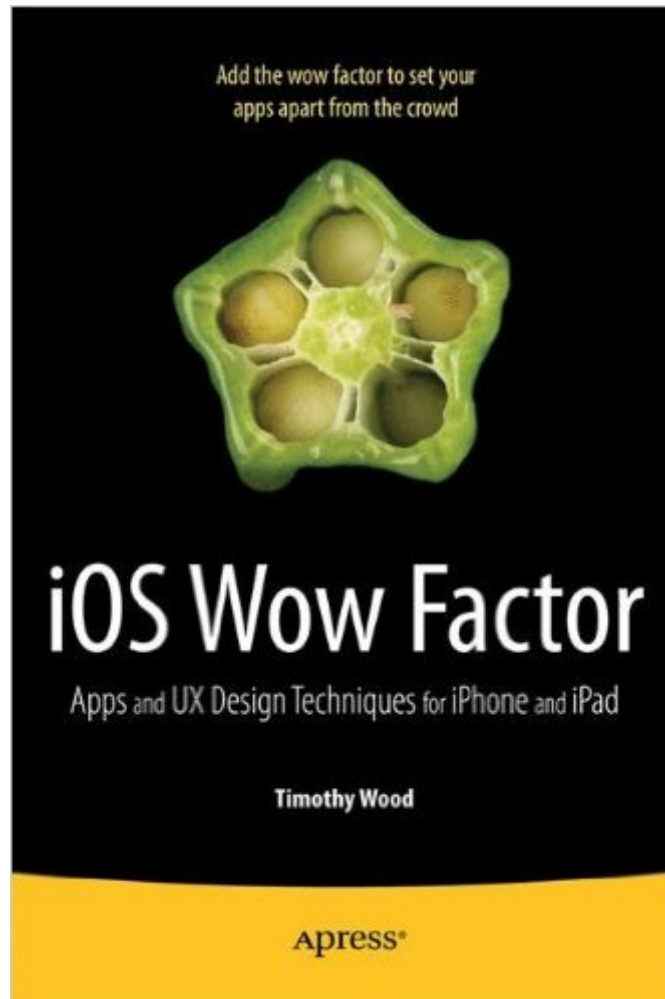


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# IOS Wow Factor: UX Design Techniques For iPhone And iPad



## Synopsis

With the millions of apps in the crowded Apple iTunes App Store, it can be difficult to get your apps noticed. How can you make your app stand out from the crowd and get it the reviews it deserves? iOS Wow Factor shows you how to get noticed! It explains how to go beyond the basics and where to "break the rules" to give your users a "wow" experience! You'll learn to use standard controls, as well as to create non-standard controls and high-impact custom interactions to realize truly compelling app designs. Get grounded in Apple's Human Interface Guidelines (HIG) so that you can appreciate all its wisdom. From that excellent foundation, move beyond the HIG and learn how to ensure that all your apps have that "wow" factor. Learn all about user experience (UX) design techniques, with and beyond Apple's HIG, and how to move your apps out of mundane design and into innovative user experiences. Examine the characteristics and constraints of the iOS platform and how to leverage its strengths to maximum effect in your apps. iOS Wow Factor explains what makes a successful mobile app design, and how to apply those principles of success to your own apps. Once you get the iOS Wow Factor into your apps, you can watch your app adoption rate increase and gain the traction it needs to succeed and earn a profit in the Apple iTunes App Store. Find out everything you'll need to "wow" your future customers!

## Book Information

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## Customer Reviews

This could possibly be the worst computer book I've seen in 30 years in the field. It's not that it's a short book. I've seen some authors pack more really useful stuff into 100 pages than others do into

500. It's that "iOS Wow Factor" reads like a slightly extended sales brochure: 144 pages of fluff. Every chapter makes sure to mention that Apple is very good and wise. There's pages of drawings that boil down to iOS "baby talk", like the difference between a list that scrolls up and down vs. one that scrolls left and right, or 2D grid scrolling (that "scrolling 101" accounts for about 20 of the book's 144 pages, with lots of "the power of pinching" stuff. Timothy Wood apparently is really taken with that gesture). There's a chapter overview of four libraries, not enough to use them, just that they're there. When you get to the actual "Wow factor" chapter, it's short, and oversimplified to three "somethings". I'm sorry, but there's not really a word that fits: they're too short and incomplete to be "rules", and they're not "steps" in a design process. They might be "attributes" of a successful program. That's not necessarily bad: there have been successful "attributes" or "traits" books before, but this is not one of them. The "wow factor" is three attributes: "appearance", "interaction mechanics and behavior", and "visual interaction, motion, and animation". But there's almost nothing on how to achieve greatness in these three attributes: he doesn't really even define what they are. It's like a book on how to succeed in music. 1) Write lots of songs with powerful lyrics and catchy melodies. 2) Put together an epic band. 3) Market it successfully. But nothing on how to actually do 1, 2, or 3.

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