iOS

Jay Ravaliya
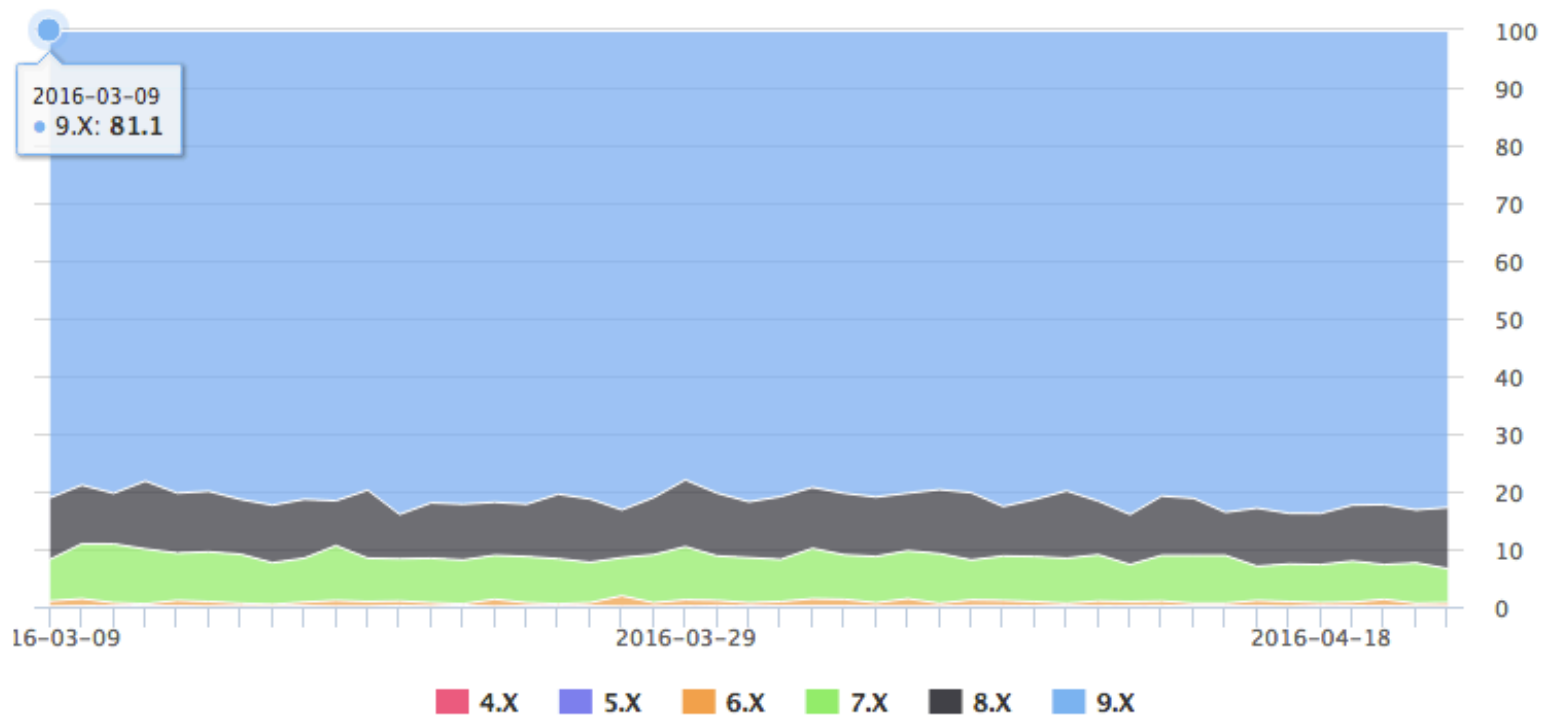
Why iOS?

- Users:
  - Younger
  - Affluent
  - Loyal Customers

- Usage:
  - Power Users
  - eCommerce

Source: comScore
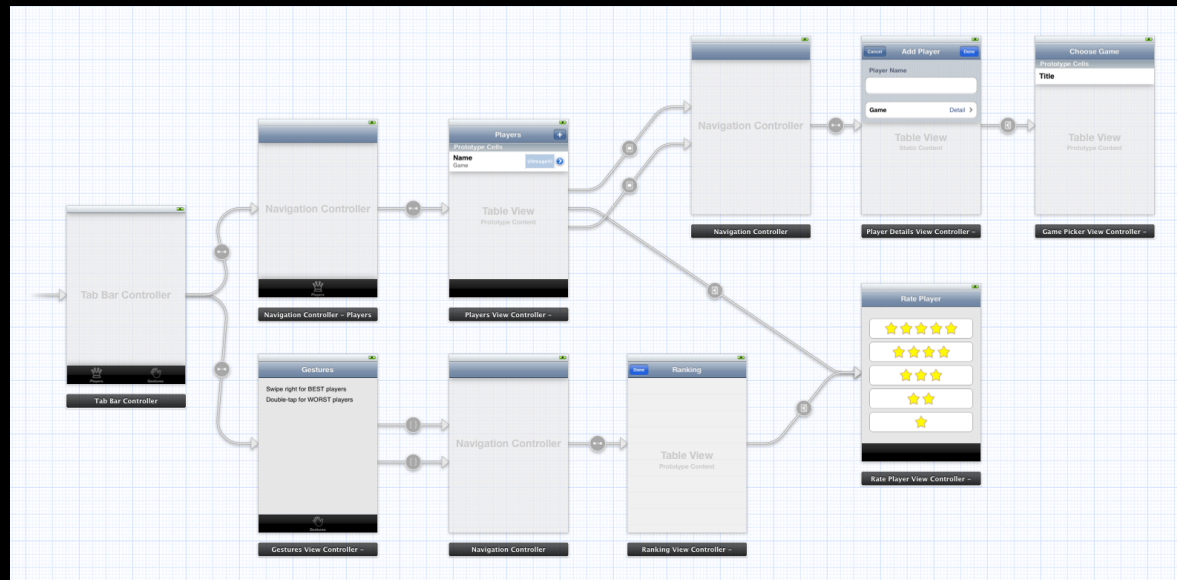
Platform Engagement

Technical Advantages
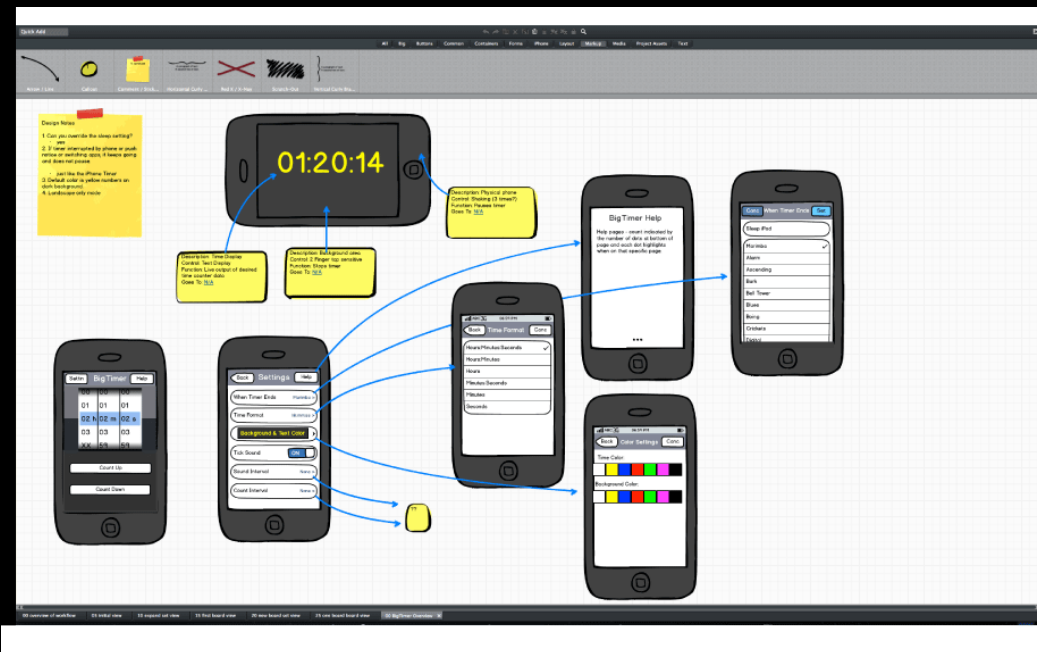
- Xcode IDE

- (Swift vs Objective-C) vs Java vs C#

Disadvantages…

- Apple's App Review Policy
- Developer License

Resources

- Balsamiq – Mockups and Wireframes
- Udemy – Learn iOS in Swift!
- Sketch – Professional design for Mac

DEMO

Questions? Comments?

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