Due to the simplicity of the provided guidelines, I attempted to provide an implementation that was as simple as possible. There were many possible alternatives to this solution, and all would have achieved the provided guidelines.

The biggest design decision for this assignment is in FirstViewController, which was implemented through a Storyboard. I chose to use a UICollectionView to display the various home button options and advertisement images. This approach seemed to be the simplest route, as only two custom UICollectionViewCells would be needed to display the nine different cells. One alternative to this approach could have been to implement a UIScrollView and add UIButtons or UILabels, but this approach would have required additional work without any apparent benefits.

Each CollectionViewCell, the UISearchBar, and the ScanButton all fire an action to modally transition to another ViewController. This DestinationViewController simply displays the current tapCount and a button to return to the previous screen. This DestinationViewController is light on functionality as nothing else is specified in the guidelines.

I also added a welcomeImage to the FirstViewController which is only revealed when the user first starts the application. A UITapGestureRecognizer was added with an action to dismiss the welcomeImage with a simple animation. While this was not specified in the provided guidelines, I noticed this feature in the screenshots provided in the iTunes AppStore.

I reviewed Macy’s Objective C Style Guide in detail and followed it as closely as possible. Fortunately, many of the style guidelines align with my own coding style practices so there were no issues in following them. If there are any noted differences, rest assured any changes on my end could be done easily moving forward.

I look forward to receiving your feedback on this implementation.

Daniel Stewart