

App Store Review Guidelines

These guidelines are designed to inform developers of the specifications they need to have, and to avoid, to ensure their application can be published to the App Store. Through testing guidelines, these specs ensure the app can work at the level it's supposed to, free of crashes and other bugs. Some of these guidelines include providing a do's and don'ts for making an app suitable for children so that no harmful contents or personal information may get into the wrong hands. Other features include disclosing of health and safety information and the understanding that it is to be kept private. Through these guidelines, Apple can ensure any app deployed on it's store is safe for both the user and the developer.

Interface Guidelines

These guidelines give detail to the steps and forethought developers need to be put in place for designing an app built for iOS, thus creating an app that is the most enjoyable for users. From small things like clarity of text and images throughout the app, to larger things such as creating an app to look like other applications in the iOS ecosystem to give the users an experience they are more familiar with. These guidelines also layout preferences for other features iOS gives us access to so that developers can “wow” the user, such as rotation, shaking, or other gestures that give the user feedback. Fun and/or satisfying sounds can also help bring the user experience to optimal levels. Finally, the developers must implement a level of user control to let users control what consequences their actions may have, for example – microtransactions must be clearly labeled. All of these features must be implemented to ensure that the user is having the best possible experience they can have using your application.