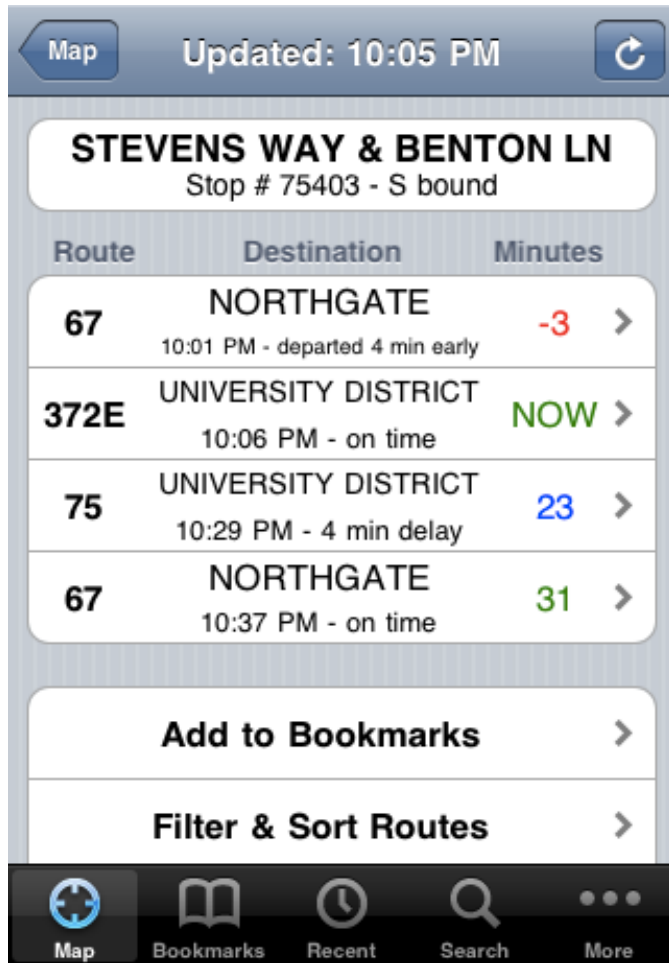


The OneBusAway iPhone App

An iPhone Development Perspective

The OneBusAway iPhone App



iPhone, iPad, iOS, iWhatever...

- A quick note:
 - ▣ I'll use iPhone, iPad, iOS pretty much interchangeably, but...
- Devices:
 - ▣ iPhone
 - ▣ iPod Touch
 - ▣ iPad
- Operating system that powers them all:
 - ▣ iOS

Why iPhone app development?

- Love it or hate it, it's the biggest game in town
 - Verizon iPhone announcement tomorrow will only fuel the fire
- Users could care less about our opinions of various platforms. They just want the app.
 - Either you provide it
 - Or someone else will

Pay To Play

- To really develop an iPhone app, you'll need:
 - A Mac to run Xcode on
 - An iOS device to test your app on
 - simulator only goes so far
 - A developer license (\$100/yr) so you can:
 - Run your app on your phone
 - Submit your app to the app store
- Adds up to real cash

Writing an iOS App

- You develop using:
 - ▣ Objective C – The native iOS Programming Language
 - ▣ Xcode – Apple’s Integrated Developer Environment

Objective C

- “Let’s strap some object oriented features onto C, as inspired by Smalltalk”
- C-like, but object oriented features don’t look anything like C++
- Not my favorite language, but it works...
 - ▣ Experience with C and object oriented language concepts will help, but only so much

What does it look like?

```
- (NSString*) getHello:(NSString*)name {
    NSLog(@"Length=%d", [name length]);
    return [NSString stringWithFormat:@"Hey, %@!", name];
}
```

□ Simple function declaration

- - (return type) fnName:(arg_type)arg_name

□ Message passing: [name length]

- Objective-C: Send message “length” to object “name”

- Java: Call method “length” on object “name”

The Good and the Bad

- The Good
 - ▣ Message system allows flexible object and type composition
 - ▣ But don't shoot yourself in the foot ;)
- The Bad
 - ▣ No garbage collection for Objective-C on iOS

Xcode



- Works well enough
- I'm a raging Eclipse addict, so that colors any reasonable advice I could give here ;)

The App Store Review Process

- It's gotten better, but...
- Still largely a nerve-wracking process
 - ▣ My first app was rejected once
- You play by Apple's rules or you don't play at all
- Review process can take up to two weeks
 - ▣ Critical that you find bugs BEFORE submitting

My Advice* To You

* I've never had a full-time job for longer than 3 months in my life, so take it with a grain of salt ;)

Learn by Doing

- The best way to learn a language, a framework, a tool:
 - ▣ Build something with it!
- Find a quick project and try to make it happen:
 - ▣ First version will probably be junk, but don't sweat it
- Look for the things that annoy you on a day-to-day basis for ideas and inspiration

Thanks!

Questions?