# INTRO TO IOS DEVELOPMENT

## BY JASON LARSEN

# HOW TO MAKE AN APP

# PUT THAT KEYBOARD AWAY!

Making an app is a lot more than programming! Don't start coding till you have planned it out!

# PUT THAT KEYBOARD AWAY!

» UI Design

» User Experience

» Content

» Marketing & Branding

» Make money? How?

# THE APPSTORE GOLD RUSH IS (MOSTLY) OVER

# HOW TO MAKE MONEY FROM APPS IN 2015

# MAKE YOUR APP THE BEST

There is a lot of competition on the app store, you have to stand out.

Sometimes, this isn't hard to do. There are a lot of crappy apps.

There are some indie developers who can make a living, but for most devs its just some extra money on the side.

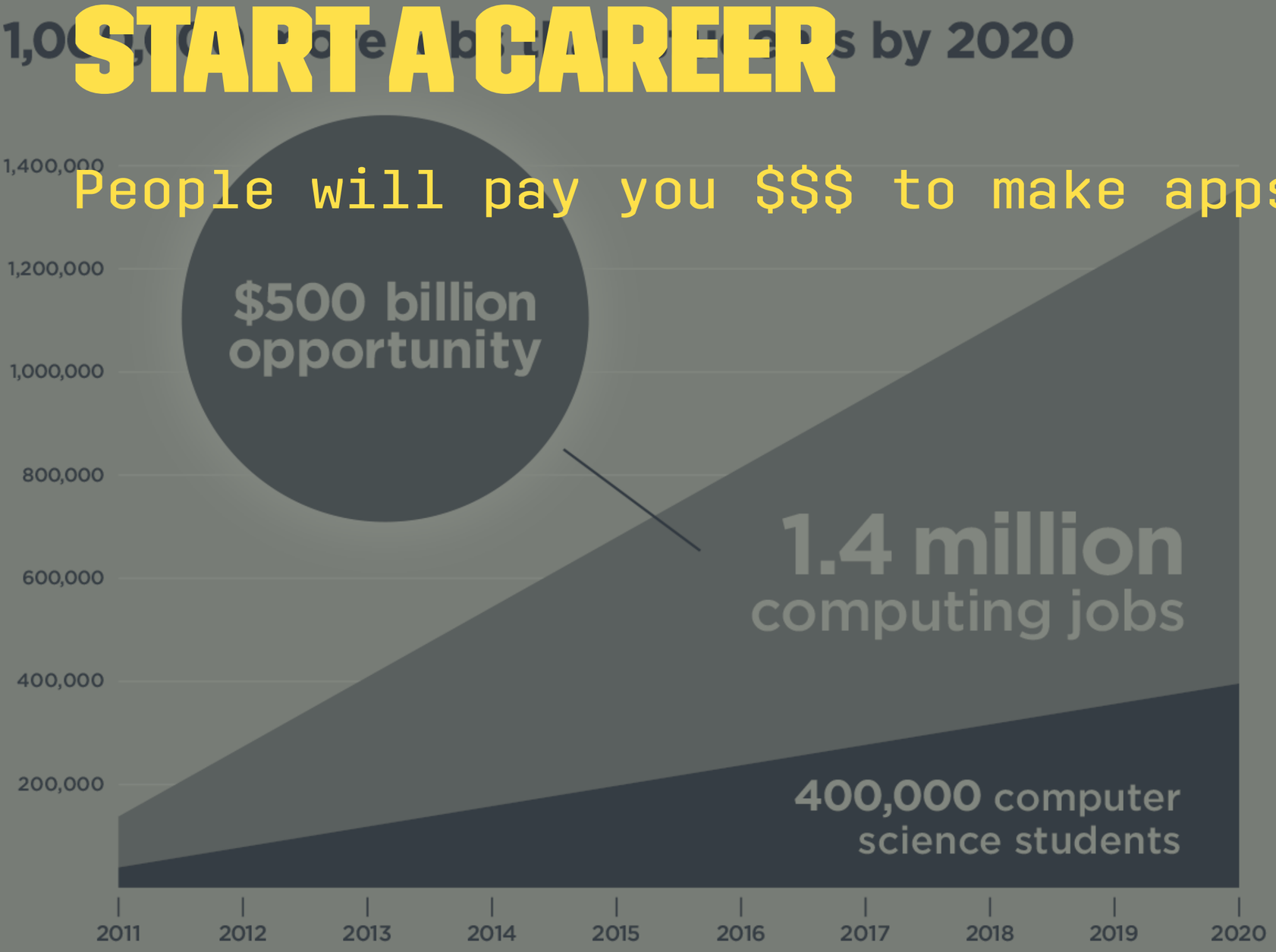
# START A BUSINESS

Most apps are selling for cheap or free. Most of the biggest apps are selling a service or driven by advertising (recurring revenue). You can make more money off of a business supported by an app than most apps will ever make.

Examples:
* Spotify
* Facebook / Instagram
* Google
* Etsy

# START A CAREER

People will pay you $$$ to make apps!




Computer science **is a top paying college degree** and computer programming **jobs are growing at 2X the national average.**

# OR DO IT FOR THE LOVE!

It can be an awesome hobby! Make things you want to use, and you might make some money!

# SWIFT 2.0

# XCODE 7

Xcode File Edit View Find Navigate Editor Product Debug Source Control Window Help
Tue 8:24 AM Johnny Appleseed
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# COCOA APPS

While not exactly the same, learning Swift and how to use Xcode will enable you to build Mac apps.

# COCOA TOUCH APPS

(But today we're going to talk just about iOS apps)

# RESOURCES

# LOCAL MEETUPS
# UTAH VALLEY COCOAHEADS

Monthly meetup in Lehi with presentations.

# LOCAL MEETUPS
# SLC COCOAHEADS

Monthly meetup in South Jordan with presentations.

# LOCAL MEETUPS
# UICODERS NIGHT

Weekly meetup on Tuesdays at 7PM in Sugar House.
Hanging out and coding.

# LOCAL MEETUPS
# NSCODERS NIGHT

Weekly meetups Tuesdays at 7PM @ The Cocoa Bean in Provo. Hanging out and coding.

# UTAH IOS/MAV DEVELOPERS SLACK

Hundreds of local (or ex-local) iOS and Mac developers.

Talk to me and I can get you in.

# WITHOUT FURTHER ADO...