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Nota di contenuto	The Art of the App Store; About the Author; Acknowledgments; Contents; Introduction; Chapter 1: A Brief History of Time in the App Store; Time in a Table; The Early App Store; The Modern App Store; Summary; Chapter 2: Setting Your Goals, Costs, and Expectations; Confronting the "Hero Inventor" Syndrome; Considering Your Fundamental Costs; Considering Your Optional Costs; Managing Your Expectations; Summary; Chapter 3: Researching the App Store Market; Examining the Numbers and Trends; Making Decisions Based on Research; Analyzing Successful Apps; Analyzing Unsuccessful Apps Mixing and Matching Summary; Chapter 4: Knowing Your Customer; Understanding App Store Demographics; Meeting Your Customer's Expectations; Summary; Chapter 5: Plotting the Stages of Development; Leadership and Your Team; Concept through Release; Summary; Chapter 6; Guidelines and Expectations for Developing Your App; Potential Risk and Reward; App Store Business Models; Creating for a Multitasking World; The Half-Second Window; Depicting the Physical World; Summary; Chapter 7: Creating Free and Freemium Apps; App Revenue Terminology; Business Reasons behind Revenue Models Considering Risks and Rewards How to Succeed with a Free App; How to

Succeed with a Freemium App; Summary; Chapter 8: Creating Paid and Premium Apps; Business Reasons behind Revenue Models; Considering Risks and Rewards; How to Succeed with Paid Apps; Summary; Chapter 9: Adopting Apple's Approach; Infusing an Insane Amount of Care; Adapting Apps to iPad; Case Study: Tapbots; Summary; Chapter 10: Riding the Social Networking Wave; Fostering the Ultimate Viral Marketing: Social Networks; Taking Cues from Facebook; Ignoring Facebook Conventions; Rewarding Users for Promoting Your App Social Interaction as Features Providing the Tools for Users to Connect; Summary; Chapter 11: Feedback, Maintaining, and Scaling; Evaluating Feedback; Maintenance Isn't Just Fixing, It's Marketing; Scaling; Summary; Appendix A: Reading List of Recommended Books; App Development; Creativity and Inspiration; Appendix B: Online Resources; Research and Metrics; Planning and Communicating; Developing; Marketing; Index

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Sommario/riassunto

A unique behind-the-scenes look at what makes an application succeed in the App Store With this invaluable book, Tyson McCann offers a non-technical look at all aspects of the iPhone application development landscape and gets to the core of what makes a popular-and profitable-application. From knowing your customer to launching a successful app, and everything in between, this must-have guide navigates such topics as developing a concept, analyzing the competition, considerations before the launch, marketing, building a community, and maintaining market share... to name a few. Cove

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