iPhone App Development

iPhone App开发实战手册(影印版)

the missing manual®

The book that should have been in the box



iPhone App 开发

实战手册



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The Missing Credits

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Craig almost didn't buy an iPhone. But a mere five minutes at his local Apple store convinced him that he was holding the future in his hands. Shortly thereafter, curiosity led to a hacked iPhone where he could run his own applications. Apple's introduction of the App Store let Craig and his fellow factory workers share that software with the rest of the world.

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Missing Manuals are witty, superbly written guides to computer products that don't come with printed manuals (which is just about all of them). Each book features a handcrafted index; cross-references to specific pages (not just chapters); and Rep-Kover, a detached-spine binding that lets the book lie perfectly flat without the assistance of weights or cinder blocks.

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Table of Contents

The Missing Credits	. xi
Introduction	. 1
Part One: Getting Started with Cocoa Touch	
Chapter 1: Building Your First iPhone App	. 9
Getting the Tools	
Installing Xcode	
Getting the iPhone SDK	
What Lies Ahead for the SDK?	
Exploring Your New Tools.	
Every Flashlight Needs a Parts List	
Some Assembly Required	
Taking It for a Run on Your Mac	
Revision Decision	
Chapter 2: The Power of Brackets	29
Objective-C: The Nuts and Bolts for Your iPhone App	
The Land of Square Brackets.	
The Object of It All	
Telling Your Objects to Do Things	
Masses of Classes	
Classes in Detail	
The Methods Behind the Madness	
Categorically Speaking	
Implementation: The Brains Behind the Beauty.	
Creating New Classes	

Managing Memory	
Take a <i>nil</i> Pill	45
Autorelease with Ease	
Properties and Dots	48
Methods of Class	
Initializing Objects	
Deallocation Location	
Loops: For Better or For Worse	
Your Exceptional Code	
Learn by Crashing	
Selector Projector	
Show Your id	
Where to Go from Here	
Developer Documentation	
Learn to Be Lazy	
	Continue C to Minute
Chapter 3: Cocoa Touch: Putting Obj	
Get in Cocoa Touch	
The Big Three: Models, Views, Controllers	
Value Objects	
Collections	
Mutable Versus Immutable	
Delegation and Data Sources	
Targets and Actions	
Notifications	1000
Singletons	
Singletons as Globals	
The Language of Design	
The Language of Design	
Chapter 4: Design Tools: Building a	Better Flashlight 103
Plan Before You Code	
Why Call in a Designer?	
Design Goals	
What's Unique about iPhone Design?	

The Design Process.	107
Living in Harmony with Your Designer	111
Feedback: Don't Take Your Own Word for It	113
The Providers of Feedback	113
Flashlight 2.0	115
Bigger, Stronger, Faster	115
The Light Side	116
The Flip Side	117
The Drawing Board	118
Technical Design: Between Pictures and Code	118
Start Naming	119
Where to Go from Here	121
Ready to Code!	121
Part Two: Development in Depth	
Chapter 5: Getting Serious about Development	125
Beyond the Template	125
Pick Your SDK	126
Change Project Settings	126
Change Target Settings	127
Build Settings	132
Duplicity	134
Make It Official	135
Join the iPhone Developer Program	135
Open the Door	136
When It Fails	151
You're Now Mobile	154
Ready to Roll	154
Chapter 6: A Flashlight for Pros	
A Guided Tour.	
Where to Start?	156
Open the Guide Book.	156
Flashlight_ProAppDelegate	157
NIB Files: Something to Look At	158
MainWindowxib	159
MainView.xib	160
View Sizing	162
Autoresizing	163
SettingsView.xib.	165
AboutView.xib	168
Refine the Look	169
LightView	169
IFInfoView	174

Making Cocoa Touch Your Own			. 183
UlColor+Brightness			
UlView+Brightness			
UlView+Concealed			
Fashion Your Models			
SOSModel			
FlashlightModel			
Pull Yourself Together			
MainViewController			
SettingsViewController			
AboutViewController			
Localized Languages: Capisce?			
Localizable.strings			
AboutView.xib			
Wrapping It Up			. 209
Part Three: The Business End			
ruit inice. The Dusiness Liiu			
Chapter 7: Finishing Touches			213
Beta Testing			. 213
Your App Works for YouBut			
Ad Hoc & Roll			
Clean Up Your Act			
Beautification Committee			
Speaking in Tongues			
Web Development			
The Site			
App Store, Here You Come			
App store, fiere fou come.	•	•	
Chapter 8: For Sale			233
Sign on the Dotted Line			. 233
Welcome			
First Order of Business			. 234
Stake Your Claim			. 238
Export Compliance			
Overview			
Ratings			
Upload–Show It Off			
Pricing—Pick Your Price.			
Localization			
Review			10 10 10 10 10 10 10 10 10 10 10 10 10 1
Tweak It.			
IVEGN II			. 2,50

The Market	252
Metrics	252
Competition	
Two Developers, One Store	
Pricing Strategies	258
Try Before You Buy	259
Upload	261
The Final Profile	261
The Final Target	
The Final Build	262
The Final Upload	263
The Final Test	264
The First Promotion	265
App Review	265
Make Sure You Haven't Broken Any Rules.	266
·	
Coping with Rejection	267
Ready for Sale	
Launch Day	269
Chapter 9: You've Got Customers!	271
Tracking Sales	
Daily Reports	272
Monthly Financial Reports	275
Getting Paid.	2000 000
Advertising and Promotion	
Press Release	277
Find a Mouth	
Social Networking: Word-of-Mouth on Steroids.	
The Big Bang	281
Online Advertising	
Promotion Codes	
Sale Prices	
Plotting It Out.	
Monitor Coverage	
Customer Support.	
Everything Is Perfekt	
	298
Crash Course	
Dealing with Support Email	
Product Updates	
New Info	
Welcome Back, iTunes	301
Upgrades (or Lack Thereof)	
Congratulations!	303

Part Four: Appendix

Appendix	A:	W	her	e f	to	Go	f	ro	m	H	le	re			•	•	•	•	•	•	•	٠	•	•	•	•	30	7
Index										_	_	_	 	_	_	_	1	2	2						_	_	31	5

Introduction

hese days, there's no shortage of books about how to develop an iPhone app. But to make your product a success, you need to do much more than just create great software.

iPhone App Development: The Missing Manual takes you through the entire development process. You'll learn how to write the code for a successful title on the App Store, but just as importantly, you'll acquire the skills to design, test, and market that product.

Unlike other books that take a dry, mechanical approach to the topic, this book tells the story of a real product's development from start to finish. You'll follow along as an actual iPhone developer recounts the tale using the popular Safety Light application as a protagonist.

Creating a great iPhone app is often a group effort. Whether you're a developer, designer, marketer, or project manager, you'll find topics that get you up to speed on this new and exciting platform. And when there's more to learn, expert advice will point you in the right direction to fill in the details.

The App Store

Since the iTunes App Store's launch in July 2008, over 100,000 iPhone applications have been submitted to the store. Customers have downloaded over 3 billion applications that were created by developers just like you. The success of this endeavor has exceeded everyone's wildest expectations.

Before the App Store was launched, iPhone app development was limited to the talented engineers at Apple's headquarters in Cupertino, California. But in just a couple of years, thousands of developers worldwide have discovered how easy and fun it is to write software for the iPhone. And by keeping 70 cents of every dollar spent on their app in iTunes, some developers have found these apps to be very profitable.

These early adopters also learned something the hard way: This new and innovative computing device that you carry around in your pocket comes with a different set of rules. A multitouch display with ubiquitous networking in a small form presents many challenges.

The difficulties are not limited to technology, either. How you design, build, and distribute your apps requires a new way of thinking. Many developers have struggled with their initiation into a consumer mass market.

As you walk through the iPhone app development process from start to finish, you'll learn from those who preceded you. You'll avoid the pitfalls of some, while learning from the success of others. The goal, of course, is to help you make the best application possible.



Figure 1-1:
What better way to learn iPhone app development than to watch an experienced developer build a product with step-by-step instruction? In this book, you'll see the Safety Light (A) app come to life and go on sale in the iTunes App Store.

About This Book

Despite the many improvements in software over the years, one feature has grown consistently worse—documentation. With the purchase of most software programs these days, you don't get a single page of printed instructions. To learn about the hundreds of features in a program, you're expected to use online electronic help.

But even if you're comfortable reading a help screen in one window as you try to work in another, something is still missing. At times, the terse electronic help screens assume you already understand the discussion at hand, and hurriedly skip over important topics that require an in-depth presentation. In addition, you don't always get an objective evaluation of the program's features. (Your fellow engineers often add technically sophisticated features to a program because they can, not because you need them.) You shouldn't have to waste your time learning features that don't help you get your work done.

In this book's pages, you'll find step-by-step instructions for developing iPhone applications. In addition, you'll find that "big picture" topics such as design, sales, and marketing are covered. The goal is to make you an effective and successful developer, not just to teach you how to write the code.

Note: This book periodically recommends *other* books, covering topics that are too specialized or tangential for a manual about iPhone development. Careful readers may notice that not every one of these titles is published by Missing Manual–parent, O'Reilly Media. While we're happy to mention other Missing Manuals and books in the O'Reilly family, if a great book out there doesn't happen to be published by O'Reilly, we'll still let you know about it.

iPhone App Development: The Missing Manual is designed to accommodate readers at different technical levels. The primary discussions are written for computer users with some programming knowledge. But if you're a first-timer, special sidebar articles called "Up to Speed" provide the introductory information you need to understand the topic at hand. If you're an advanced user, on the other hand, keep your eye out for similar shaded boxes called "Power Users' Clinic." They offer more technical tips, tricks, and shortcuts for the experienced developer.

About the Outline

iPhone App Development: The Missing Manual is divided into four parts, most containing several chapters:

• Part 1: Getting Started with Cocoa Touch. In the first four chapters, you'll build your first iPhone App and get acquainted with your basic tools: Cocoa Touch, Interface Builder, Xcode, and the Objective-C programming language. You'll also start thinking about how to use these tools to design a new application.

- Part 2: Development in Depth. In the next three chapters, you'll learn how to set up your iPhone development environment, including getting your app onto a phone for the first time. You'll also take a guided tour through the code of the finished app and learn how to test the final product.
- Part 3: The Business End. The final two chapters explore the business of being an iPhone developer. You'll learn how to get your app onto iTunes, promote it through various marketing channels, and how to keep track of your sales. A survey of the iPhone app market will help you understand where your app fits in.
- Part 4: Appendix. The appendix introduces you to the vast array of resources for learning more about all of the topics covered in this book.

At the Missing Manual website, you'll find free, downloadable bonus material. In addition to the project and source code for the Safety Light iPhone application, you'll find a promotional website template that you can use for your products.

The Very Basics

This book contains very little jargon or nerd terminology. You will, however, encounter a few terms and concepts that you'll come across frequently in your computing life:

- Clicking. This book gives you three kinds of instructions that require you to use your computer's mouse or trackpad. To *click* means to point the arrow cursor at something on the screen and then—without moving the cursor at all—to press and release the left clicker button on the mouse (or laptop trackpad). To *double-click*, of course, means to click twice in rapid succession, again without moving the cursor at all. And to *drag* means to move the cursor while pressing the left button continuously.
- Keyboard shortcuts. Every time you take your hand off the keyboard to move the mouse, you lose time and potentially disrupt your creative flow. That's why many experienced developers use keystroke combinations instead of menu commands wherever possible. *B. for example, is a keyboard shortcut to build your application in Xcode.
 - When you see a shortcut like \#-S (which saves changes to the current document), it's telling you to hold down the \# key, and, while it's down, to press the letter S key, and then release both keys.
- Choice is good. Xcode and Interface Builder frequently give you several ways to trigger a particular command—by choosing a menu command, or by clicking a toolbar button, or by pressing a key combination, for example. Some people prefer the speed of keyboard shortcuts; others like the satisfaction of a visual command array available in menus or toolbars. This book lists all of the alternatives, but by no means are you expected to memorize all of them.