

USER INTERFACE DESIGN, INTERNATIONALIZATION, AND ENTREPRENEURSHIP

Observations from WWDC 2009

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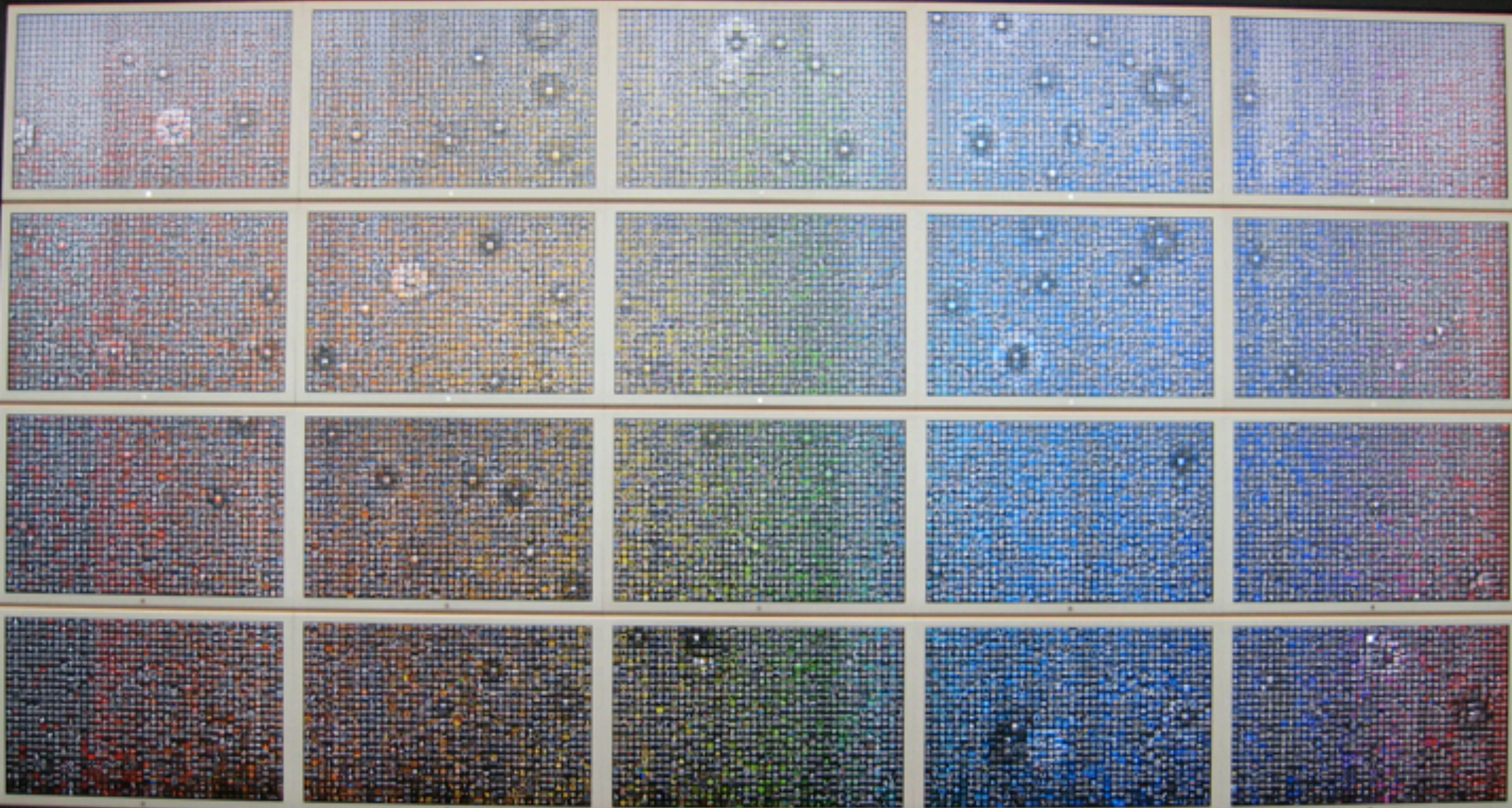
About

- * Software developer focusing on iPhone apps
 - * Background in science and finance
 - * Developed Java, Flex, and J2ME apps
 - * Worked with app servers and relational databases
- * Blog at <http://iphonedevjournal.com/>
- * Email: danton@iphonedevjournal.com

Why these 3 topics?

- * Yes, the 2.x and 3.0 APIs are important
- * But there was a common idea throughout the sessions and meetings ...

The App Wall



Live from the App Store.

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So What Do We Need?

Great marketing?

A little luck?

A great app that uses iPhone capabilities X,Y, and Z?

At the Core

- * Need an app with
 - * Great user experience
 - * Great design

Key Points of the Process

- * **Create an application definition statement that guides all your decisions:**

- * what the application does

- * solution/feature set

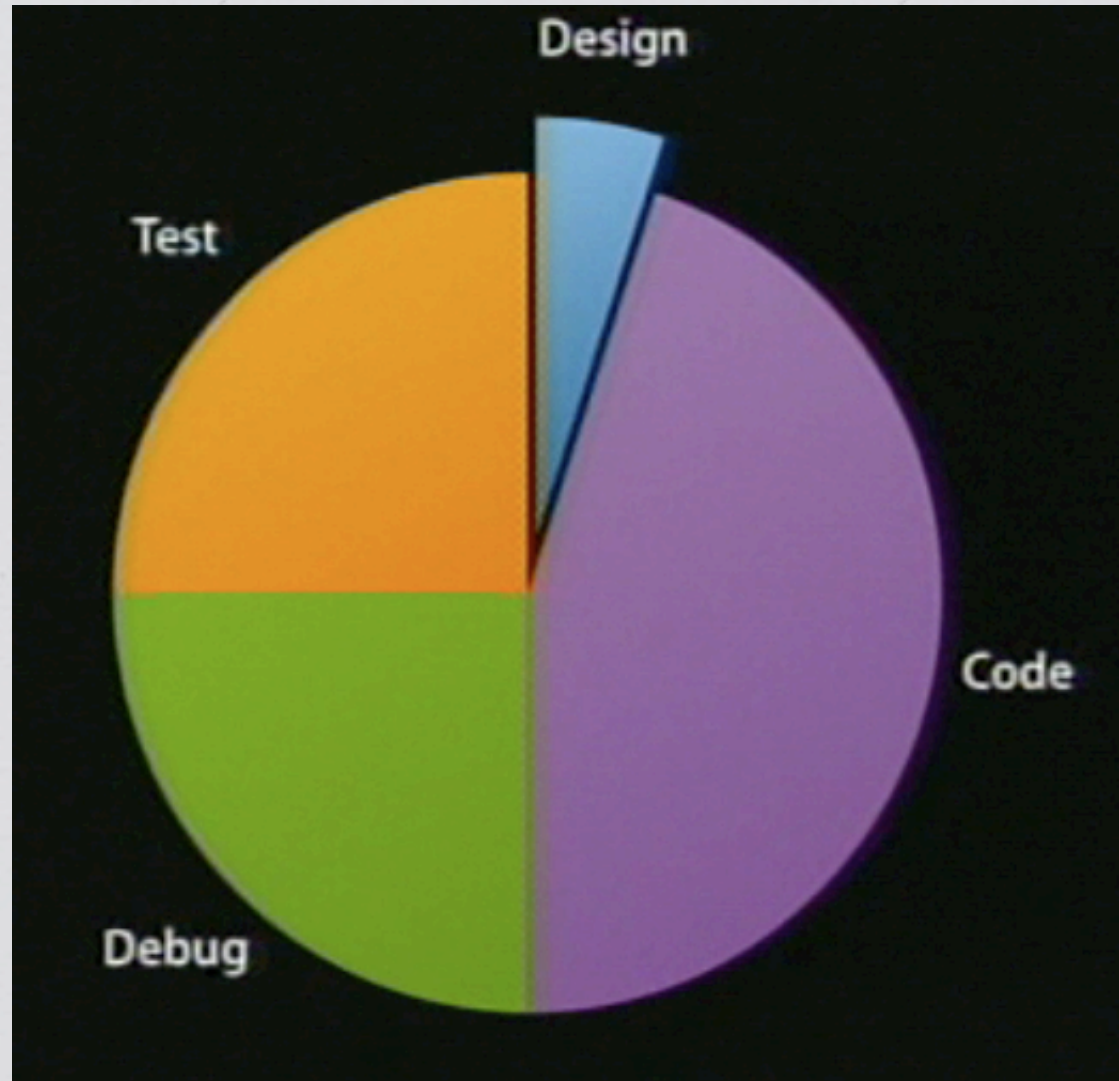
- * target audience

- * **Iterative user interface design**

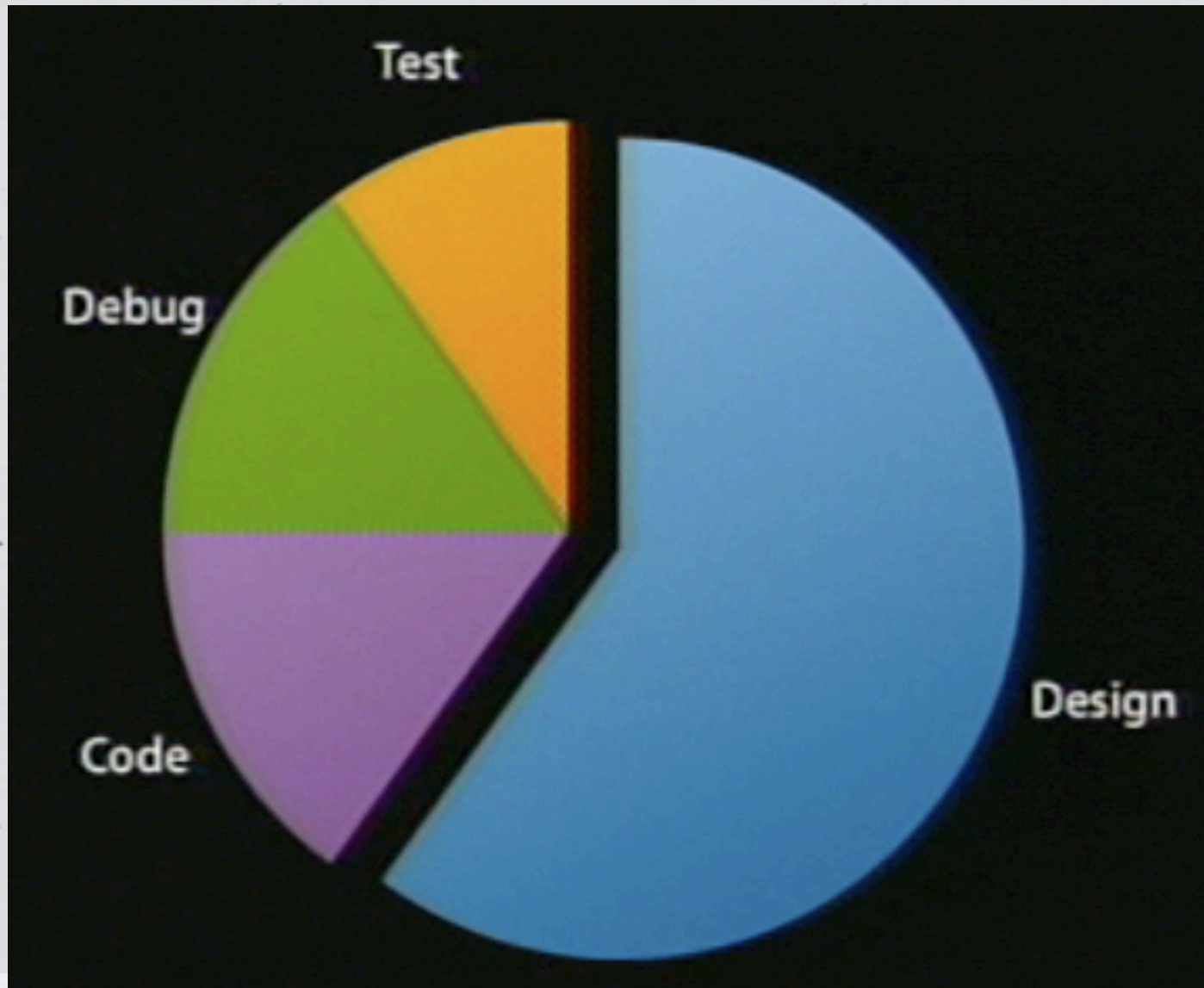
- * on paper

- * **Polish and Refine, Refine!**

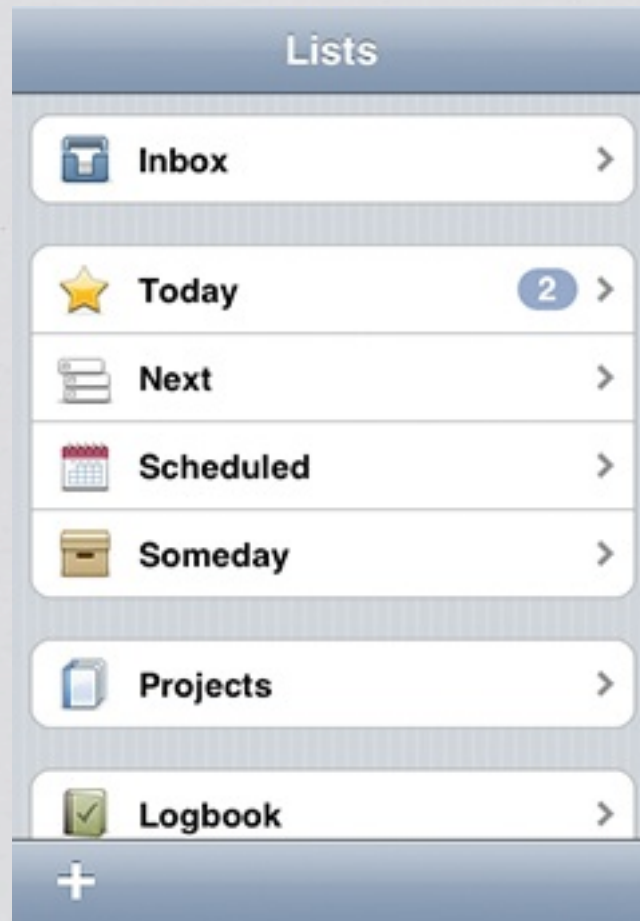
Typical Development Life Cycle



iPhone Development Life Cycle



Things 1.1 from Cultured Code



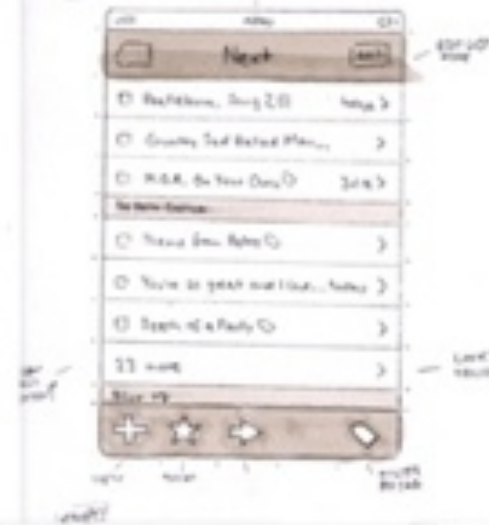
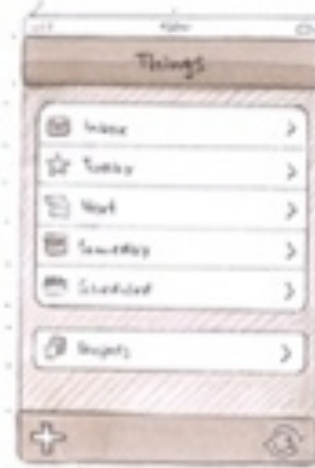
Apple Design Award 2009

Things from Cultured Code

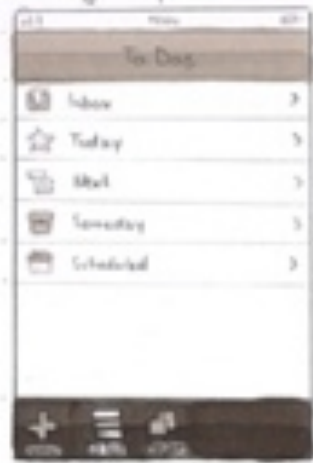
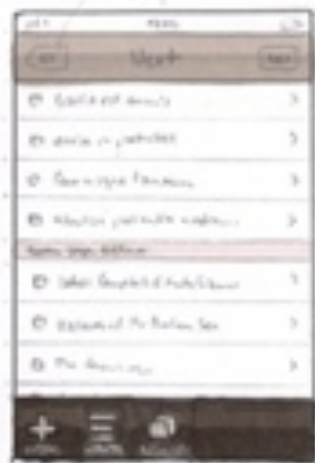
- * Team of about four people
- * Paper prototyping
 - * sketch every screen, interaction
 - * Go through the flow on paper
- * 1 month designing, 1 month coding
- * <http://culturedcode.com/things/blog/page/2>



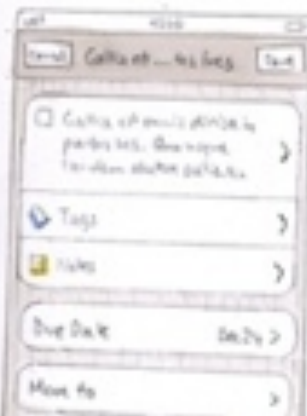
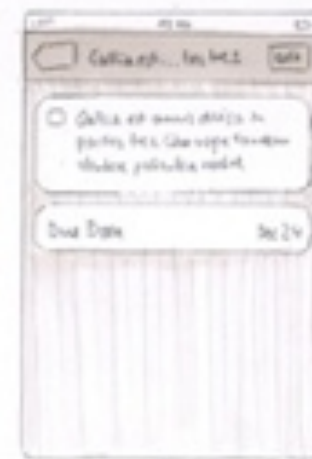
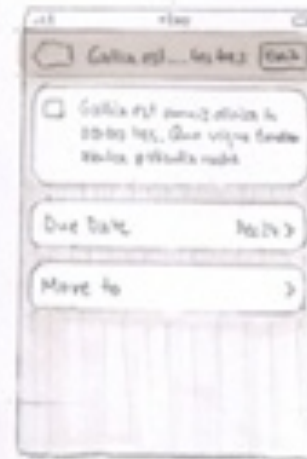
Monday, August 24, 2009



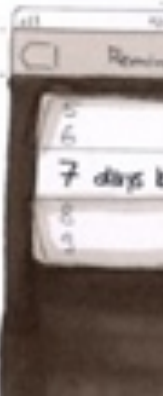
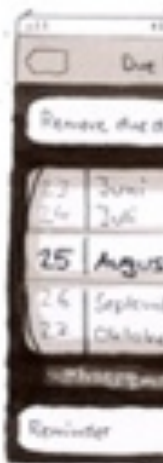
TAB-BAR SOLUTION



EDIT MODE



DUE DATE



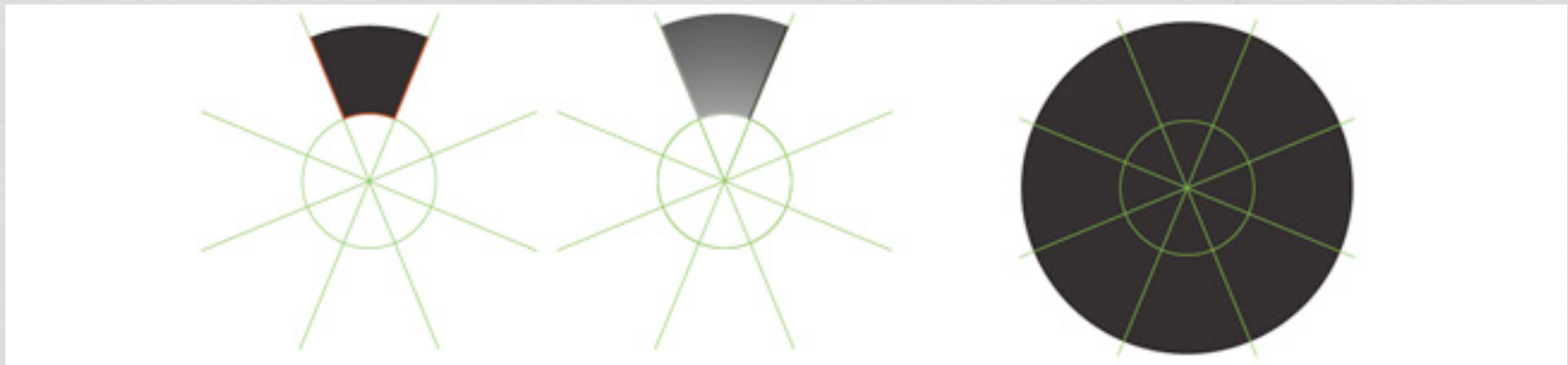
Convertbot from tapbots

- * Goal: To make unit conversions fun and enjoyable
- * Audience: casual users
- * <http://tapbots.com/blog/design/designing-convertbot#more-379>

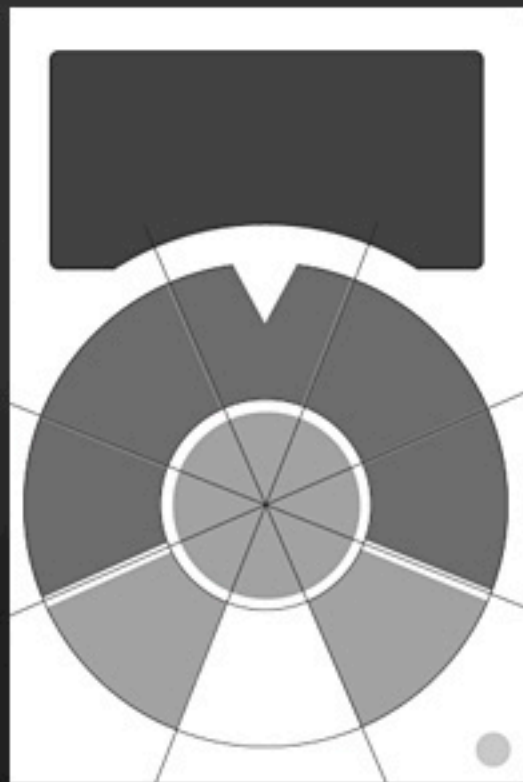
Convertbot



Radial scroll wheel



Hand-drawn sketches of various objects, including a fan, a camera lens, a calculator, and a button.



Deep Green from Cocoa Stuff

- * Joachim Bondo a Danish developer
- * Developed Deep Green for the Newton ten years ago
- * Spent \$30K on graphics which he recovered in the first two weeks
- * “Simplify the User Interface for Complex Games: Chess, the Deep Green Way” from iPhone Games Projects, Dave Marks, editor, Apress 2009
- * free download link from <http://cocoastuff.com/about/>

Deep Green

* His view on design:

“simplicity = beauty (how things look) + elegance (how things work)”

* His recommendation:

Polish the hell out of your app!



Tools

- * Sketch Paper for the mobile designer <http://blog.artueel.be/sketch-paper-for-the-mobile-designer/>
- * OmniGraffle at <http://www.omnigroup.com/applications/OmniGraffle/>
- * iPhone Wire Frame stencil at <http://graffletopica.com/stencils/358>

Internationalization and Localization

- * 60% of apps sold are to international customers
 - * try to internationalize and localize your app from the start
- * Rule of thumb:
 - * allow 25% space around UI elements for text growth

Entrepreneurship

- * Dirk Stoop from Sofa <http://www.madebysofa.com/> on what it means to be an independent developer
- * Will Shipley
 - * charge for major versions
 - * no buzz before you can sell
 - * you need to program -- hire people for taxes, email support

Last Thought

* Neil Young, ngmoco

* Think Big!