

Designing iPhone Apps, Three20 and GData

John Wang

twitter: @johntwang | @freshblocks
john@freshblocks.com

<http://bit.ly/iPhone330>

App Directories

Researching the Competition

- Appolicious - appolicious.com
- AppShopper - appshopper.com
- Apptism - apptism.com
- Fresh Apps - freshapps.com
- Macworld AppGuide
macworld.com/appguide
- Yappler - yappler.com
- AppSafari - appsafari.com
- iGoApps - igoapps.com
- VersionTracker
versiontracker.com/iphone
- MacUpdate
m.macupdate.com/iphone.php



Chomp

App Reviews

- AppVee - appvee.com
- AppCraver - appcraver.com
- 148Apps - 148apps.com
- Touch Arcade - toucharcade.com
- App Store HQ - appstorehq.com
- Appmodo - appmodo.com
- iPhoneAppReviews
iphoneappreviews.net
- iPhone Application List
iphoneapplicationlist.com
- The iPhone App Review
theiphoneappreview.com
- What's on iPhone? -
whatsoniphone.com
- User Recommended iPhone Apps
iphone.iusethis.com
- iPhone App Ratings -
iphoneappratings.org
- AppChatter - appchatter.com
- TouchMyApps - touchmyapps.com
- Apptism - apptism.com/reviews
- AppAdvice
appadvice.com/appnn/category/reviews

App Ranking Statistics

- Mobclix - <http://www.mobclix.com/appstore/>
- MajicRank - <http://majicjungle.com/majirank.html>
- APPLYzer - <http://www.applyzer.com>
- 148Apps' App Store Metrics - <http://148apps.biz/app-store-metrics/>
- Top App Charts - <http://www.topappcharts.com>
- Yappier's App Stores Stats - <http://www.yappier.com/Apple-iPhone-App-Store-Stats/>

Tracking App Store Sales

- AppFigures
<http://www.appfigures.com>
- AppViz
<http://ideaswarm.com/products/appviz>
- Heartbeat
<http://www.heartbeatapp.com>



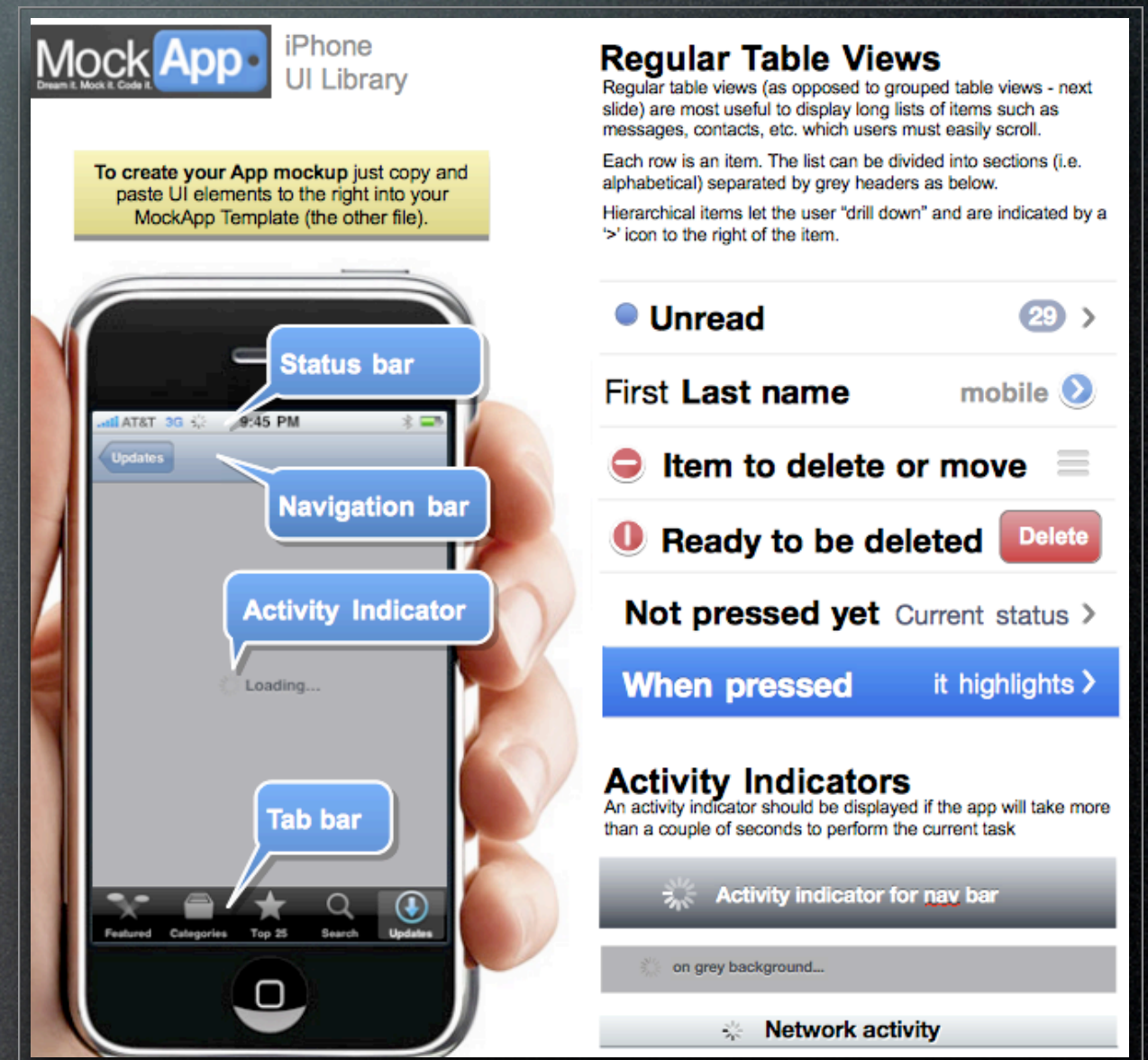
Designing Tools



UIStencils.com

More Advanced Tools

- OmniGraffle/Axure
- MockApp (PowerPoint)
- Adobe Photoshop/Illustrator/InDesign/Fireworks
- Microsoft Visio



3rd Party Libraries and SDKs

- Three20 - <http://three20.info>
- Facebook Connect - <http://developers.facebook.com/connect.php?tab=iphone>
- cocos2d - <http://cocos2d-iphone.org>
- Corona - <http://anscamobile.com/corona/>
- Bump - <http://bu.mp>
- Red Laser - <http://relaser.com>
- Yahoo! OpenSocial
<http://developer.yahoo.com/social/sdk/objectivec/>
- Google GData
<http://code.google.com/p/gdata-objectivec-client/>
- Google Analytics
<http://code.google.com/apis/analytics/docs/tracking/mobileAppsTracking.html>
- OpenFeint - <http://openfeint.com>
- SimpleGeo - <http://simplegeo.com>



iPhone By-products

- Urban Airship
- Red Laser
- Open Feint
- Corona
- Simple Geo
- AdMob
- PhoneGap
- Chomp



Other Considerations

- App Name
 - Max of 12 Characters!
- Cookie Cutter Apps
- Universal, iPad or iPhone only
- Apple receives 8,500 New and Updated Apps per week
- Apple accepting iPad Apps built with GM SDK
- App Rejections apprejections.com

"Dear Atlantia Software LLC,

We've reviewed your application DuckPhone and we have determined that this application contains minimal user functionality and will not be appropriate for the App Store.

If you would like to share it with friends and family, we recommend you review the Ad Hoc method on the Distribution tab of the iPhone Developer Portal for details on distributing this application among a small group of people of your choosing or if you believe that you can add additional user functionality to DuckPhone we encourage you to do so and resubmit it for review.

Sincerely,

iPhone App Review Team"

- Gifts do NOT count towards an app's rank at all

Three20

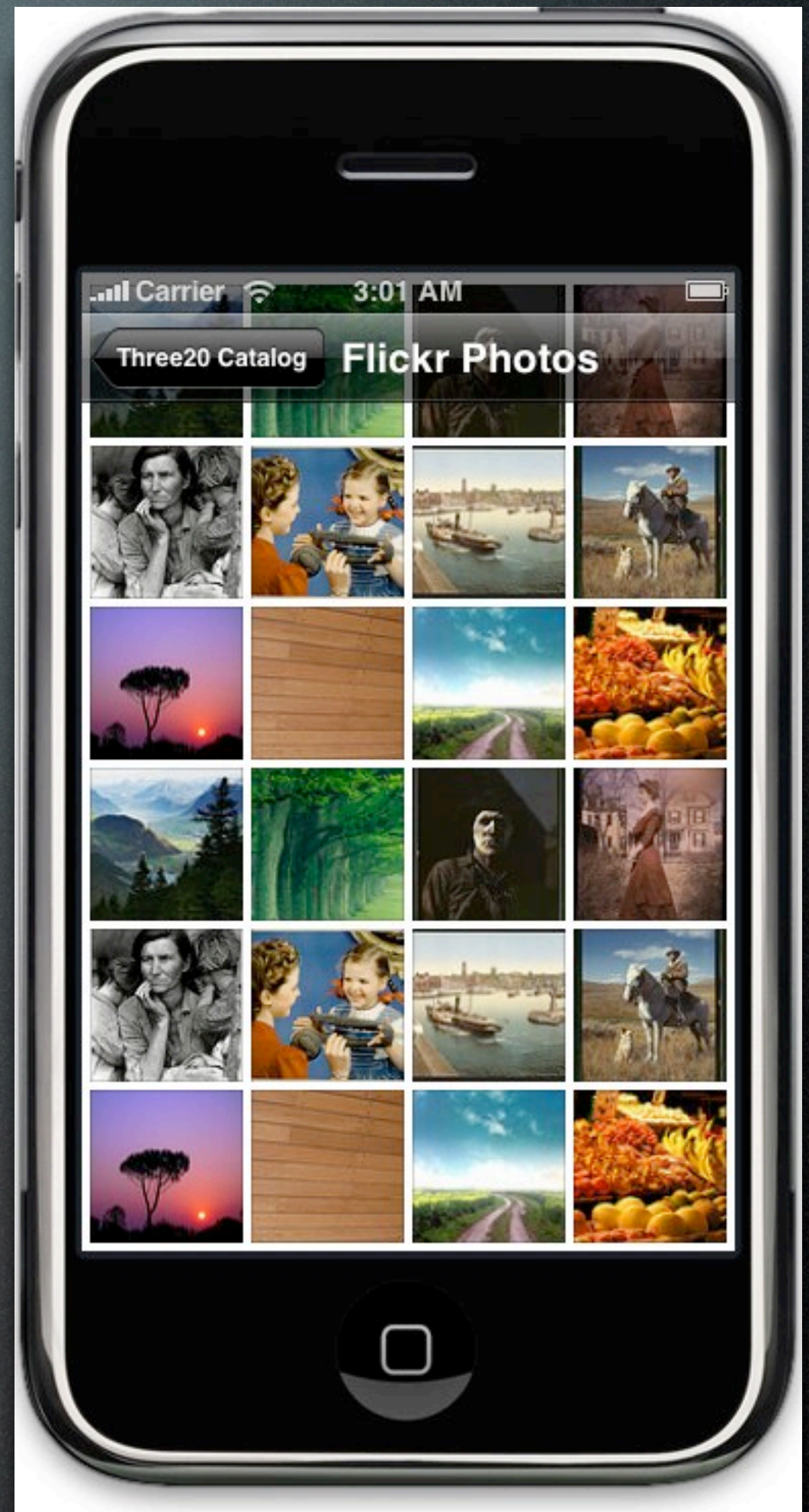
three20.info

scope.three20.info

groups.google.com/group/three20

What's in Three20?

- Photo Viewer
- Message Composer
- Web Image Views
- Internet-Aware Table View Controllers
- Better Text Fields
- HTTP Disk Cache
- URL-based Navigation



GData

Google Data APIs Objective-C Client Library

<http://code.google.com/p/gdata-objectivec-client/>
<http://groups.google.com/group/gdata-objectivec-client>

Supported Google Data API

- Analytics
- Base
- Blogger
- Book Search
- Calendar
- Code Search
- Contacts
- Documents List
- Finance
- Health
- Maps
- Picasa Web Albums
- Spreadsheets
- Webmaster Tools
- Youtube

Questions ?

twitter: @johntwang or @freshblocks
email: john@freshblocks.com