

Subject: Re: disappointed
From: "Phillip Shoemaker" [REDACTED]
Received(Date): Sat, 06 Dec 2014 18:08:21 +0000
To: "Philip Schiller" [REDACTED]
Cc: "Ron Okamoto" [REDACTED], "C.K. Haun"
[REDACTED]
Date: Sat, 06 Dec 2014 18:08:21 +0000

We will reach out to him.

On Dec 6, 2014, at 10:01 AM, Philip Schiller [REDACTED] wrote:

Please reach out and speak directly with him

Begin forwarded message:

Resent-From: CEO [REDACTED]
From: [REDACTED]
Date: December 5, 2014 at 4:03:11 PM EST
Resent-To: Phil Schiller [REDACTED]
To: [REDACTED]

Subject: disappointed

Wow, you guys are almost trying to piss off developers. From making a splashy intro for iOS extensions at WWDC to now where they're being arbitrarily rejected (even after being approved!). None of this appears to make any sense.

My simple calculator keyboard, CalcKeys (app ID [REDACTED]), has been repeatedly rejected even though I know it would be useful for some of my business users. PCalc was approved and then rejected and then somehow approved again. The Drafts Today widget is now being rejected even after several successful reviews. The developer forums along with dozens of news sites highlight other frustrated developers.

The guidelines are vague. Why not just allow users to decide what they want on their devices? Use App Review to keep out malware, security risks, offensive material, etc. but there's no reason to filter out useful extensions.

Certainly it's put me off even considering touching WatchKit. The review process is just too broken and arbitrary to invest any more of my time into this... :(

[REDACTED]