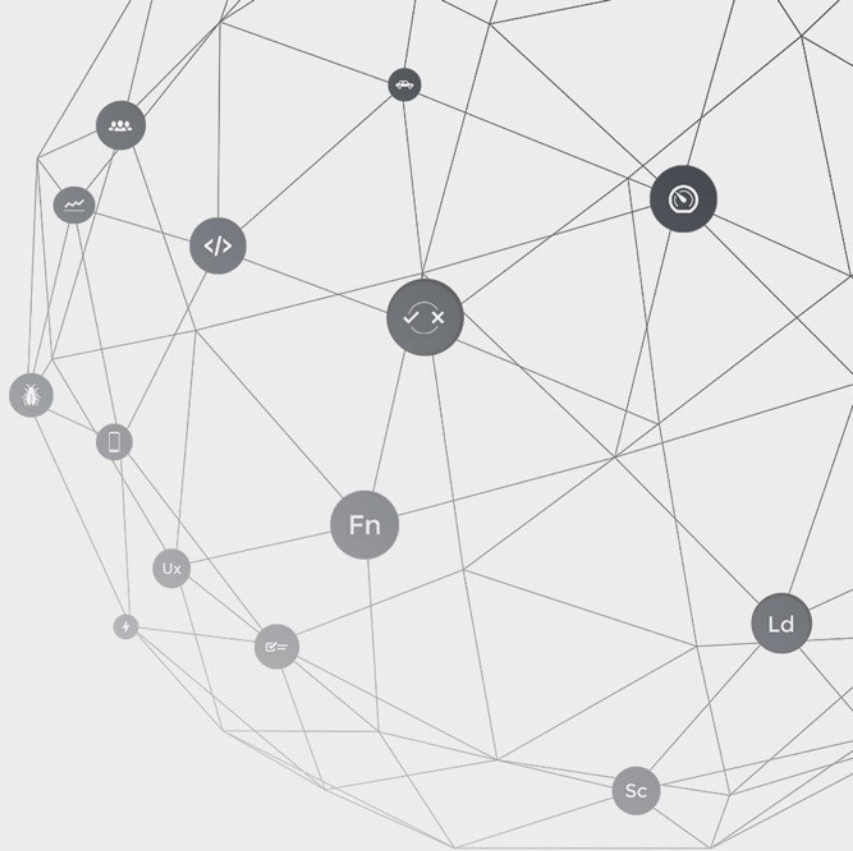APPLAUSE®
WINNING APPS GET IT

IT'S APP BUILDING SEASON

HOW iOS9 AFFECTS YOU

WEBINAR LOGISTICS

- **Today's webinar is being recorded**
  - You will be emailed a link to catch up or share with colleagues

- **We welcome you're feedback**
  - These webinars get better with your input

- **Ask questions!**
  - If you're thinking it, someone else may be too

- **If you're having technical difficulties, jiggle the gas cap**
  - Just kidding, try logging in with a different browser

BACKGROUND

- **About the presenter**

Rich Weiss

Director of Product Marketing / App Evangelist

Applause

rweiss@applause.com

- **About Applause**

- – The 360° App Quality™ company
- – Founded in 2007
- – Four rounds of funding
- – Offices around the globe
- – Recognized by peers and press
- – Over 1.5 million bugs found for more than 3,500 customers
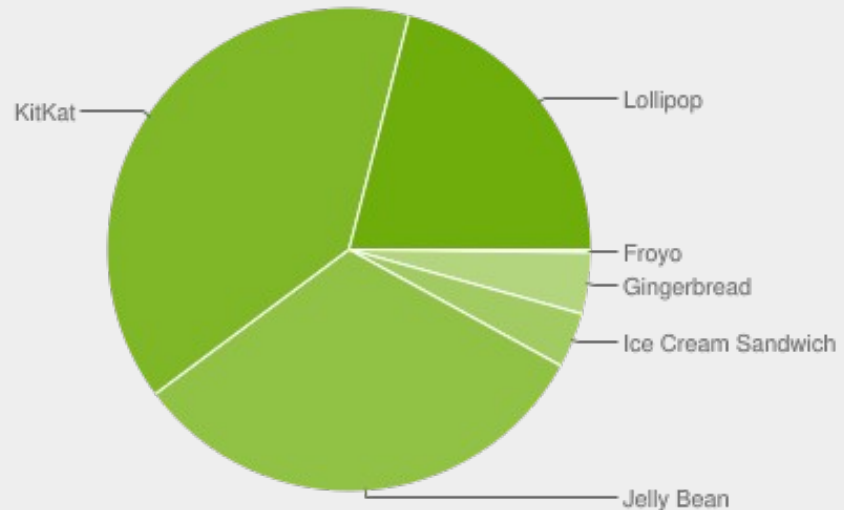
A NEW iOS IS HERE

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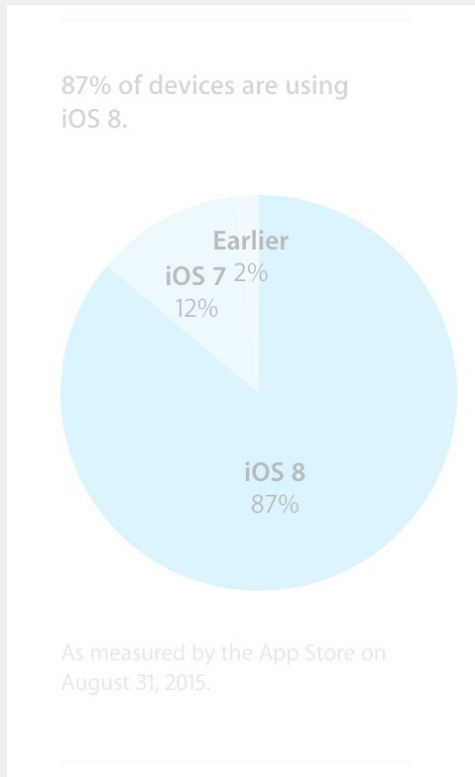# BUT FIRST, SOME STATS

...

APPLAUSE°

ADOPTION OF LATEST OSES

87% of devices are using iOS 8.

Earlier iOS 7 2%
12%

iOS 8
87%

As measured by the App Store on August 31, 2015.

KitKat

Lollipop

Froyo

Gingerbread

Ice Cream Sandwich

Jelly Bean

iOS 9 is compatible with these devices.

iPhone

iPad

iPod

iPhone 6s

iPhone 6s Plus

iPhone 6

iPad Pro

iPad Air 2

iPad Air

iPod touch 6th generation

iPhone 6 Plus

iPhone 5s

iPhone 5c

iPad 4th generation

iPad 3rd generation

iPad 2

iPod touch 5th generation

BUT FRAGMENTATION EXISTS

iPhone 5

iPhone 4s

iPad mini 4

iPad mini 3

iPad mini 2

iPad mini

3D TOUCH: A NEW INTERFACE

- **Three brand new ways to interact**
  - Pressure Sensitivity
  - Peek & Pop
  - Quick Actions

- **Users push "through the screen" to access contextual menus**

- **You have the ability to provider quicker access to content and frequently used tasks**

- **But discoverability remains important**

BUT WHAT ABOUT EVERYONE ELSE?

- **Two devices support 3D Touch and they both begin with iPhone 6S**

- **18 iOS 9 compatible devices don't**

- **Dozens of older ones won't either**

- **Don't hide important elements within a 3D Touch menu**

- **Think about the experience for all users, not just the latest ones**

MULTI-TASKING JUST GOT MORE TASKING

- **iPad Multi-tasking brings us**
  - Slide Over
  - Split View
  - Picture in Picture

- **It's important to be a good citizen for resources**
  - Tightly control app state
  - Avoid memory leakage
  - Test with a resource-intensive app

- **Don't be left out**
  - You should adopt unless you have a reason not to

- **Leverage Auto Layout where appropriate**
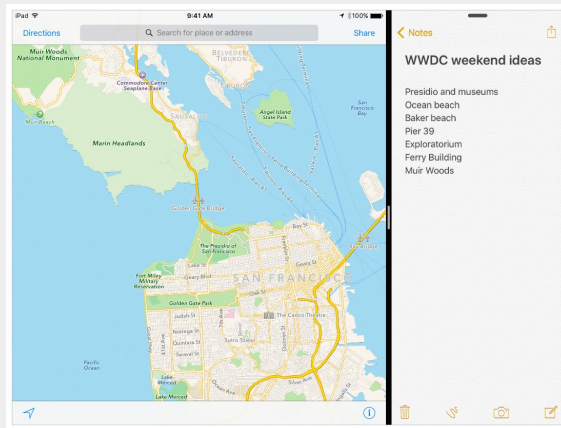
IF YOU BUILD IT, THEY WILL SEARCH

- **iOS has retooled search to allow for deeper discovery from within apps**

- **As a developer:**
  - Make your app search eligible
  - Leverage Core Spotlight to allow content to be indexed
  - Play well with your web Assets

- **Surfacing this allows your app to interact with Spotlight, Safari, Handoff, Siri Suggestions and Reminders**

DEEP LINKING

- **Deep linking enables search but opens up other important opportunities**

- **No more quick Safari flashes**

- **Also prevents URL scraping**
  - No one should know what apps you have on the phone

- **Apple serves as an intermediary determining if an app is installed or if the user should be sent to the web**

- **The lines are blurring between Web and native**

APP THINNING

- **Apps have gotten big**
  - Fragmentation of the iOS ecosystem means big payload
  - It also means frustrated users

- **Apple is letting your apps go on a diet**

- **App Thinning creates variants of your app for targeted devices**
  - Smaller, quicker downloads
  - Easier updating
  - Code once still in place

- **On-demand resources**
  - If you don't need it, you can hold off and Apple will host it
  - Be careful with implementation, don't want to leave users stranded

- **Tagging and identification work up front but better for the end user**

OTHER CHANGES TO WATCH OUT FOR

- **Safari and Web Content**
  - You can now extend the capabilities of your Web views bringing AutoFill, extensions and more to your apps
- **MapKit**
  - You have extended flexibility to bring mapping functions into your app including the display of callouts and pins as well as providing public transit directions
- **Updates to HomeKit and HealthKit**
  - More functionality and data points than ever before.
- **Gaming gets a boost**
  - GameplayKit, Replaykit and Model I/O are allowing game manufacturers to move faster without reinventing the wheel

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QUESTIONS