

Launching

The launch experience has a significant impact on the way people feel about your app. Regardless of the device people are using or how long it's been since they last opened your app, the launch experience should be **fast** and **seamless**. → 어떤 상황에서든 빠르고 막힘없이 실행시켜야 함

The guidelines below can help you design a delightful launch experience. For developer guidance, see [Responding to the Launch of Your App](#).

Provide a launch screen. The system displays your launch screen the moment your app starts and quickly replaces it with your app's first screen. The function of **a launch screen is to give people the impression that your app is fast and responsive, while allowing initial content to load**. To ensure a seamless transition from your launch screen, design a plain screen that resembles your first app screen and doesn't draw attention to itself. For guidance, see [Launch Screen](#).

일반적으로 앱을 처음 실행시 144ms 내 SCREEN을 띄워 우리 앱이 빠르고 반응형이라는 것을 보여 줄 수 있음.

Launch in the appropriate orientation. If your app supports both portrait and landscape modes, **it should launch using the device's current orientation**. If your app only runs in one orientation, it should always launch in that orientation and let people rotate the device if necessary. Unless there's a compelling reason not to, an app in landscape mode should orient itself correctly, regardless of whether the device was rotated left or right. For guidance, see [Adaptivity and Layout](#).

어플이 지원하는 방향에 맞게 launch SCREEN도 지원해야 함

Avoid asking for setup information up front. **People expect apps to just work**. Design your app for the majority of users and let the few that want a different configuration adjust settings to meet their needs. As much as possible, get setup information from device settings and defaults, or through a synchronization service, such as iCloud. If you must ask for setup information, prompt people to supply it the first time they open the app, and let them modify it later in your app's settings.

최대한 처음에 세팅에 대한 컴퍼트를 묻지 말아야 함 → 만약 꼭 필요하다면, 재빠르게 물어보고 후에 수정할 수 있게 해야 함

Avoid showing in-app licensing agreements and disclaimers. Let the App Store display agreements and disclaimers **so people can read them before downloading your app**. If you must include these items within the app, integrate them in a balanced way that doesn't disrupt the user experience.

앱스토어에 약관등의 등을 올림으로써 라이선싱에 관한 내용을 앱에서 제거해야 함 → 만약에 필요하다면, 최대한 불필요하게 사용하며 사용자에게 방해가 되지 않게 해야 함

Restore the previous state when your app restarts. **Don't make people retrace steps to reach their previous location in your app**. Preserve and restore your app's state so they can continue where they left off.

사용자가 마지막으로 사용한 페이지를 저장한 후, 다시 앱을 실행하였을 때 마지막으로 실행된 페이지를 보여 주어야 함 (이전 경로를 재탐색하게 하지 말아라!)

Don't encourage rebooting. **Restarting takes time and makes your app seem unreliable and hard to use.** If your app has memory or other issues that make it difficult to run unless the system has just booted, you need to address those issues.

재시작을 요구하는 것은 앱의 신뢰도를 낮추고 사용에 어려움을 주기에 최대한 자제해야 함

Avoid asking people to rate your app too quickly or too often. Asking for a rating soon after first launch — or too frequently while people are using your app — is **annoying** and likely to **decrease the amount of useful feedback you receive**. To encourage well-considered feedback, give people time to form an opinion about your app before asking for a rating. Always provide a way to opt out of rating prompts and never force people to rate your app.

평가를 자주 부탁하면 오히려 피드백의 비율이 낮아질 수 있기에 자제해야 함