

Desenvolvimento para iOS

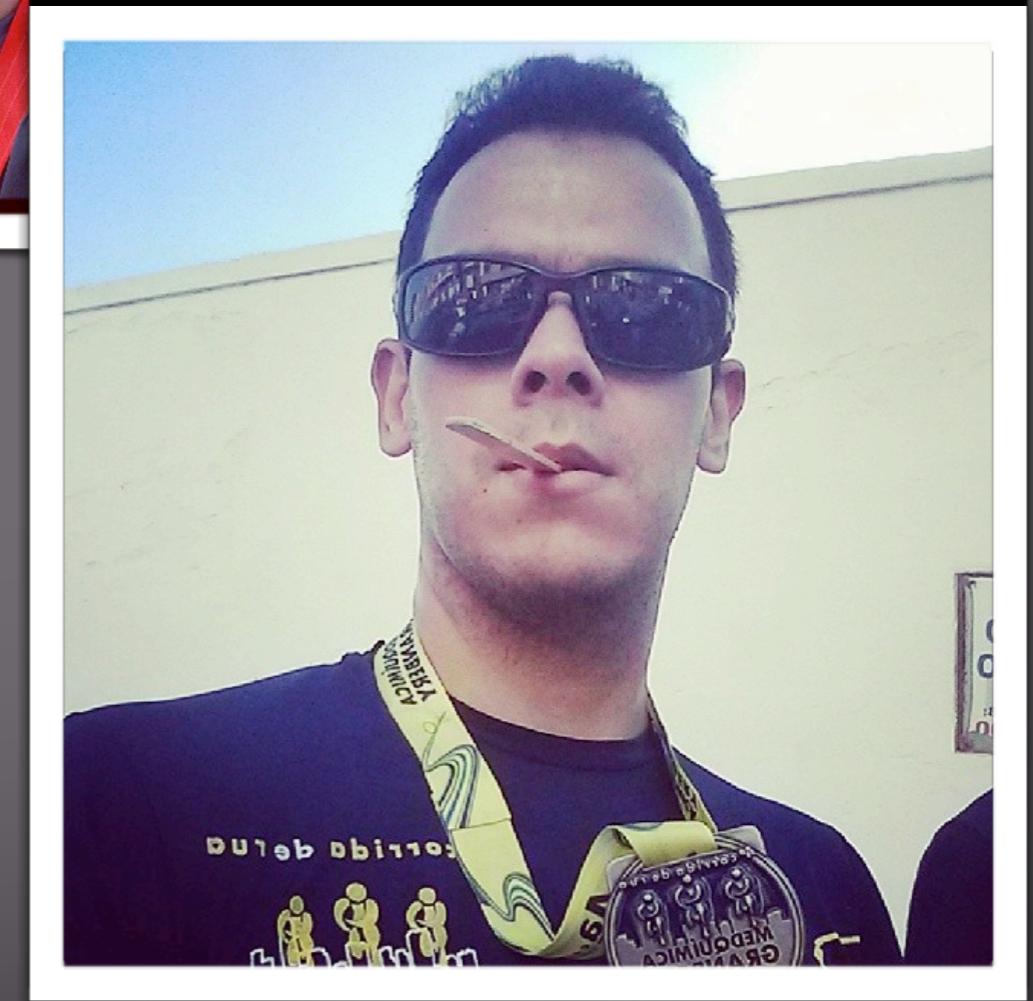
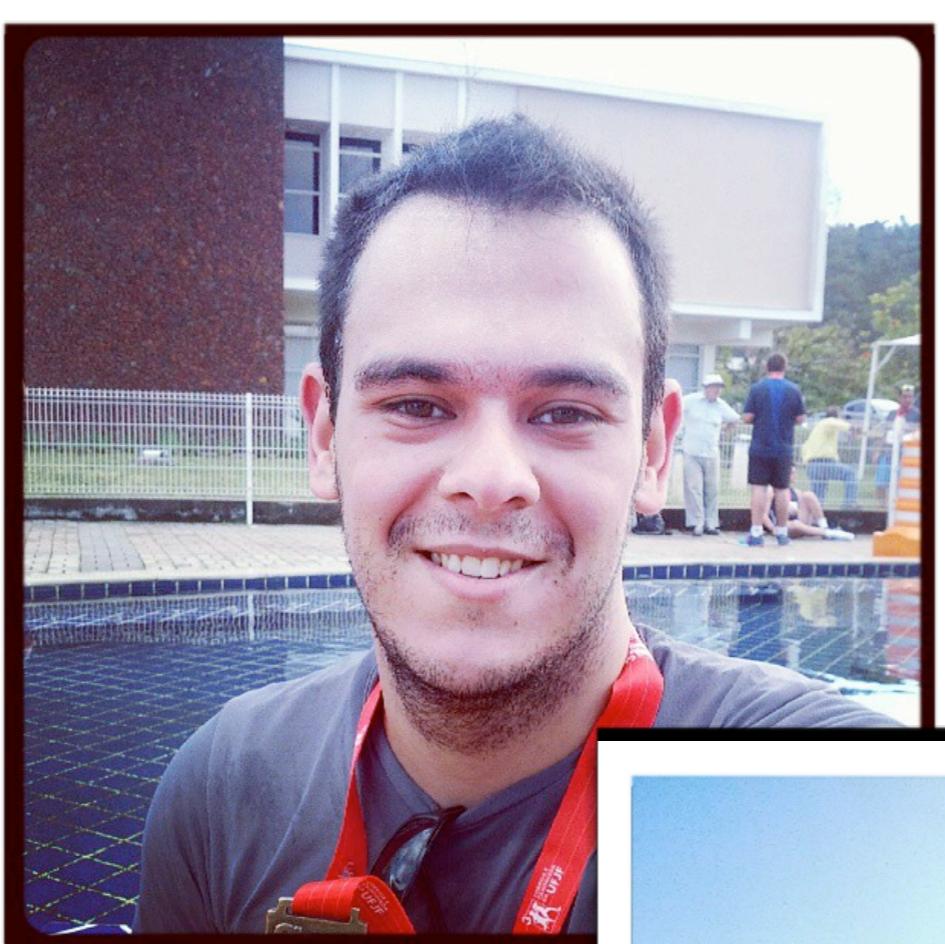
Quem sou eu?

Marlon Andrade

marlon@gueſſit.mobi
github.com/marlonandrade
@emiemia









**Analista @
ProDoctor**









Agenda

08:00 Dia Útil - Sexta ATENDIDO: 09:56
CÍNTIA HERINGER BRUGGER

08:30 EXAME
FÁBIO GOMES DA SILVA

09:00 COMPARECEU: 09:56
FABRICIA PEREIRA DA COSTA ARAUJO

09:30 COMPARECEU: 09:57
PEDRO EDUARDO CARDOSO

10:00 ATRASADO
GISELE ROCHA CAMPOS

10:30 ATENDIDO: 09:57
SANDRA DOS SANTOS SILVA

11:00 CONFIRMADO
THIAGO GOMES DE SA

11:30
WANDA SOUZA

14:00

Maio de 2012

Dom	Seg	Ter	Qua	Qui	Sext	Sab
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

ANA LUIZA GUIMARÃES ROSA

CÍNTIA HERINGER BRUGGER

2

ENDEREÇO RESIDENCIAL

Rua SANTO ANTÔNIO, 500 - 201

CENTRO

Juiz de Fora - Minas Gerais - Brasil - 36037-000

ENDEREÇO COMERCIAL

Empresa

Rua SANTO ANTÔNIO, 500 - 201

CENTRO

Juiz de Fora - Minas Gerais - Brasil - 36037-000

SEXO DATA NASCIMENTO INDICADO POR REGISTRO DATA CADASTRO

Feminino 16/05/1983 indicado registro 03/06/2011

NACIONALIDADE

BRASILEIRA

TELEFONES

Telefone 3311-4500 Telefone tel 3

Telefone tel 2 Telefone tel 4

E-MAIL

email web site

ProDoctor Software Médico

ANA LUIZA GUIMARÃES ROSA

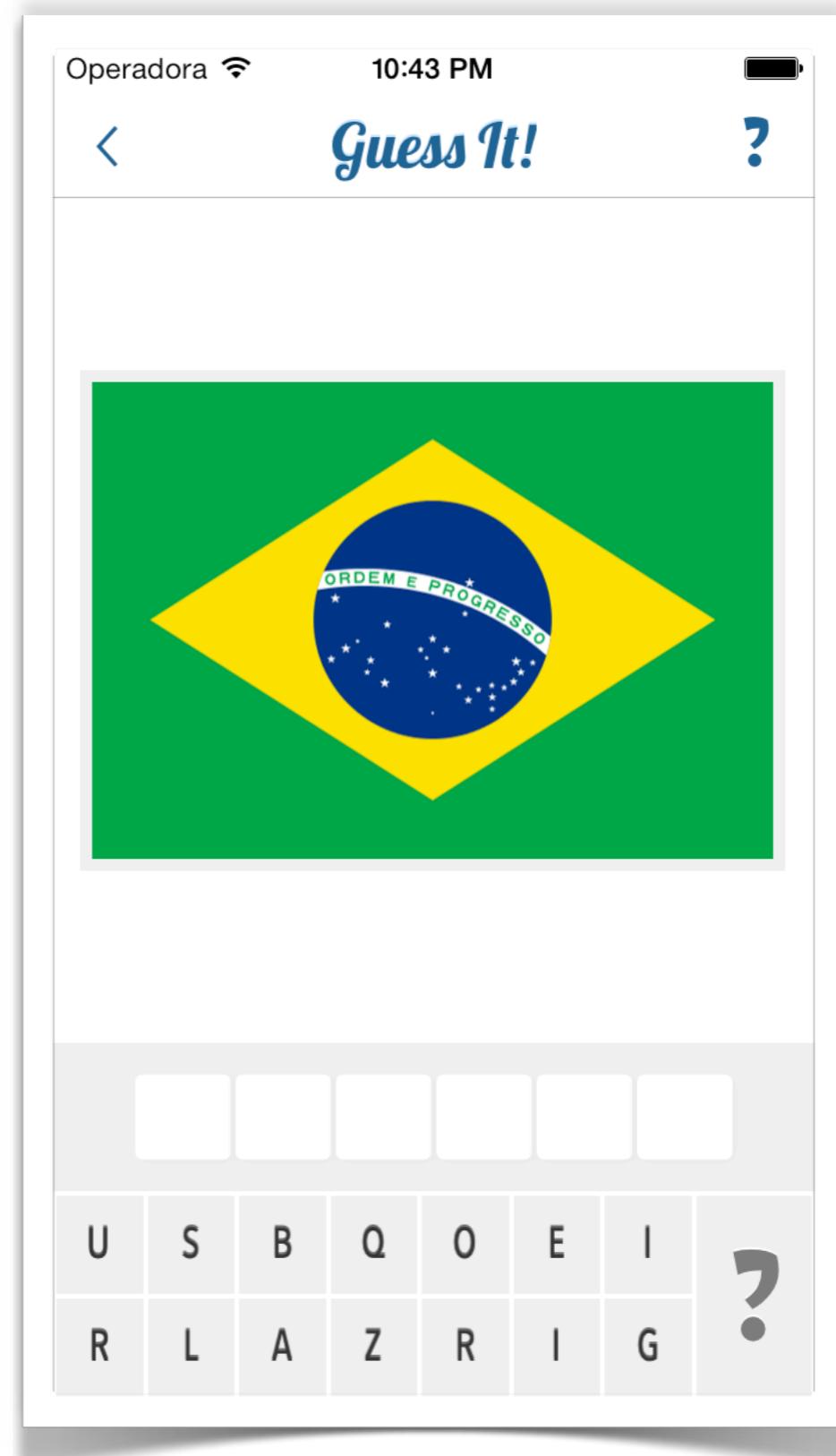
Senha

Entrar ➔

Guess It!

**Série de jogos de
adivinhação**





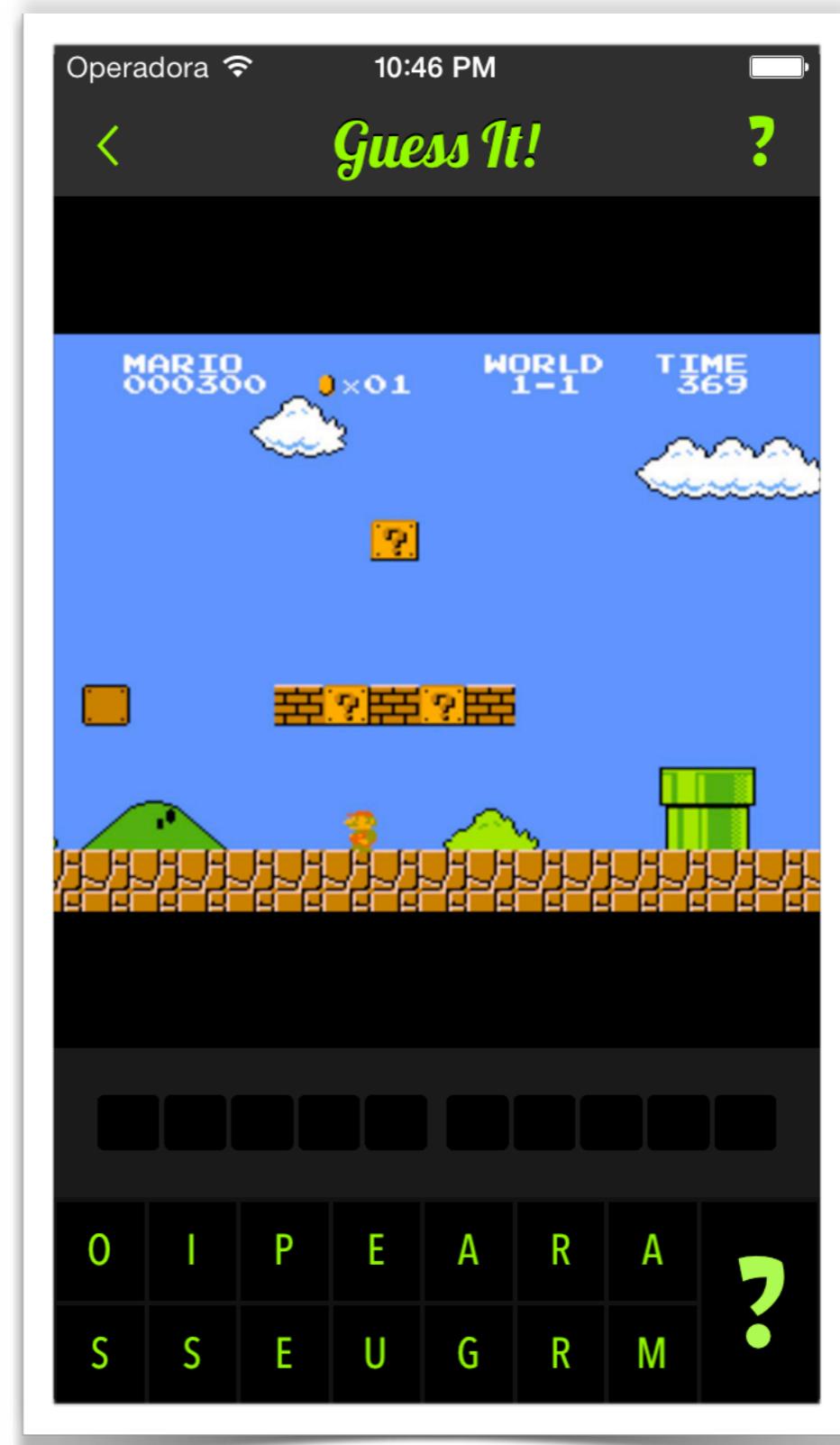




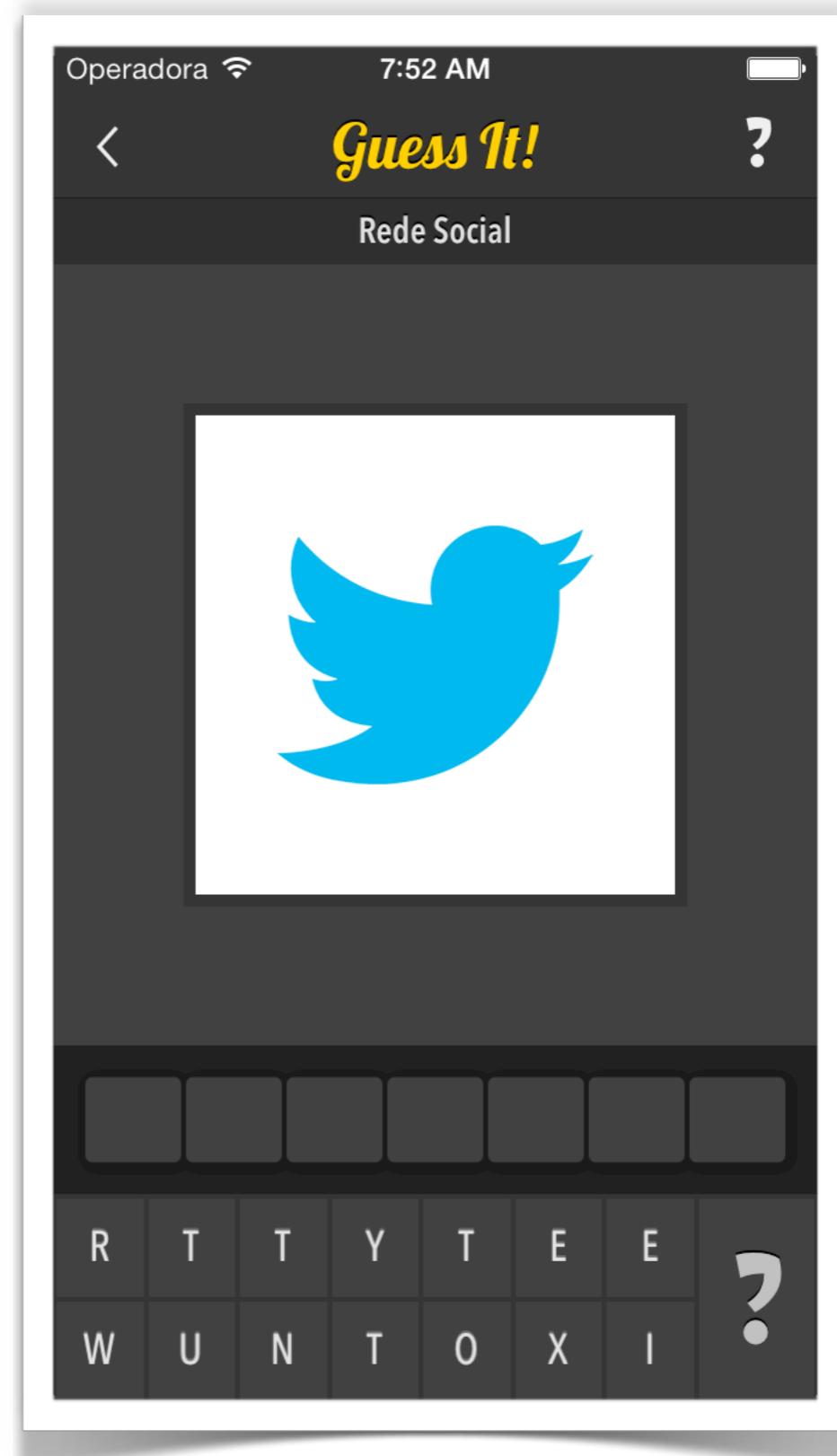




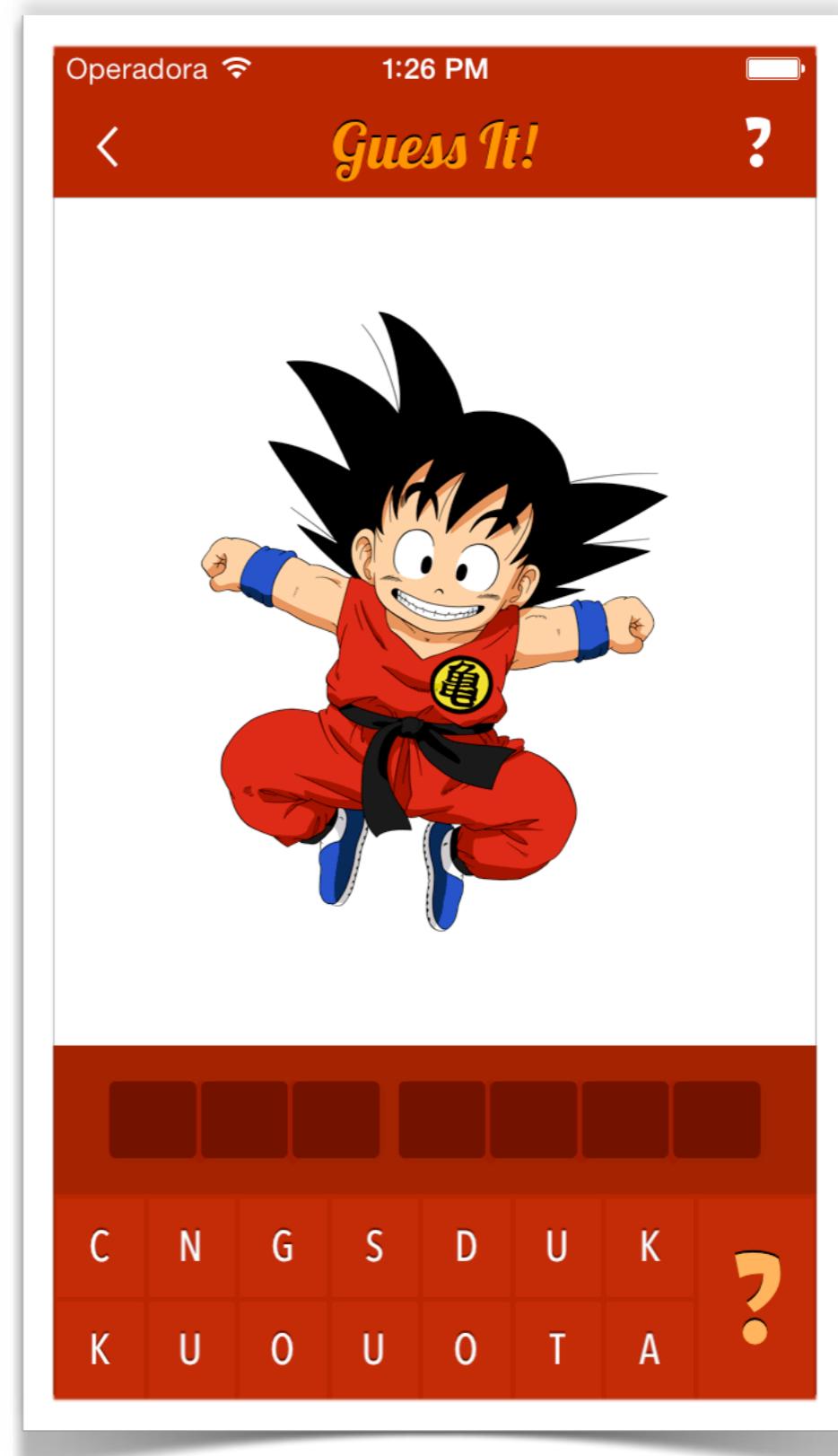














**e em breve
muito mais!**

Desenvolvimento para iOS

**Pra quem é
essa palestra?**

Desenvolvedor iOS



```
Xcode File Edit View Navigate Editor Product Window Help
helloworld2.xcodeproj — ViewController.m
Running helloworld2 on iPhone 5.0 Simulator
iPhone 5.0 Sim Scheme Breakpoints Project ②
Editor

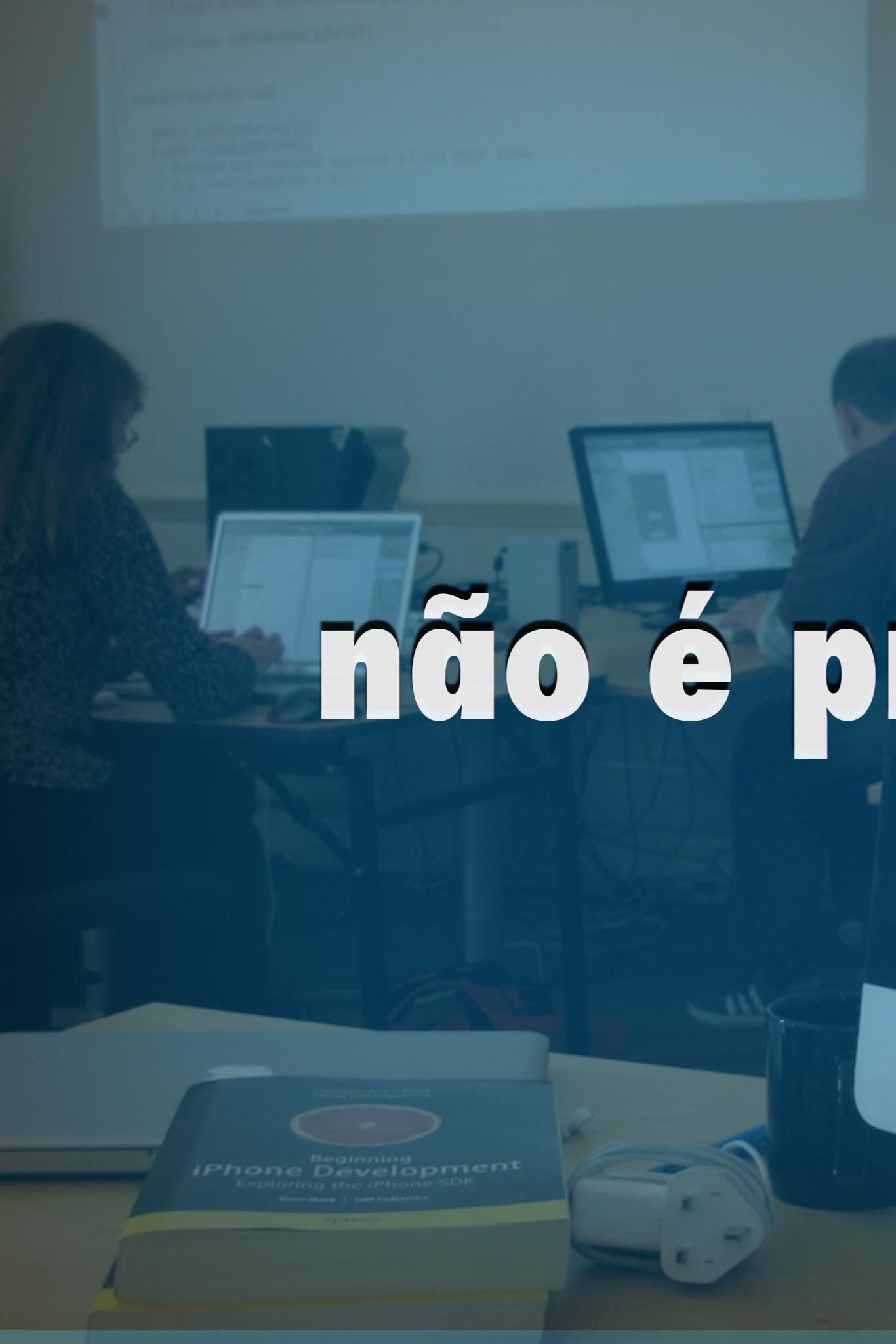
- (void) didReceiveMemoryWarning
{
    [super didReceiveMemoryWarning];
    // Release any cached data, images, etc that aren't in use.
}

#pragma mark - View lifecycle

- (void)viewDidLoad
{
    [super viewDidLoad];
    // Do any additional setup after loading the view, typically from a nib.
    UILabel *label = [[UILabel alloc] initWithFrame:CGRectMake(100, 100, 100, 100)];
    label.backgroundColor = [UIColor clearColor];
    [self.view addSubview:label];
}

- (void)viewDidUnload
{
    self.myLabel=nil;
    [super viewDidUnload];
    // Release any retained subviews of the main view.
    // e.g. self.myOutlet = nil;
}
```

não é pra você!

A blurred background image of a person sitting at a desk, facing away from the camera, looking at a computer screen. A laptop is open on the desk in front of them.

```
Xcode File Edit View Navigate Editor Product Window Help
helloworld2.xcodeproj — ViewController.m
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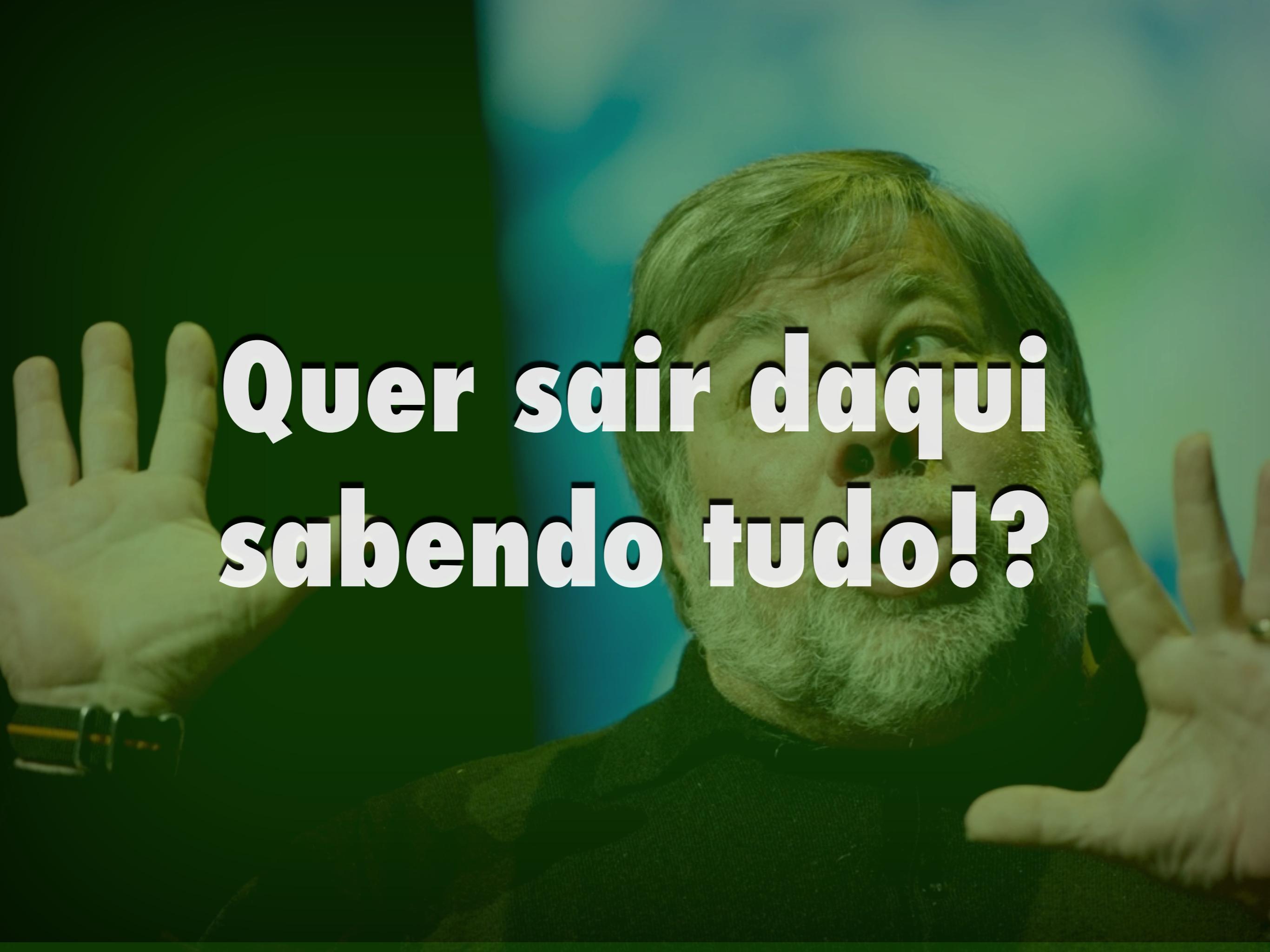
#pragma mark - View lifecycle

- (void)viewDidLoad
{
    [super viewDidLoad];
    // Do any additional setup after loading the view, typically from a nib.

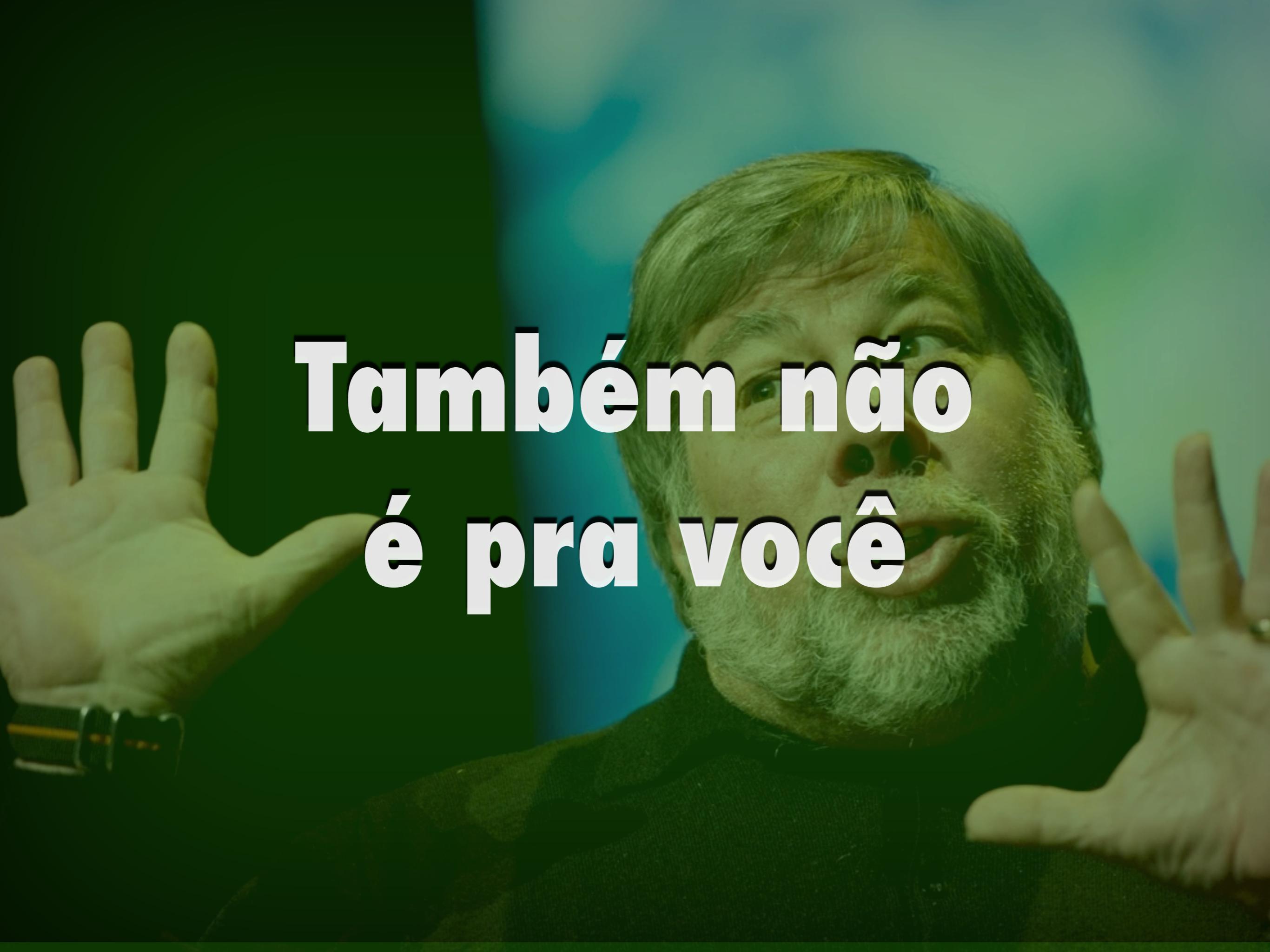
    UILabel *label2 = [[UILabel alloc] initWithFrame:CGRectMake(100, 100, 100, 100)];
    label2.backgroundColor = [UIColor clearColor];
    [label2 setText:@"Hello, world!"];
    [label2 setTextColor:[UIColor redColor]];
    [[self.view] addSubview:label2];
}

- (void)viewDidUnload
{
    [self setMyLabel:nil];
    [super viewDidUnload];
    // Release any retained subviews of the main view.
    // e.g. self.myOutlet = nil;
}
```



A close-up photograph of a man with light brown hair and a full, bushy beard. He is wearing a dark green zip-up hoodie. His hands are raised in front of him, palms facing outwards, as if he is gesturing or reaching for something. The background is a solid teal color.

**Quer sair daqui
sabendo tudo!?**

A close-up photograph of a man with light brown hair and a full, bushy grey beard. He is wearing a dark green zip-up hoodie. His hands are raised in front of him, palms facing forward, in a gesture that suggests he is trying to stop or is in a state of distress. The background is a soft-focus teal color.

**Também não
é pra você**

Agora ...



A collage of various mobile phone screens, including Nokia, Samsung, Motorola, iPhone, and BlackBerry, displaying different mobile interfaces and apps.

Tem interesse em mobile

OU

A large, semi-transparent graphic of the Android robot logo is positioned in the lower-left quadrant of the slide. It is oriented diagonally, with its head pointing towards the top-left and its body extending towards the bottom-right. The logo is primarily white with blue outlines, set against a dark teal background.

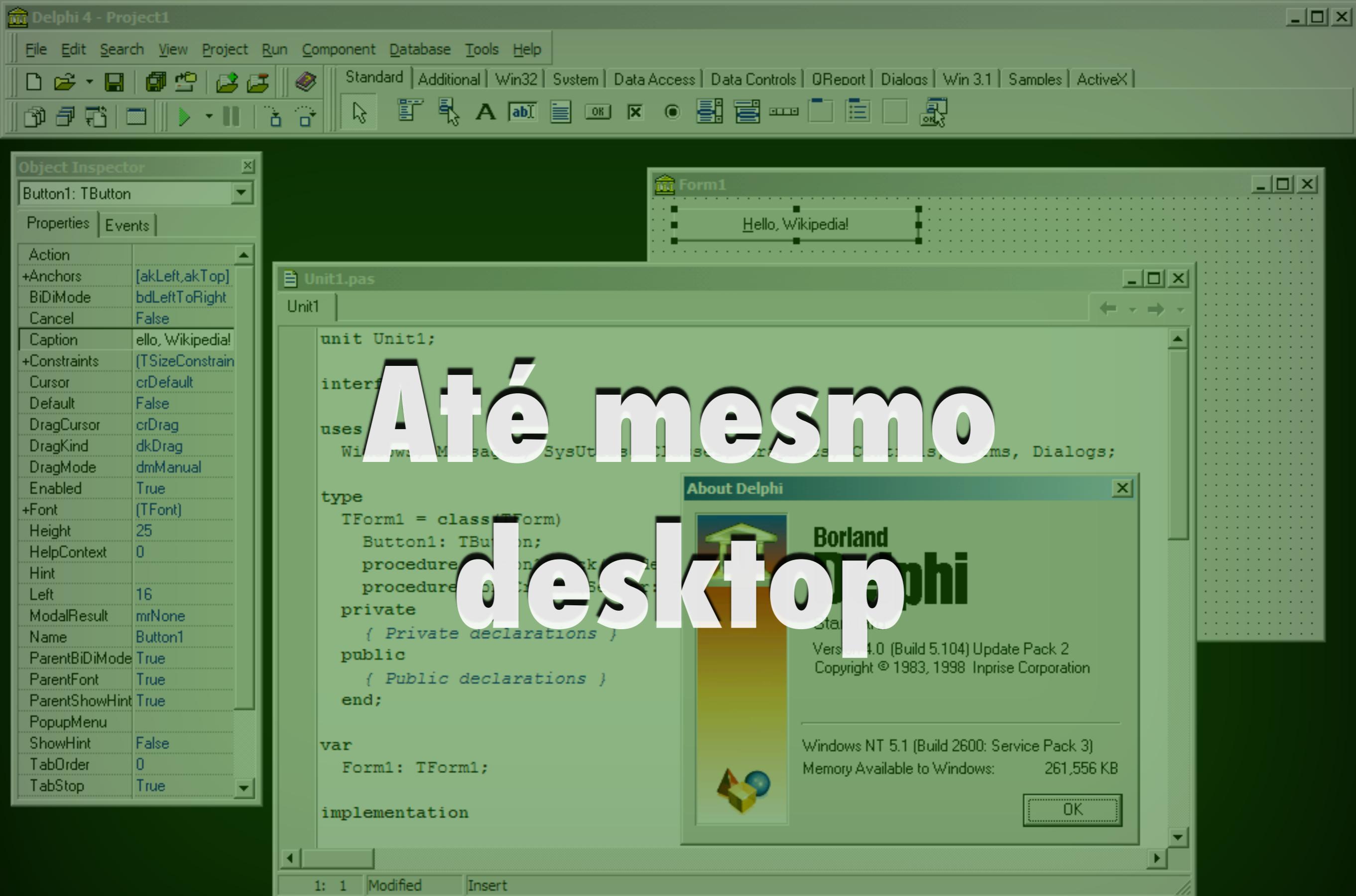
Deseñolve Android/Windows

ou



Desenvolve web

ou



Até mesmo desktop

OU

**Mesmo que ainda
não desenvolva**

**Mas tem interesse
em mobile**

**Você está no
lugar certo**



Objetivo



**Mostrar o caminho
por onde começar**

Desenvolvimento móvel



Por quê?

A blurred background photograph of people walking on a subway platform, looking at their smartphones.

**Smartphones
nos bolsos**



Tudo se tornando mobile app

Redes sociais, por exemplo, maior acesso é mobile



525



Jogos
principalmente
casuais



Winner of More Than 30
Game of the Year Awards!

**Se você tem 5 min
pra jogar**

A person with light-colored hair is sitting at a wooden table, looking down at a smartphone or tablet they are holding in their hands. On the table in front of them are several books and papers. The background is slightly blurred.

**Vai pegar seu
smartphone/
tablet**

Ou gastar esse
tempo no loading
do seu PS3?



US\$ 0,99 no jogo



ios

- Fragmentação



animoca



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+ Monetização

**Usuários de iOS
em geral gastam
mais em apps**

Mercado de trabalho



Embora existam
zilhões de apps

**Demanda ainda
é muito grande**

Mas ...



ANDROID

**Pode desenvolver
em qualquer OS**



Smartphones / Tablets em geral + baratos



Google play



java™

Peraí!

**Falar tão bem de
Android em uma
palestra iOS?**

dev mobile

**Independente da
plataforma /
tecnologia**

Mobile



Contexto













**Desenvolver
mobile é ...**

**Resolver somente
1 problema**

**Mas da melhor
maneira possível**

**E o iOS,
como começar?**



Mac + OS X



Xcode



```
TestSound > TestSound > TestSoundViewController.m > -viewDidLoad
```

```
8  
9 #import "TestSoundViewController.h"  
10 #import <AVFoundation/AVFoundation.h>  
11  
12 @implementation TestSoundViewController  
13  
14 - (void)didReceiveMemoryWarning  
15 {  
16     // Releases the view if it doesn't have a superview.  
17     [super didReceiveMemoryWarning];  
18  
19     // Release any cached data, images, etc that aren't in use.  
20 }  
21  
22 //##pragma mark - View lifecycle  
23  
24 + (NSString *)displayName {  
25     return @"Start Me Up";  
26 }  
27  
28 - (void)viewDidLoad {  
29     [super viewDidLoad];  
30     self.title = [[self class] displayName];  
31  
32     NSURL *url = [NSURL fileURLWithPath:[[NSBundle mainBundle] pathForResource:@"correct" ofType:@"caf"]];  
33     self.audioPlayer = [[[AVAudioPlayer alloc] initWithContentsOfURL:url error:nil] autorelease];  
34     [self.audioPlayer prepareToPlay];  
35  
36     UIButton *button = [UIButton buttonWithType:UIButtonTypeRoundedRect];  
37     [button setTitle:@"Rev It!" forState:UIControlStateNormal];  
38     button.frame = CGRectMake(230, 20, 80, 31);  
39     [button addTarget:self action:@selector(go:) forControlEvents:UIControlEventTouchUpInside];  
40     [self.view addSubview:button];  
41 }  
42  
43 - (void)go:(id)sender {  
44     [self.audioPlayer play];  
45 }  
46  
47 }  
48  
49 - (void)viewDidUnload  
50 {  
51     [super viewDidUnload];  
52     // Release any retained subviews of the main view.  
53     // e.g. self.myOutlet = nil;  
54 }  
55  
56 - (BOOL)shouldAutorotateToInterfaceOrientation:(UIInterfaceOrientation)interfaceOrientation  
57 {
```

Objective C

Precisa de
ipad / iphone?



NO





MAS ...

**Algumas coisas é
preciso testar
no aparelho**

Como faz?

**Publicar ou rodar
no aparelho**



US\$ 99,00 / ano

Demo?

será que dá tempo?

2010
RETROSPECTIVA

**Estar antenado
nas outras
plataformas**

**Acompanhar
eventos (google,
apple, microsoft)**

**Pensar sempre no
contexto de uso da
app**

Mobile first



objetivo

**Despertar
interesse em
dev mobile**

**Despertar
interesse em
dev ios**

Perguntas?

Obrigado!

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github.com/marlonandrade
@emiemia