

2009-05-13

Mobile Developers & Designers in Toronto

Rules you should break in the App Store

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Ignore Artwork Guidelines

- “The Apple-provided iPhone image can be displayed only on a white background. Do not place the iPhone image on a black background or on any color or pattern. Always include the reflection at the lower edge of the iPhone image.”
- “Do not overlap multiple iPhone images.”

Source: *App Store Identity Guidelines for Developers*

bottle rocket
propelling the mobile market

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Who We Are
At Bottle Rocket, we are dedicated to creating high quality iPhone applications and mobile solutions. We believe exceptionally innovative technology more than enhances the way we do things—it redefines the way we live our lives. To us, the iPhone is more than a sophisticated phone; it's a game-changing platform uniting information, instant access and unlimited range to create entertainment and enterprise solutions.

Our mission is to create elegant, useful and functional applications. Look for our offerings coming soon to the Apple App Store. In need of something different? Let us create a custom solution for your business.

The Premier Voice Recorder
The most complete voice recording, note taking and group-messaging app on the iPhone. [Learn More](#)

Take Flight With Wings!
Experience the most enjoyable, simple and powerful flight simulator for the iPhone. [Learn More](#)

Parablox

Feed your **brain** and test your **reflexes** with the addictive break-out puzzle game!

25 LEVELS

25 challenging levels
Parablox is an exciting action puzzle game where the goal is to destroy colored blocks by controlling a bouncing ball. Solve the 25 challenging puzzles by moving blocks and changing the ball's color using the switcher blocks avoiding the skulls.

Accelerometer support
You're in control. To control the ball just tap the screen or use the iPhone's accelerometer. Plus: listen to your favorite music while playing — just start the music track before you launch the game. Highly addictive fun.

99¢ Buy now

Available on the iPhone App Store | iPhone 3G 8GB 16GB | iPhone 4GB 8GB | iPod touch 8GB 16GB 32GB

taptap tap

Copyright 2009 Wolfgang Bartelme & tap tap tap

Twitter Support Help

Reports provided by: **OnTheSnow.com**

Snow Reports
Personalized Snow Reports for your iPhone

Snow Reports gives you the ability to create a personalized report of all your favorite ski resorts worldwide. Imagine the Weather app but for snow reports! A helpful companion if you ski or snowboard. Get the app with the reports you can trust; provided by **OnTheSnow.com**, the #1 visited snow sports site.

Features

- Select from over 2,000 resorts worldwide
- Track up to 16 of your favorite resorts
- Open status, surface conditions, new snow and base depths
- Full report, weather and cams are one click away!
- Languages: French, Spanish, German, Italian, Norwegian, Swedish

Video walkthrough (Vimeo) · Screenshots (Flickr)

Available on the iPhone App Store **\$1.99**

eddit Have questions or need support?
Copyright © 2009 Eddit Incorporated.

Streaks. Stay Motivated. Eddit partnered with Mustache Inc to provide UI work for Streaks, a calendar tool to track chains of consecutive days of certain accomplishments. The goal is to get a streak going and never break it. [Learn more](#) | Available on the App Store

Frenzic
Addiction never felt so right.

Buy for iPhone | Buy for Mac | Download for Mac

About Frenzic
Minutes to learn and months to master, Frenzic is a puzzle-based game for Mac OS X and iPhone.

- A fast-paced, addictive game that makes Tetris look like child's play
- Compete against your personal best or other players via the Internet
- Complete power-ups for increased abilities
- Climb through seven levels of Devotion all the way up to Frenzic Grandmaster!

Now on iPhone & iPod Touch
Download at the iPhone App Store

Mobile Frenzic | Desktop Frenzic

Gameplay Video | Gameplay Video

Your ranking ain't what it used to be. Keep track. Download the Frenzic Widget.

FileMagnet Buy now in iTunes

ABOUT F.A.Q. GET UPLOADER INSTRUCTIONS

Put Your Files in Your Pocket
FileMagnet makes it easy to copy files from your computer to your iPhone and iPod Touch. It's compatible with all the popular file formats so you can read all your favorite documents on the go.

FEATURES

- Copying files is easy.** Just open FileMagnet Uploader on your computer and iPhone. The two programs will connect over your Wi-Fi network and copy over files automatically.
- Read all your favorite files.** FileMagnet is ready to read all the popular file formats including PDFs, Microsoft Office Docs, Work, Images, movies, and audio files.
- Cross-platform compatible.** FileMagnet 1.1 adds support for both Windows and Mac versions of the Uploader. Use FileMagnet as a storage device - copy files onto your phone at home and copy them off at work.
- Introducing Tilt Scrolling.** Use FileMagnet to read long documents! Now you can scroll without lifting a finger. Tilt Scrolling senses the angle of your phone - scroll down, just tilt your phone back a bit. It's effortless!

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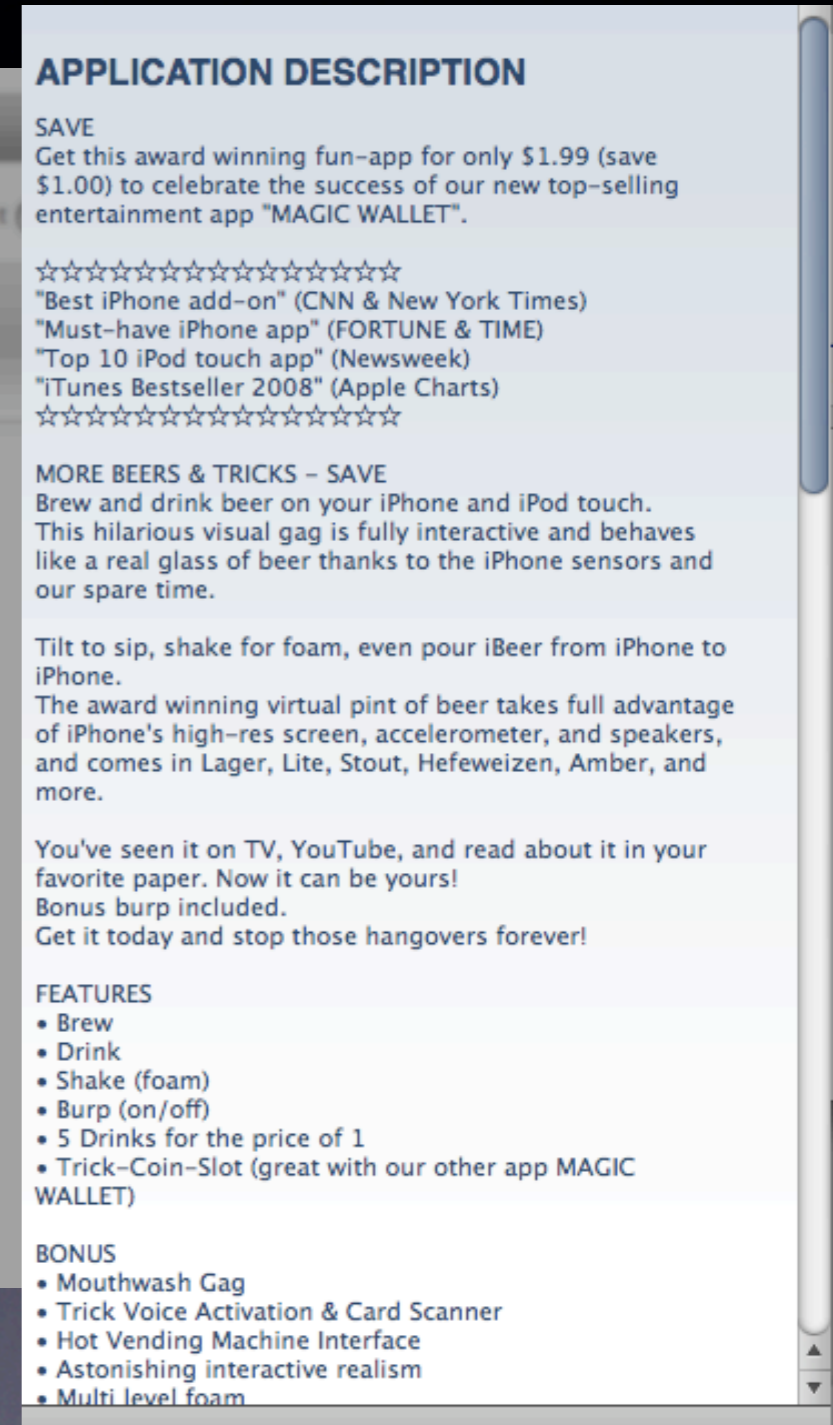
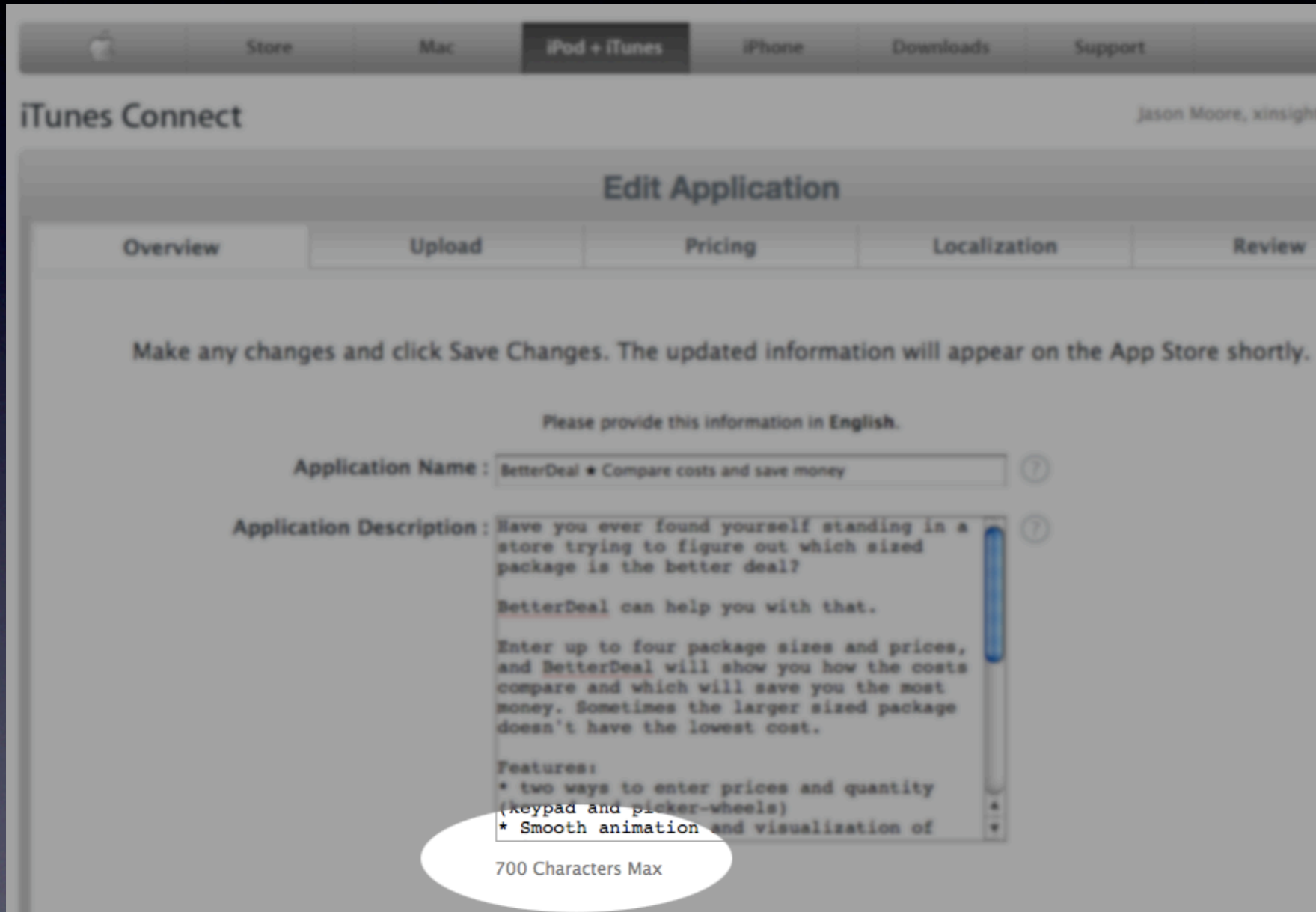
GAME | SCREENSHOTS | OVERVIEW | VIDEO | CREDITS

Available on the iPhone App Store

Application URL isn't crucial for App Store

- App URL isn't available from iPhone App Store
- in iTunes the external URLs are unconvincing:
 - [Developer Name] Web Site ⇒
 - [App Name] Support ⇒
- Screenshots, title and copy are more important for marketing within the App Store

Application Description Length



iBeer

lines:49

words:303

chars:1941

Include Reviews in App Descriptions

- users can only see local reviews
- to prevent smaller markets from having no reviews, add reviews to the description
- include reviews from other sources to seed reviews for a new app

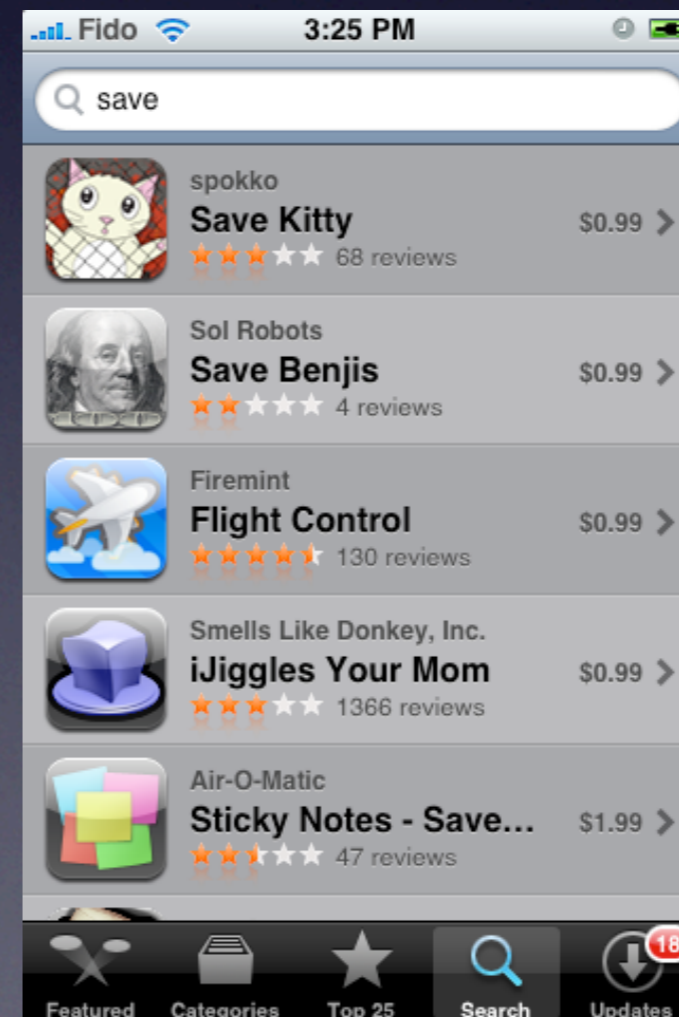
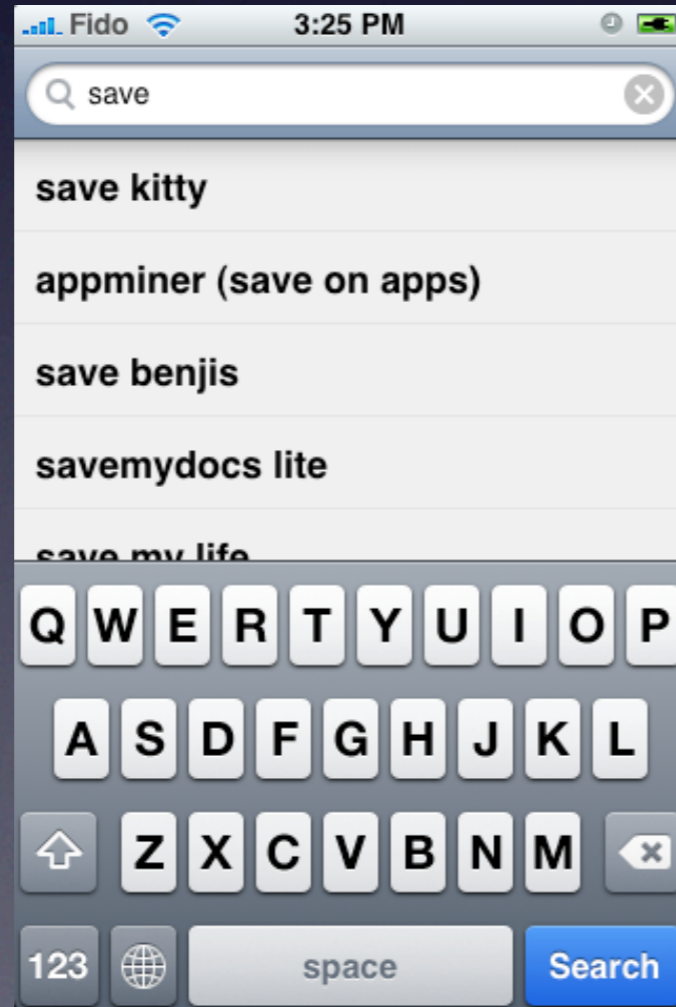
Bundle Name != App Name

- short bundle name is good
- iTunes application name should be long and descriptive



Table	
Abidjan	6:16 PM
Accra	6:16 PM
Algiers	7:16 PM
Asmara	9:16 PM

Simpl...View



Cheesy Unicode Tricks in Name are Allowed



Full Browser

Category: Utilities

Released: Feb 24, 2009

\$0.99 [BUY APP](#)



AAA Watch ✓

Category: Utilities

Released: Feb 23, 2009

\$0.99 [BUY APP](#)



Army Knife Basic 3-in-1

Category: Utilities

Released: Feb 23, 2009

Free [GET APP](#)

Unicode 2713



Treat Screenshots as Ads

- the context or usage is novel
- non-obvious UI

480



Release date is not updated automatically

- initial release date set when app is approved
- approved updates do not automatically adjust the date
- impacts placement in category “Release Date” view

On initial submit, set release date 6 months ahead. Move to current date once approved.

The screenshot shows the App Store interface on an iPhone. The top bar indicates the carrier is Fido, the time is 4:25 PM, and the battery is at 100%. The category is 'Utilities', and the view is set to 'Release Date'. The top three apps are:

- Gadget Frontier Decibel (\$0.99, 53 reviews)
- Yodel Code Marquee (46 reviews)
- JoJo, Inc. Annoy-A-T (No reviews)

The 'App Activity' overlay shows the following update history:

Date	Version	Price Change	Action
May 13	Version 1.9		UPDATE
Apr 28	Version 1.8		UPDATE
Apr 13	Version 1.7		UPDATE
Mar 20	Version 1.6		UPDATE
Feb 20	Version 1.5		UPDATE
Feb 17	\$1.99 -> \$.99	PRICE DROP	
Feb 12	\$.99 -> \$1.99	PRICE INCREASE	
Dec 21	Version 1.4		UPDATE
Dec 06	Version 1.3		UPDATE
Nov 07	Version 1.2		UPDATE
Oct 04	Version 1.1		UPDATE
Sep 17	New App: \$.99, v1.0		NEW

- after an update, set availability date under Pricing tab

iTunes Connect Jason Moore, xinsight [Sign Out](#)

Edit Application

Overview Upload **Pricing** Localization Review

Select the availability date and price tier for your application.

Availability Date :

Price Tier : [See Pricing Matrix ▶](#)

App Store	US*	Mexico	Canada	UK	European Union*	Norway	Sweden	Denmark	Switzerland	Australia	New Zealand	Japan
Customer Price	US\$0.99	\$10.00	CA\$0.99	£0.59	0,79 €	6.00Kr(NO)	7.00Kr(SE)	6.00Kr(DK)	1.10Fr	AU\$1.19	NZ\$1.29	¥115

Don't wait for Reviews

- Promo codes are US-only
- Need other review generating techniques for markets outside of US
- Suggestion: **Developer Review Exchange**
 - Find 10 developers, exchange app info, buy each others apps and review (same day)
 - Boost app visibility, break into top 100 (Flight Control sold 20-40 units/day to be #1 in Games in Finland)

Summary

- Don't be afraid to bend rules
- Don't be too literal
- Try to think like a sales guy (not a developer)
- Rules for app approval != Rules for app marketing
- Look at what others are doing, see if the tricks apply to your app