

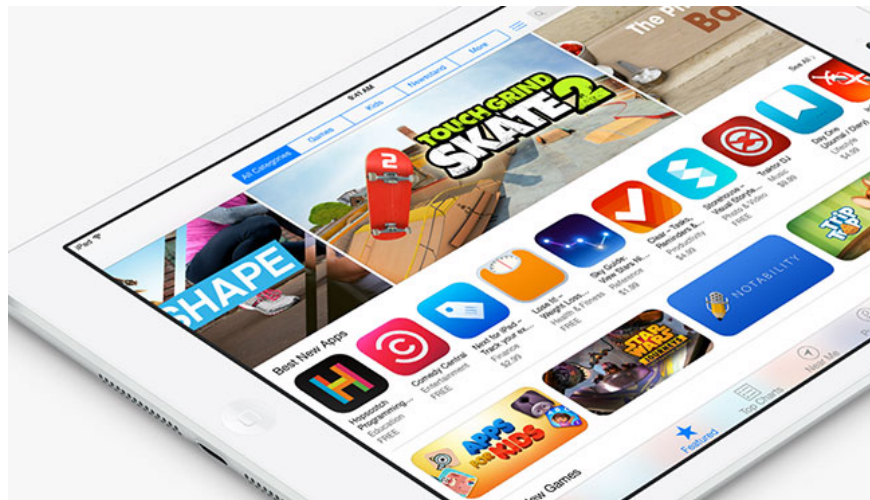
Want to write applications successfully, apply these 5 principles of Apple

The secret to programming any application is acceptable on Apple's app store.

You want to successfully program an application but don't know where to start?

Apple has done a great job of providing developers with detailed, specific, clear instructions on how to successfully write an application. However, after spending more than half a century to program the app (many of them have achieved certain awards) and considering the advice from Apple's guide, I decided to simplify it all. That information into 5 tips below is for those who are fond of the idea of ??writing an app for the phone.

I also stressed that if you want your application to survive long in the market, you should be quiet and listen more. This is already 2016 - there's no room for the "amateur" or those who just speak without doing. Learn from today and your dream of becoming a professional App developer won't be far away!



Tip 1: Useful and unique

We have more than 1.6 million apps on the App Store. If your app does not create something useful or unique or is not a form of entertainment or if your product is too different then it will not be accepted.

Create something useful, specific, solve the problem that users are having with an easy-to-use interface. You can take advantage of the available solution and make it more efficient, faster, simpler, cheaper, safer or more

interesting. All these adjectives are what make your product worth.



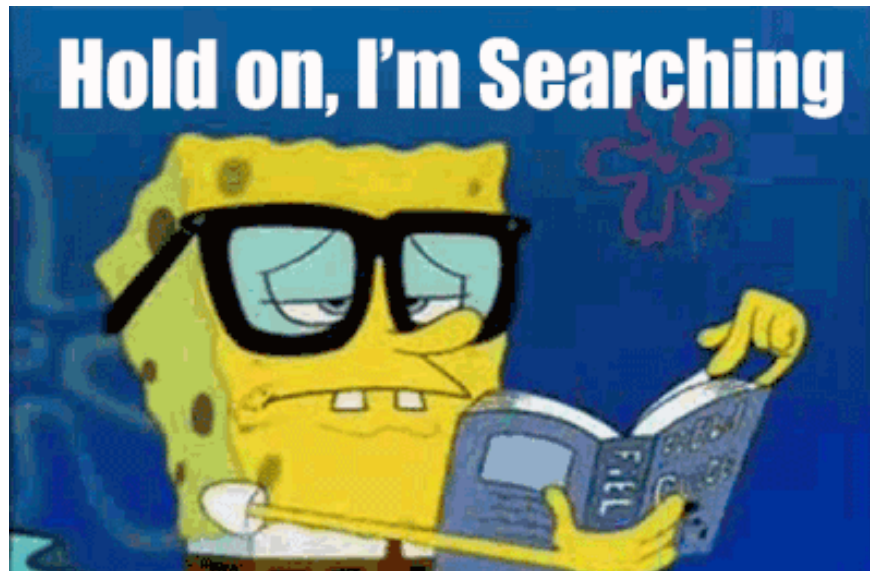
Occasionally, a new product is much better than hundreds of ones with the same functionality already on the market. Consider how you can make everyone's life better. Rethink, refresh, redesign and reinvent existing things or mix old ones to create new ones. Just so you have a firm grasp on the winner.

For example, try observing **Overcast** - a podcast listening application. In essence, it is not the most comprehensive app integrated. However, instead of confronting directly with other competitors, Overcast only focuses on some core functions. One of the special capabilities is that this app helps users save time with the intelligent acceleration feature (Smart Speed) which allows users to fast forward to shorten the common silence when listening to Talk Show on podcasts.

Although podcasts have appeared about 10 years ago, within a relatively short time, Overcast has quickly proved its convenience and position in the market with better podcast quality and user experience. also improved to a certain extent.

Tip 2: Check before writing

Before you start writing applications, check out the other apps in the same category on the App Store and see how you can provide a better experience for users.

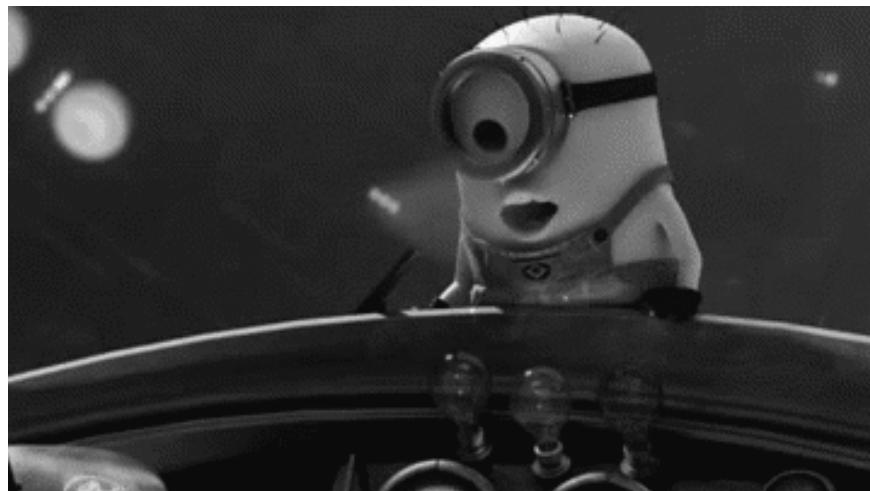


Traditional methods are usually only effective at medium level. Instead of improving the performance of the old, with this principle you will build something completely new and very different from the products that have appeared before. On its website, Apple also stressed that *"if your application does not provide many new features or features or is only suitable for a very small number of users, it will not be accepted"*.

Tip 3: Optimize user interface (UI)

Apple appreciates applications that have a clean, user-friendly and elegant interface. Plan the design process carefully, keep abreast of design guidelines, what should and should not be when designing a UI to ensure your product meets the standards.

Everyone knows Apple goes into details. The Macintosh development team always looked closely at the inside of this model even if they knew that there was almost no one to pay attention to. Obviously, in times when competitors are often obsessed with quantity, they want to win, you need to conquer customers with quality.



For application programming, Apple's motto is *"make it worthwhile"* to make people feel excited about the app's interesting and eye-catching, and "force" them to Download it immediately. In addition, small details such as application icons, sound or small parts on the interface must also make a significant difference.

Tip 4: Really invest time and effort

If your application is written and completed in a hurry in a few days or you are trying to get an app posted to the Store just to impress your friends, be prepared for the product. that will be rejected. We currently own a team of veteran developers who don't want their quality applications to be surrounded by something unprofessional.

The App Store now has more than 1.6 million applications and this is no longer a place for people to write apps in a sketchy or half-hearted way. Many developers spend hundreds (even thousands) of hours checking, editing and perfecting their products before publishing.



Take the time to complete the application from the first time and proceed with the product quality assurance process (QA) carefully. Then, share the app with the testers to test the application and collect feedback. You must also experience it directly, install the app on old devices and as many models as possible, and don't forget to fix all the bugs that may be before uploading to the Store as "version 1.0". Your ability to make mistakes is inevitable, so do it well.

Do not submit the application until you are confident that your "brainchild" deserves a 4 or 5 star rating from most users.

Tip 5: Always target customers

Finally, we appreciate your efforts and always try our best to create the best platform - where you can show your talent and make money. If the approval process is rigorous, it is because we are committed to bringing great things and quality experiences to users and developers alike.

No matter how good your application is, if it is not received by users, it will not last long. Therefore, create a useful product, quality and meet the needs of customers. Just a small detail in your product is detrimental or

reduce the experience for the user, the likelihood of the app being downgraded compared to the opponent's application is certain.

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