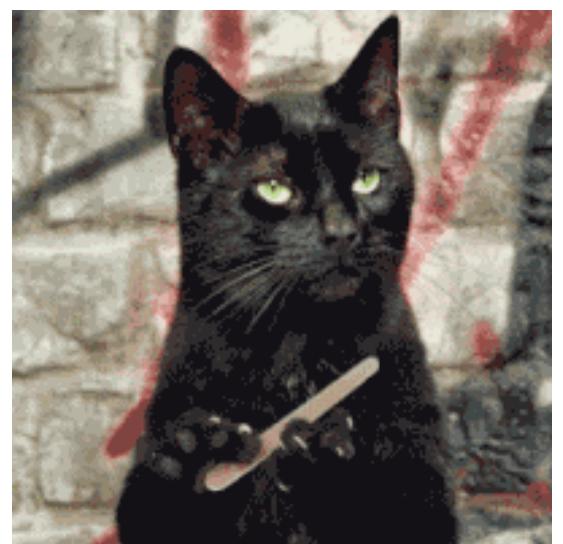


The A - Z Guide Of iOS App Development

SPECIAL THANKS TO OUR SUPPORTERS



cēsis

VALMIERA

valsts #196

1862
RTU
CĒSU FILIĀLE

SUN
GIS

ECHO•
TECH

TestDevLab

Kebbe it

Share IT

ORGANIZERS

SKOLA6

wunder

VALMIERAS
ATTĪSTĪBAS
AGENTŪRA

Intro about me

- 15+ years in IT, 11+ in iOS
- developing for iOS, iPadOS, macOS, tvOS, watchOS
- active community member

Qminder

a queue management system



Serving millions of people every month



LHVpank

Bolt Formerly
Taxify

FT FINANCIAL
TIMES

AT&T

The AT&T logo, which consists of a blue globe icon followed by the letters "AT&T" in a bold, white, sans-serif font.

WORLD BANK GROUP

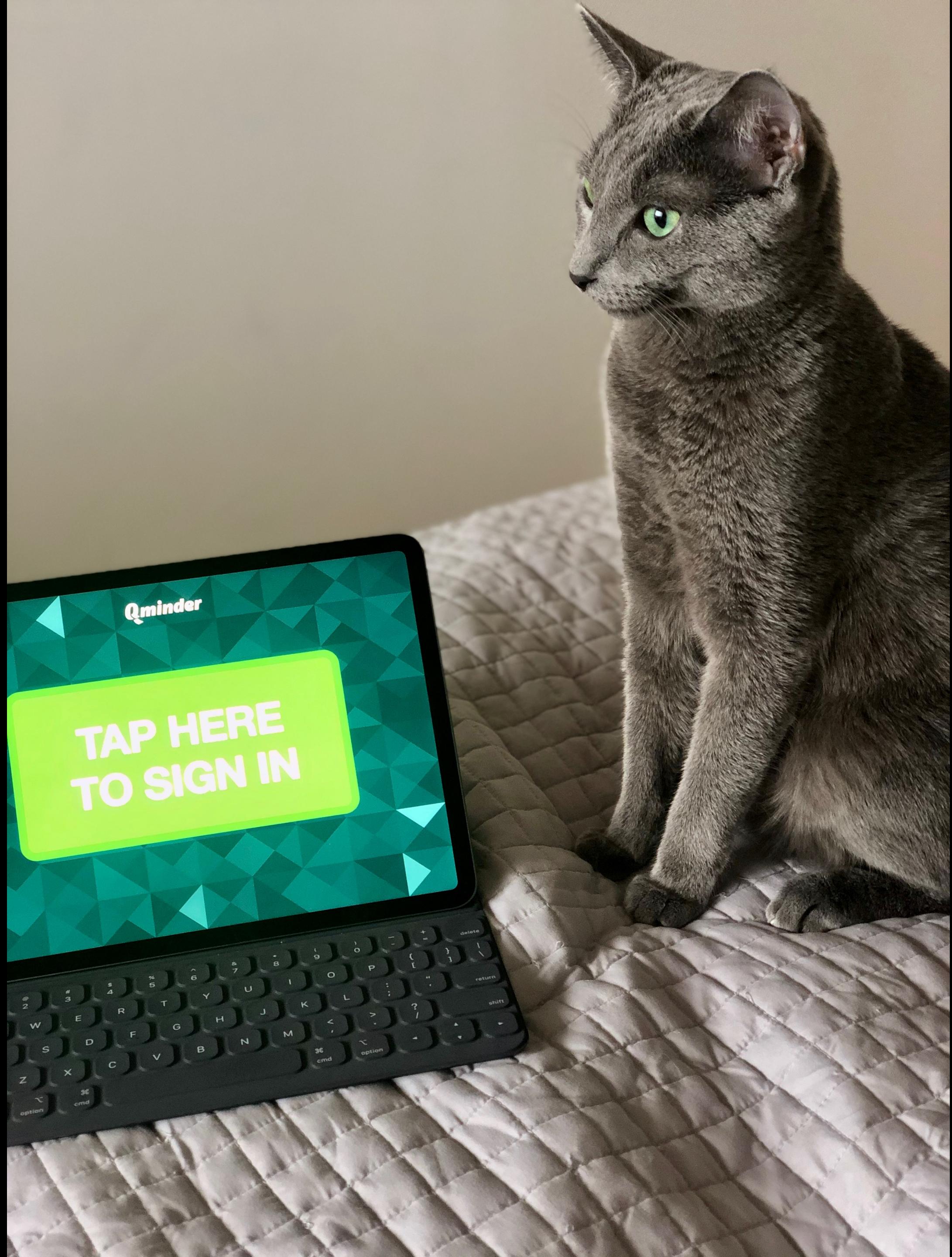
The World Bank Group logo, featuring a stylized globe icon above the text "WORLD BANK GROUP" in a bold, black, sans-serif font.

verizon✓

COMCAST

The Comcast logo, which includes the NBC peacock icon above the word "COMCAST" in a bold, black, sans-serif font.

Mr. Byte



2.2 billion

2.2 million

120\$ billion

Agenda for today

- History of iPhone
- App development
- How to start and what's next

January 9, 2007





Works like magic

No stylus

Far more accurate

Ignores unintended touches

Multi-finger gestures

Patented !



iPod



Phone



Internet







How to build an app

- Idea
- Design & development
- Marketing

App idea

- “There is an app”™ ... for everything
- Better, faster, cheaper
- Billion app idea is gone

Design

- Native feel
- Users demand **good** apps
- Apple guidelines

Native
vs
Cross Platform



Pros

Native

- High performance
- Better user interface
- Better positioning on app stores

Cross Platform

- Affordable and time-saver
- Easy and fast deployment
- Wider audience reach

Cons

Native

- Costly and time consuming
- Missed opportunities

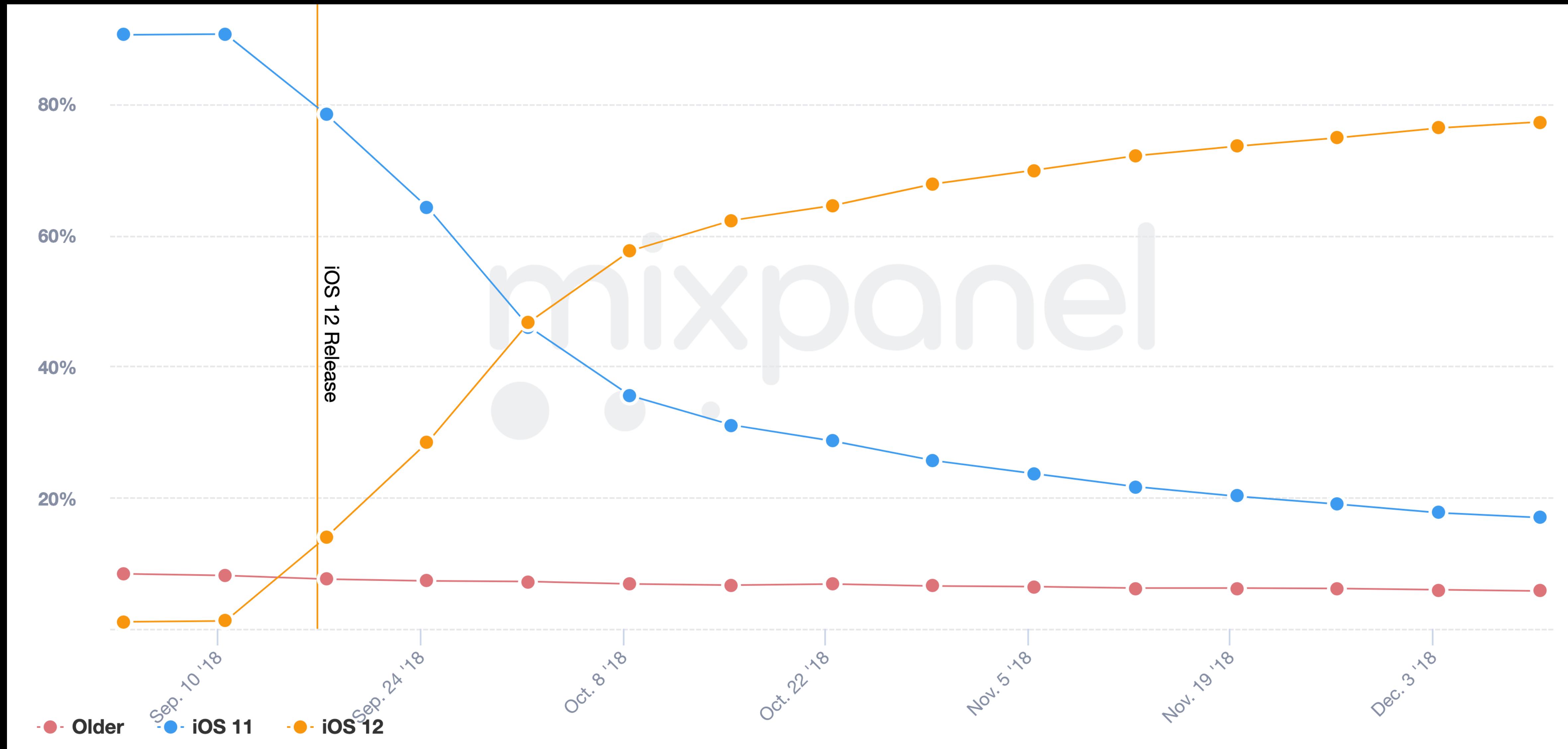
Cross Platform

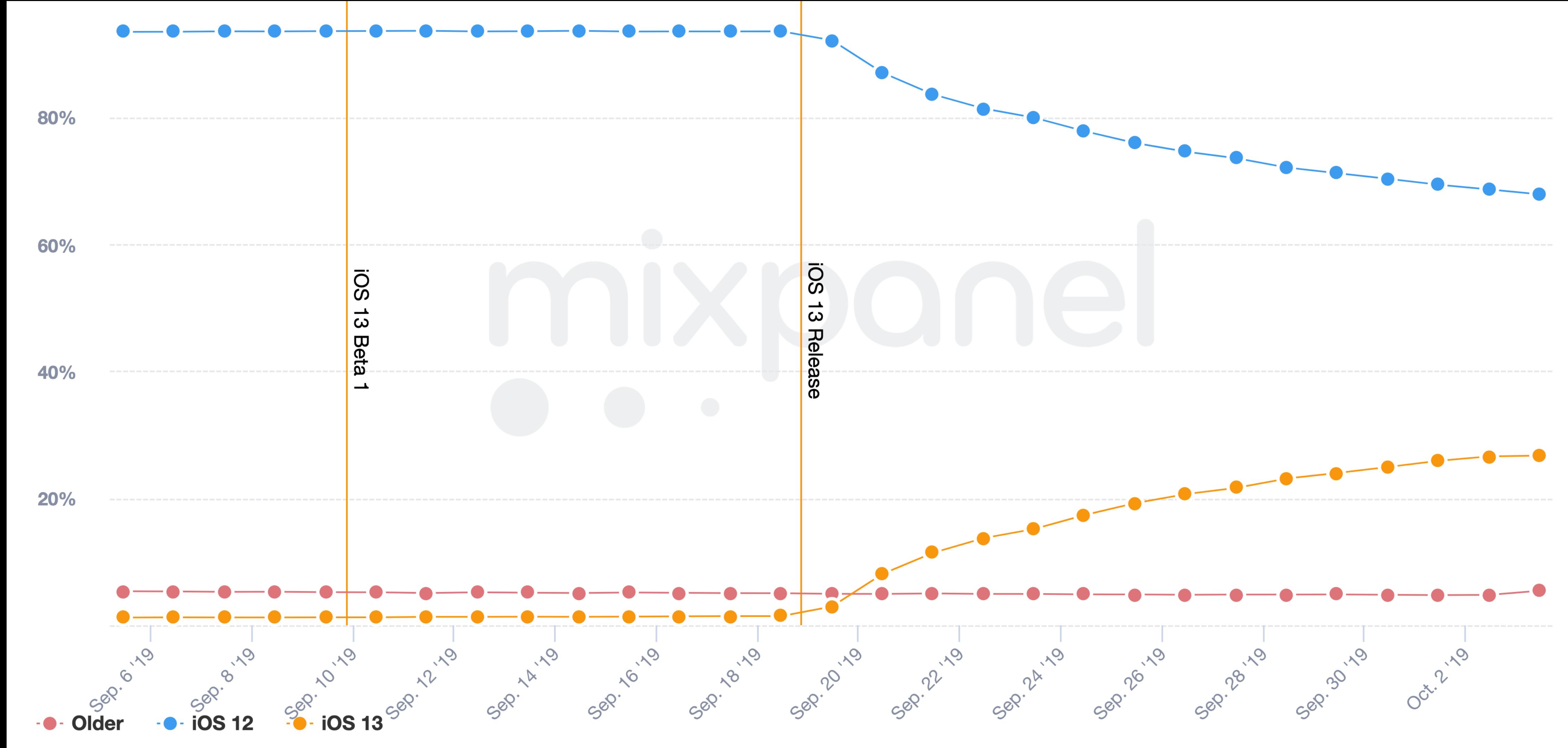
- Performance and system glitches
- User experience issues

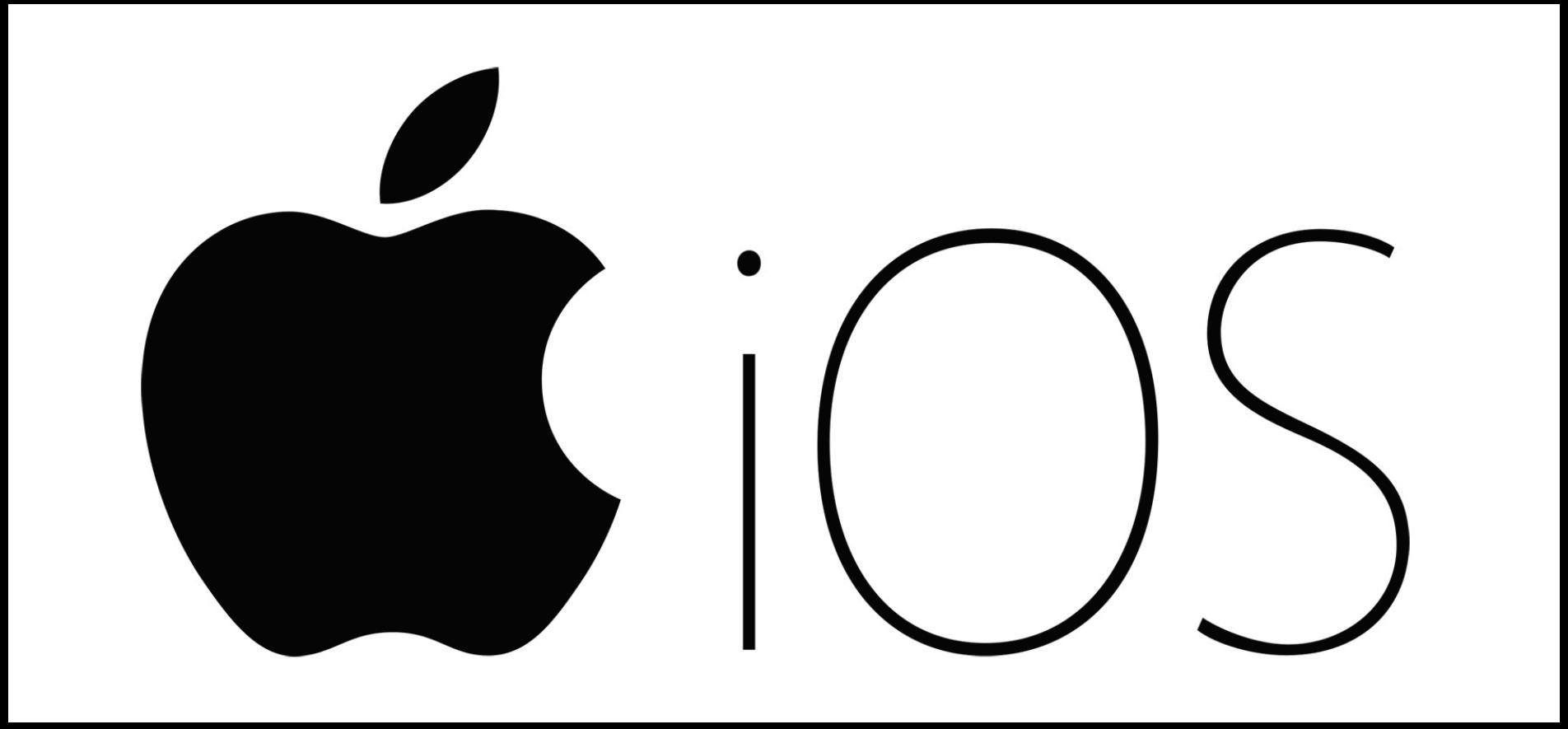


Objective-C









iPadOS

tvOS

mac
OS

watch
OS

Development

- Architecture
- Testing
- Maintenance

Siri



What
happens
on your
iPhone,
stays
on your
iPhone.

apple.com/privacy



SPRINGHILL
SUITES
JALTAHIL

Elite



Aa



STRANDMON®
\$229



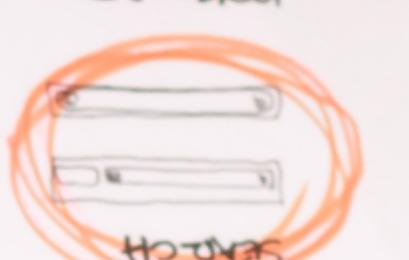
ALEX



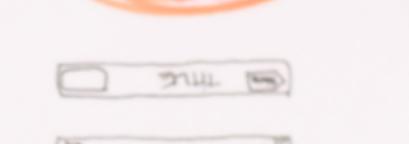
WHEEL



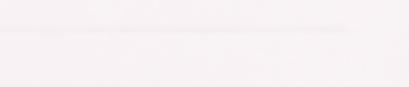
KEYBOARD



SEARCH



LISTS



HEADER



LOGO



PHONE



APP



VIDEO



MAP



MESSAGES



CAMERA



CALENDAR



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GALLERY



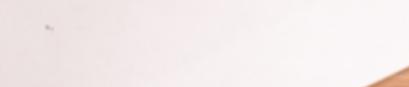
BOOKS



SETTINGS



HOME



APP CENTER



STORE



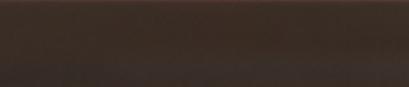
CART



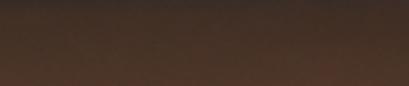
LOGOUT



LOGO



PHONE



APP



VIDEO



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App Store search optimization

- Name and description
- Screenshots, videos and localization
- Reviews, ratings and downloads

Featuring in App Store

- New technologies
- Impact
- Unique

Dark side of the App Store

- App Rejections
- Scams
- Revenue Cut

Future

- iPad > computer
- Apple Glasses
- Apple Car

Keep up to speed

- Conferences
- Newsletters
- Podcasts

iOS



App idea

 Download on the
App Store

Marketing



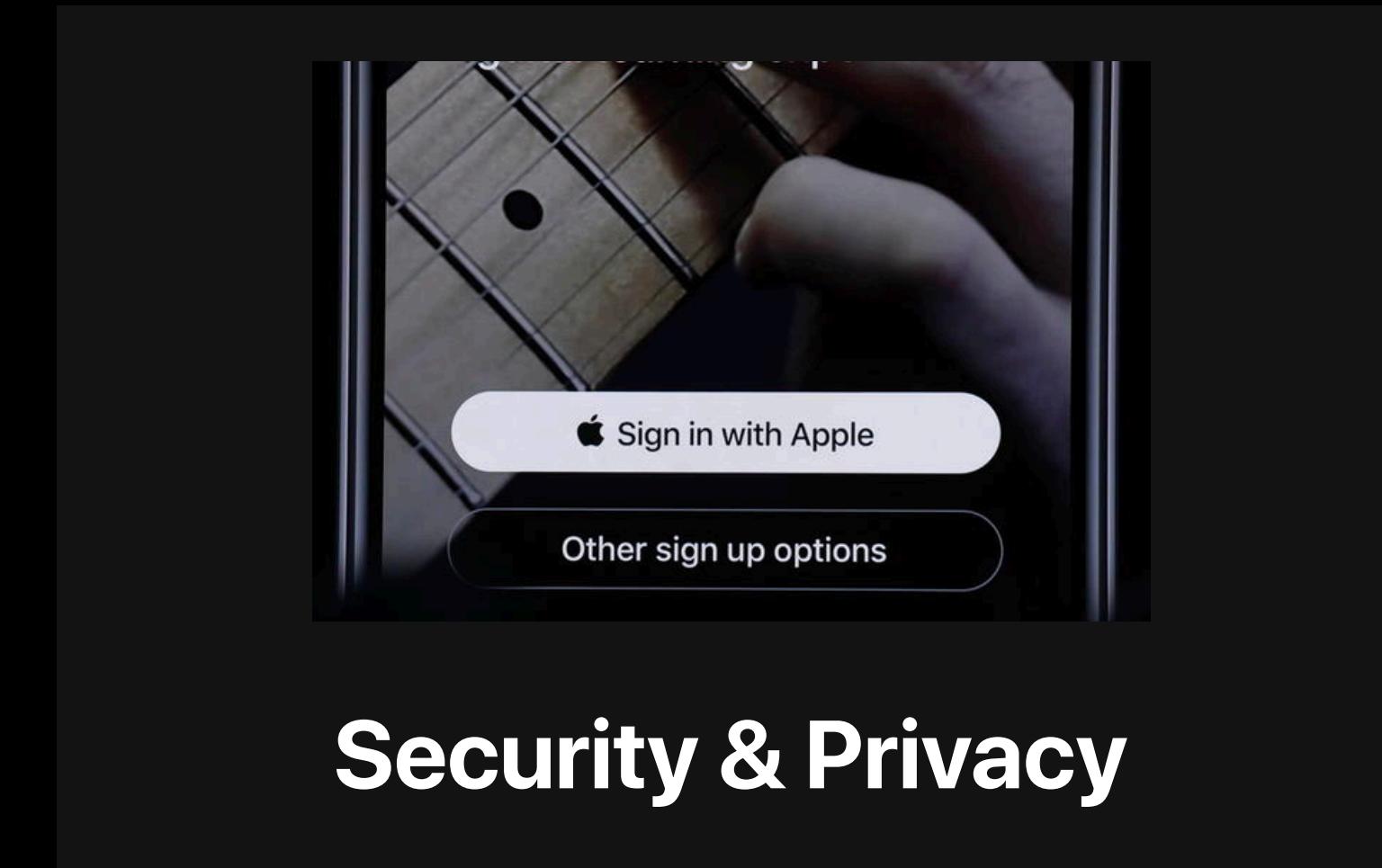
Accessibility



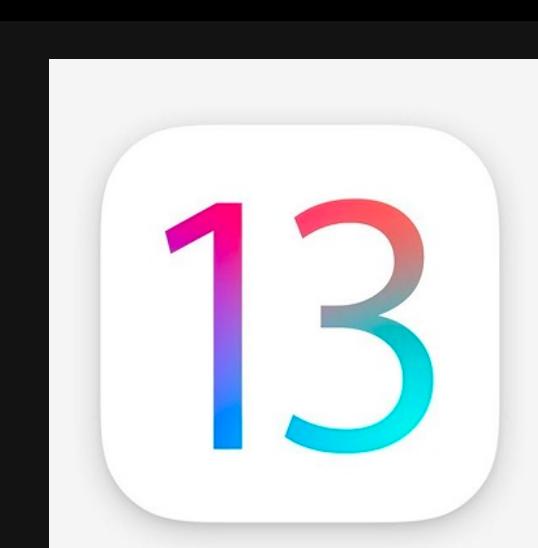
**120\$ billion paid
to developers**



Swift
programming
language



Security & Privacy



**2.2 million
apps**

One more thing

www.kristaps.me



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