



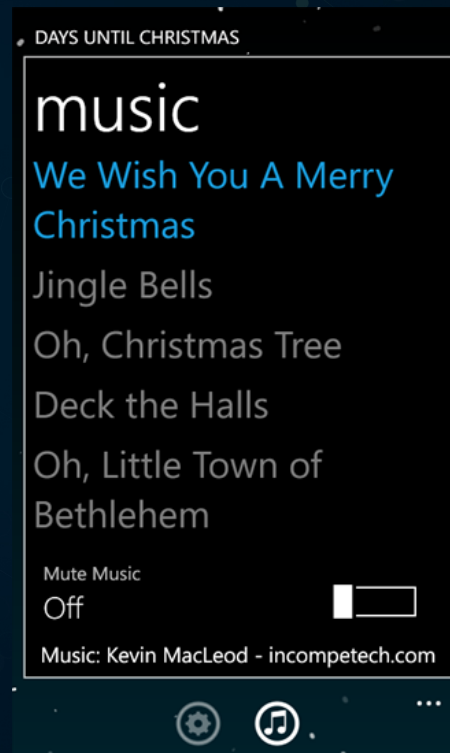
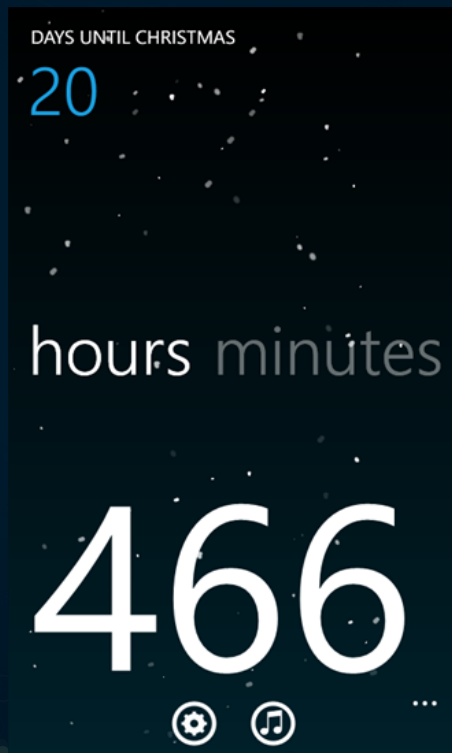
Chris Hardy

C# Contractor

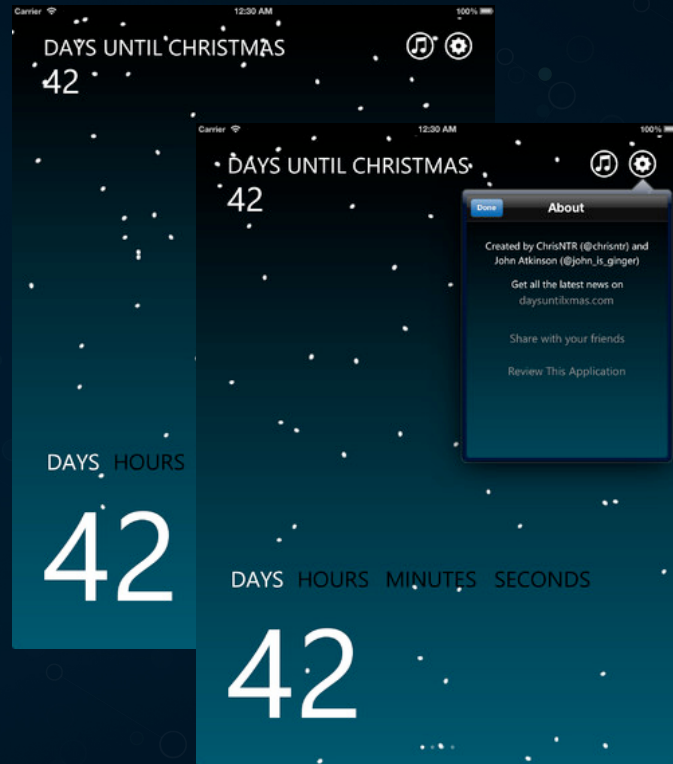
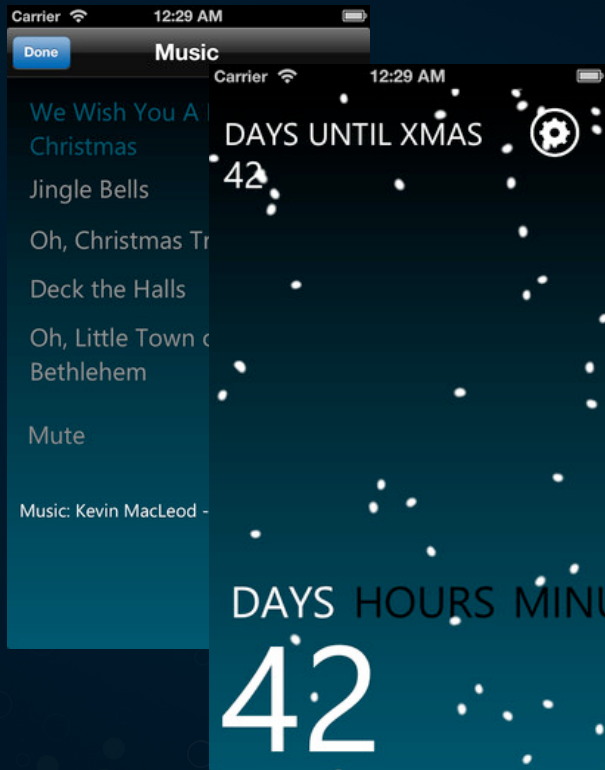
twitter.com/chrisntr

REAL CROSS-PLATFORM MOBILE APPLICATIONS - THE ANTI-PATTERN

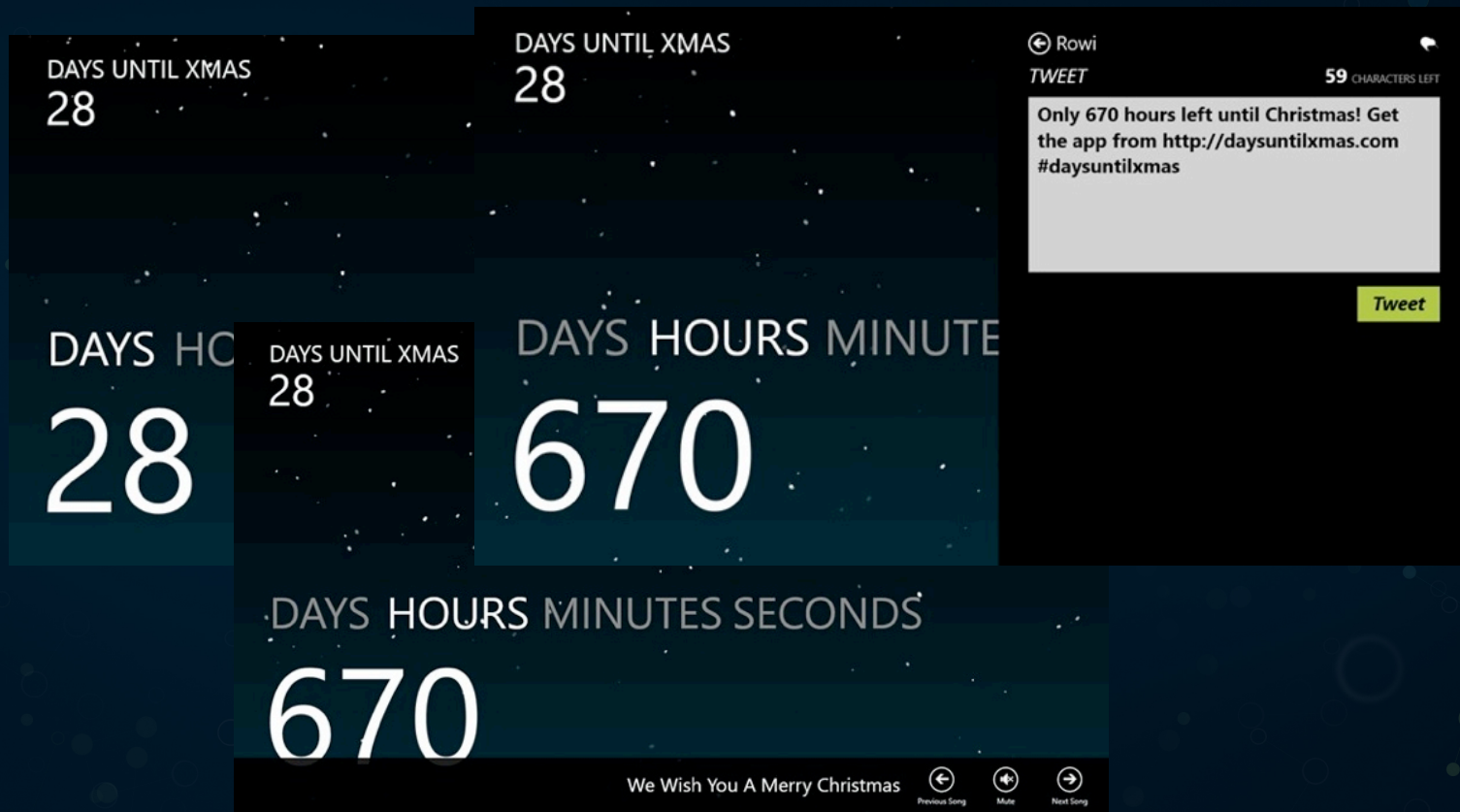
DAYSUNTILXMAS.COM



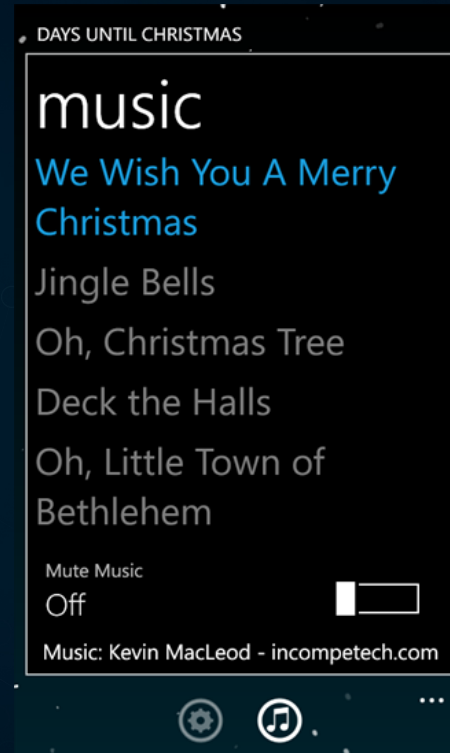
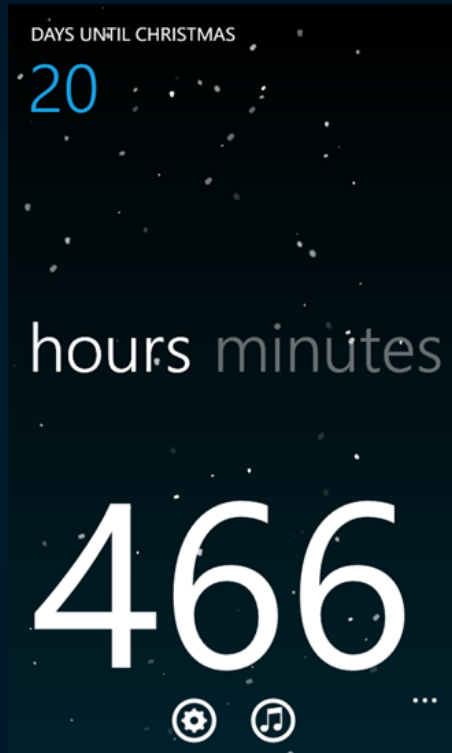
DAYS UNTIL XMAS - WINDOWS PHONE



DAYS UNTIL XMAS - IOS



DAYS UNTIL XMAS - WINDOWS 8



WINDOWS PHONE - 2010

WINDOWS PHONE - 2010

- `DispatchTimer` for Snow/Time timer
- `Pivot Control` for time display
- Use `MarketplaceReviewTask` to Review app
- Use `EmailComposeTask` to Share app
- Live tile using `ScheduleTileNotification`

MARKETPLACE REVIEW

- <http://wp7reviews.tomverhoeff.com>
- Over 1,200 reviews

```
reviewButton.Click += (s, e) =>
{
    AboutFlipBack.Begin();
    var reviewTask = new MarketplaceReviewTask();
    reviewTask.Show();
};
```


EMAIL COMPOSE TASK

- No other sharing functionality

```
const string marketplaceUrl = "http://bit.ly/acLe1V";  
var emailTask = new EmailComposeTask();  
emailTask.Subject = "Days Until Christmas on Windows Phone 7!";  
var sb = new StringBuilder();
```

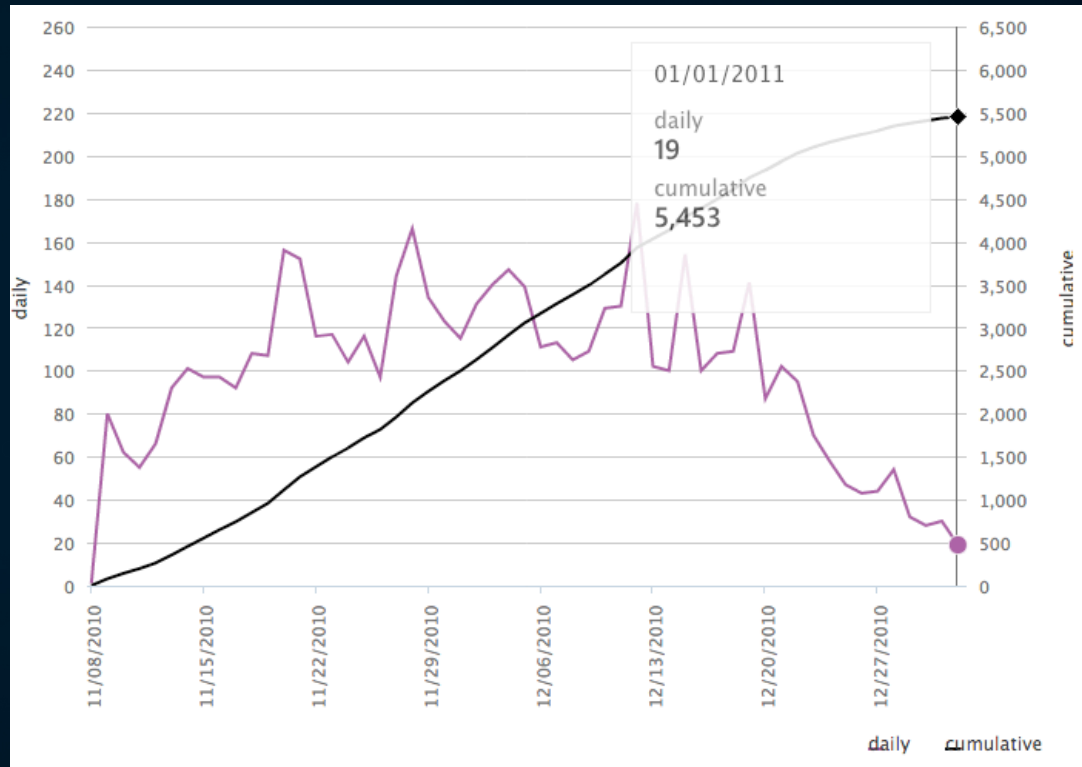
```
sb.Append(String.Format("Hey!\nCheck out this days until Christmas app on the  
Windows Phone 7 marketplace! Don't worry, it's free. \nDownload here: {0}\n",  
marketplaceUrl));
```

```
sb.Append(String.Format("Only {0} {1} left until Christmas!\n",  
_time.DaysUntil.ToString(),(_time.DaysUntil == "01") ? "day": "days"));
```

```
sb.Append("Merry Christmas\n");  
emailTask.Body = sb.ToString();  
emailTask.Show();
```


LIVE TILE WITH SCHEDULE TILE NOTIFICATION

- Don't build an app that needs a constantly updating icon!
- 2011 the live tile was online only...
- `http://daysuntilxmaswp7.info/{0}/image.png`
where {0} is the time offset
- Provided analytics based on the information sent to the server

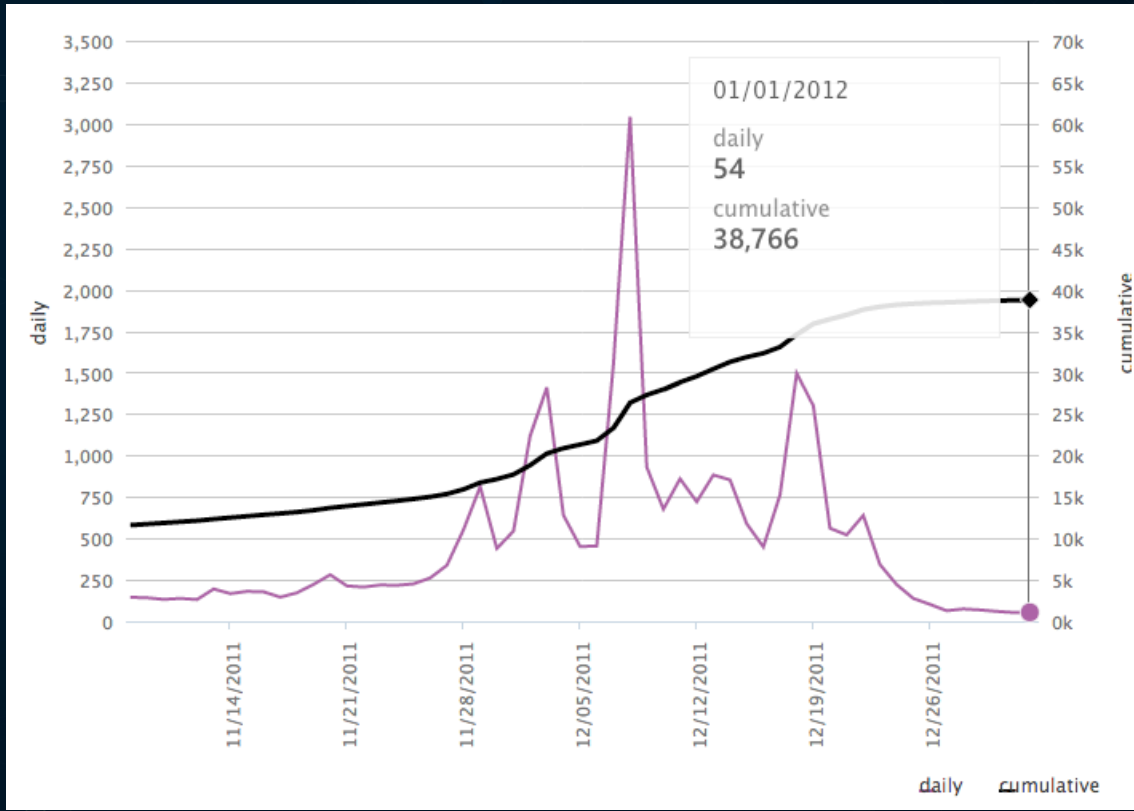


WINDOWS PHONE - 2010

WINDOWS PHONE - 2011

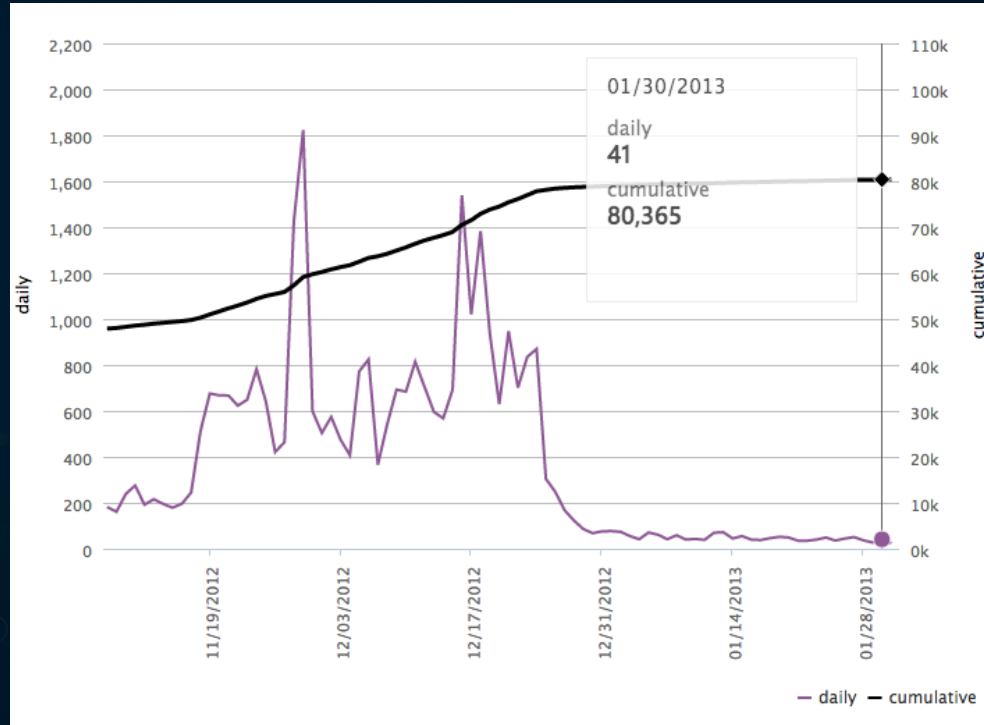
- 6,151 installs from 1st Jan 2011 to 8th Nov 2011
- Updated Live Tile to be local
- Updated the description before publishing - oops.
- Featured on the Marketplace!

27,326 DOWNLOADS!

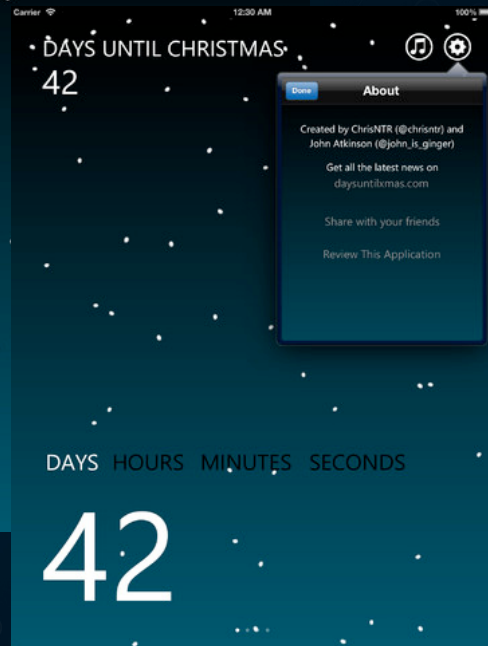
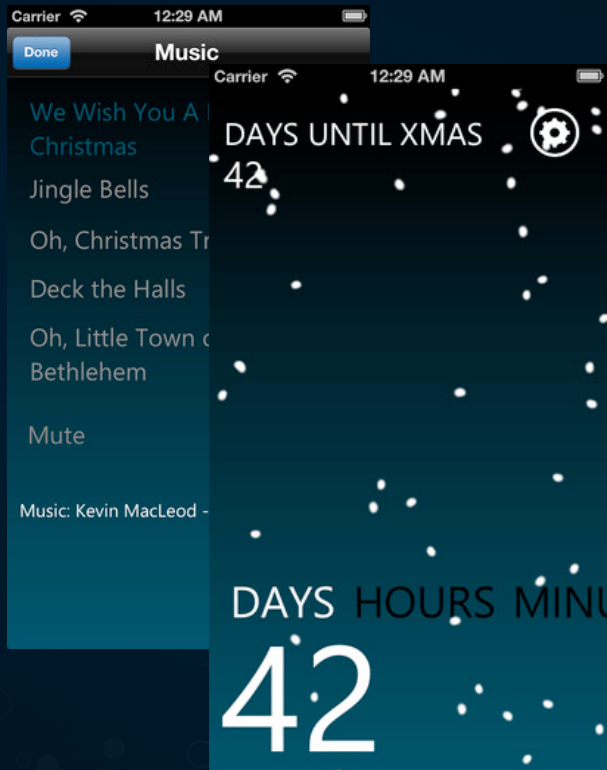


WINDOWS PHONE - 2011

OVER 80,000 DOWNLOADS!



WINDOWS PHONE - 2012/13



IOS - 2012

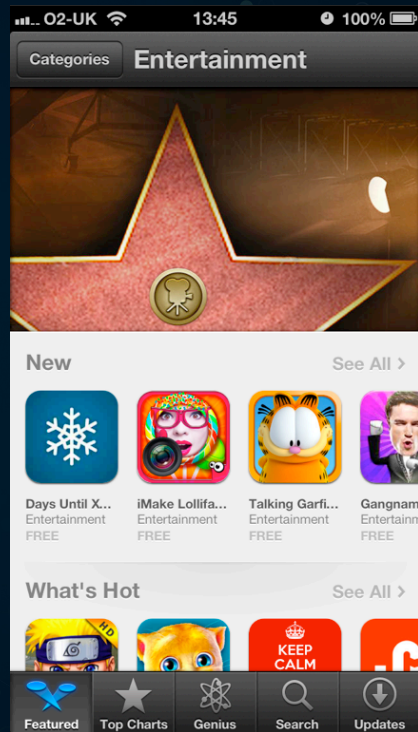
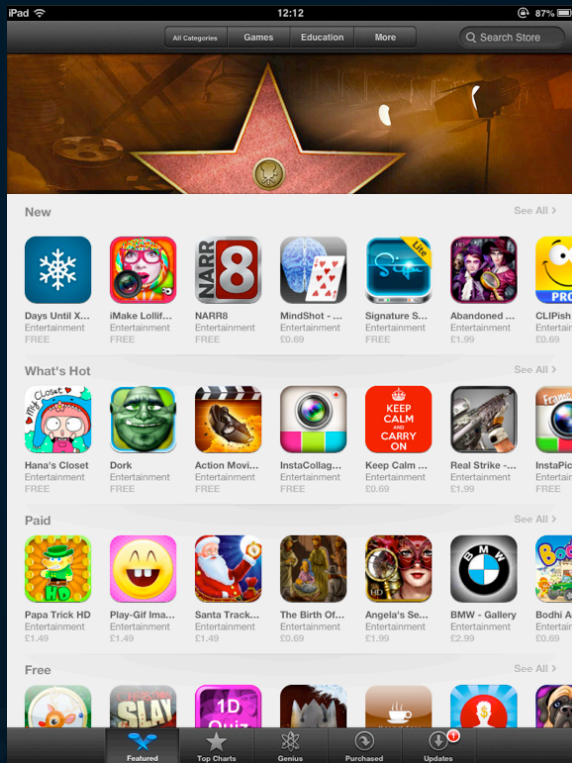
IOS - 2012

- `NSTimer.CreateRepeatingScheduledTimer` for time countdown
- `CAEmitterLayer` for snow falling
- Two `UIScrollView`s for time display, abusing `DecelerationEnd` and `SetContentOffset`
- `NSURL.OpenUrl` for Reviewing the app
- `UIActivityView` for sharing with friends
- No live tile...

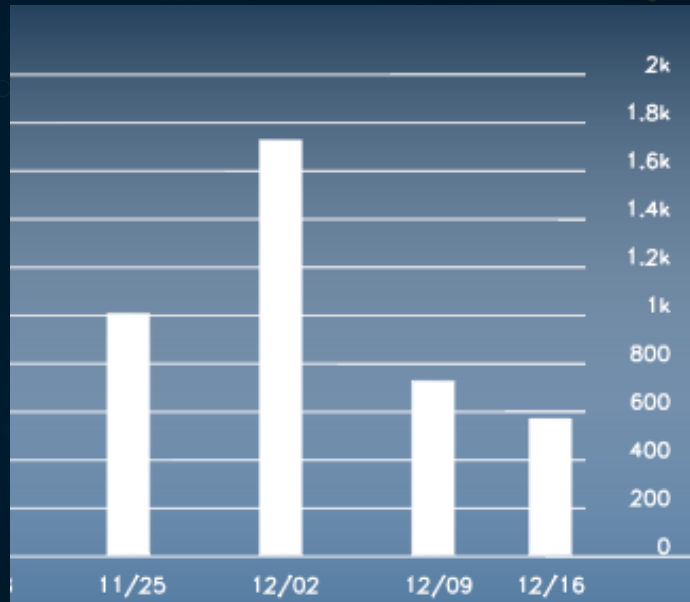
SHARING CODE

OR NOT...

- No shared code, copy and pasted code. Bad, I know...
- MusicOptions, TimeInformation, TimeHelper and defaults
- Sharing thoughts and ideas



IOS - 2012



IOS - 2012

DAYS UNTIL XMAS
28

DAYS HOURS MINUTES SECONDS
670

We Wish You A Merry Christmas



Previous Song



Mute



Next Song

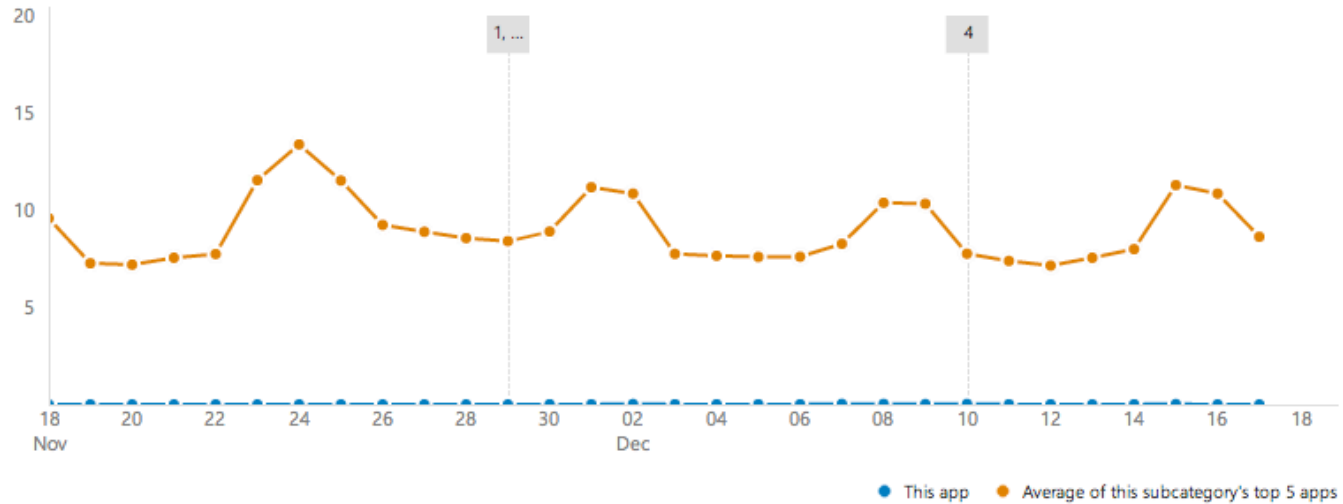
WINDOWS 8 - 2012

WINDOWS 8 - 2012

- `DispatchTimer` for Snow/Time timer
- `ScrollView` + Hacks for time display, abusing `ViewChanged` / Storyboards
- Reviewing the app is build in (I found out the hard way)
- Sharing is built in with `DataTransferManager`
- Settings different on Windows Phone/iOS and Windows 8
- Live Tile on Lock Screen

Downloads

App downloads (in thousands)



WINDOWS 8 - 2012

In-store release



Days Until Xmas!

Downloads: 223

★★★★★ (7 ratings)

0.64 GBP

Release 4

12/10/2012

[Reports](#)

[Details](#)

WINDOWS 8 - 2012

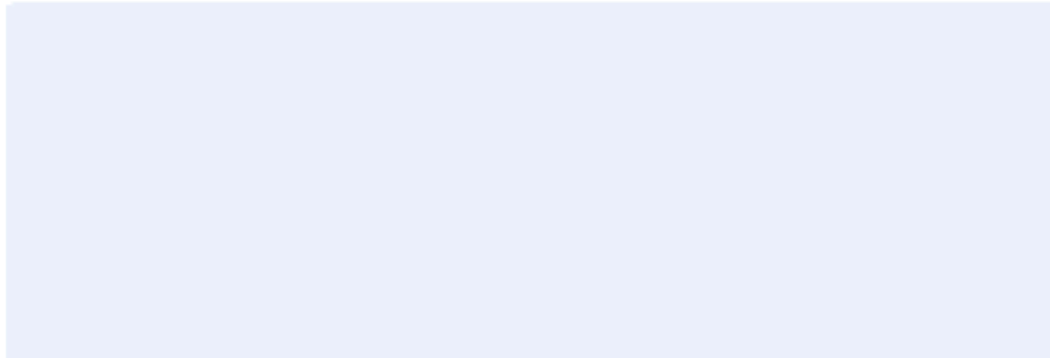
Windows Store App Content Findings



Requirement 1.1: Your app must offer customers unique, creative value or utility in all the languages and markets that it supports

Reason: This app didn't appear to provide value or didn't seem useful to the reviewer.

**Example
Screenshot:**



WINDOWS 8 - 2012

Windows Store App Content Findings

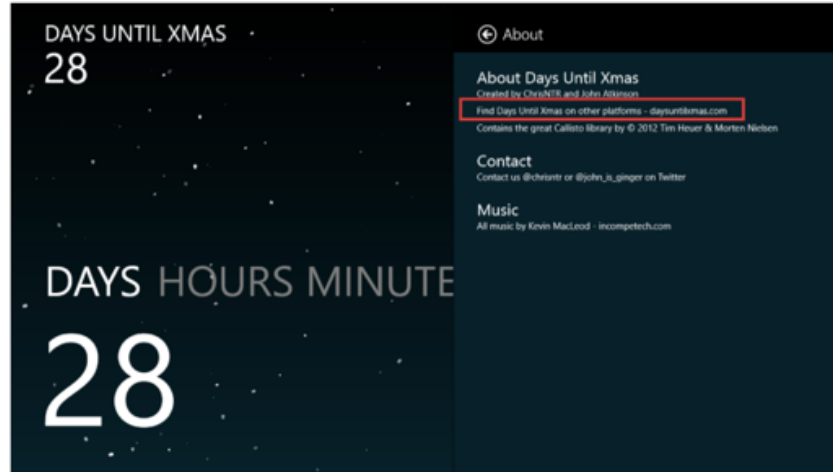


Multi-purpose report for errors found in a Windows Store App

App issues:

Failed Requirement: 2.3 Your app must not use its tiles, notifications, app bar, or the swipe-from-edge interactions to display ads

App Screenshot:



This is one example of the issue. Please inspect your App and address any other instances before resubmitting.

WINDOWS 8 - 2012



Apple

Mar 26, 2013
09:10 AM

3.1

We found that your app and/or its metadata contains inappropriate or irrelevant platform information, which is not in compliance with the [App Store Review Guidelines](#).

Specifically, your app description states:

"Also available on Windows Phone – more details at [daysuntilxmas.com](#)"

Providing future platform compatibility plans, or other general platform references, is not appropriate in the context of the App Store. It would be appropriate to remove this information.

If your iTunes Connect Application State is Metadata Rejected, we do NOT require a new binary. In iTunes Connect > Manage Your Applications, select your app and click View Details.

- Click Edit in the Metadata section
- Revise the desired metadata values
- Click "Save" at the bottom of the screen
- Once you click Save, you will see the "Submit New Metadata" button in the top right. Click "Submit New Metadata"

If your iTunes Connect Application State is Rejected, a new binary will be required. Make the desired metadata changes when you upload the new binary.

NOTE: Please be sure to make any metadata changes to all App Localizations by clicking the Edit button next to each localization.

IOS - 2013



ANDROID - 2013

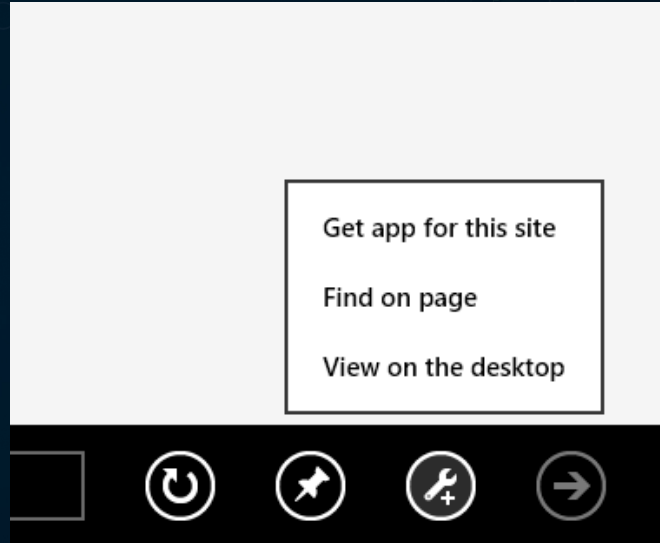
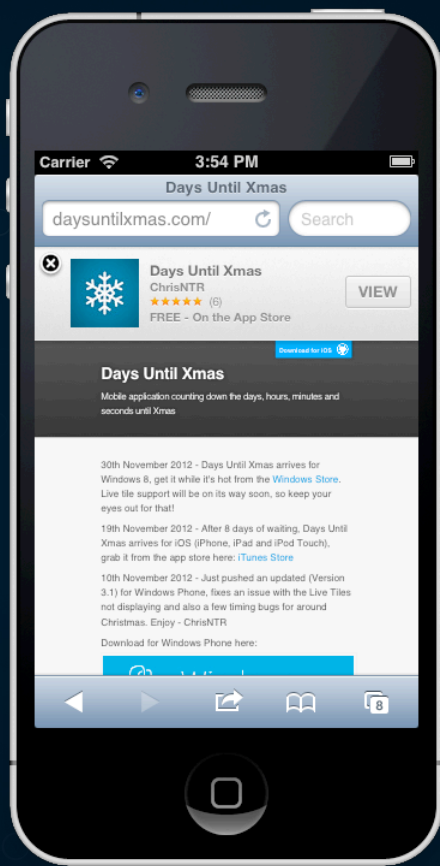
ANDROID - 2013

- Used Animation and AnimationDrawable
- ScrollView ???
- MarketUri and Activity to Review the app
- Sharing is built with a ShareActionProvider
- Settings is done via the menu option and alert dialog
- No live tile... again
- In the future...

BUILD YOUR OWN COUNTDOWN APP?

OPEN SOURCING DAYS UNTIL XMAS IOS

- Get the code from github.com/chrisntr/daysuntilxmas
- Apache 2.0 license
- Analytics removed
- Uses Xamarin.iOS and works great on the Starter edition
- Xamarin.Android version to be open sourced soon in an unfinished state...
- Windows Phone and Windows 8 versions to be open sourced soon



SHARING THE APP - DAYSUNTILXMAS.COM

SHARING THE APP

DAYSUNTILXMAS.COM

- iOS

```
<meta name="apple-itunes-app" content="app-id=0000000" />
```

- Windows 8

```
<meta name="msApplication-ID" content="appId" />
```

```
<meta name="msApplication-PackageFamilyName" content="name" />
```



APP REVIEWS



“It's fun because you don't forget how many
days there is left lol”

“It's fun because you don't forget how many
days there is left lol”

5 Stars

- User

Dec 27th 2012



“Yer...pointless really.”

“Yer...pointless really.”

2 Stars

- Sophie

Dec 18th 2012

“3stars cause it tells you how long CHRISTMAS
is!!!! =)”

“3stars cause it tells you how long CHRISTMAS
is!!!! =)”

3 Stars

- User

Dec 11th 2012

“I love this app its really cool :D and I will I use is every day for my life. My cousins love it and the falling snow is a blast”

“I love this app its really cool :D and I will I use is every day for my life. My cousins love it and the falling snow is a blast”

5 Stars

- Belinda

Dec 26th 2012

“That is stupid you calculate simply time to get to
Christmas ... Ufffffffff because it does so yucky Windows
Phone?????/,”

“That is stupid you calculate simply time to get to
Christmas ... Ufffffffff because it does so yucky Windows
Phone?????/,”

1 Star

- Rita

Dec 11th 2012

“This is super cute and works just the way I would expect it to. I love Christmas!!”

“This is super cute and works just the way I would expect it to. I love Christmas!!”

5 Stars

- Maya Bree

Jan 24th 2013



Q&A



THANK YOU

CHRISNTR

[TWITTER.COM/CHRISNTR](https://twitter.com/CHRISNTR)