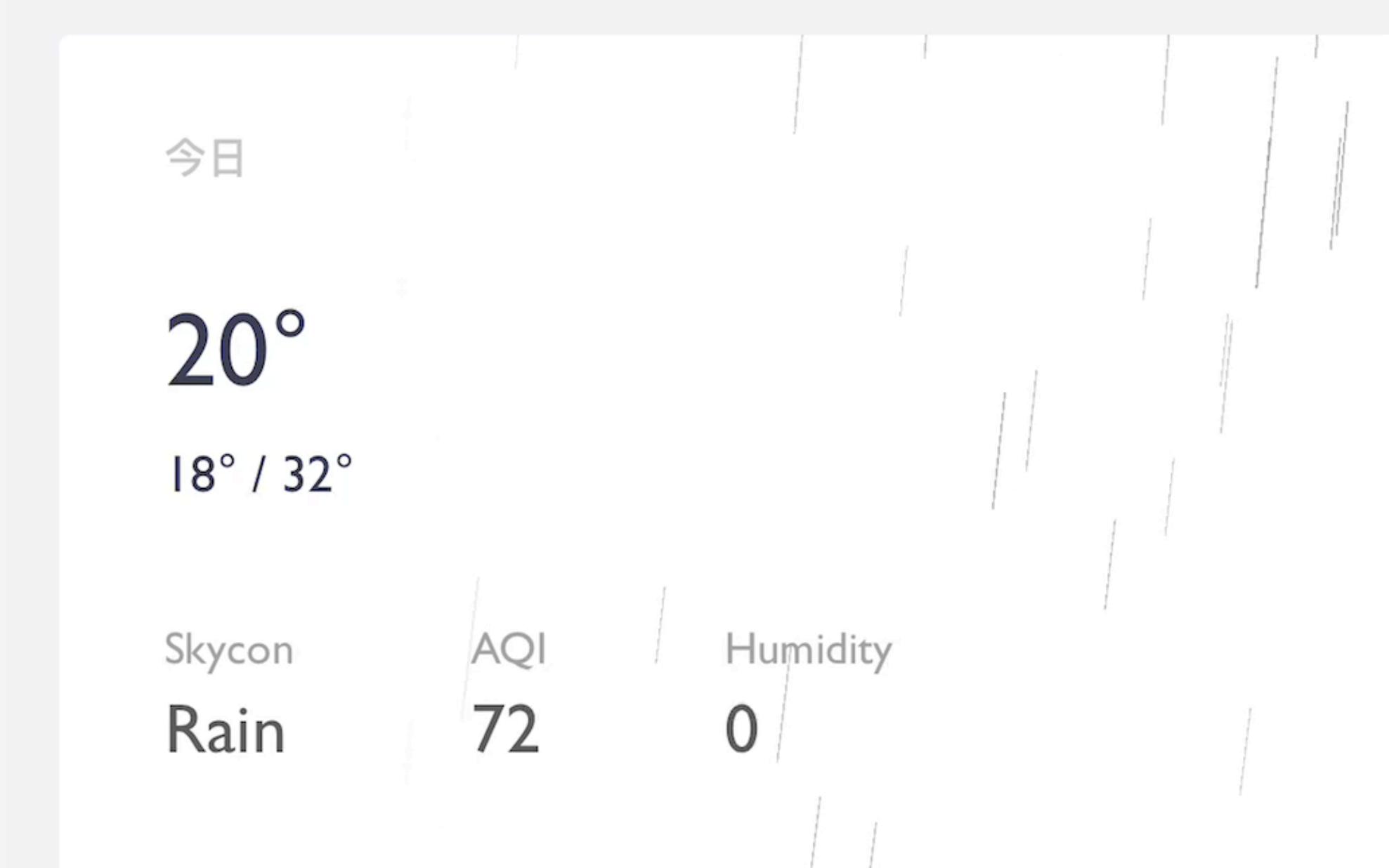
Individual - 2 minutes ago

Ultraviolet Lv. 8

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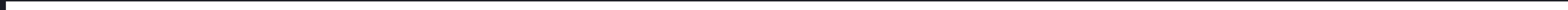
ANIMATIONS

FROM IDEA TO PRODUCT



Timing Function

Linear



Ease In



Ease Out

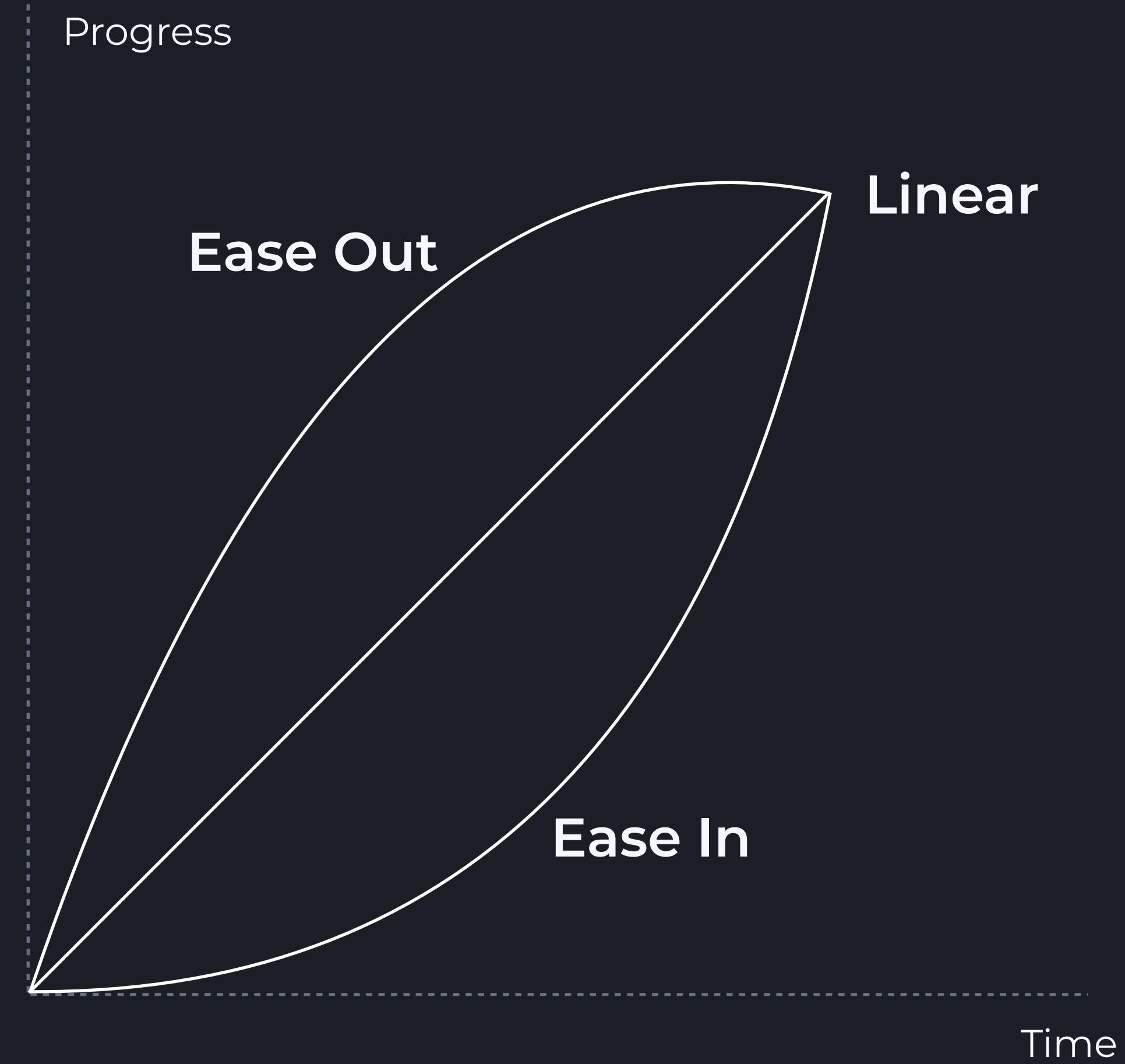


Ease In & Out



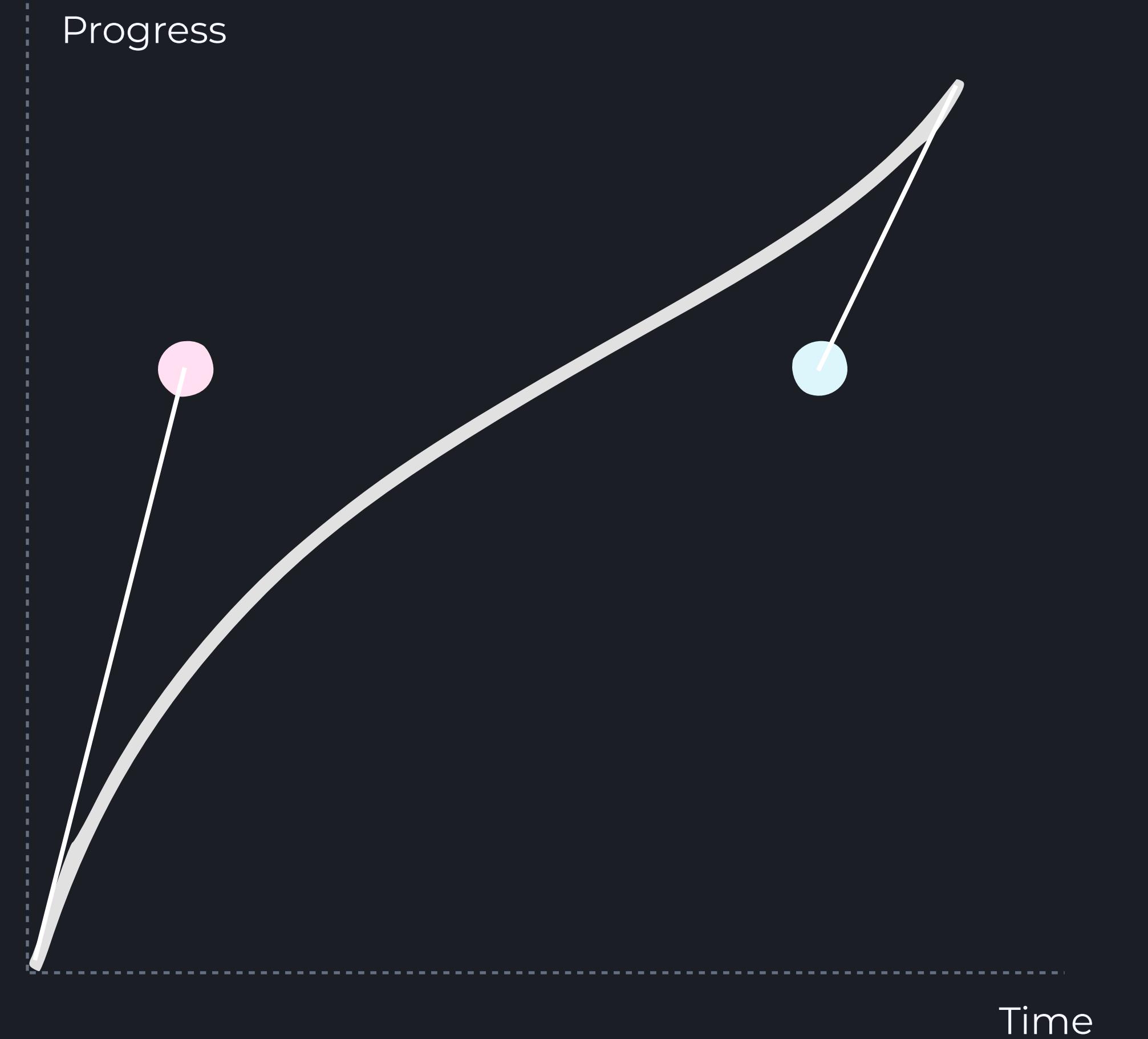
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Timing Function



FROM IDEA TO PRODUCT

Timing Function



Cubic-Bezier
(0.17, 0.67, 0.83, 0.67)

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Timing Function

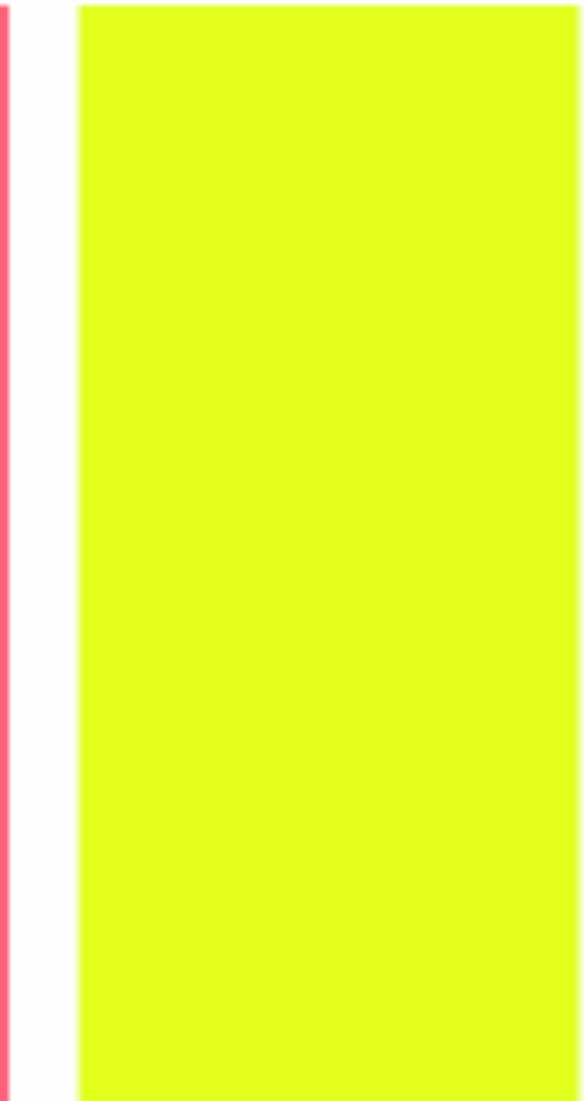
Spring



Ease-Out



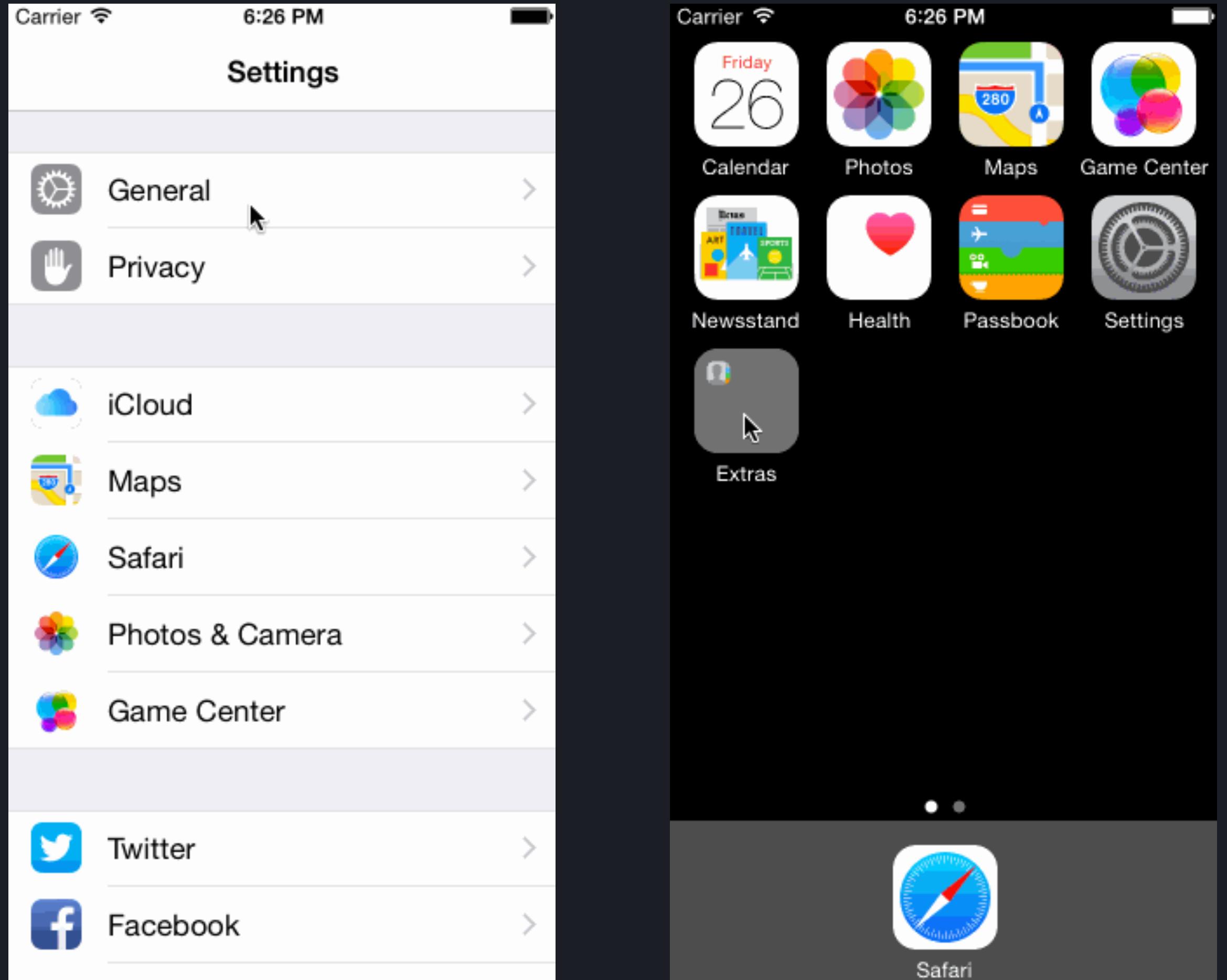
Linear



Spring Animation

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Timing Function



Spring Animation

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DETAILS

Chart / 5H AQI

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✓ Added

Chart / 5H Precipitation

✓ Added

Chart / 5D Temperature

✓ Added

Chart / 5D Min Temperature

✓ Added

Chart / 5D Max Temperature

「 Overview 」

「 Chart 」

「 In

Filter

Chart / 5H AQI

FROM IDEA TO PRODUCT

✓ Added

Chart / 5H Precipitation

✓ Added

Chart / 5D Temperature

✓ Added

Chart / 5D Min Temperature

✓ Added

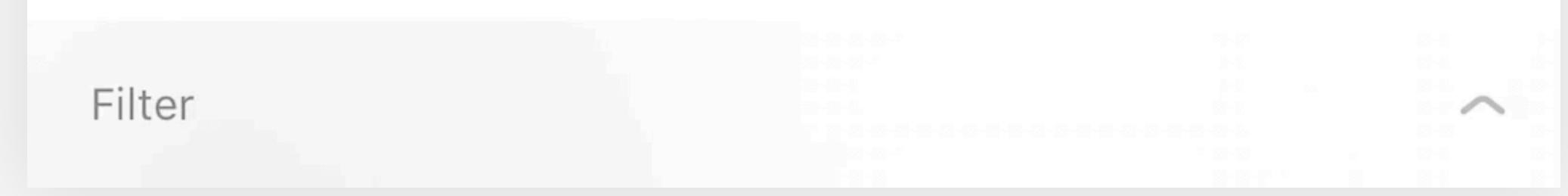
Chart / 5D Max Temperature

✓ Added

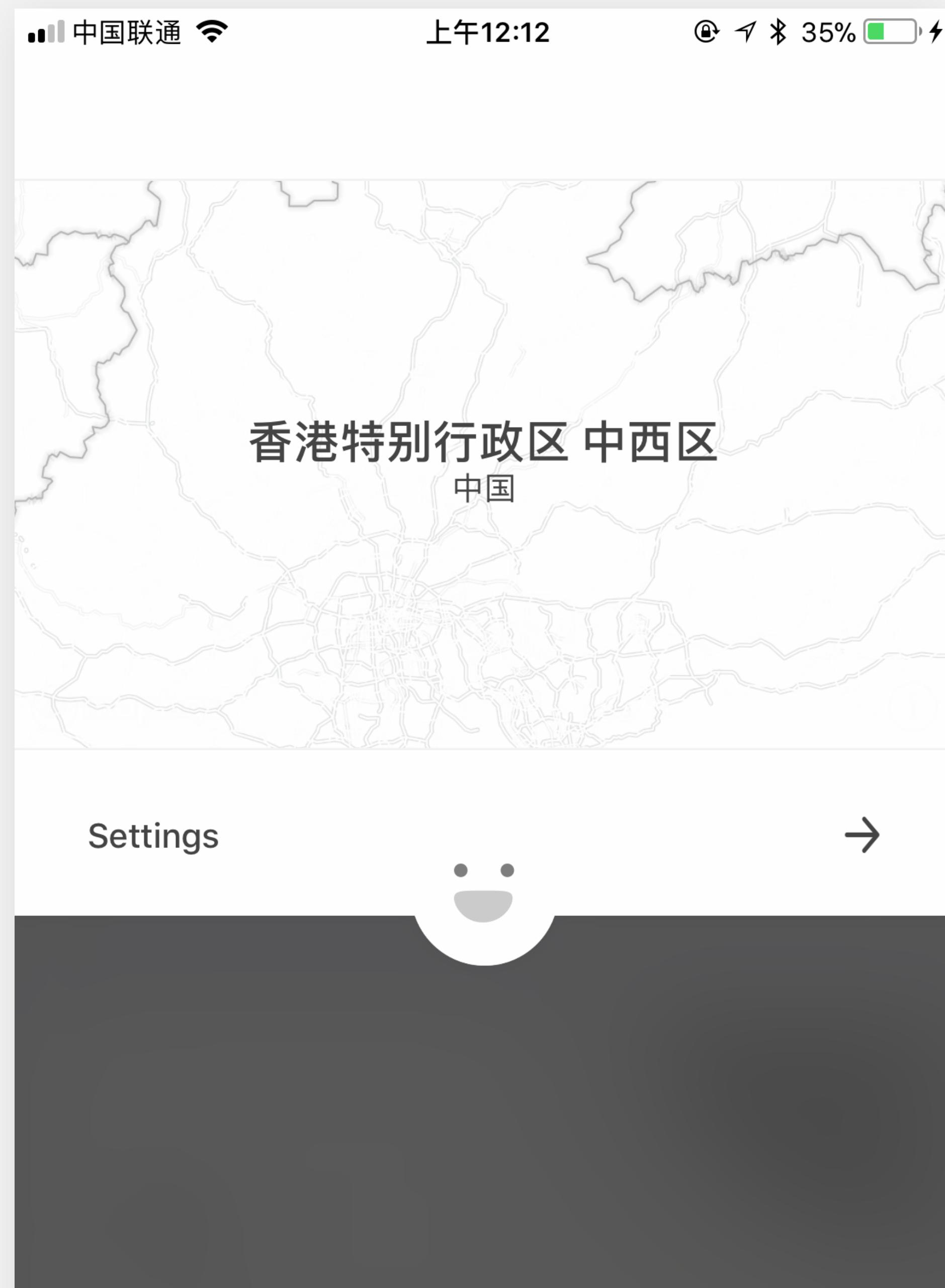
Chart / 5D AQI

Chart / 5D Precipitation

Filter



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M R . W E A T H E R

Icons
by Roc Zhang

Tabbar Icons



Command Mode



Chat Mode



Weather Query Mode



Notification

Settings Icons



Location



Notification



Card



Push Service



Feedback



About

3. DEVELOP



Bug free! ..?



Here is a new bug for you...

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TestFlight



Discover TestFlight apps

Airport is the best place to discover new TestFlight apps from developers.

[TestFlight beta sign up](#)

[Submit your app →](#)



Explore

Discover the latest TestFlight apps updated daily. See what's new or trending and explore groups of apps like those with iOS 14 widgets or

4. MARKETING

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Icon

Name

Slogan

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Mr. Weather

“像妈妈一样提醒你带伞添衣。”

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你妈妈还是那么爱你!

旺仔牛奶

能知阴晴圆缺，能避风霜雨雪。

5. RELEASE

FROM IDEA TO PRODUCT

“优雅又好用，
这个天气 App 竟出自 95 后少年之手。”

爱范儿 | AppStory

“天气预报应用多的不能再多了，
Mr.Weather 并没有选择传统线路拼颜值来竞争，
而是走了高度定制化以及根据条件推送的另外一条路。”

FROM IDEA TO PRODUCT

“Mr.Weather
— 迄今为止见过最优雅的天气应用。”

最美应用

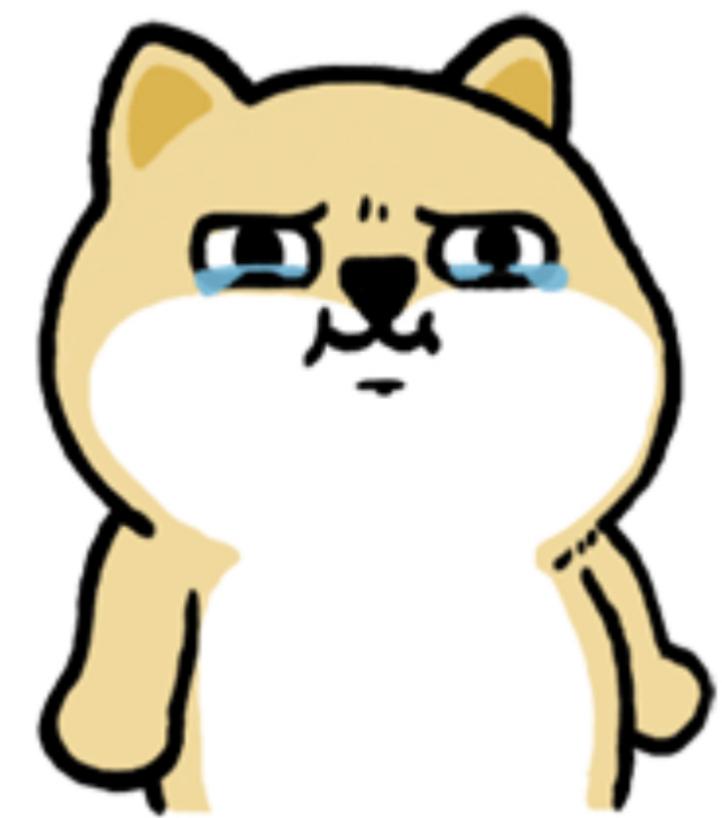
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\$\$\$\$?

“气死了，早上看推送叫带伞就带了，
路上觉得天气还好啊，最近两三天都没雨，卸载了。”

“这哪里像个天气 App 该有的样子？
不知道用的哪个天气源，天气温度之类的不怎么准确。
居然没有未来几天的天气情况，有个“走势图-五日温度”，
居然给的是五日平均温度，excuse me，这有什么参考价值吗？
毫无用处！这哪里算是一个天气 App 啊。”

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“界面简洁精致，动画舒服流畅，数据丰富准确。
看我的评论就像是开发者请来的托。
但是我是真的激动，
之前我一直在用4年没更新的Solar，感谢开发者。😊😊😊”

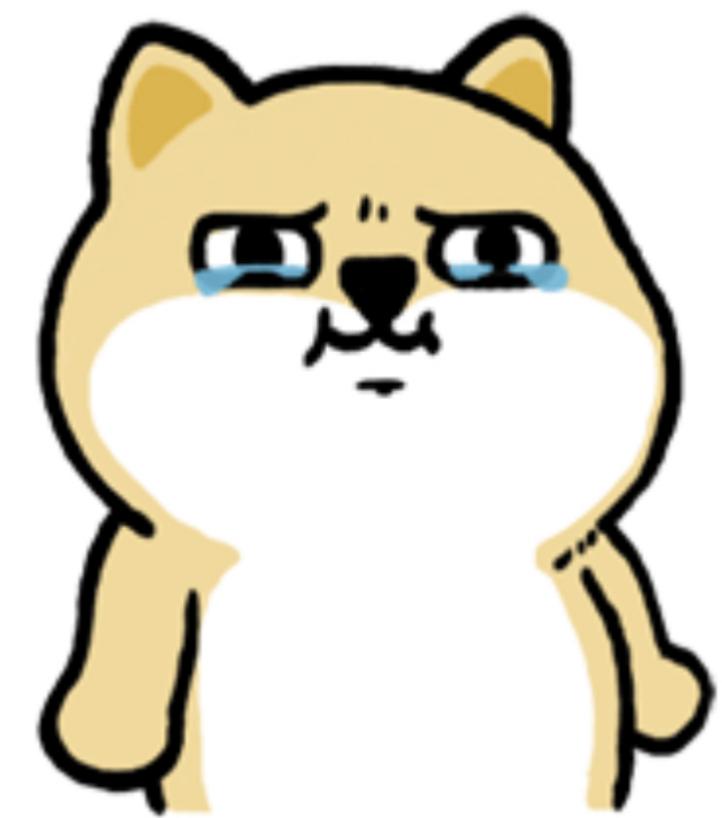
“页面舒服得像棉花糖一样柔软雅致，
动画克制不做作，
所以它是最性感的天气应用。”

TAmbition

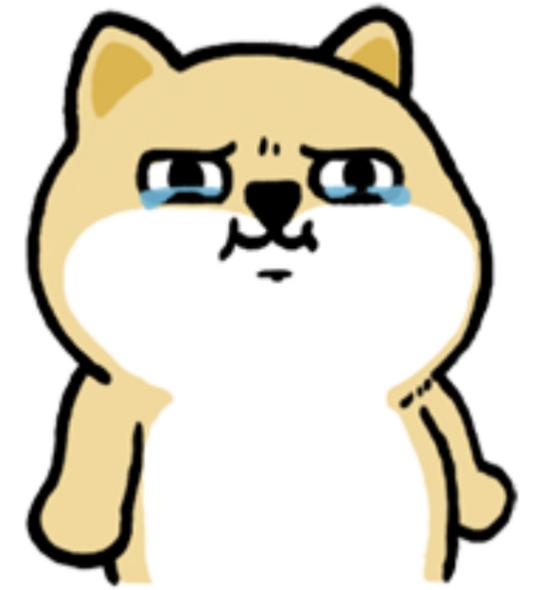
“最近一直在用，不错。
对于天气类 App 一直觉得，
核心不在于现在多少度明天多少度你要怎么穿衣服。
让这种习惯行地忽略天气， 真正的有价值是一件很有挑战的事情。”

Sol Lo

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FROM IDEA TO PRODUCT



Be strong...



6. WHAT'S NEXT

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2017.11.21

Adonis

Adonis

Modern RSS Reader

The Home screen displays a summary of unread articles. It includes a "Continue Last Reading" section with a green button labeled "CBS All Access is a terrible streaming service..." (Already Read 44%) and a "View all >" link. Below this is a "Browse" section with "My Subscriptions" (50 Subscriptions), "My Favorites" (No Favorites Yet), and "Offlined Articles" (No Offlined Article Yet). At the bottom are links for "MyTimeline", "#All", and settings.

An article from CBS All Access is shown. The title is "CBS All Access is a terrible streaming service, and I wish it ill". The content discusses the service's shortcomings. A photo of three Star Trek characters in a control room is displayed. Below the article are social sharing icons and a "..." menu.

The Explore screen shows a post by "Roc Zhang" with a preview of the content. The Categories screen lists various categories: Develop, Website, Design, News, Life, and Entertainment, each with a corresponding icon.

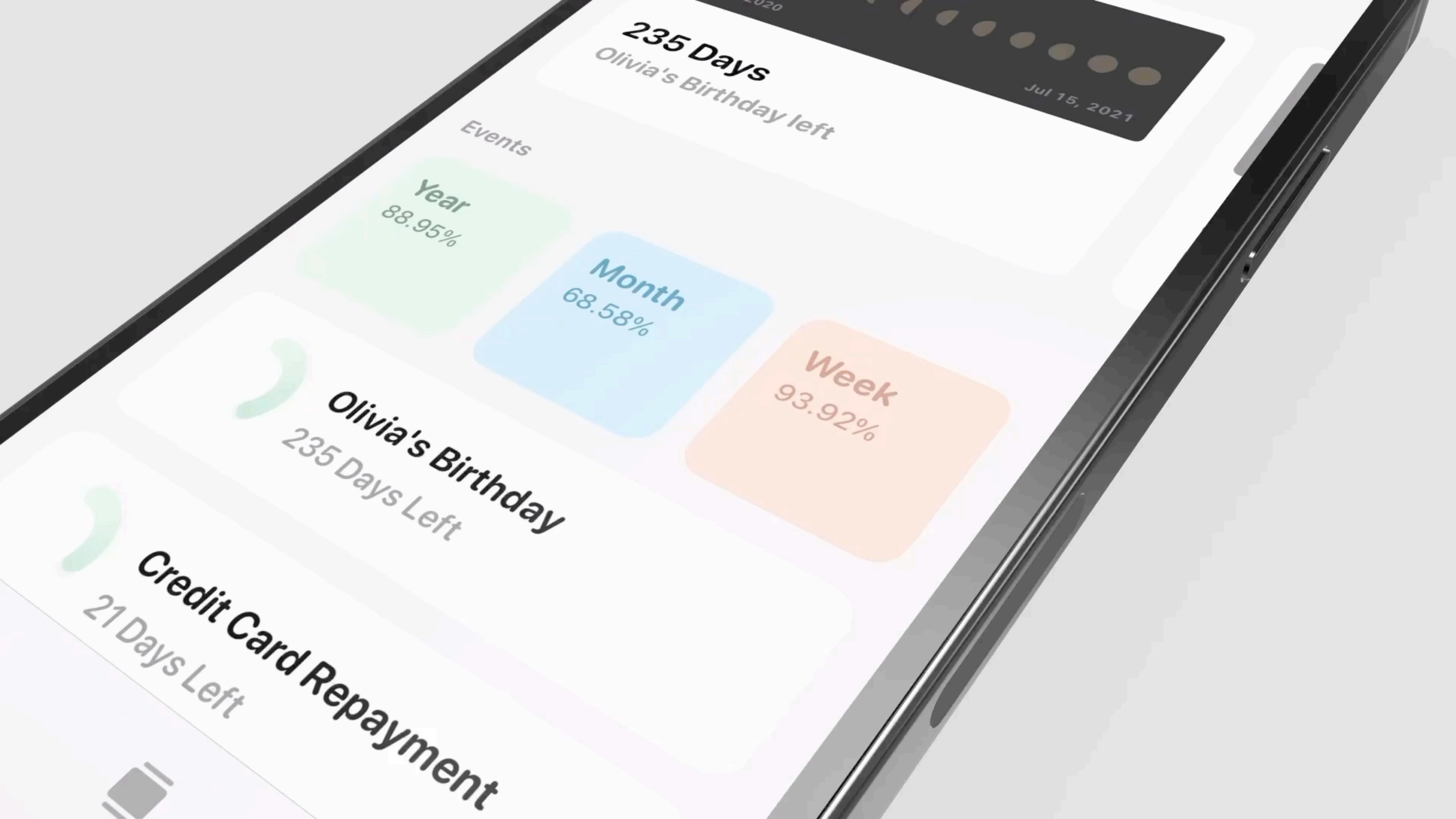
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2019.10.20

Mr. Weather 2

FROM IDEA TO PRODUCT

2020.02.01
X Progress



7. TAILER

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MORE REASONS?

The Forgotten Corners in your daily development

“可以做，但没必要。”

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UI

Align an image with a label vertically?

```
label.centerYAnchor  
.constraint(equalTo:imageView.centerYAnchor)  
.isActive = true
```

```
label.centerYAnchor  
.constraint(equalTo:imageView.centerYAnchor)  
.isActive = true
```

But, if we need to set line height...

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The image shows a mobile application interface with a dark background. At the top, there is a video camera icon with a red notification badge containing the number '348'. Below it is a circular profile picture of a person with the name 'Roc' written next to it. The main title 'How we built Yaye from scratch' is displayed in a large, bold, white font. Below the title is a subtitle 'May 31 18:00' with a clock icon. The entire title block is enclosed in a blue dashed rectangle. On the right side of the screen, there is a sidebar with the following information:

T Text How we built Yaye from scr...

Properties

- Width 335px
- Height 64px
- Top 112px
- Blend Pass through

Fixed width
 Hug contents

Content

How we built Yaye from scratch

Typography

Ag	Title/2_E
Font	SF Pro Rounded
Weight	700
Style	normal
Size	24px
Line height	32px
Align	Center

Colors RGB

Font/Static/White_Primary
rgba(255, 255, 255, 1)

Code

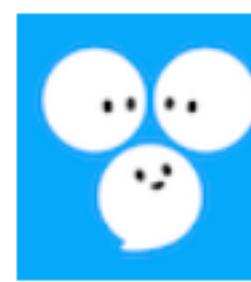
iOS

```
// How we built Yaye from scratch

var view = UILabel()
view.frame = CGRect(x: 0, y: 0,
width: 335, height: 64)
view.backgroundColor = white
```

Font Size: 24px
Line Height: 32px

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Yaye

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Fonts > iPod touch (7th generation) Running Fonts on iPod touch (7th generation)

Fonts PID 9323 CPU 0% Memory 15 MB Disk Zero KB/s Network Zero KB/s

UIWindowScene - (Foreground) UIWindow UITransitionView UIDropShadowView ViewController UIView UIImageView UILabel - Yaye

Object Class Name UILabel Address 0x120d08330

View Frame X: 115 Y: 137.5 W: 61.5 H: 45
Bounds X: 0 Y: 0 W: 61.5 H: 45
Position x 145.75 y 160 Z Position 0
Anchor Point x 0.5 y 0.5
Anchor Point Z 0

Constraints

Horizontal self.width = 61.5 (content size)
Intrinsic Content Size Constraint

self.leading = imageView.trailing + 15...
User Constraint

Vertical self.centerY = imageView.centerY @ 1...
User Constraint

self.height = 45 (content size)
Intrinsic Content Size Constraint

Showing 4 of 4

Content Hugging Priority Horizontal 250 Vertical 250

Accessibility

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Dynamic Fonts

VoiceOver

Accessibility

FROM IDEA TO PRODUCT

New Technologies

That you want to try

Tweet

Roc Zhang
@roczhang9673

🎉 Writing demo: OMG
UICollectionViewCompositionalLayout will be the life-saver for me! I don't want to subclass the UICollectionViewLayout just for adjusting items alignment anymore!

😭 Back to work: "We found a new UI compatibility issue on iOS 10."
Just so sad...



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Combine

WidgetKit

SwiftUI

Combine

SwiftUI

ShazamKit

SharePlay

Vision

WidgetKit

Object Capture

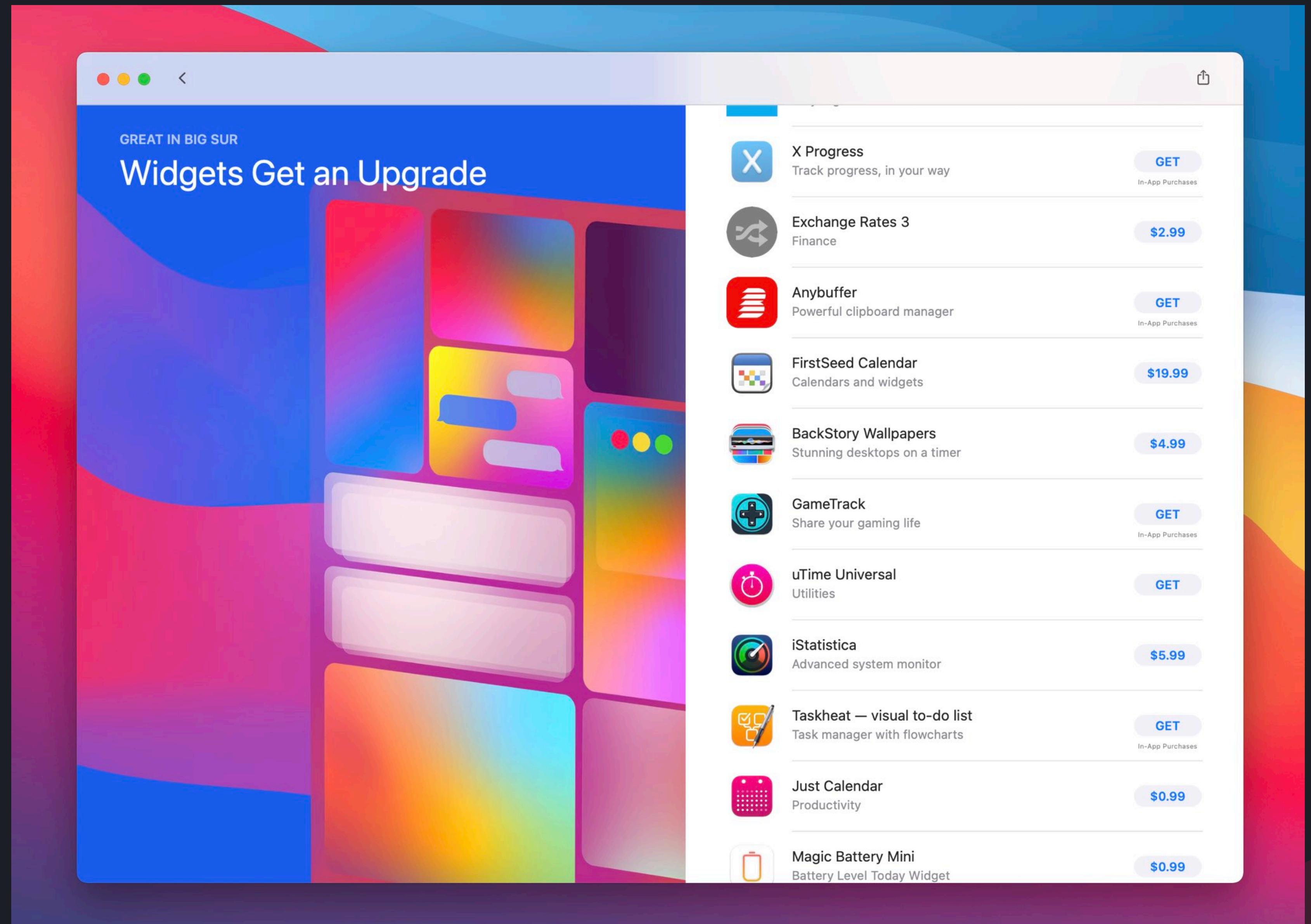
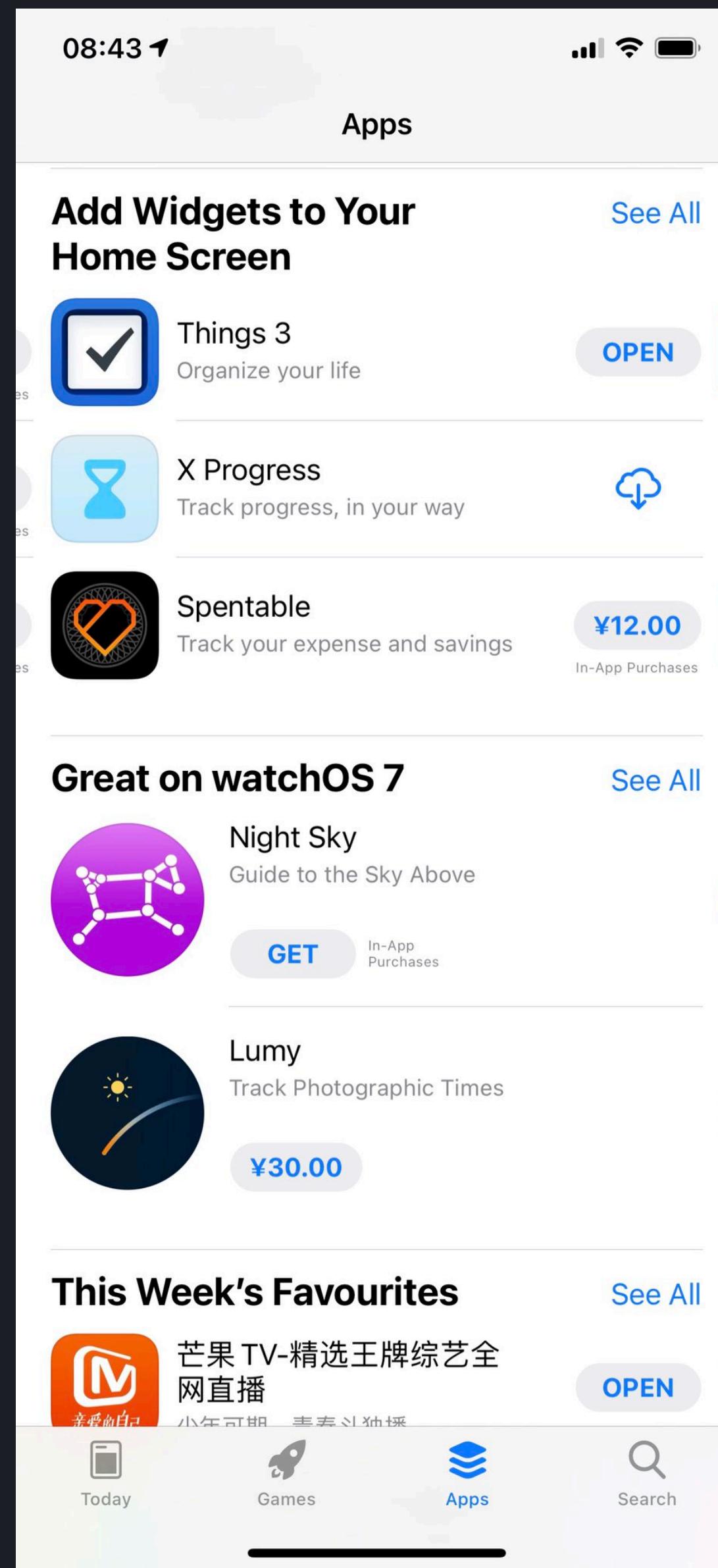
Swift Async & Await

Any Where, Any Time

Widgets. iCloud Sync. Available on iOS, iPadOS & macOS.



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Connections



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Become a creator.

Thanks!
Roc Zhang