

iOS Apps

Larry Salibra 李兆京
CEO, Appartisan Limited

<http://www.appartisan.com>

About Appartisan 关于Appartisan

South China
珠江三角



Larry

New York City
纽约市



C.S.

Appartisan's Products

Appartisan的产品



<http://www.pay4bugs.com>



<http://instantsupercar.com>



<http://www.logvu.com>



<http://www.attigo.us>

Appartisan's Customers

Appartisan的客



Firstrade Securities Inc.



Why do people make iOS apps? iOS apps有什么用？为啥开发它？

1. To sell for profit
2. To extend an existing service
3. To promote a brand

1. 卖，赚钱
2. 扩张已有的产品或平台
3. 提高品牌的知名度

I want an iPhone app!
我要一个iPhone app!

How much?

多少钱？

I want an airplane!
我要买飞机!

How much?

多少钱?

Building an app

开发App的流程

- 1. What will your app do?**
- 2. Who will design it?**
- 3. Design it**
- 4. Build it**
- 5. Test it**
- 6. Move it**

- 1. 你的App需要做什么？**
- 2. 由谁来设计？**
- 3. 设计它**
- 4. 开发它**
- 5. 测试它**
- 6. 卖它**

Testing iOS Apps

测试 iOS Apps

- Equipment - 100s of USD
- Environments - Carriers, Locales
- Apple restricted distribution - 100 devices per year
- 设备 - 几千人民币 / 台
- 环境 - 运营商, 区域格式
- 苹果公司现在分布 - 限于 100台设备 / 年

How can you test? 怎么测试呢？

- Buy 100 iPhones & iPads
- Travel around the world
- Get your friends to help
- 买100台 iPhone及 iPads
- 环球跑测试
- 求朋友帮忙测试

Pay4Bugs iOS App Testing

Customer Tester Welcome **Larry Salibra** | [Log Off](#) English 中文

Pay4Bugs Total Balance: **\$1,056.00**

DASHBOARD PROJECTS ACCOUNT USERS MY INFO [HELP](#)

ALL > **LOGVU**


LogVu [Settings](#)

Status: Not being tested. ?


[Assignments](#) **Team** [Versions](#)

Recruitment: Open [Close](#)

Members | [Interested](#) Add your team devices to iTunes Connect & your IPA. [Learn how](#) [Export Devices to iTunes Connect](#)

	Tester	Devices	Lifetime Bug Stats		
			Approved	Rejected	
 larry Member since: 09:53:AM		1	0	0	✕

Devices

 iPhone 4 (GSM)
e4a1648f2ef1d983c3c45b3e9279404eeaa5cda4

[Export to iTunes Connect](#)

Moving your app 吸引用户下载你的app

- Apple owns your customers
- Lack of analytics
- Risk of Apple rejection
- 你的客户不属于你，他们属于苹果公司
- 缺客户来源的信息及统计
- 苹果不接受你App的风险

Keep in Touch

保持联系



Appartisan

larry@appartisan.com

Twitter:

<http://twitter.com/larrysalibra>

微博:

<http://weibo.com/lizhaojing>

English Blog:

<http://larrysalibra.com>

中文博客:

<http://lizhaojing.com>