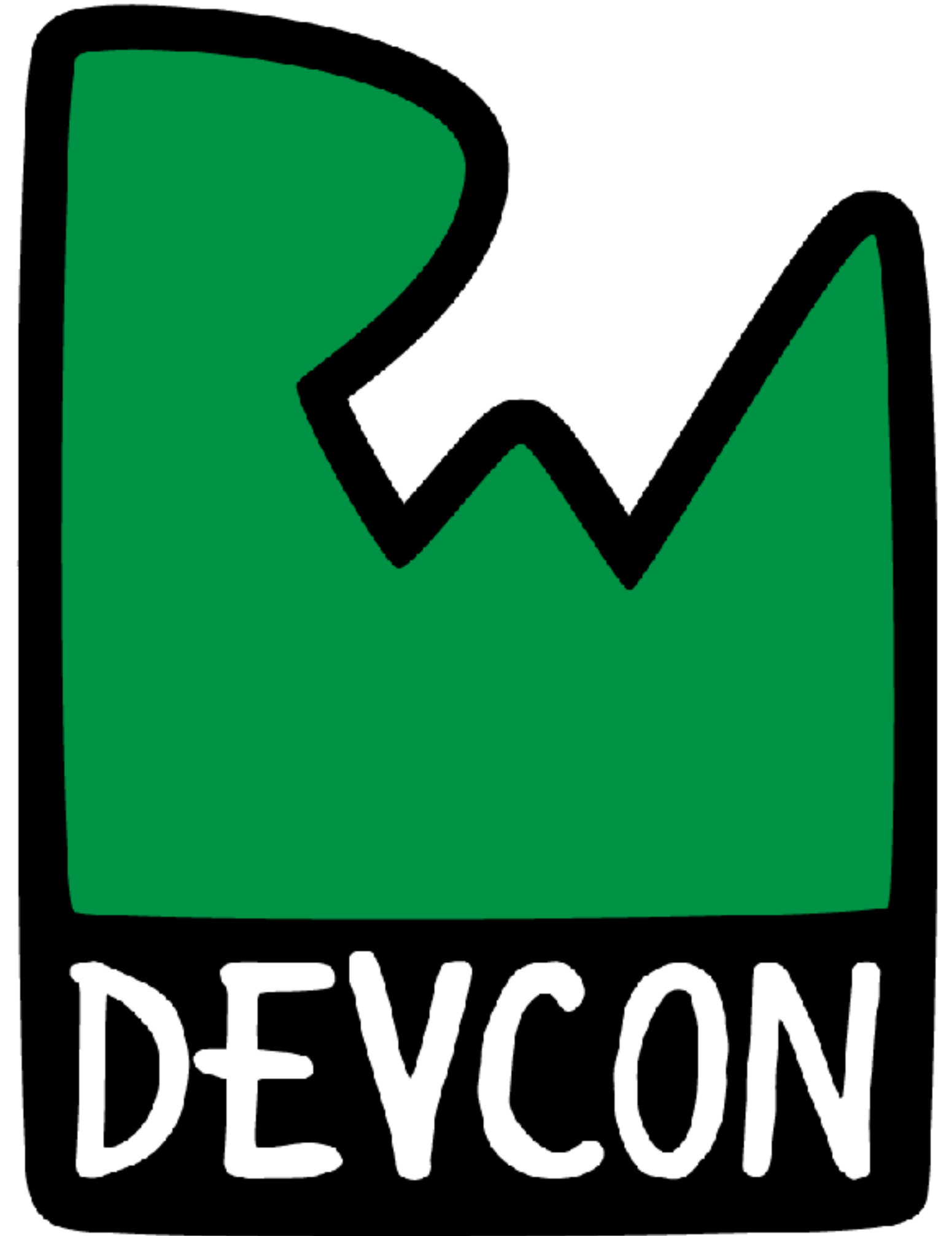


# Session 15: App Development Workflow



XCODE BOTS

# IOS APP DEVELOPMENT WORKFLOW

---

- ⚙ Design
- ⚙ Develop
- ⚙ Test
- ⚙ Distribute
- ⚙ User Analytics



# IOS APP DEVELOPMENT WORKFLOW

---

- ⚙ Design
- ⚙ **Develop**
- ⚙ **Test**
- ⚙ Distribute
- ⚙ User Analytics

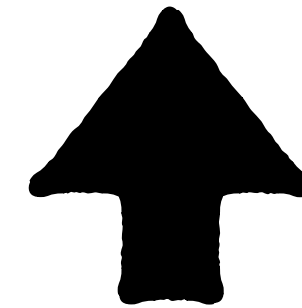
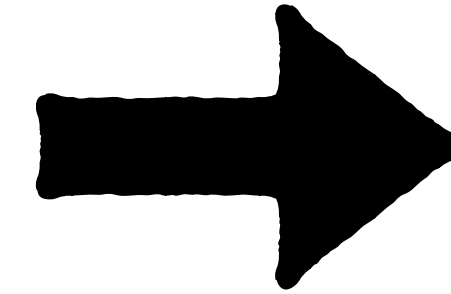
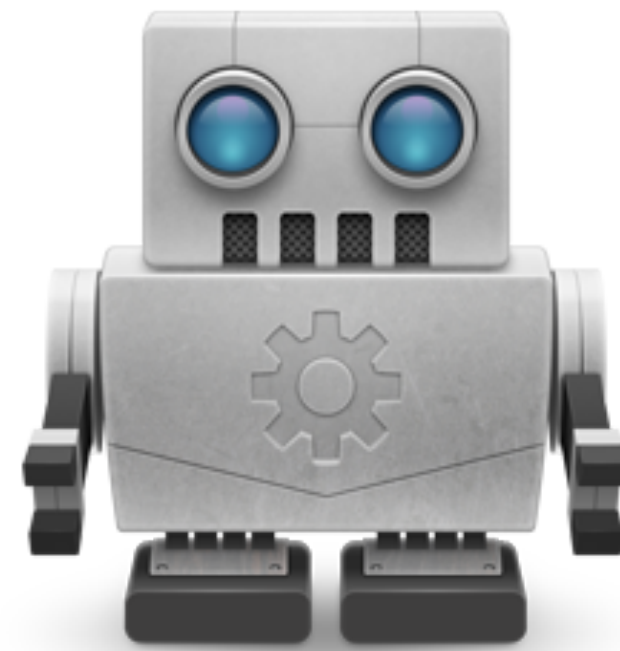
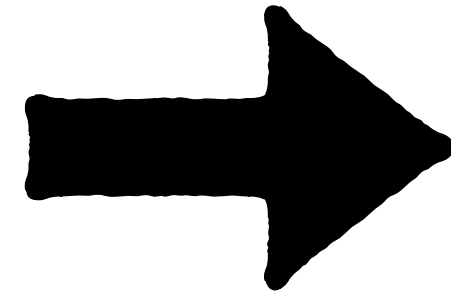


**Continuous Integration** is the development practice where developers regularly merge their code changes into a central repository, after which automated builds and tests are run.



# CONTINUOUS INTEGRATION

---

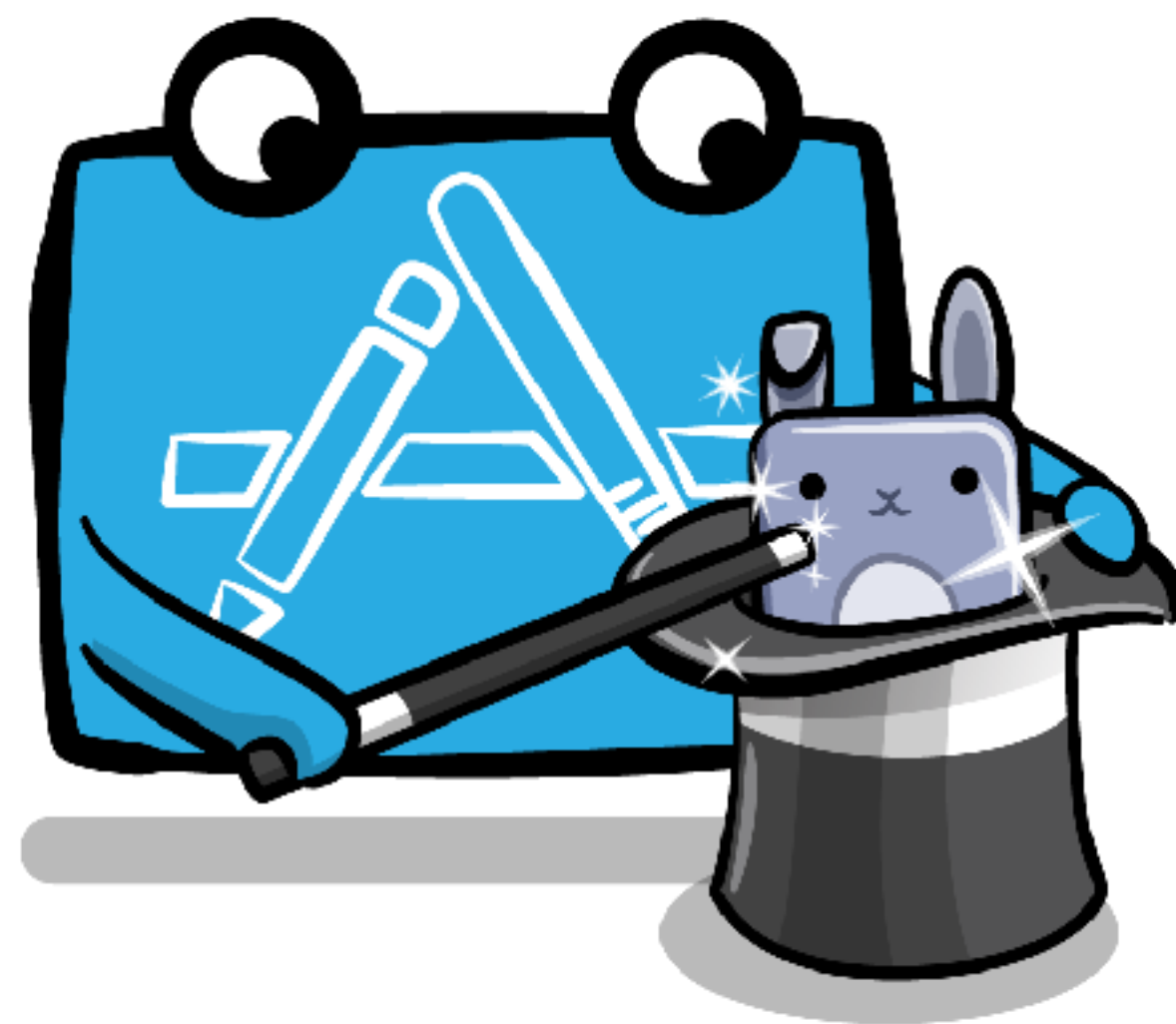


# XCODE SERVER BOTS

---

- ⚙ Built-in continuous integration
- ⚙ Automated code signing
- ⚙ Parallel testing
- ⚙ Supports simulators and devices
- ⚙ Status reports



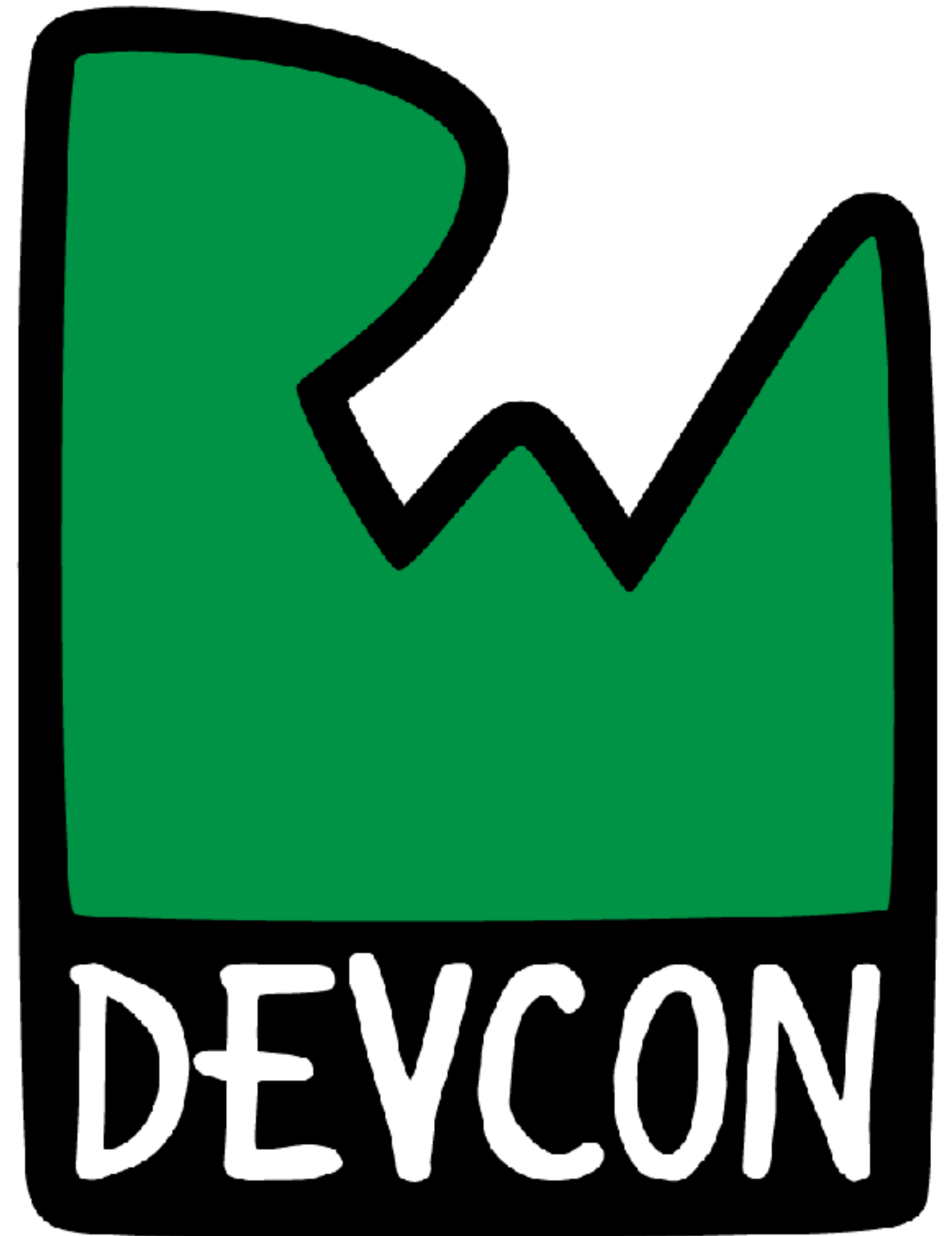


# DEMO 1

## XCODE BOTS



# Session 15: App Development Workflow



CRASH ANALYTICS



# REMINDER!

Need Cocoapods for demo

```
sudo gem install cocoapods
```

<https://cocoapods.org>



# CRASH



## Keeps Crashing



Sep 20

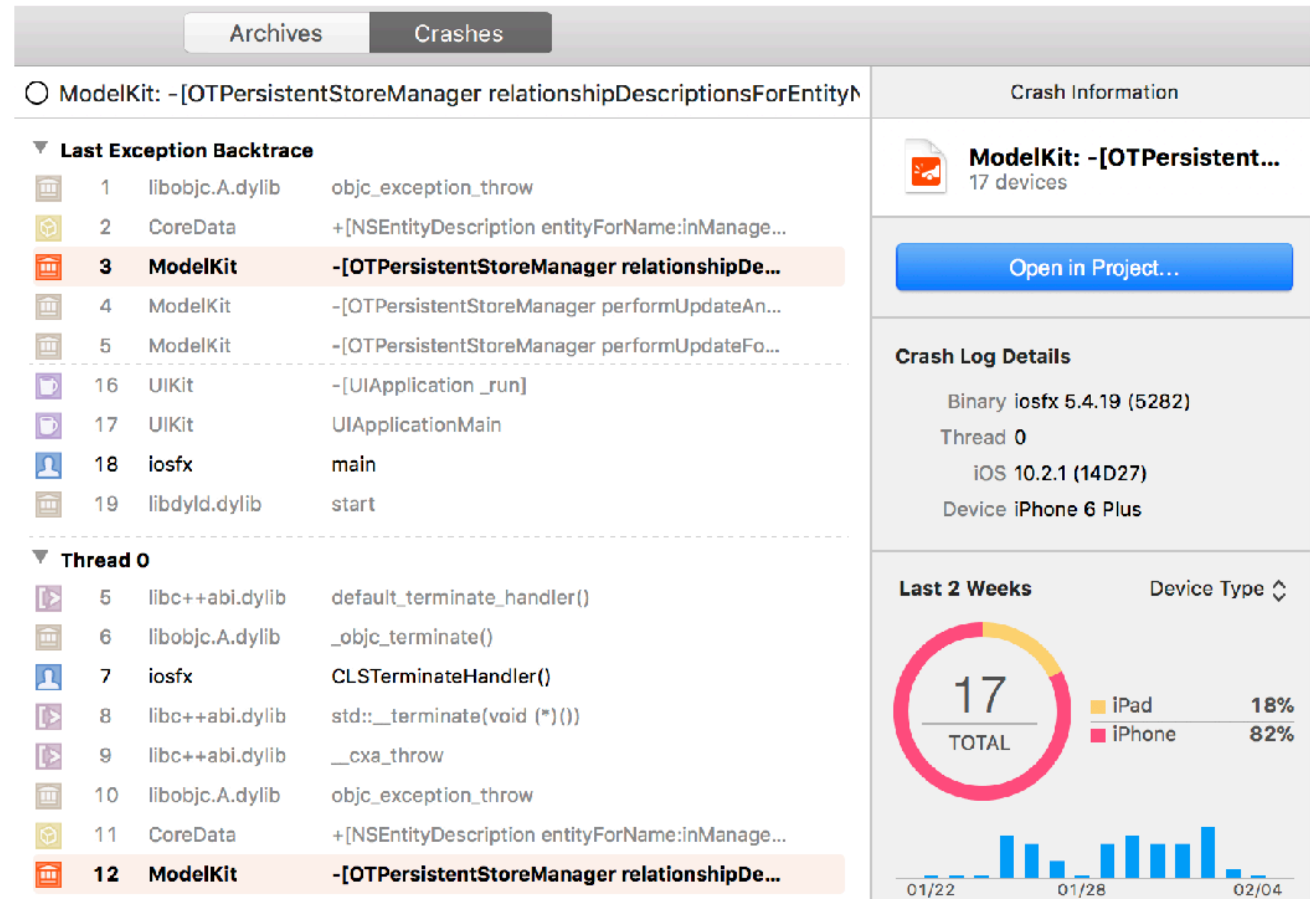
phallonlps

Prior to the most recent update the app kept crashing. It also wouldn't save what I had opened if I switched to check a message or another app. I updated the app as I figured that would fix the problem but still no change. Please fix!



# XCODE REPORTING

- ⚙ Crash Reports
  - ⚙ iOS 8.2 and above
- ⚙ Energy Reports
  - ⚙ iOS 11.2
  - ⚙ Xcode 9.3
- ⚙ Past 2 weeks
- ⚙ Segment by
  - ⚙ Operating System
  - ⚙ Device Type



# CRASHLYTICS

---

- ⚙ Real time reporting
- ⚙ Three month history
- ⚙ Automated analytics via Fabric
- ⚙ Free
- ⚙ Third party integrations





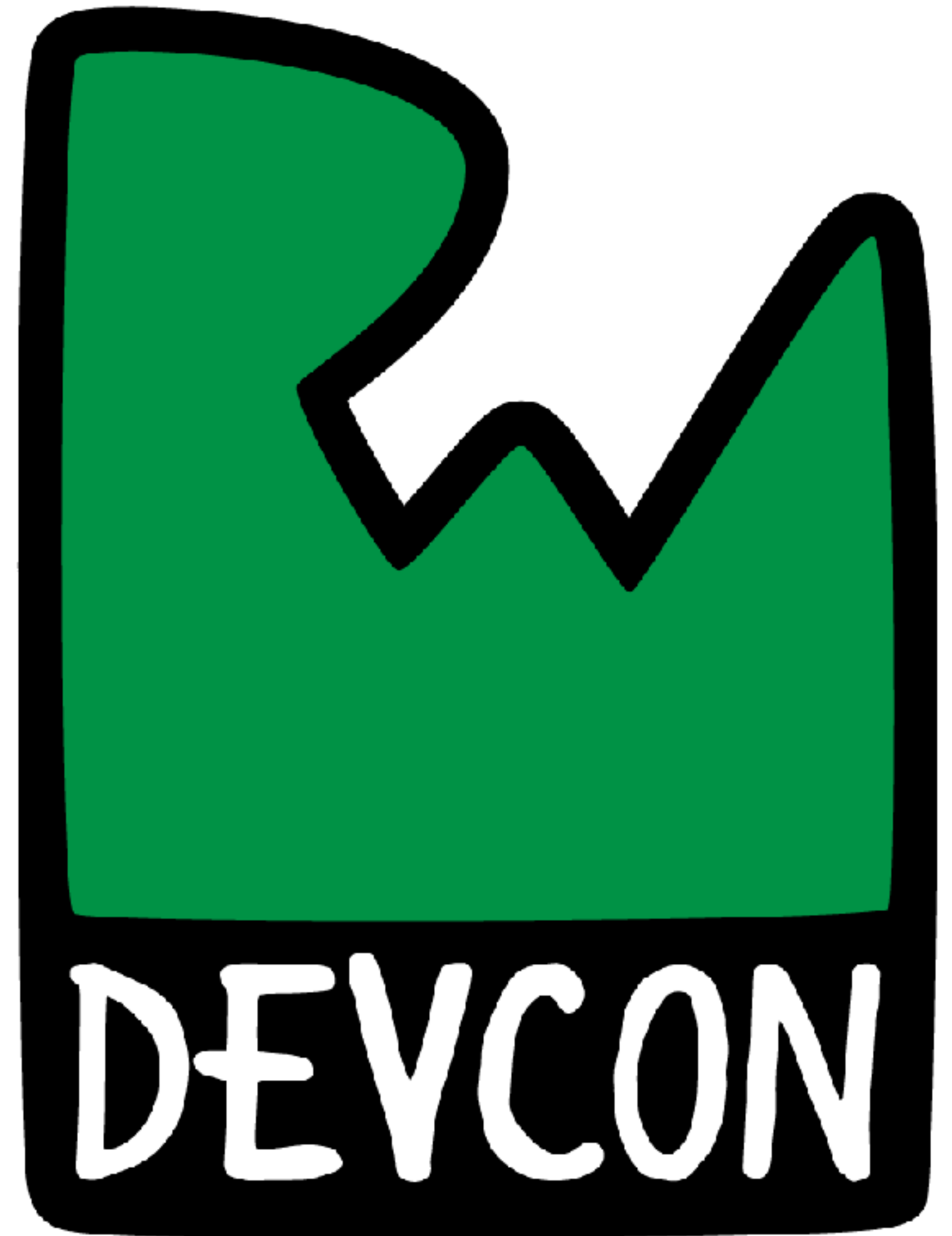
# DEMO 2

## CRASH ANALYTICS





# Session 15: App Development Workflow



USER ANALYTICS

# IOS APP DEVELOPMENT WORKFLOW

---

- ⚙ Design
- ⚙ Develop
- ⚙ Test
- ⚙ Distribute
- ⚙ **User Analytics**



# PRODUCT MANAGER

---





# WHAT IS USER ANALYTICS?

---

- ⚙ Collecting user behaviour data
- ⚙ Determining intent
- ⚙ Identifying metrics to grow the app



# WHY USER ANALYTICS?

---

- ⚙ Understand user behaviour
- ⚙ Know your customers
- ⚙ Increase user retention and engagement
- ⚙ Improve user conversion



# MIXPANEL

---

- ⚙ CocoaPod
- ⚙ Free version
- ⚙ Event Tracking
- ⚙ People Analytics



# TRACK EVENTS

---

```
Mixpanel.mainInstance().track(name: String,  
                                properties: [String: MixpanelType])
```



# USER PROFILES

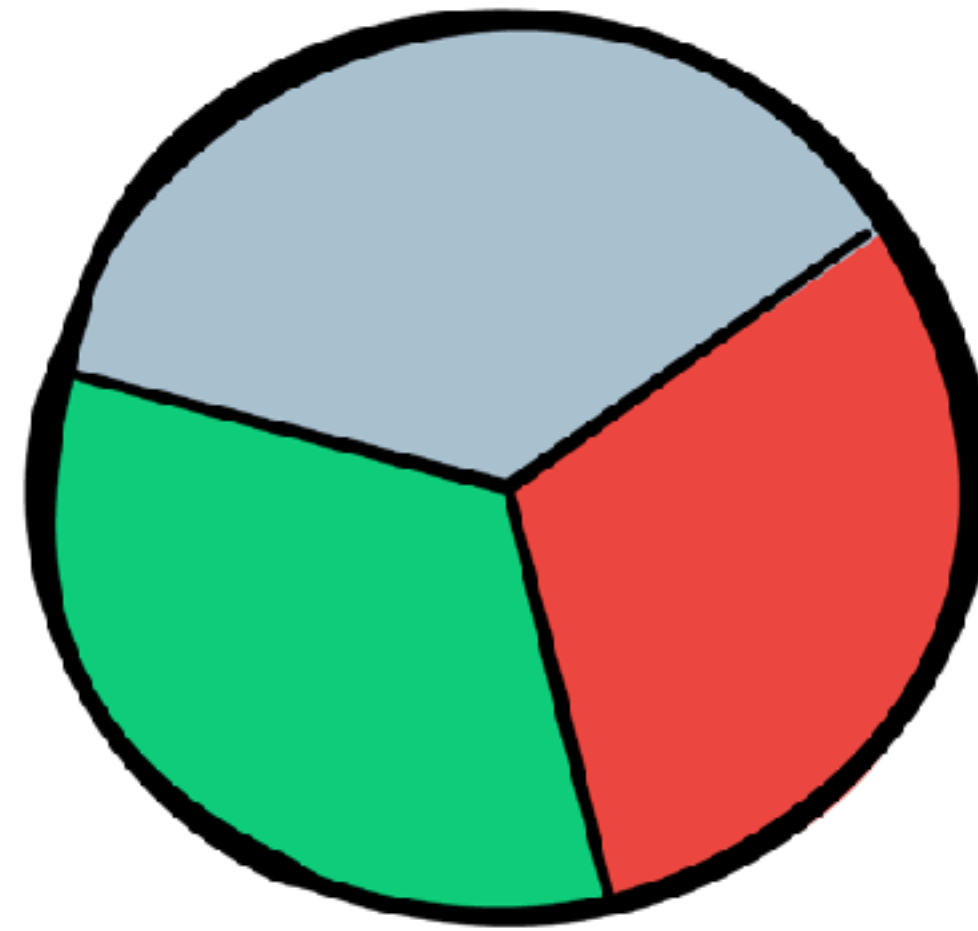
---

```
Mixpanel.mainInstance().people.set(property: "Plan",  
                                     to: "Premium")
```



# FUNNELS



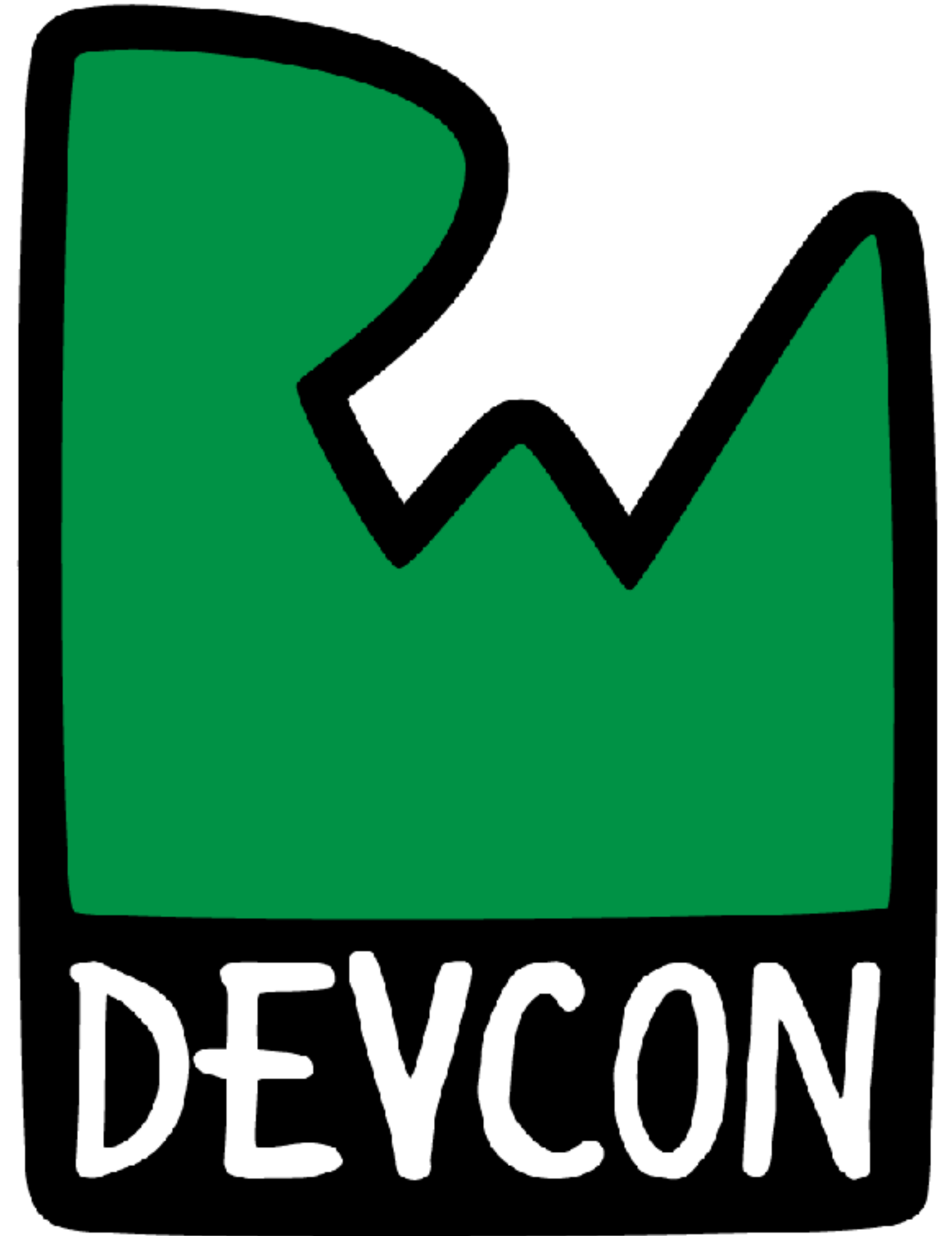


DEMO 3

USER ANALYTICS



# Session 15: App Development Workflow



CONCLUSION



# WHAT YOU LEARNED

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- ⚙ **Demo 1: Xcode Bots**
- ⚙ **Demo 2: Crash Analytics**
- ⚙ **Demo 3: User Analytics**



# WHERE TO GO FROM HERE?

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- ⚙ [WWDC 2017 - Session 403 - Whats New in Signing for Xcode and Xcode Server](#)
- ⚙ [Practical Unit Testing II: Continuous Integration \(RWDevCon 2017\) - Gemma Barlow](#)
- ⚙ [Mobile Crash Reporting at LinkedIn - LinkedIn Engineering Blog](#)
- ⚙ [What is Mobile Analytics - Mixpanel](#)
- ⚙ [The Ultimate Guide to Mobile Analytics - Amplitude](#)
- ⚙ Check out the extras!

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