Designing for the iPad **Building Applications that Sell**

Chris Stevens

head rocks

* Prototype your design * Refine your ideas * Sketch out an app...

Learn how to:

From the creator of the interactive book, Alice for the iPad, one of the best-selling apps for the iPad

Contents

Preface	xiii
Who Should Read This Book?	xiii
The Revival of the Hobbyist Programmer	xv
Part I: Understanding the iPad	1
Chapter 1: Embracing a New Paradigm	3
A Quick History of User Interface (UI) Design	4
Why the iPad Is Not a Big iPhone	5 7
More Space to Fill	
Submit It Differently	7
Pricing Advantages	8
Working with a Large Touchscreen	8
Exploring 360 Degrees of Motion	9
Remember: The Human Hand Is Not a Mouse	16
Adapting iPhone Apps for the iPad	17
The Rules of Scalability	19
Rethinking Ergonomics	19
Exploring Casual Computing	20
Identifying New Uses	21
Chapter 2: Entering the iPad Marketplace	23
Making Money	24
Knowing Your Customers	26
Respecting Your Users	27
Focusing on Your Marketing Campaign	30
Dreaming Up App Ideas	34
Getting Press Coverage for Your App	35
Special Holidays	36
New Film Releases	37
Stirring Up Controversy	39

Chapter 3: Getting Inspired	41
Grasping the Core Uses of the iPad	42
The iPad as a Video Entertainment Device	43
Imagining Games for the iPad	49
Educational Possibilities for the iPad	63
Using the iPad for Content Creation	67
Distributing Newspapers and Magazines	76
Books on the iPad	81
Part II: Planning Your Killer App	83
Chapter 4: Working with Clients	85
Explaining the iPad Proposition	86
Pitching iPad App Ideas to Clients	87
Adapting Existing Flash Apps	88
Agreeing on Designs	89
A Word on Revenue Sharing	90
Chapter 5: Working on an Independent iPad App	91
Designing in a Team	91
Agreeing on Roles	92
Working Internationally	92
Motivating Yourself	93
Keeping in Touch with the iPad Community	94
Chapter 6: Life as an Apple Developer	95
Communicating with Apple	96
Working in a Small Team	97
Understanding Apple	97
What Apple Wants	99
Learning to Accept Apple's Silence	100
Chapter 7: Organizing Your Workflow	101
Planning Your App	102
Collaborating with Designers and Programmers	102
Using Sketches to Communicate iPad App Designs	103
Using Google Docs for Project Coordination	104
Good Working Practices	106

Part III: Designing for Touchscreen Interfaces	107
Chapter 8: Delighting the Users of Your App	109
Understanding the iPad's Strengths	109
Losing Your Fear of Stripping Down	111
The Feature Fallacy	112
Planning for Fingers	113
Fingers Allow Direct-Manipulation	113
Fingers Get There Faster	114
You Always Have a Finger with You	115
Exploring New Semantics	121
Typography on the iPad	124
Understanding iPad Ergonomics	127
The Importance of Prototyping	138
Make Decisions; Don't Offer Choices	141
The User Is Always Right	152
Attention to Detail Is Everything	154
Using Reality in Your Apps	161
Why Children Make the Best App Testers	175
Putting a Hand-Grenade in Your Cupcake	176
Chapter 9: Designing Books and Magazines	177
Deciding Whether an App Is Necessary	181
To iBook or Not To iBook?	194
Making a Book App	197
Picking a Strong Source Text	198
Choosing Beautiful Illustrations	200
Is It Reading or Is It Watching?	207
How To Turn Pages and Build Indexes	208
Adapting an Existing Magazine	213
Chapter 10: The Secrets of Alice for the iPad	217
Travelling Down the Rabbit Hole	218
Learning from Alice, Scene by Scene	219
Rigid Bodies	221
Collision Shapes	221
Constraints and Joints	222
Spaces	223
About These Code Samples	225
Emerging from the Rabbit Hole	287

Chapter 11: Starting Out with Sound on the iPad	289
How Not To Annoy People with Sound	2 91
Preparing Sound for the iPad	292
Sound Must Be Audible	292
Sound Must Be Clear and Undistorted	293
Sound Must Not Overload the Processor	294
Choosing an Audio Format	294
Creating Soundtracks and Sound Effects	295
Part IV: Marketing Your App	297
Chapter 12: Zero Budget Solutions	299
Understanding How the Press Works	300
Harnessing the Power of YouTube	301
Making a Video	303
Know Your Camera	303
Get the Proper Exposure	303
Avoid Reflections	305
Get Creative	306
Tell a Good Story	306
The Golden Question: What Is It?	316
Naming Your iPad App	317
Angry Birds HD	318
Pages	318
Note Taker HD	318
The Calculator for iPad	318
The Problem with Journalists	319
Chapter 13: Tracking Sales and Adjusting Prices	321
Marketing Lite Apps	323
Marketing Limited-Time Offers	324
Analyzing Your App Sales Data to Improve Profit	326
Dealing with Investors	328
Index	329