iPhone Application Design

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# Tasks:

☐ **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**