

From Zero To App Store

JaxMug June 2012

About Me

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- David Fekke L.L.C.

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- Mobile apps for iOS

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- Mobile apps for iOS
- Regular presenter at JaxDUG, JSSUG, JaxARCSig and now JaxMUG

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- David Fekke L.L.C.
- Mobile apps for iOS
- Regular presenter at JaxDUG, JSSUG, JaxARCSig and now JaxMUG
- Writing Mobile Apps for over 3 years

iOS is not Open

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- Required to sign an NDA

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- Lot of resources

iOS is not Open

- Required to sign an NDA
- Closed system, yet easily accessible
- Lot of resources
- Well documented

iOS version

iOS version

- iOS 5 current version

iOS version

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- Current penetration over 80%

iOS version

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- Current penetration over 80%
- Ice cream sandwich at 7%

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- Build modern apps that are backwards compatible

iOS version

- iOS 5 current version
- Current penetration over 80%
- Ice cream sandwich at 7%
- Build modern apps that are backwards compatible
- iOS 6 coming this fall

How do I get started



How do I get started

- You need a Mac with Intel chipset



How do I get started

- You need a Mac with Intel chipset
- XCode IDE



How do I get started

- You need a Mac with Intel chipset
- XCode IDE
- Developer License



Developer Programs

Developer Programs

- Student Developer costs \$0

Developer Programs

- Student Developer costs \$0
- Standard Developer costs \$99

Developer Programs

- Student Developer costs \$0
- Standard Developer costs \$99
- Enterprise Developer costs \$399

Sell Your Apps

Sell Your Apps

- Can make them free

Sell Your Apps

- Can make them free
- If you sell, need a business license

Sell Your Apps

- Can make them free
- If you sell, need a business license
- Sole Proprietorship or Corporation

Sell Your Apps

- Can make them free
- If you sell, need a business license
- Sole Proprietorship or Corporation
- Enterprise needs listing on Dun & Bradstreet

What is iOS

What is iOS

- Unix

What is iOS

- Unix
- Based on BSD Unix

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- NeXTStep foundation

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- Derived from Mac OS X

What is iOS

- Unix
- Based on BSD Unix
- NeXTStep foundation
- Derived from Mac OS X
- Sometimes can actually make a Phone call

Cocoa Touch

Media

Core Services

Core OS

Language support

Language support

- Objective-C

Language support

- Objective-C
- Objective-C++

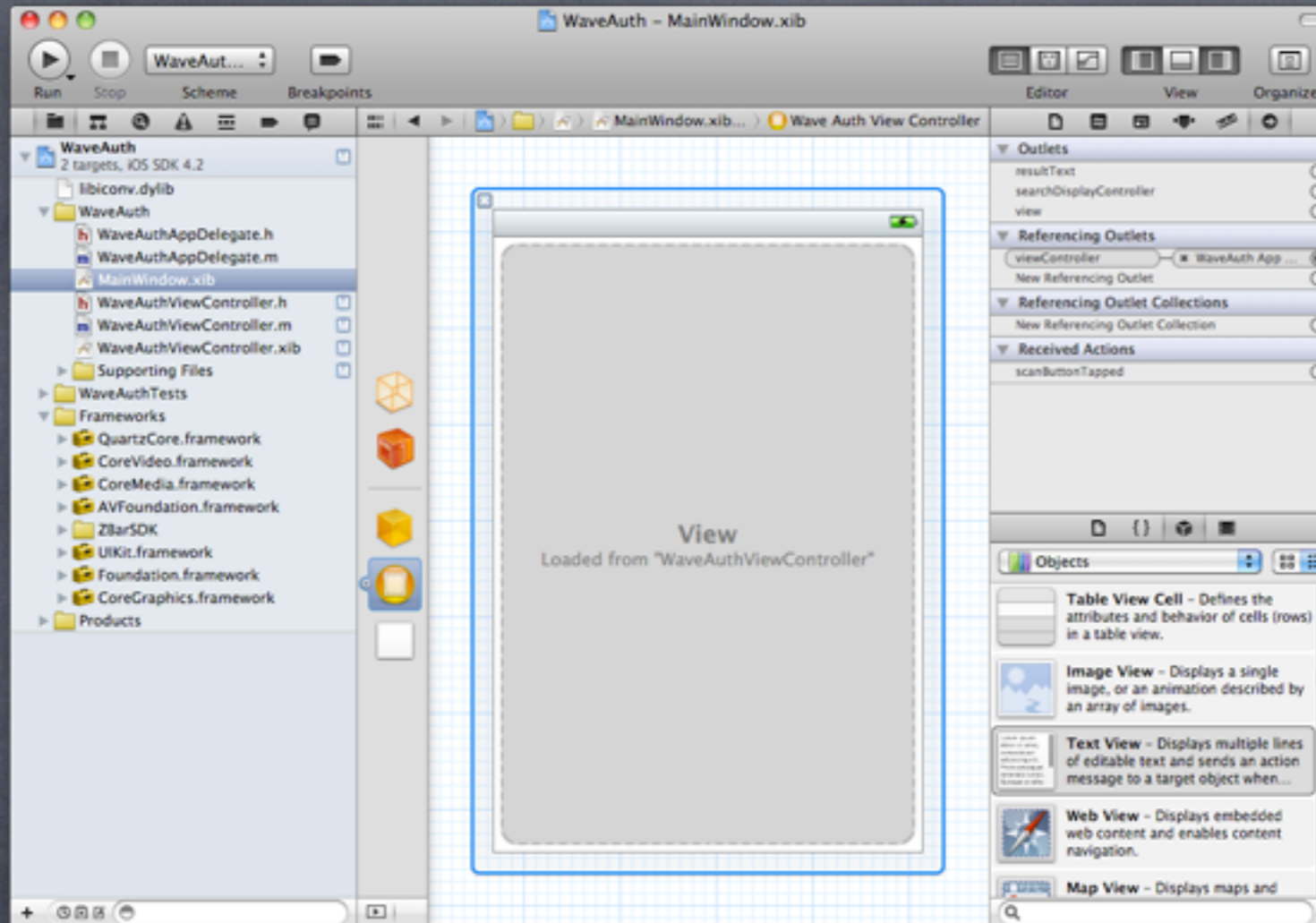
Language support

- Objective-C
- Objective-C++
- C

Language support

- Objective-C
- Objective-C++
- C
- Javascript

Xcode IDE



- Xcode is the Integrated Development Environment for iOS and Mac Cocoa applications

Xcode 4.3

Xcode 4.3

- Code Editor with code completion

Xcode 4.3

- Code Editor with code completion
- Source Code comparison tool

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- Source Code comparison tool
- Support for Subversion, GIT and CVS

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- Interface Builder for UI

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- Source Code comparison tool
- Support for Subversion, GIT and CVS
- Interface Builder for UI
- Memory and Performance Profiler

Xcode is FREE!

Xcode Compiler

Xcode Compiler

- GCC 4.2

Xcode Compiler

- GCC 4.2
- LLVM 4.0

Learn to Program iOS

Learn to Program iOS

- Objective-C

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- Objective-C
- Stanford cs193p on iTunes U

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- Any of the Aaron Hillengass books

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- developer.apple.com

Tiobe Programming Index

Position	Language
1	C
2	Java
3	C++
4	Objective-C
5	C#

Objective-C

- Created by Brad Cox and Tom Love in 1982

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- Object-Oriented Language

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Objective-C

- Created by Brad Cox and Tom Love in 1982
- Object-Oriented Language
- Origins from C and SmallTalk
- Adopted by NeXT mid 1980s
- Comparable to Java and C#

Language Features

Language Features

- Single Inheritance

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- Classes split up in-between header and implementation files like C++

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- Dynamic Typing

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- Properties

Language Features

- Single Inheritance
- Classes split up in-between header and implementation files like C++
- Dynamic Typing
- Properties
- Memory Management thru ARC

```
#import <Cocoa/Cocoa.h>

@interface Photo : NSObject {
    NSString* caption;
    NSString* photographer;
}
- (NSString*) caption;
- (NSString*) photographer;

- (void) setCaption: (NSString*)input;
- (void) setPhotographer: (NSString*)input;

@end
```

.h

```
#import "Photo.h"

@implementation Photo

- (NSString*) caption {
    return caption;
}

- (NSString*) photographer {
    return photographer;
}

@end
```

.m

```
NSString *string2 = [[NSString alloc] init];
```

```
[object method];
```

```
[object methodWithInput:input];
```

```
NSDate *output = [object methodWithOutput];
```

```
NSDate *output = [object methodWithInputAndOutput:input];
```

APIs

APIs

- NSURLConnection

APIs

- NSURLConnection
- CLLocation

APIs

- NSURLConnection
- CLLocation
- iAd

APIs

- NSURLConnection
- CLLocation
- iAd
- CoreData

APIs

- NSURLConnection
- CLLocation
- iAd
- CoreData
- iCloud

```
NSURL *myURL = [NSURL URLWithString:@"http://somesite.com/APISamples/api/people"];

NSMutableURLRequest *request = [NSMutableURLRequest requestWithURL:myURL];
[request setHTTPMethod:@"GET"];
[request setValue:@"application/json" forHTTPHeaderField:@"Accept"];
NSURLResponse *response = nil;
NSError *myErr;
NSData *data = [NSURLConnection sendSynchronousRequest:request
                               returningResponse:&response error:&myErr];
```

iPhone, iPad and Universal Apps

iPhone, iPad and Universal Apps

- Build for individual platform

iPhone, iPad and Universal Apps

- Build for individual platform
- Build for both iPhone/iPad

iPhone, iPad and Universal Apps

- Build for individual platform
- Build for both iPhone/iPad
- `[UIDevice currentDevice].userInterfaceIdiom`

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- Build for both iPhone/iPad
- `[UIDevice currentDevice].userInterfaceIdiom`
- `UIUserInterfaceIdiomPad`

iPhone, iPad and Universal Apps

- Build for individual platform
- Build for both iPhone/iPad
- `[UIDevice currentDevice].userInterfaceIdiom`
- `UIUserInterfaceIdiomPad`
- `UIUserInterfaceIdiomPhone`

Device Resolution

Device Resolution

- iPhone 320 x 480

Device Resolution

- iPhone 320 x 480
- iPad 1024 x 768

Device Resolution

- iPhone 320 x 480
- iPad 1024 x 768
- Retina Display 640 x 960 iPhone 4 and 2048 x 1536 iPad 3

Device Resolution

- iPhone 320 x 480
- iPad 1024 x 768
- Retina Display 640 x 960 iPhone 4 and 2048 x 1536 iPad 3
- `CGRect screenRect = [[UIScreen mainScreen] bounds];`

Certificates

Certificates

- Developer Certificate

Certificates

- Developer Certificate
- Integrated with Xcode

Certificates

- Developer Certificate
- Integrated with Xcode
- Automatically deploy once you enter Apple Id

Provisioning Portal

Provisioning Portal

- Team Dev and Distribution Certificates

Provisioning Portal

- Team Dev and Distribution Certificates
- Devices used for testing

Provisioning Portal

- Team Dev and Distribution Certificates
- Devices used for testing
- App IDs

Provisioning Portal

- Team Dev and Distribution Certificates
- Devices used for testing
- App IDs
- Provisioning and Distribution

iTunes Connect

iTunes Connect

- Portal for adding your apps to the App Store

iTunes Connect

- Portal for adding your apps to the App Store
- Used in conjunction with Application Loader

iTunes Connect

- Portal for adding your apps to the App Store
- Used in conjunction with Application Loader
- Change meta data about your app

iTunes Connect

- Portal for adding your apps to the App Store
- Used in conjunction with Application Loader
- Change meta data about your app
- Financial reports

iTunes Connect

- Portal for adding your apps to the App Store
- Used in conjunction with Application Loader
- Change meta data about your app
- Financial reports
- iAd management

How to make \$\$\$

How to make \$\$\$

- Sell your App

How to make \$\$\$

- Sell your App
- Tiered pricing

How to make \$\$\$

- Sell your App
- Tiered pricing
- iAd, AdMob

How to make \$\$\$

- Sell your App
- Tiered pricing
- iAd, AdMob
- Find someone to pay you

App Submission

App Submission

- Used to take several weeks

App Submission

- Used to take several weeks
- Currently a couple of days

App Submission

- Used to take several weeks
- Currently a couple of days
- Check agreement about what is allowed

Contact Info

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