Tapworthy: Designing Great iPhone Apps

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So you've got an idea for an iPhone app -- along with everyone else on the planet. Set your app apart with elegant design, efficient usability, and a healthy dose of personality. This accessible, well-written guide shows you how to design exceptional user experiences for the iPhone and iPod Touch through practical principles and a rich collection of visual examples.

Whether you're a designer, programmer, manager, or marketer, Tapworthy teaches you to "think iPhone" and helps you ask the right questions -- and get the right answers -- throughout the design process. You'll explore how considerations of design, psychology, culture, ergonomics, and usability combine to create a tapworthy app. Along the way, you'll get behind-the-scenes insights from the designers of apps like Facebook, *USA Today*, Twitterrific, and many others.

- Develop your ideas from initial concept to finished design
- Build an effortless user experience that rewards every tap
- Explore the secrets of designing for touch
- Discover how and why people really use iPhone apps
- Learn to use iPhone controls the Apple way
- Create your own personality-packed visuals

Ten Tips for Crafting Your App's Visual Identity

A coat of paint. Standard controls don't have to be dreary. Use custom colors and graphics to give them a fresh identity. This technique requires a light touch, however; don't distract from the content itself or drain the meaning from otherwise familiar controls. Wine Steward uses standard lists (known as table views in iOS) but creates a vintage ambience by draping a backdrop image across the screen. The app adds a parchment graphic to the background of each table cell, making each entry appear to be written on an aged wine label. The burgundy-tinted navigation bar maintains the app's wine flavor.

Be kind to new users. Provide simple welcome-mat pointers for first-timers. Beware of more complex help

screens; they're warning signs of an overcomplicated interface.

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Thersa Davenport:A lot of people always spent their free time to vacation or go to the outside with them household or their friend. Do you know? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read a new book. It is really fun for yourself. If you enjoy the book that you just read you can spent all day long to reading a guide. The book Tapworthy: Designing Great iPhone Apps it is rather good to read. There are a lot of folks that recommended this book. These folks were enjoying reading this book. When you did not have enough space to deliver this book you can buy the actual e-book. You can m0ore very easily to read this book from a smart phone. The price is not too costly but this book provides high quality.

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