iPhone Application Design
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- ☐ iPhone Application Design Checklist
  - ☐ IPhone applications are complex, and it's important to keep your eye on both the style and the function of your product.
- ☐ When you inspect your application, check the following aspects
  - ☐ No broken links in application, internal or external
  - ☐ Removed the word "beta" from anywhere in application or documentation
  - ☐ Any accessories to be used with the application are authorized by Apple
  - ☐ Application interface follows Apple Human Interface Guidelines
  - ☐ No long load times
  - ☐ Loads are covered by a graphical loading image or animation
  - ☐ Resource utilization is well within bounds and doesn't make platform laggy
  - ☐ Application is sufficiently different from pre-existing applications
  - ☐ Application doesn't duplicate functionality of Apple applications
  - ☐ Application doesn't use trademarks of other companies (or similar names)
  - ☐ Application doesn't interfere with iPhone function (such as draining battery life)
- ☐ Metadata Checklist for Creating iPhone Applications
  - ☐ For an iPhone application to function, it needs to check all the boxes for metadata.
- ☐ Follow these rules to make your metadata functional and helpful
  - ☐ Primary language chosen
  - ☐ Company name defined
  - ☐ SKU number is defined; use UPC if available
  - ☐ Application name and description are set
  - ☐ Application description is concise but full and views well on the iPhone
  - ☐ Primary app category and subcategories chosen
  - ☐ Secondary app category and subcategories chosen
  - ☐ Copyright and version strings are defined
  - ☐ Application URL is defined, valid, and stable

- ☐ Support URL is defined, valid, and stable
- ☐ Support email address is defined, valid, and receives e-mails
- ☐ EULA written and defined (if needed)
- ☐ EULA (if defined) is consistent with iTunes minimum terms and conditions
- ☐ If user must accept EULA, the app asks user within app itself
- ☐ Supported devices selected
- ☐ Game advisories defined
- ☐ Distribution regions chosen
- ☐ Payment information defined on iTunes Connect (Paid Applications contract)
- ☐ Price tier chosen
- ☐ Encryption: US Department of Commerce approval obtained if encryption is used for anything other than authentication

☐ IPhone Application Name Checklist

- ☐ Even if you have a great iPhone application idea, you need a great name that sells it.

☐ Follow a few simple rules to make your name memorable and successful:

- ☐ Can be found easily with appropriate search terms
- ☐ Is no longer than 20 characters
- ☐ No version number appears in app name
- ☐ No other brands (for example, "iPhone") in app name
- ☐ Is simple, concise, and relevant
- ☐ Is not too similar to the name of another product

☐ Checklist for Making Screen Shots of Your iPhone Applications

- ☐ In the Apple store, you need to communicate the function and elegance of your application with smartly selected graphics.
- ☐ You can submit up to five screen shots for your listing.

☐ Follow these steps to make your graphics count:

- ☐ Created Primary screen shot
- ☐ Primary screen shot shows what app is and main functions
- ☐ (Optional) Created up to four additional screen shots
- ☐ Additional screen shots support primary screen shot
- ☐ All screen shots are high-quality and easily legible

- ☐ All screen shots are appropriate, both culturally and in terms of maturity
- ☐ Status bar removed from all screen shots (if present)
- ☐ Each screen shot has correct size:
- ☐ 320x460 for Portrait, status bar removed
- ☐ 320x480 for Portrait, full screen
- ☐ 480x300 for Landscape, status bar removed
- ☐ 480x320 for Landscape, full screen
- ☐ Localization Checklist for Creating iPhone Applications
  - ☐ An iPhone application may be designed in one country and distributed in many.
  - ☐ For maximum sales, you need to consider the language and cultural preferences of every country where you hope to make sales.
- ☐ Check these design and language aspects of your application
  - ☐ Languages chosen for localization
  - ☐ The following elements are localized in all languages
  - ☐ Application name
  - ☐ Application description
  - ☐ Application URL
  - ☐ Support URL
  - ☐ Support email
  - ☐ Screen shot(s)
  - ☐ App binary
  - ☐ All localizations are professional (they aren't just word-for-word translations)
  - ☐ All elements in a given language are appropriate to all cultures that use that language
  - ☐ All localized elements are also tailored to target culture