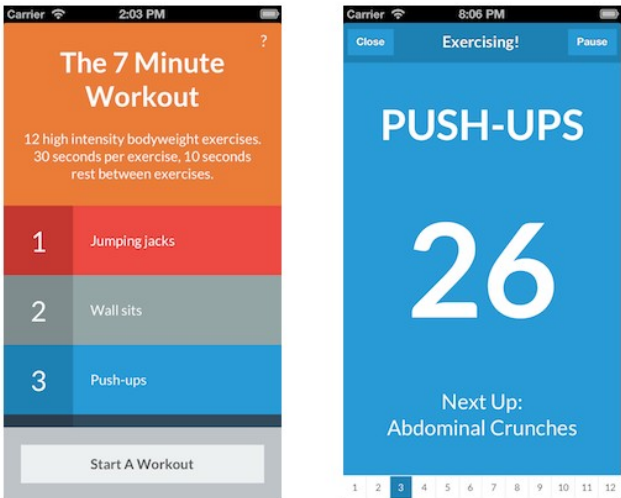# CPSC 411: Mobile Device Programming (iOS) - Spring 2019
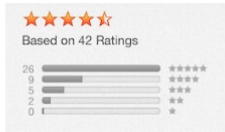## Project One, **App Store Project 1,** due Wednesday, 13 Mar 2019

In this assignment, you will create your first professional App for the App store. Your App have an innovative idea for a simple, yet compelling app. As Apple puts it, your App should do something useful, unique, or provide some form of lasting entertainment.

Read the following story of an Australian developer who made $78,000 from a health App he made, before it was eventually acquired by Wahoo Fitness.

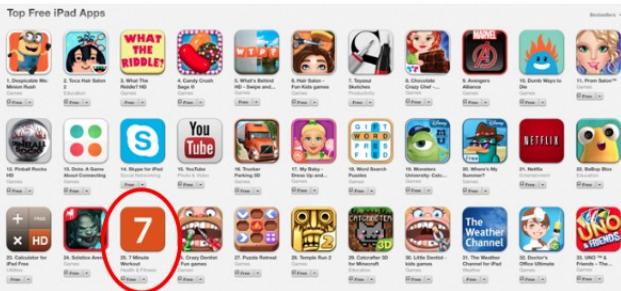https://stories.appbot.co/how-i-got-2-3m-app-downloads-without-spending-a-cent-on-marketing-f4823b6bc779

Good reviews help spread the word.
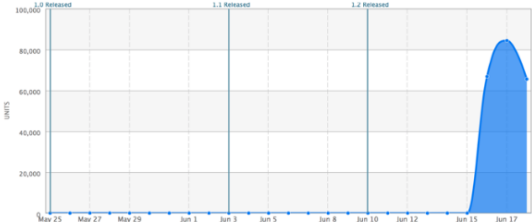
A simple, memorable icon can be effective

Pricing is critical: 85,000 downloads in 1 day
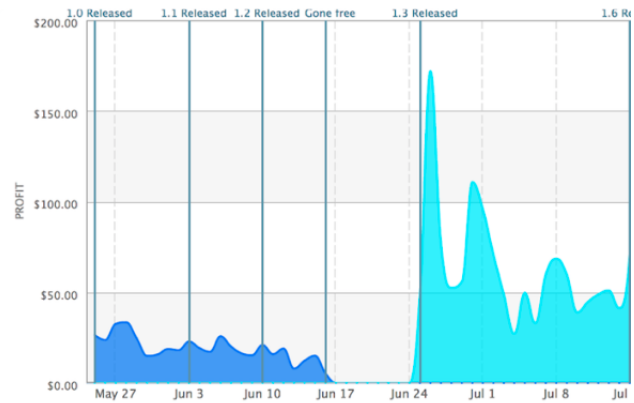
In-app purchase can generate 3 times more revenue than having customers buy an App up-front, sight unseen.

Consider regular upgrade releases with extra, most-requested features.
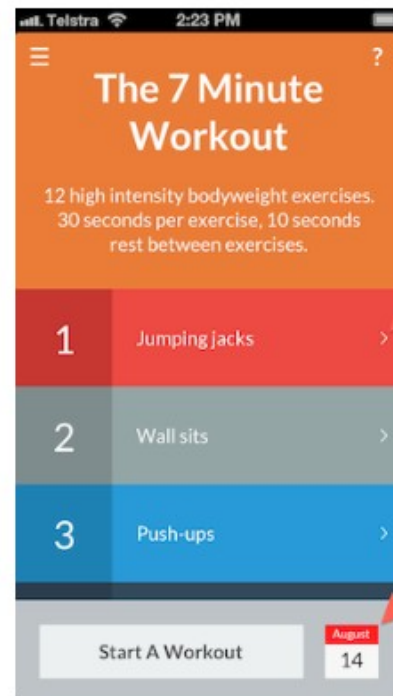
Make the UI more obvious, and make effective use of color.
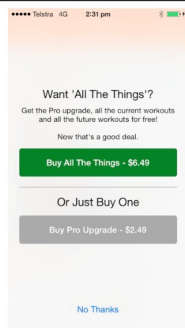
More choices for upgrades
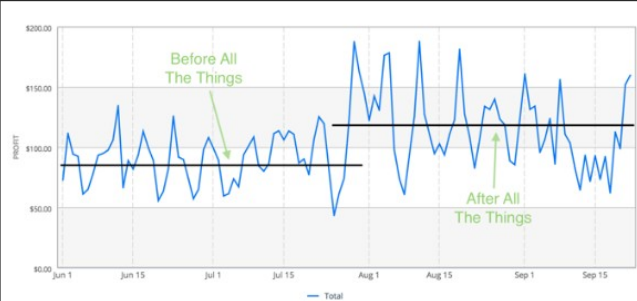
App now making $125 per day (that's $3,750/mo)

Take advantage of free, powerful Framework services (like Apple's HealthKit) ...
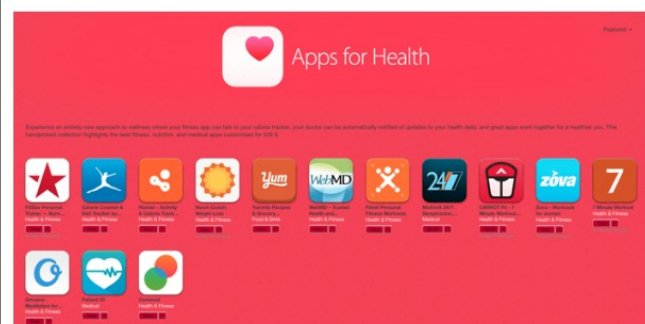
… to be one of the apps w/ free, Apple marketing.

In case you're counting, the App's now making $300/day (that's $9,000/mo)

You will need to do market research on four Apps that you feel are closest to your idea, submit those four sites to the Instructor, and pull out the best ideas from those sites for use in your User interface and design documents. You will also have to identify those features that you can improve upon, and list at least three ways that your App will be better, faster, easier, cheaper, safer, or more fun.

A hard copy of your design documents (UI including View controllers, Tab bar controllers, Navigation bar controllers, widgets, frameworks), must be created from your market research, and your creativity, and signed off on by the instructor.

Identified and listed the MVP (the minimum viable product) that can be tested by users, and the first few versions of improvements.

A Trello account must be created for tracking your project's progress. It should include a **Project plan** w/ tasks to be done, hours needed, & planned schedule. Share a link to your project with the Instructor.

Your App has at least **20** hours invested in it. Apple says, *"If your App looks like it was cobbled together in a few days, please brace yourself for rejection. We have lots of serious developers who don't want their quality Apps to be surrounded by amateur hour."*

You have carefully considered the monetization strategy you will use for your app: none, up-front purchase, in-app purchase(s). (Review the strategies used by the 7 Minute Workout App). Make money while you sleep.

App's UI uses space well, with constraints correctly set, on **iPhones and iPads in landscape and in portrait mode**. Do NOT restrict your App to run only in Portrait mode.

You have met all of the App Store's Safety, Performance, Business, Design, and Legal (data collection, use, sharing) requirements. Your App has been submitted to the App store, and if initially rejected, you have made any suggested changes.

Your App has been successfully published to the App store. List the App store name, category, and your company name in your submission.

Submission

While you may discuss this homework assignment with other students, the work you submit must have been completed on your own.

Turn in the code for this project by compressing all of the files (including the xcodeproj file) into an archive, and pushing your submission to GitHub. If you plan on monetizing your App, you should push it to a private GitHub repository.

To complete your submission, print the following sheet, fill out the spaces below, and submit it to the Instructor in class by the deadline. Failure to follow the instructions exactly will incur a 10% penalty on the grade for this assignment.

CPSC 411 App Store Project 1, due Wednesday, 13 Mar 2019

Your name and company name: <u>Ramhue</u>

Repository `https://github.com/`<u>ramhue</u> / <u>NoteTaker</u>

Verify each of the following items with a corresponding checkmark. Incorrect items will incur a 5% penalty on the grade.

Complete	Incomplete	App store project 1
☑	☐	Created an innovative idea for a simple, yet compelling app. As Apple puts it, your App should do something useful, unique, or provide some form of lasting entertainment.
☑	☐	Done market research on the 4 most popular apps that are most similar to your idea. 1. <u>Bear app shiny frog Ltd.</u> 2. <u>Simplenote - Automattic</u> 3. <u>Notebook- Zoho Corporation</u> 4. <u>Microsoft OneNote - Microsoft</u>
☑	☐	**Your app is better, faster, easier, cheaper, safer, or more fun than the apps listed above in at least three ways:** (1) <u>easier-Simple and intuitive UI</u>, (2) <u>Better - color scheme that contrasts so its easier on the eye</u>, (3) _____,
☐	☑	**Design documents** (UI including View controllers, Tab bar controllers, Navigation bar controllers, widgets, frameworks), **signed off on by instructor**
☐	☑	Identified the MVP (the minimum viable product) that can be tested by users, and the first few versions of improvements. List the MVP and iterations here: MVP. _____ v2. _____ v3._____ v4. _____
☑	☐	**Set up a Trello account w/ a project plan** of tasks to be done, hours needed, & schedule
☑	☐	Using the programming techniques we have learned so far (chapters 1-15), have implemented the App so that it compiles and runs without runtime errors.
☑	☐	Invested at least **20** hours in your App. Apple says, *"If your App looks like it was cobbled together in a few days, please brace yourself for rejection."*
☐	☑	Chose and implemented the monetization strategy: none, in-app purchases, ads within the app, or premium versions that users must upgrade to for full app functionality.
☐	☐	App's UI uses space well, with constraints correctly set, on **iPhones and iPads in landscape and in portrait mode**. Do NOT restrict your App to run only in Portrait mode.
☑	☐	Met App Store's Safety, Performance, Business, Design, and Legal (data collection, use, sharing) requirements: https://developer.apple.com/app-store/review/guidelines
☐	☑	Published to App store: _____ by: _____
☑	☐	Project directory pushed to new GitHub repository listed above using GitHub client.

Your comments

_____

_____