

Разработка приложений для iOS

Лекция 12

**Тестирование,
публикация и многое
другое**

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Вспомним прошлое занятие

**Какие датчики позволяют
отслеживать положение телефона
в пространстве?**

**Какие датчики позволяют
отслеживать положение телефона
в пространстве?**

Гироскоп, акселерометр, компас, GPS

**С помощью какого контроллера
проще всего проиграть видео на
iOS?**

**С помощью какого контроллера
проще всего проиграть видео на
iOS?**

`MPMoviePlayerViewController`

Какие классы помогают распознавать жесты?

Какие классы помогают распознавать жесты?

`UIGestureRecognizer` и наследники

Лицензия разработчика

<https://developer.apple.com>

Choosing an iOS Developer Program



iOS Developer Program (\$99/year)

Select this program if you would like to distribute apps on the App Store as an individual, sole proprietor, company, organization, government entity or educational institution.

[Learn more >](#)

[Enroll Now](#)



iOS Developer Enterprise Program (\$299/year)

Select this program if you would like to develop proprietary apps for internal distribution within your company, organization, government entity or educational institution.

[Learn more >](#)

[Enroll Now](#)



iOS Developer University Program (Free)

Select this program if you are a degree granting, higher education institution that would like to introduce iOS development into your curriculum.

[Learn more >](#)

[Enroll Now](#)



Are you enrolling as an individual or organization?

Individual

Select this option if you are an individual or sole proprietor/single person company.



Seller Name

Your personal legal name will be listed as the seller of your apps on the App Store.

Example:

Seller: John Smith



Individual Development Only

You are the only one allowed access to program resources.



You will need:

- A valid credit card for purchase.
We may also require additional personal documentation to verify your identity.

Individual

Company/Organization

Select this option if you are a company, non-profit organization, joint venture, partnership, or government organization.



Seller Name

Your organization's legal entity name will be listed as the seller of your apps on the App Store.

Example:

Seller: ABC Company, Inc.



Development Team

You can add additional developers to your team who can access program resources. Companies who have hired a contractor to create apps for distribution on the App Store should enroll with their company name and add the contractors to their team.



You will need:

- The legal authority to bind your company/organization to Apple Developer Program legal agreements.
- An address for the company's principal place of business or corporate headquarters.
- A D-U-N-S® Number assigned to a legal entity.
D-U-N-S Numbers, available from D&B for free in most jurisdictions, are unique nine-digit numbers widely used as standard business identifiers. To learn more, read our [FAQs](#). Before enrolling, check to see if D&B has assigned you a D-U-N-S Number. If not, please request one.

Note: We do not accept DBAs, Fictitious Business, Trade names, or branches at this time.
- A valid credit card for purchase.

Company

iOS Dev Center – Apple Developer

Apple Inc. developer.apple.com/devcenter/ios/index.action

OnTime Flurry Vk ads Fb ads voronezh torrents Кулички Фото Яндекс.Словари Gmail В Контакте Яндекс Телепрограмма RuTracker

Developer Technologies Resources Programs Support Member Center Search Developer

iOS Dev Center iOS Dev Center Mac Dev Center Safari Dev Center

Hi, Gleb Tarasov My Profile Sign out

Development Resources

Resources for iOS 7

Downloads
Download the latest build of iOS SDK

iOS Developer Library

- Getting Started
- Guides
- Reference
- Release Notes
- Sample Code
- Technical Notes
- Technical Q&As

Development Videos

- iOS Development
- WWDC Videos

iAd JS Developer Library
Get technical documentation on developing with iAd JS.

Apple Developer Forums
Discuss iOS development with other developers and Apple engineers.

Featured Content

- Submit iOS 7 Apps Today
- What's New in iOS
- 64-Bit Transition Guide
- App States and Multitasking
- Designing Great Apps
- Game Center
- iAd
- iCloud
- In-App Purchase
- Newsstand
- Passbook
- Push Notifications

Downloads

Xcode 5.1.1 GM seed
This is a pre-release version of the complete Xcode developer toolset for Mac, iPhone, iPod touch, and iPad. Please review the Release Notes before installing. Xcode 5.1.1 GM seed requires OS X Mountain Lion or later.

Posted: Apr 4, 2014
Build: SB1008
Included iOS SDK: iOS 7.1
Included Mac SDK: OS X v10.9.2

Downloads

- Xcode 5.1.1 GM seed
- Xcode 5.1.1 GM seed Release Notes

[Download Xcode 5](#)

Xcode 5.1
This is the complete Xcode developer toolset for Mac, iPhone, and iPad. It includes the Xcode IDE, iOS Simulator, and all required tools and frameworks for building OS X and iOS apps.

[Looking for an older version of Xcode? ▶](#)

iOS Developer Program

- Certificates, Identifiers & Profiles
- iTunes Connect
- Apple Developer Forums
- Developer Support Center
- App Store Resource Center
- Prepare for App Submission
- App Store Approval Process
- Managing Apps
- Marketing Resources
- News & Announcements
- Single App Binary Supports 64-bit and 32-bit Apps
January 10, 2014
- Getting Help with App Review Results
January 10, 2014
- Make Your Apps Work Seamlessly with iOS 7
December 17, 2013
- iTunes Connect Holiday Shutdown
December 14, 2013
- iAd Workbench Expands to New Countries
November 12, 2013

Перейти на <https://developer.apple.com/news/index.php?id=01102014a>

developer.apple.com

- бета-версии iOS
- добавление устройств
- генерация сертификатов
- добавление id приложений

Сертификаты

- `developer` для отладки на устройстве
- `distribution adhoc` для тестировщиков
- `distribution appstore` для публикации
- `push` для уведомлений с сервера

iTunes Connect

<https://itunesconnect.apple.com>

Apple iTunes Connect

gleb34+umapps@gmail.com



iAd Workbench Update

iAd Workbench is now available to promote your apps, product or service on the iAd App Network. Whether you are looking to drive traffic to your website, increase video views, or generate downloads of your apps, iAd Workbench puts you in control. [Learn more](#)



Sales and Trends

View and download your sales and trends information.



Contracts, Tax, and Banking

Manage your contracts, tax, and banking information.



Payments and Financial Reports

View and download your earnings, payments, and financial reports.



Manage Users

Add, view, and manage iTunes Connect users and In-App Purchase test accounts.



Manage Your Apps

Add, view, and manage your App Store apps.



Grow Your Business With iAd

Monetize your apps and drive downloads.



Catalog Reports

Request catalog reports for your App Store content.



Support

Get support with creating, submitting, and managing your App Store apps.

[Access the Developer Guide.](#)



[FAQ](#) Review our answers to common inquiries.

itunesconnect.apple.com

- добавление приложений
- добавление свойств приложений: иконка, описание и т.п.
- публикация приложений
- добавление банковского счета
- данные по продажам, финансовые показатели и т.п.

Отладка на устройстве

Публикация для тестировщиков и заказчиков

<https://www.testflightapp.com>



[SDK](#) [Tools](#) [Support](#) [Sign Up!](#)

[Log In](#)



The freedom to build better apps

A free mobile platform for developers, managers and testers.

TestFlight

- создаем команду
- приглашаем по email тестировщиков или заказчиков
- они принимают приглашение и добавляют устройство
- вам приходит идентификатор
- добавляете его на developer.apple.com
- выкладываете приложение

Публикация в AppStore

Полезные сервисы

Crashlytics

отслеживание крешей в Ad Hoc и App Store
версиях

<https://www.crashlytics.com>



Teatr
iOS ru.teatrlive

pilot34
iOSDev

All Versions Open Issues All Time

Logs, keys, users...



7 ISSUES

Issue ID	Issue Description	Version	Crashes	Users
#8	EventsViewController.m line 148 -[EventsViewController prepareForSegue:sender:]	1.1.1	44	12
#3	UITableView.m line 371 -[UITableView _updateVisibleCellsNow:]	1.0	2	2
#4	QuartzCore CA::OGL::SW::convert_in(void*, void*, void*, unsigned int, unsigned long)	1.0	1	1
#5	WebCore WebCore::StyleResolver::loadPendingImages()	1.0	1	1
#6	LoaderFromServer.m line 223 __50-[LoaderFromServer getEventsForIds:andWithAction:]_block_invoke	1.0	1	1
#10	UIKit -[UIView(Internal) _addSubview:positioned:relativeTo:]	1.1.1	1	1
#9	AudioToolbox <redacted>	1.1.1	1	1

App Annie

отслеживание скачиваний и продаж,
мест в топах

<https://www.appannie.com>

Select ...

Dashboard

Downloads

Revenue

Ad Revenue

Ad Expense



Umaps

Store: iOS Store
Latest Report: Apr 08, 2014
Account Status: ✔OK

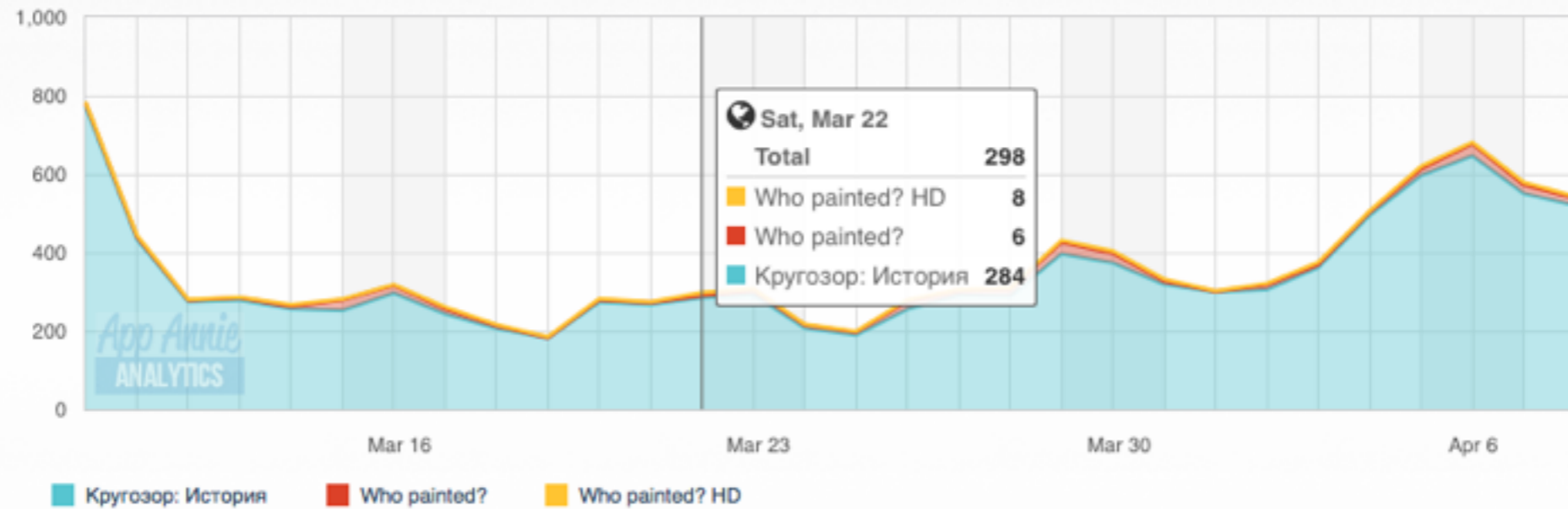
Overview

All Countries - Mar 10, 2014 - Apr 08, 2014

	Apr 08, 2014	Last 7 Days	Last 30 Days	Since Feb 25, 2013
Downloads	543 -6%	3,625 +53%	10,886 -60%	51,329
Revenue	\$61 -19%	\$415 +22%	\$1,348 +44%	\$12,739

Scale

Downloads Revenue



Search and Share buttons

App	Downloads Last 7 Days	Revenue Last 7 Days	Ranking Russia - Apr 09, 2014	Reviews Last 7 Days
Total	3,625 +53%	\$415.34 +22%		
Кругозор: История ★	3,472 +56%	\$194.51 +38%	16 ▼2 Education	40
Who painted? ★	117 +2%	\$151.33 +2%	13 ▼4 iPhone Education	0
Who painted? HD	36 +38%	\$69.50 +37%	44 ▲14 iPad Education	0

AppBot

ОТслеживание ОТЗЫВОВ

<http://appbot.co>



Кругозор: История (iOS) [view online](#)

Summary

Rating	Tally [2014-04-10]
5 stars	2
4 stars	0
3 stars	0
2 stars	0
1 star	0

Average 5.0 stars overall

Sponsor

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[become a sponsor](#)

Russia (5.0 stars average)

5 stars by [Oli-vetti](#) for version 1.3

Интересно

Авторы - молодцы!

[translate](#) [tweet](#) [facebook](#) [view](#)

5 stars by [Ds552883](#) for version 1.3

Супер

Супер

[translate](#) [tweet](#) [facebook](#) [view](#)

Flurry

аналитика внутри приложения

отслеживание эффективности рекламы

<http://www.flurry.com>



All Applications > Кругозор: История > Analytics

Dashboards

Flurry Classic

Create Dashboard

Usage

Retention NEW

Audience

User Acquisition

Events

Errors

Technical

Manage

FLURRY CLASSIC

All Users

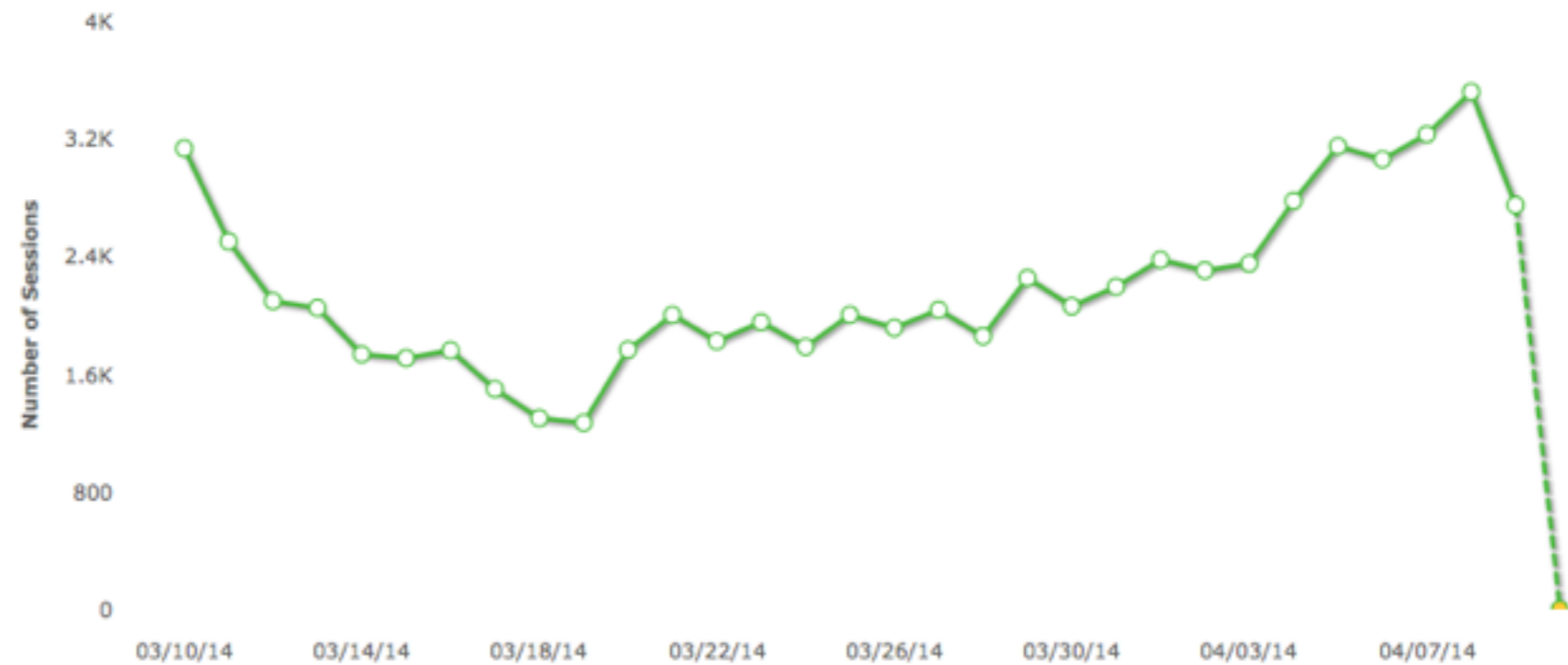
All Versions

03/10/14 - 04/10/14

Sessions

Explain Download CSV

Zoom: days | weeks | months



Spark Charts

68,215 Sessions

2.2 mins Median Session Length

10,226

992.97

Help

pod 'FlurrySDK'

```
[Flurry startSession:@"2YT83KWNNPGVKJJ4FC"];
```

```
NSDictionary *params = @{ @"title" : level.title,  
                           @"index" : @(level.index) };
```

```
[Flurry logEvent:@"start_level" withParameters:params];
```




start_level

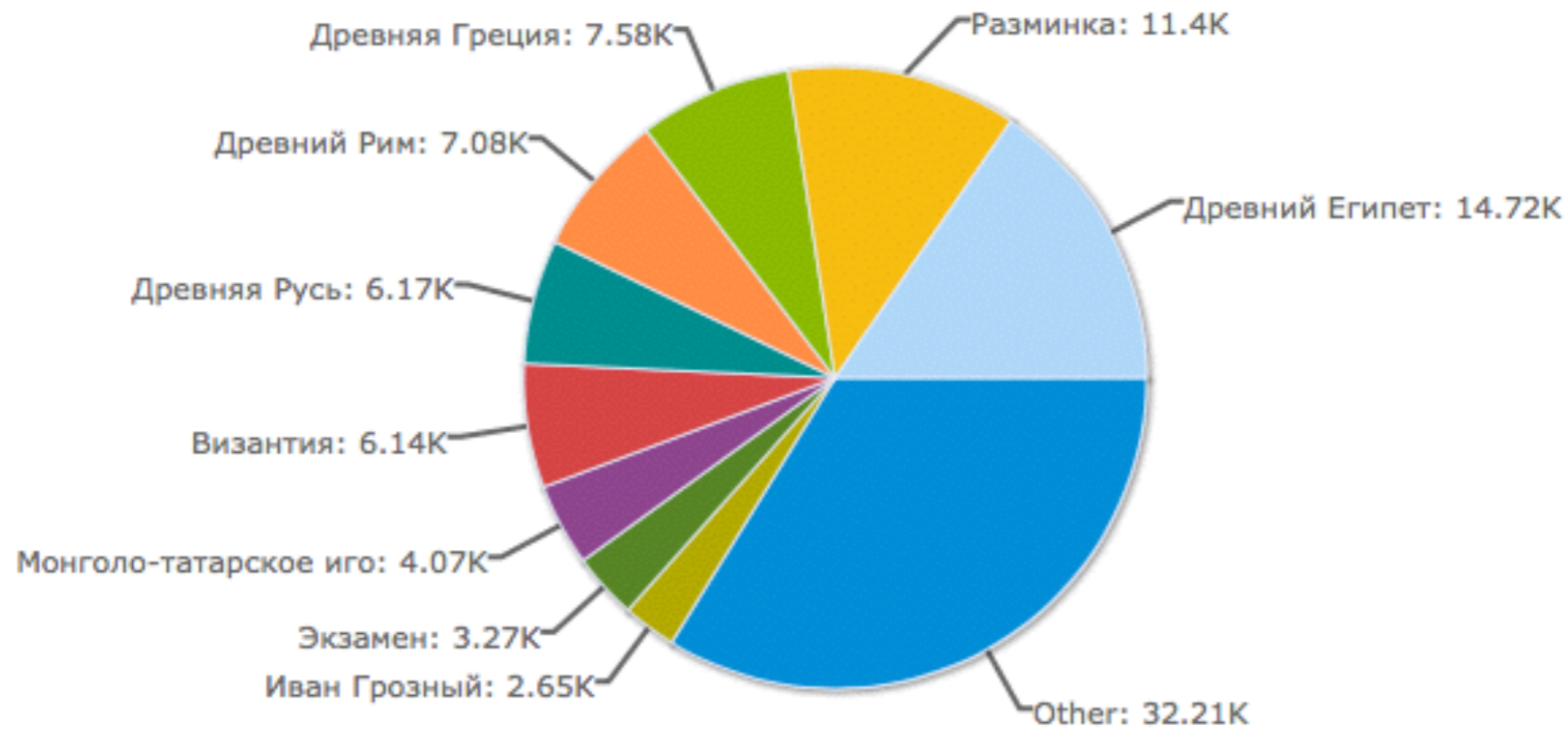
add a description for this event...



134,959 times
Total Daily Count



2.07 times
Avg Per Session



Detailed View

Download CSV 

Param Value	Count	% of Results
Древний Египет	14,718	15.4%
Разминка	11,400	12.0%
Древняя Греция	7,576	8.0%
Древний Рим	7,077	7.4%
Древняя Русь	6,166	6.5%
Византия	6,140	6.4%
Монголо-татарское иго	4,066	4.3%
Экзамен	3,267	3.4%
Иван Грозный	2,647	2.8%
Смутное время	2,464	2.6%
Средние века, Испания	2,265	2.4%

Монетизация

- платное приложение
- in-app purchase
- реклама

in-app purchases

- consumable
- non-consumable
- добавить в itunes connect
- написать код
- при публикации не забыть отправить на проверку

pod 'MKStoreKit'

MKStoreKitConfigs.plist:

Key	Type	Value
▼ Root	Dictionary	(1 item)
▼ Non-Consumables	Array	(1 item)
Item 0	String	mobi.krugozor.history.hard

```
if ([MKStoreManager isFeaturePurchased:@"mobi.krugozor.history.hard"])  
{  
    ...  
}
```

```
[MKStoreManager.sharedManager
    buyFeature:@"mobi.krugozor.history.hard"
    onComplete:^(NSString *purchasedFeature,
                  NSData *purchasedReceipt,
                  NSArray *availableDownloads) {
        // купили
    }
    onCancelled:^(
        // не купили
    )];
```

не забыть сделать кнопку
«restore purchases»!!

```
[MKStoreManager.sharedManager restorePreviousTransactionsOnComplete:^(  
    // успешно  
} onError:^(NSError *error) {  
    // ошибка  
}];
```

Продвижение

- обзоры
- реклама в моб. приложениях соц. сетей
- реклама в пабликах
- баннеры в других приложениях

Измерение эффективности

- добавляем в приложение Flurry
- Генерим уникальную ссылку во Flurry
- Рекламируем через эту ссылку
- Меряем эффективность именно этой рекламы

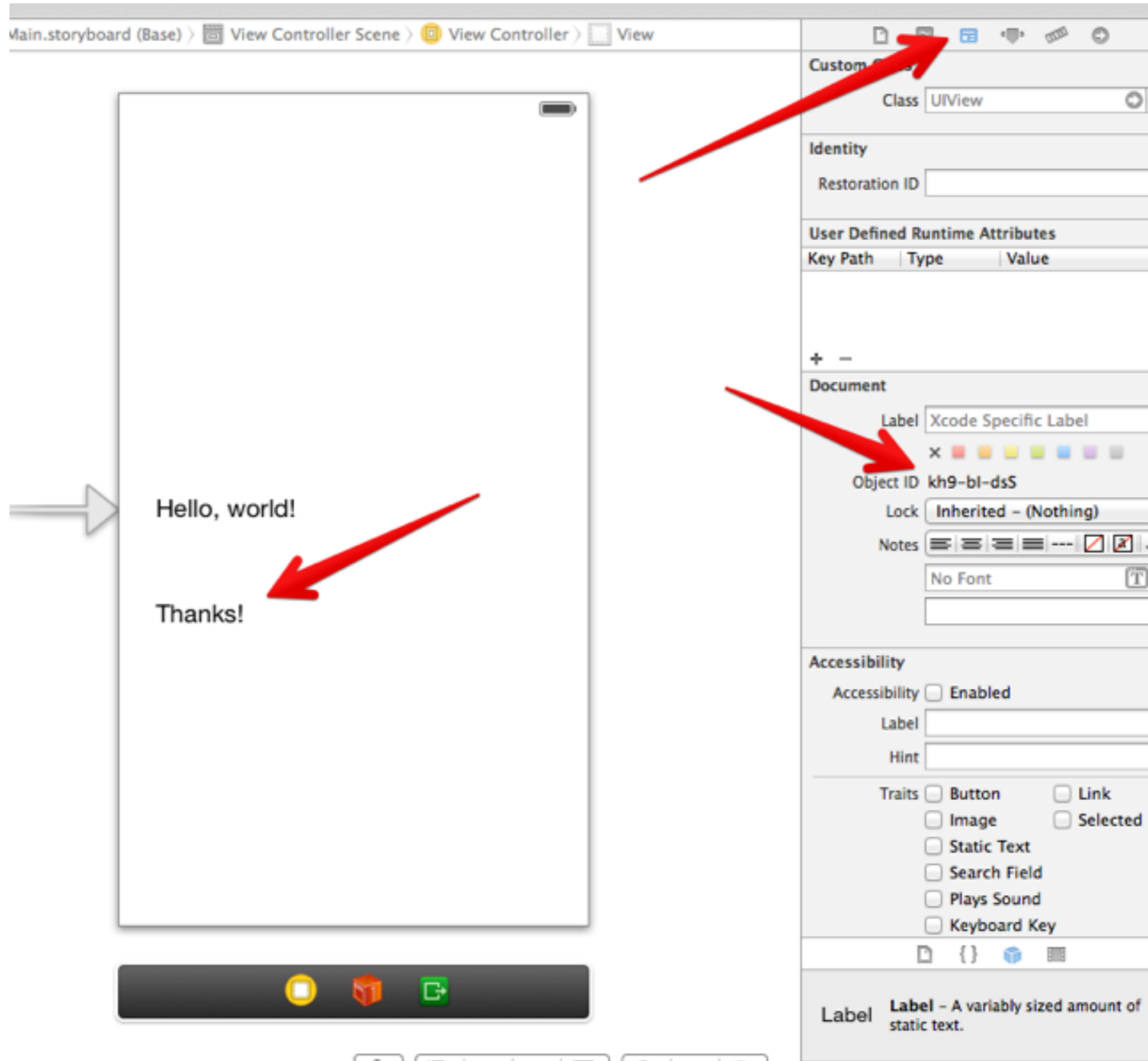
Локализация

- папки ru.lproj, en.lproj...
- Localizable.strings
- локализация Storyboard

```
NSString *str = NSLocalizedString(@"Hello, world!", nil);
```

```
/*  
    Localizable.strings  
*/
```

```
"Hello, world!" = "Привет, мир!";
```



```
/* Main.strings */
```

```
"M56-y0-JDf.text" = "Привет мир!";
```

```
"LEK-6m-uDB.text" = "Спасибо!";
```

Картинки

- Иконки
- Defaults
- Ретина

Работа с соц.сетями

- отправка сообщений
- авторизация через OAuth

ShareKit

<http://getsharekit.com>

Шаринг


```
#import "DefaultSHKConfigurator.h"
```

```
@interface KrugozorSHKConfigurator : DefaultSHKConfigurator
```

```
@end
```

```
@implementation KrugozorSHKConfigurator
```

```
- (NSString*)appName
```

```
{  
    return @"Кругозор: История";  
}
```

```
- (NSString*)appURL
```

```
{  
    return APP_URL;  
}
```

```
- (NSString*)vkontakteAppId
```

```
{  
    return @"413781232";  
}
```

```
- (NSString*)facebookAppId
```

```
{  
    return @"123323432342432";  
}
```

```
- (NSArray*)facebookWritePermissions
```

```
{  
    return [NSArray arrayWithObjects:@"publish_actions", @"publish_stream", nil];  
}
```

```
- (NSArray *)facebookReadPermissions
{
    return [NSArray arrayWithObjects:@"publish_actions", @"publish_stream", nil];
}

- (NSString *)twitterSecret
{
    return @"asdsadasdadasdas";
}

- (NSString *)twitterConsumerKey
{
    return @"asdasdasdasdsada";
}

- (NSString *)twitterCallbackUrl
{
    return @"http://krugozor.mobi";
}

- (NSArray*)defaultFavoriteURLSharers
{
    return @[@"SHKTwitter", @"SHKFacebook", @"SHKVkontakte"];
}

- (NSArray*)defaultFavoriteTextSharers
{
    return @[@"SHKMail", @"SHKTextMessage"];
}
```

```
- (NSNumber *)isUsingCocoaPods
{
    return @YES;
}

- (NSNumber *)showActionSheetMoreButton
{
    return @NO;
}

@end
```

```
NSString *text = [NSString stringWithFormat:@"Советую попробовать  
образовательное приложение  
«Кругозор: История» для  
iPhone и iPad: %@",  
APP_URL];  
  
SHKItem *item = [SHKItem text:text];  
item.title = @"Кругозор";  
  
SHKActionSheet *a = [SHKActionSheet actionSheetForItem:item];  
[a showFromRect:self.button.frame  
inView:self.button.superview  
animated:YES];
```



Кругозор

И С Т О Р И Я

Для открытия следующих уровней:

Отправить

Email

SMS

рассказать друзьям

открыть все уровни

Отмена

Получение токена

```
pod 'ShareKit/Facebook'  
pod 'ShareKit/Twitter'  
pod 'ShareKit/Vkontakte'
```

```
@interface SHKVkontakte : SHKSharer
```

```
@interface SHKFacebook : SHKSharer
```

```
@interface SHKTwitter : SHKOAuthSharer
```

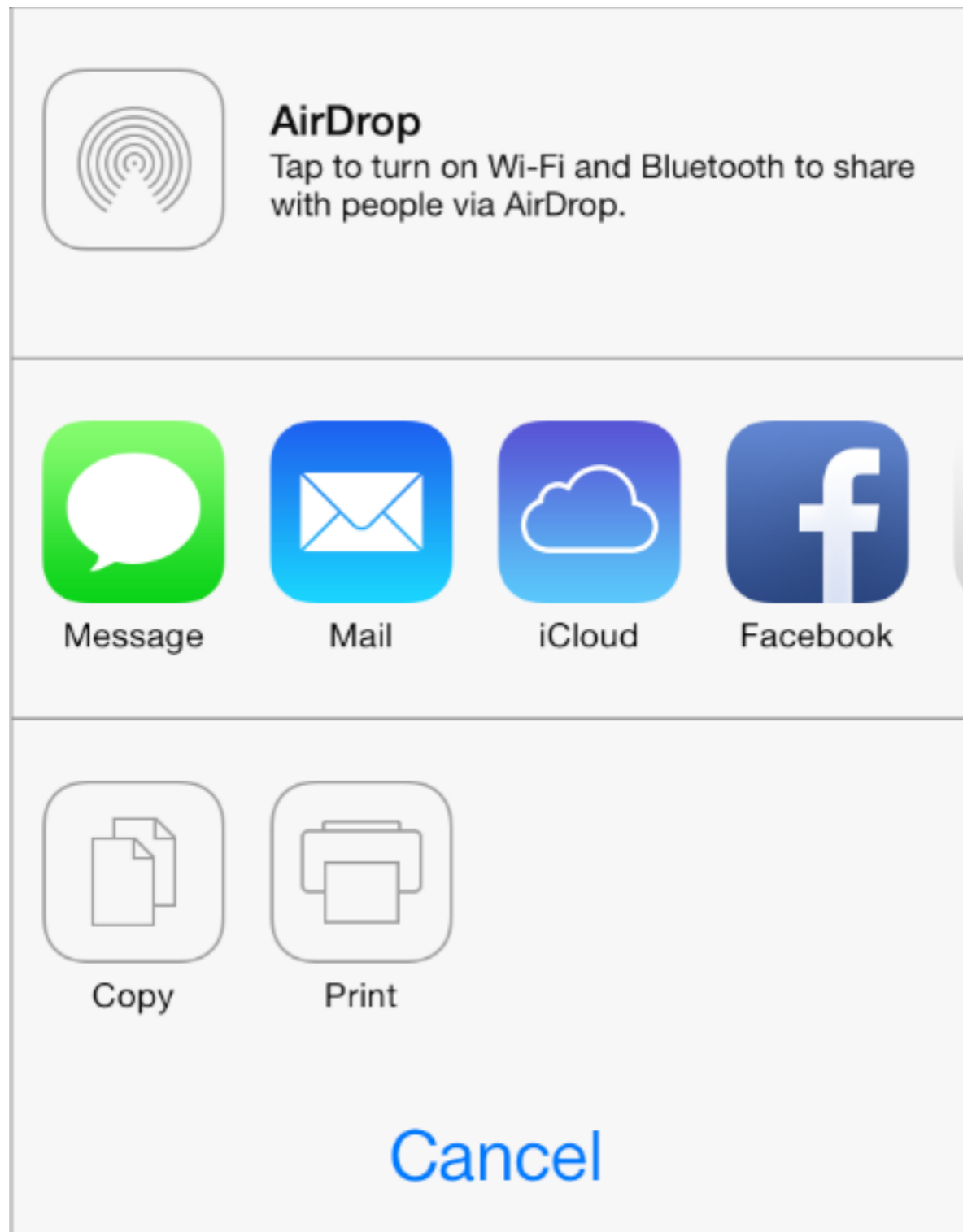
```
- (BOOL)authorize;
```

```
+ (BOOL)isServiceAuthorized;
```



```
- (NSString *)currentToken
{
    if ([[SHKFacebook class] isServiceAuthorized])
        return FBSession.activeSession.accessTokenData.accessToken;
    else if ([[SHKVkontakte class] isServiceAuthorized])
        return [NSUserDefaults standardUserDefaults
                objectForKey:kSHKVkontakteAccessTokenKey];
    else if ([[SHKTwitter class] isServiceAuthorized])
        return self.twitter.accessToken.key;
    else
        return nil;
}
```

UIActivityViewController

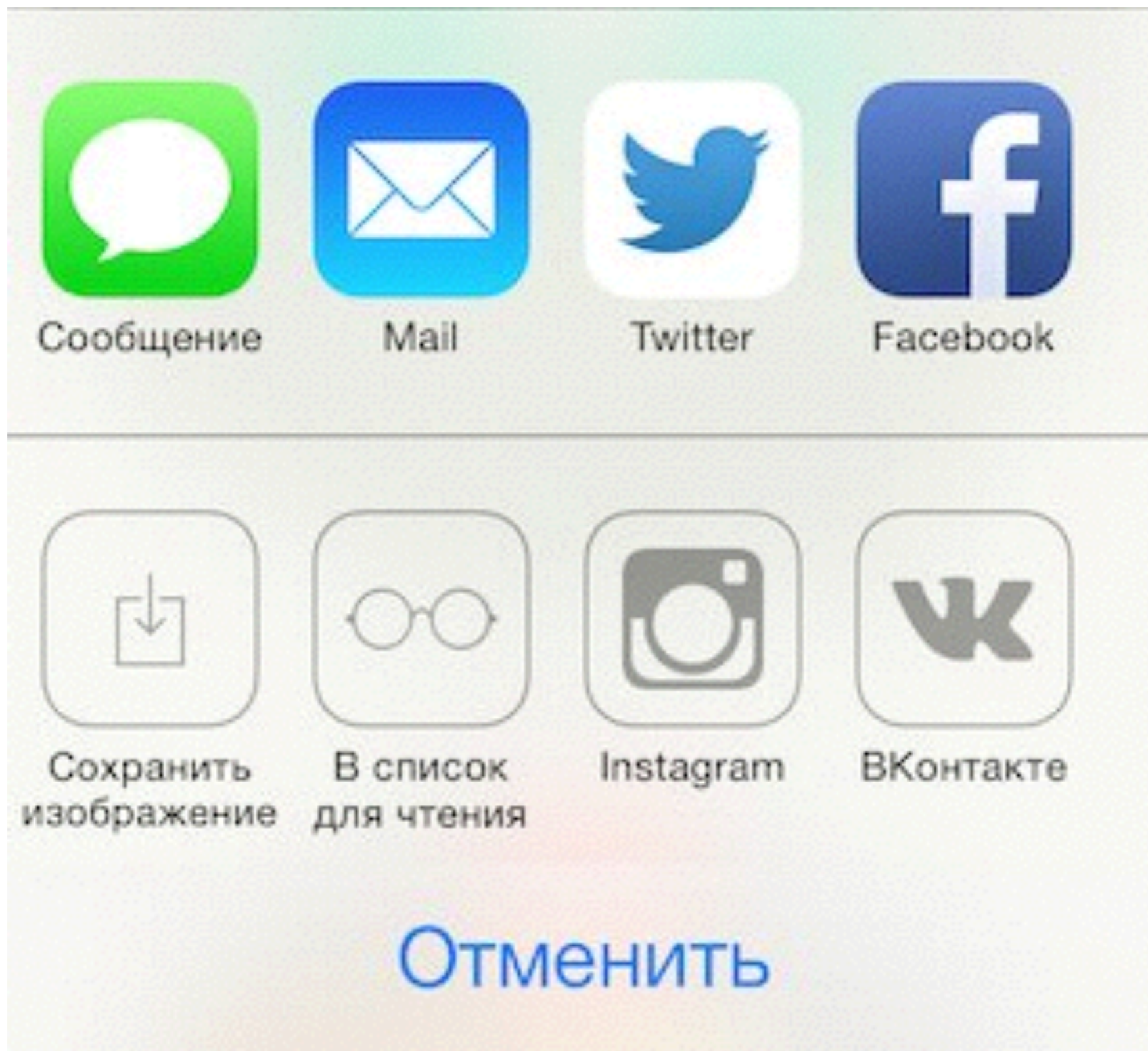


```
UIActivityViewController *activity = [[UIActivityViewController alloc]
    initWithActivityItems:@[image, @"text"]
    applicationActivities:nil];

activity.excludedActivityTypes = @[ UIActivityTypePrint,
    UIActivityTypeCopyToPasteboard,
    UIActivityTypeAssignToContact,
    UIActivityTypeSaveToCameraRoll,
    UIActivityTypeAirDrop ];

[activity completionHandler:^(NSString *activityType, BOOL completed) {
    if (completed) {
        // отправили
    }
}];

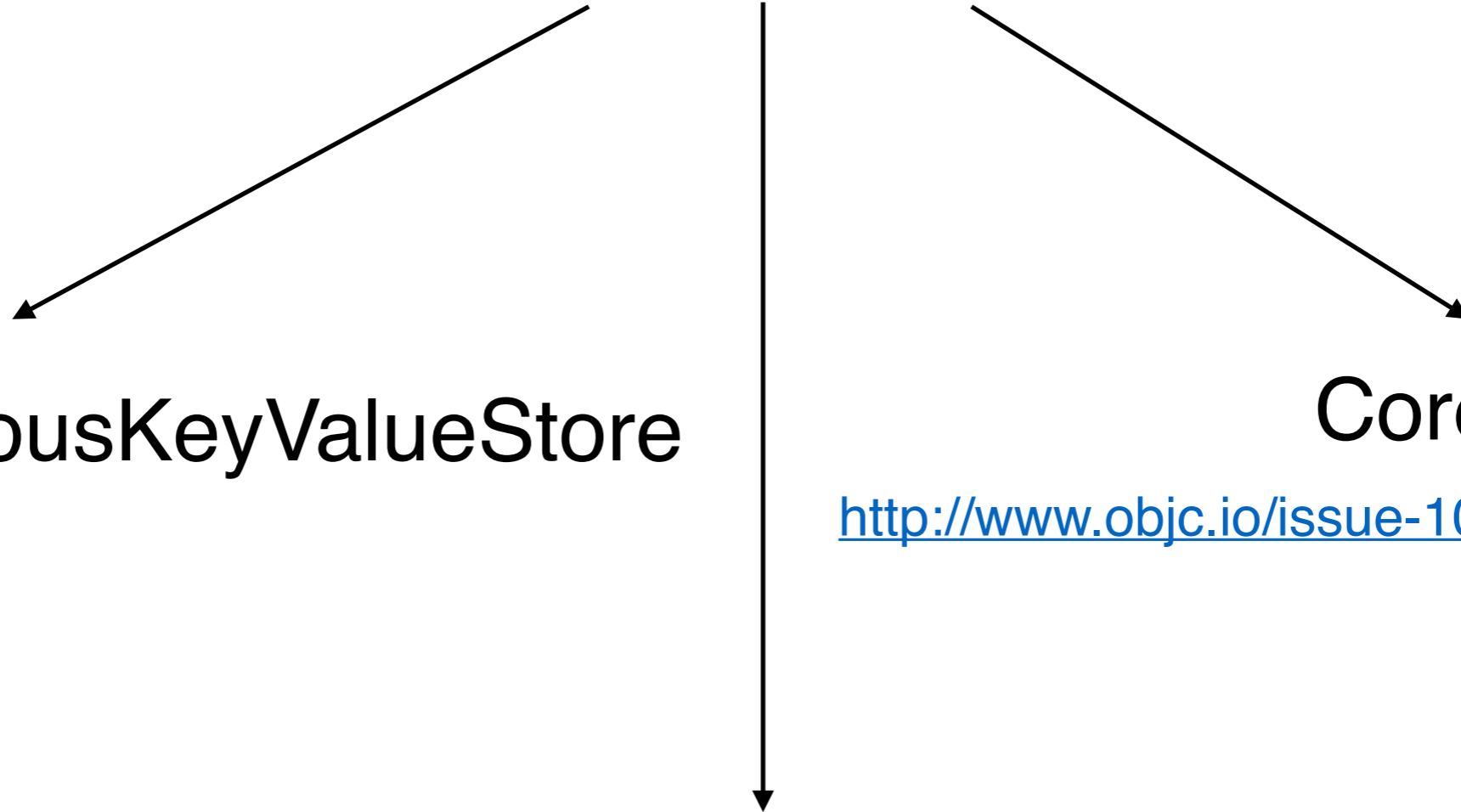
[self presentViewController:activity animated:YES completion:nil];
```



```
@interface InstagramActivity : UIActivity
```

```
@end
```

iCloud



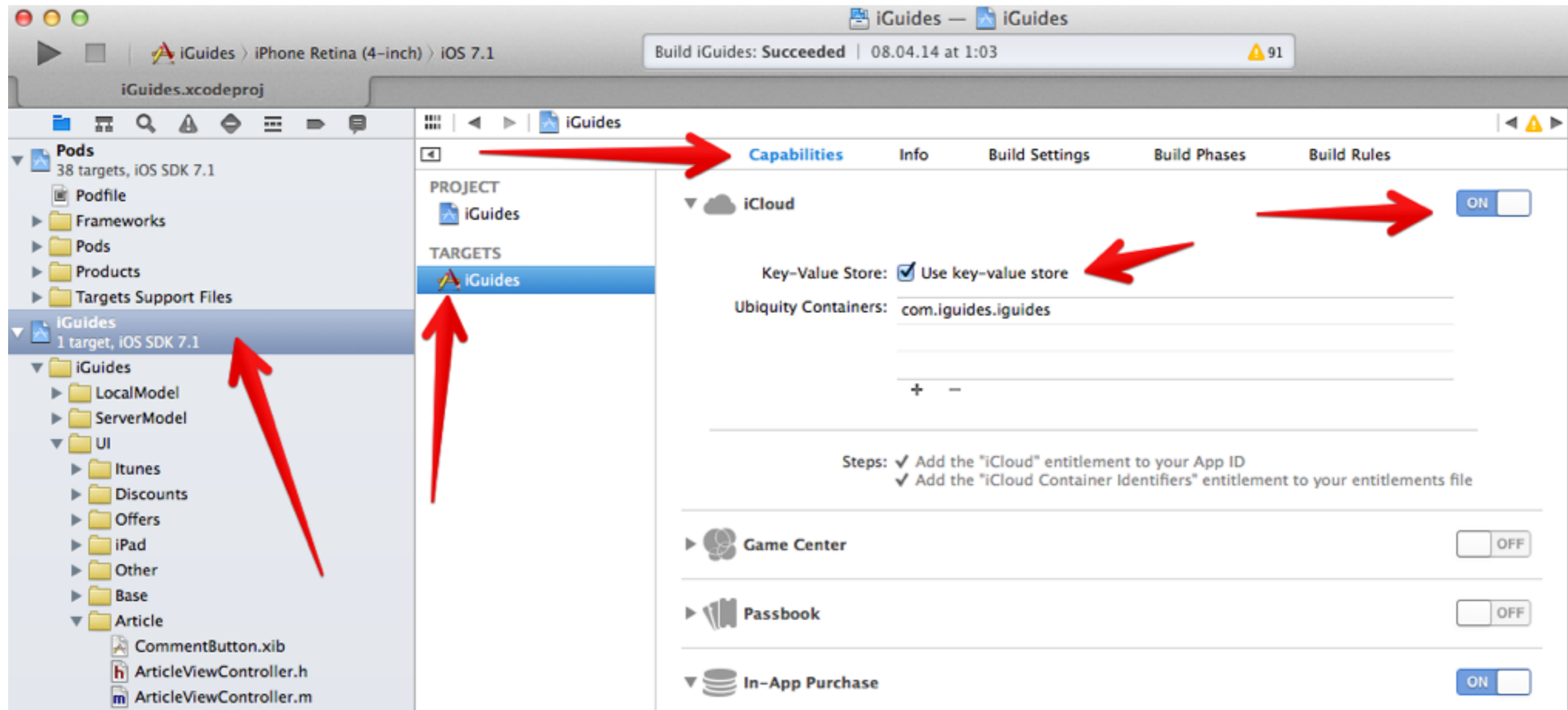
NSUbiquitousKeyValueStore

Core Data

UIDocument

<http://www.objc.io/issue-10/icloud-core-data>

<http://www.raywenderlich.com/12779/icloud-and-uidocument-beyond-the-basics-part-1>



```
NSURL *ubiq = [NSFileManager defaultManager
               URLForUbiquityContainerIdentifier:nil];
if (!ubiq)
{
    // iCloud не доступен
}
else
{
    [NSUbiquitousKeyValueStore.defaultStore setString:@"value"
                                                forKey:@"key"];

    [NSUbiquitousKeyValueStore.defaultStore synchronize];
}
```

```
NSString *v = [NSUbiquitousKeyValueStore.defaultStore
               stringForKey:@"key"];
```



```
[[NSNotificationCenter defaultCenter] addObserver:self
                                         selector:@selector(iCloudChanged)
                                         name:NSUbiquitousKeyValueStoreDidChangeExternallyNotification
                                         object:nil];
```

```
- (void)iCloudChanged
{
    // iCloud обновился
}
```

Рассказать про заказ

- <http://tvme.ru>

Всё!

Глеб Тарасов

gleb34@gmail.com

twitter.com/pilot34