ITERATING MOBILE APPS FAST

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Two Toasters

Who am I?

Why am I here?

4:1
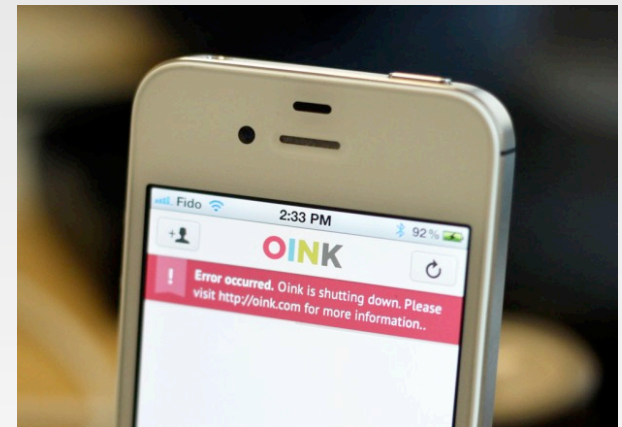
Why am I here?

Party like its ~~1999~~ 2012

1999

- Raise millions in funding
- Spent 9 months building product
- Launch with PR Fanfare
- Fail to hit product/market fit
- In 6 months, re-launch 2.0
- Repeat until you run out of money

2012

- Raise funding
- Spent 6 months building app
- Submit to app store and launch
- Fail to hit product/market fit
- In 6 months, re-launch 2.0
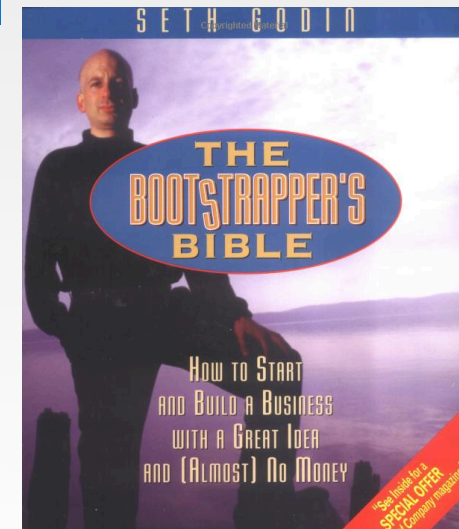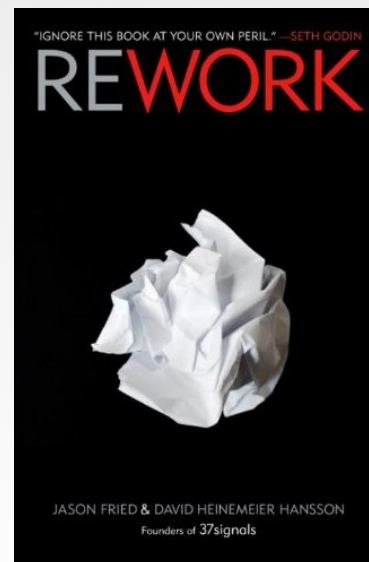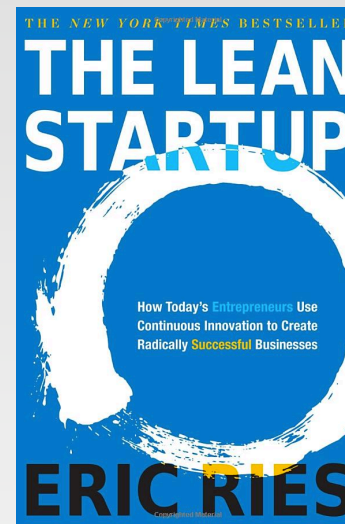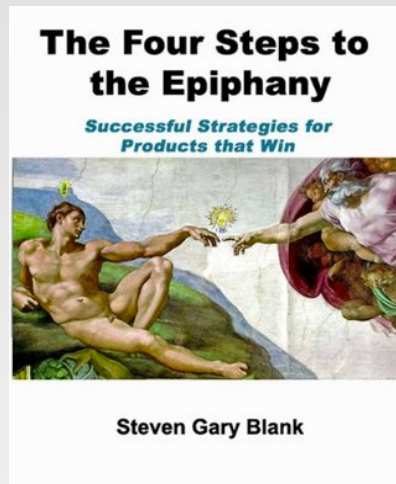- Repeat until you run out of money

Facebook

Since 1.0 release in **August 2008** Facebook has updated their app **14** times

Source: appshopper.com

We can do better

What is it I'm Talking about

User Testing
Continuous Deployment
Split Testing

Why isn't this happening?

Lack of tools
Cost of development resources
Rush to market
Emphasis on visual design over UX

Upside

Find product/market fit faster
Optimize Conversions
Experiment rather than pontificate

How?

Clutch.io

```objc
- (void)viewDidLoad {
  ...
  [ClutchAB testWithName:@"signUpBtnTitle"
                    data:^(NSDictionary *testData) {
    NSString *title = [testData objectForKey:@"title"];
    [signupButton setTitle:title
                  forState:UIControlStateNormal];
  }];
}


- (void)signUpAction {
  [ClutchAB goalReached:@"signUpBtnTitle"];
}
```

Clutch.io

"We're happy to announce that
we will make available **everythir**
Clutch.io on your own serve
hosted service is no longer runn
operate it on your own. We pla
service active and supported unt

Trigger.io

```javascript
//Check for and download an update
forge.reload.update(function() {

  //Apply the update once download is complete
  forge.reload.applyNow(function() {

    //Call your a start function to re-initialized your app
    myApp.bootstrap();

  });

});
```

Code it ourselves!

[livedemo start];

Next Steps

Cacheing & Error Handling
More flexible test controller
Segments
More Tests

Q/A

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