



Brian Papa | iOS | theSkimm

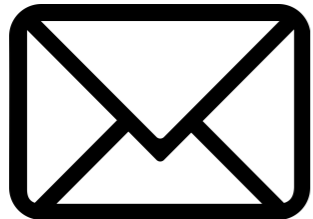
brian@theskimm.com

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WHAT'S theSKIMM?

theSkimm makes it easier to be smarter by fitting news and information into your existing **routines**

Routines

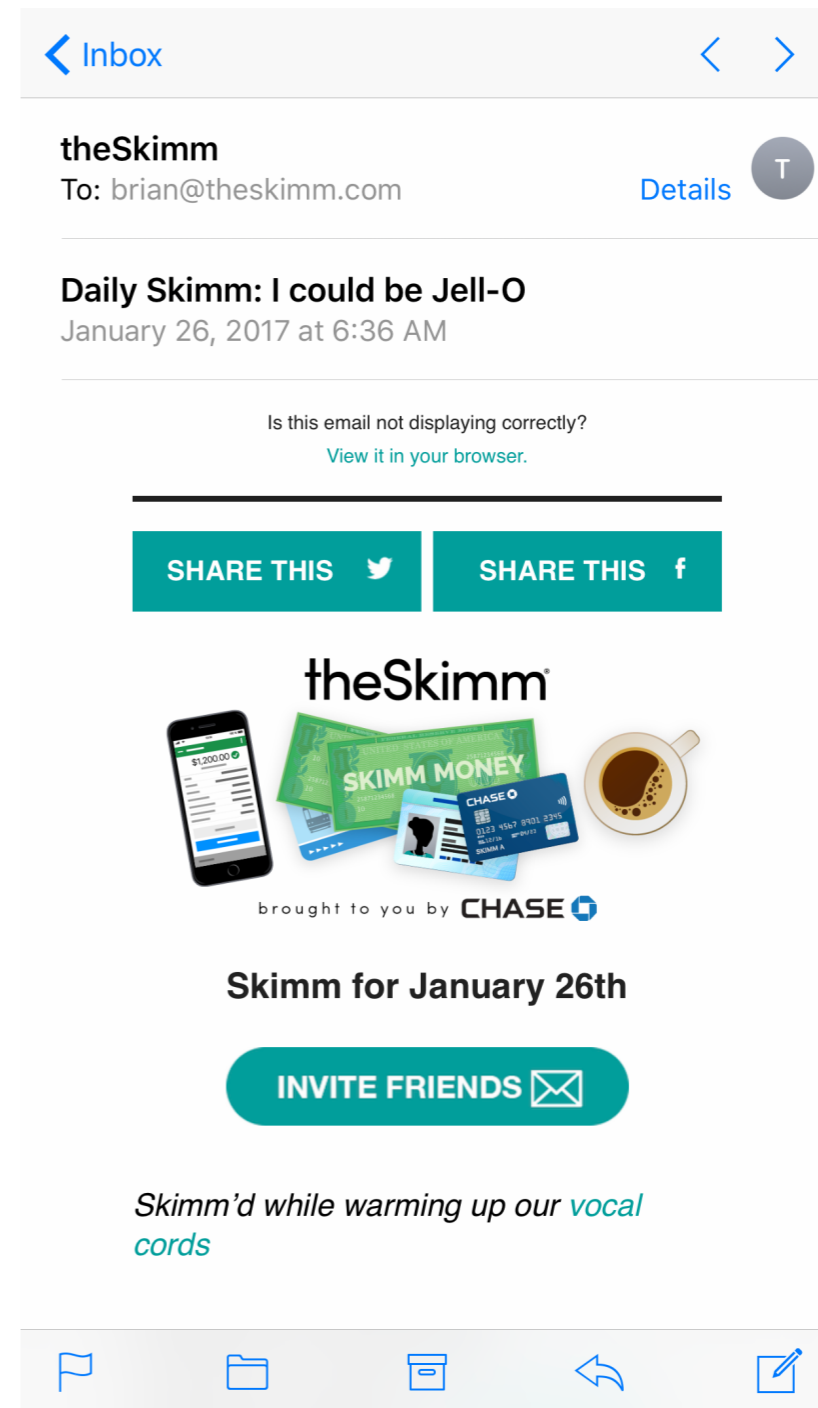


Voice



WHAT'S theSKIMM?

- The Daily Skimm: email newsletter with over 4 million active subscribers



WHAT'S theSKIMM?

- The Daily Skimm: email newsletter with over 4 million active subscribers
- Over 16,000 Skimm'bassadors around the country

» Gadgets Enterprise Social Europe Trending 📈 Tesla Google Facebook

theSkimm on how to rapidly grow an audience of engaged millennials

Posted May 9, 2016 by [Sarah Buhr \(@sarahbuhr\)](#)

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Crunchbase

The Skimm

FOUNDED
2012

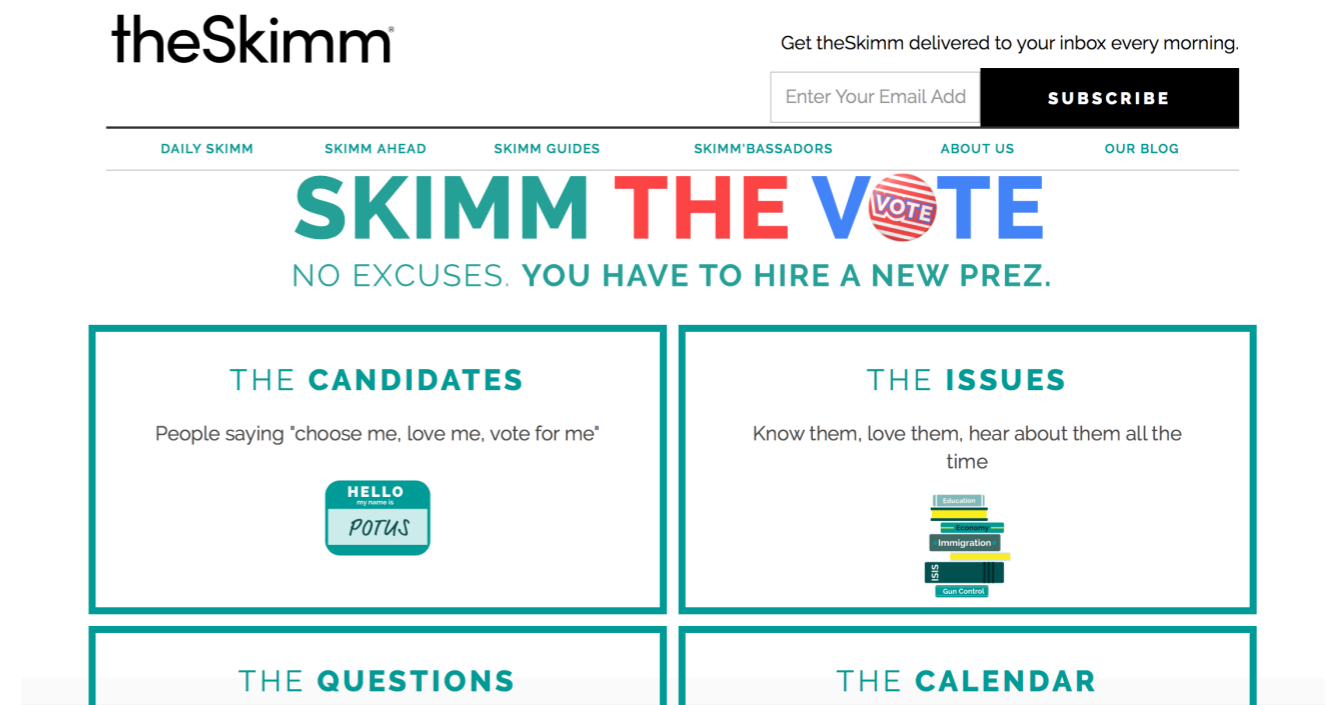
OVERVIEW
theSkimm is the daily newsletter that simplifies th headlines for the educated professional who know enough to know she needs more. They do the rea for you and explain it with fresh editorial content, breaking down what you need to know to start th conversation.

LOCATION
New York, NY

CATEGORIES
Publishing, Fashion, News

WHAT'S theSKIMM?

- The Daily Skimm: email newsletter with over 4 million active subscribers
- Over 16,000 Skimm'bassadors around the country
- “No Excuses” campaign registered over 110,000 voters

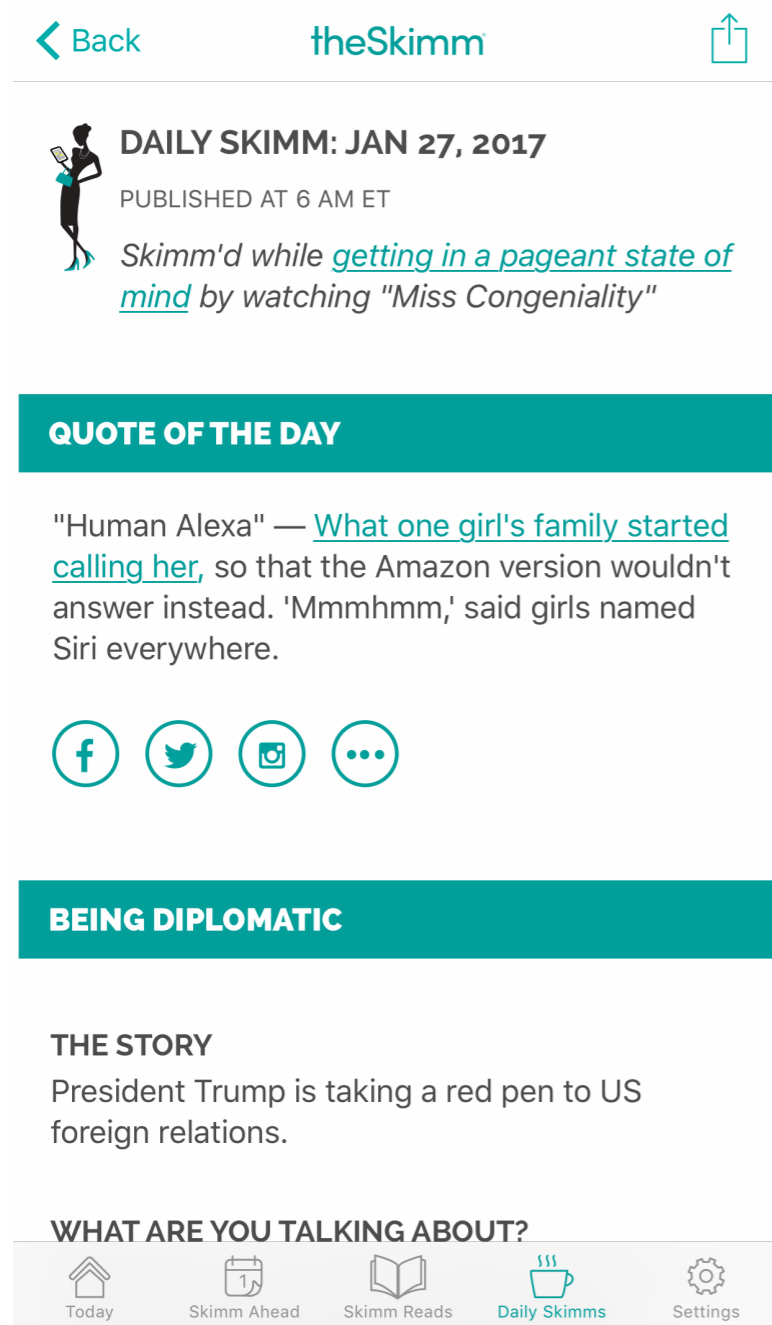


theSKIMM app

- Launched April 2016

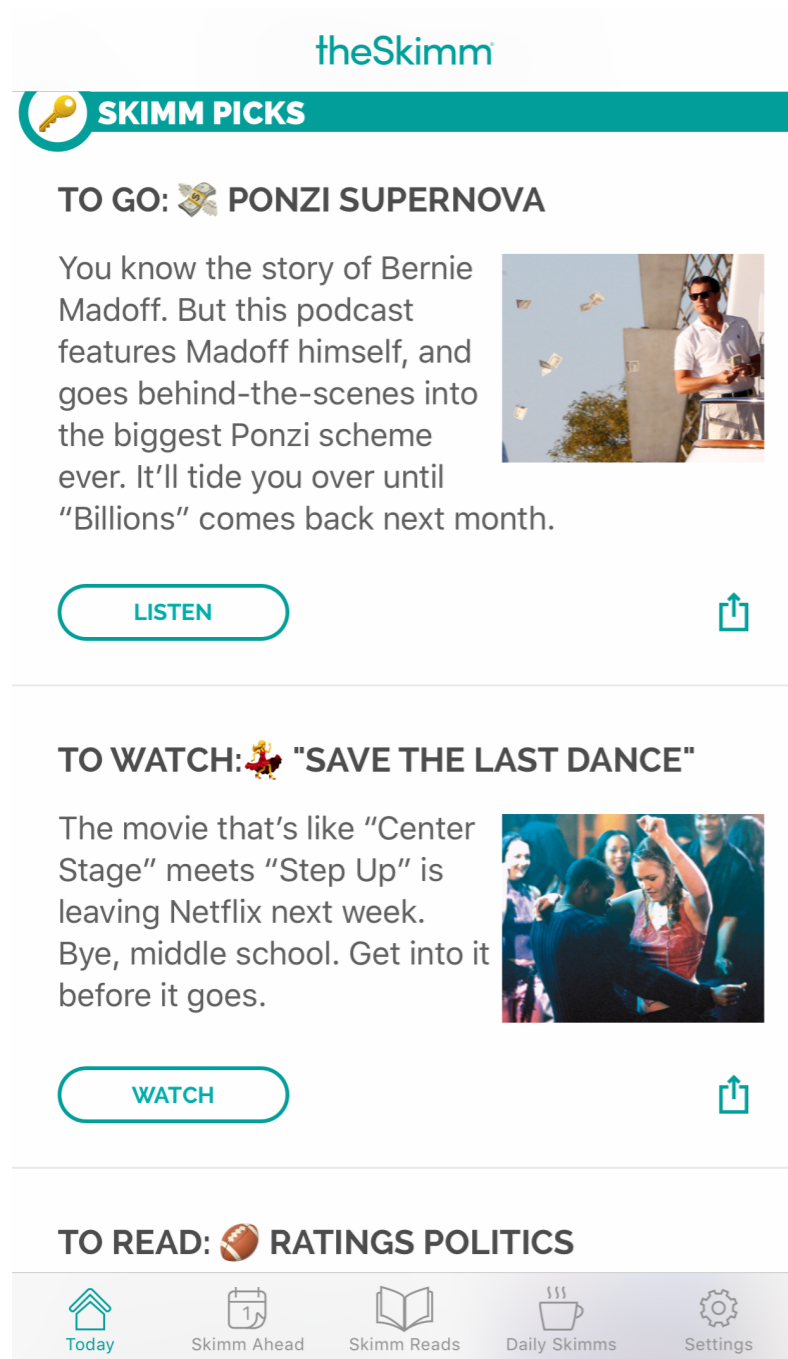


theSKIMM app



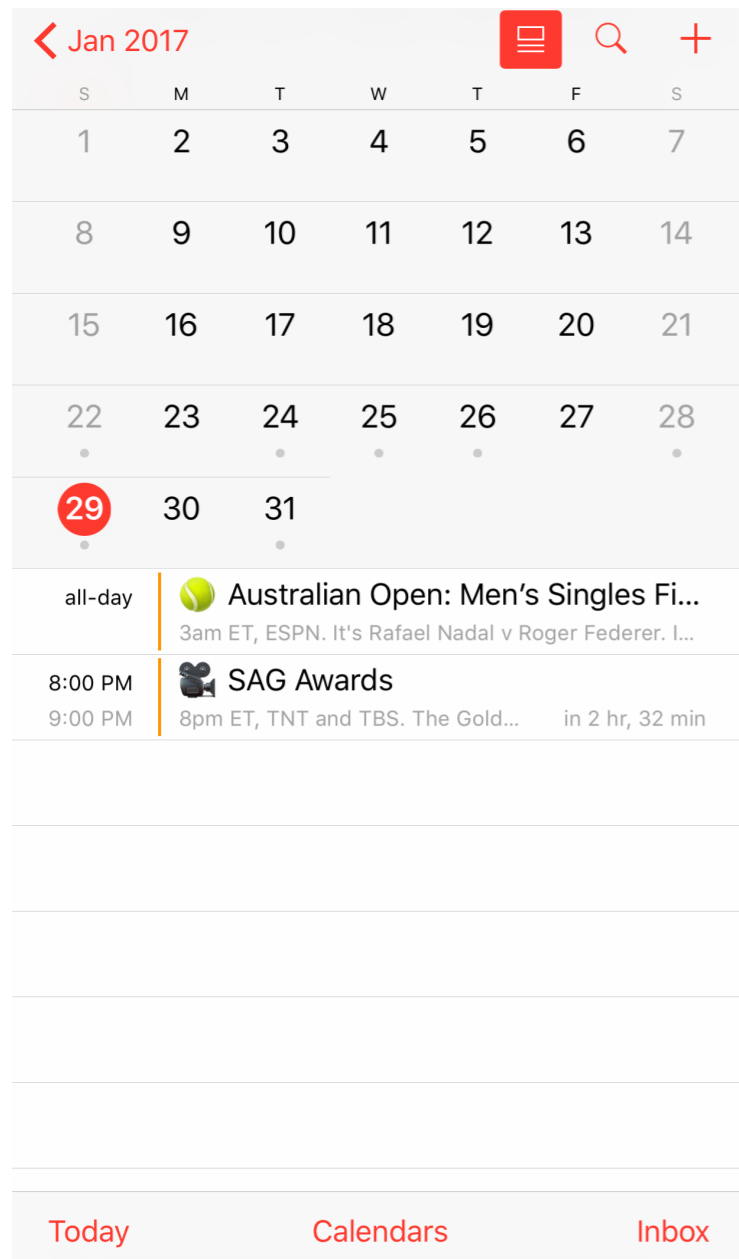
- Launched April 2016
- Native Daily Skimm experience

theSKIMM app



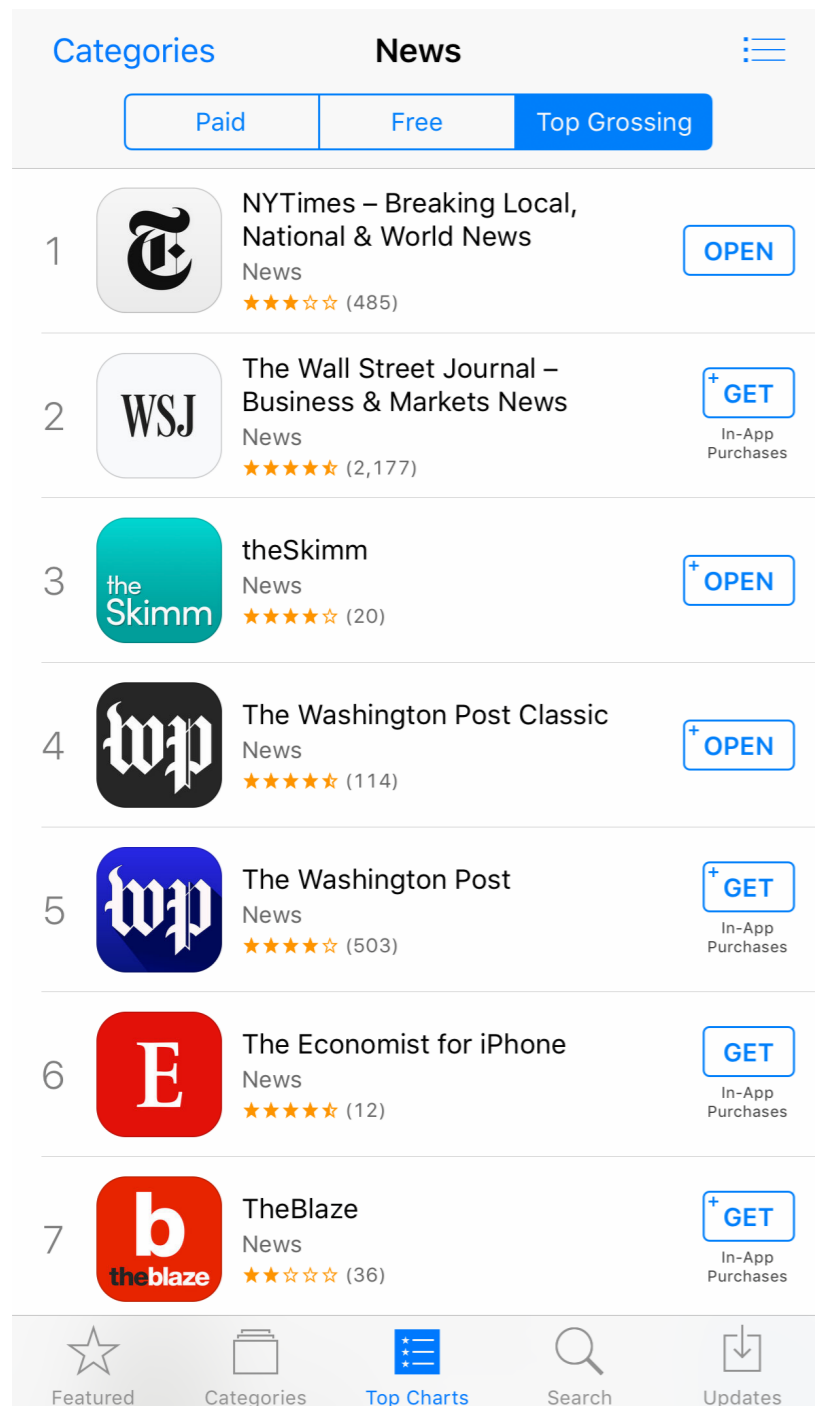
- Launched April 2016
- Native Daily Skimm experience
- Curated Reads and Picks

theSKIMM app



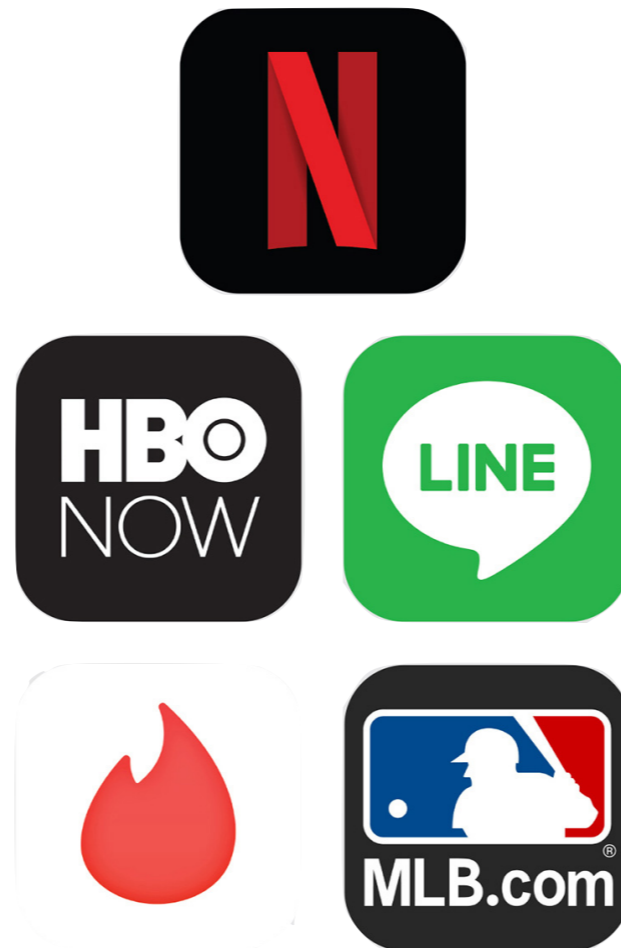
- Launched April 2016
- Native Daily Skimm experience
- Curated Reads and Picks
- Skimm Ahead calendar service

theSKIMM app



- Launched April 2016
- Native Daily Skimm experience
- Curated Reads and Picks
- Skimm Ahead calendar service
- Top Grossing news app

SUBSCRIPTIONS



*“iPhone and iPad customers grew the App Store’s subscription billings significantly in 2016 to \$2.7 billion, **up 74 percent** from 2015.”*

SUBSCRIPTIONS



SUBSCRIPTIONS

70%

Proceeds
Less Than One Year

85%

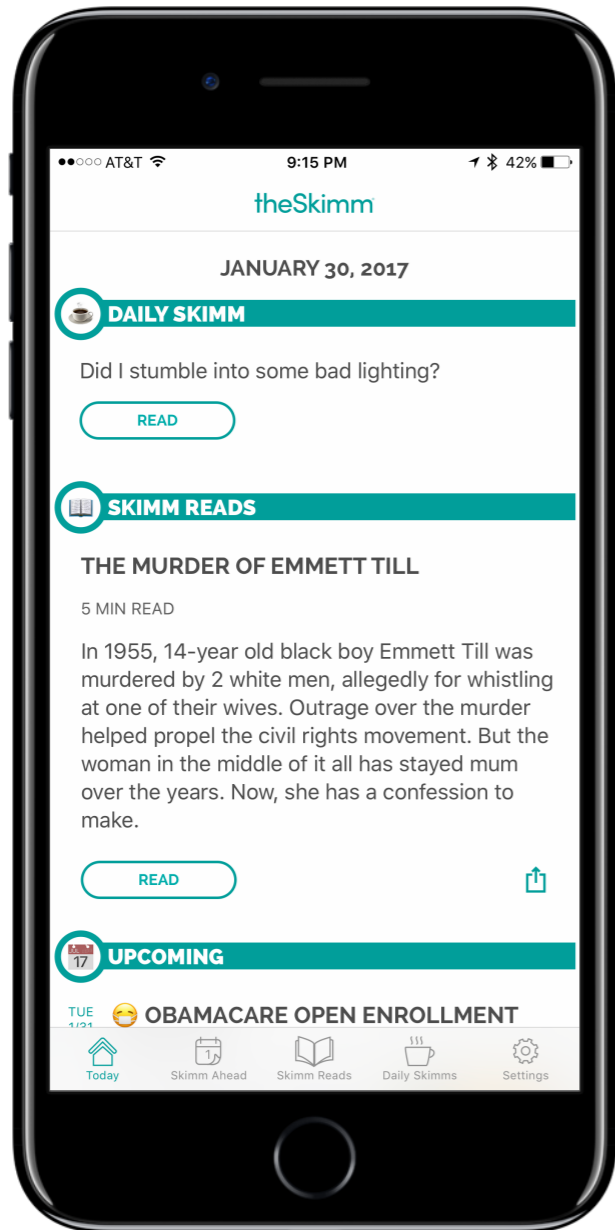
Proceeds
One Year or More



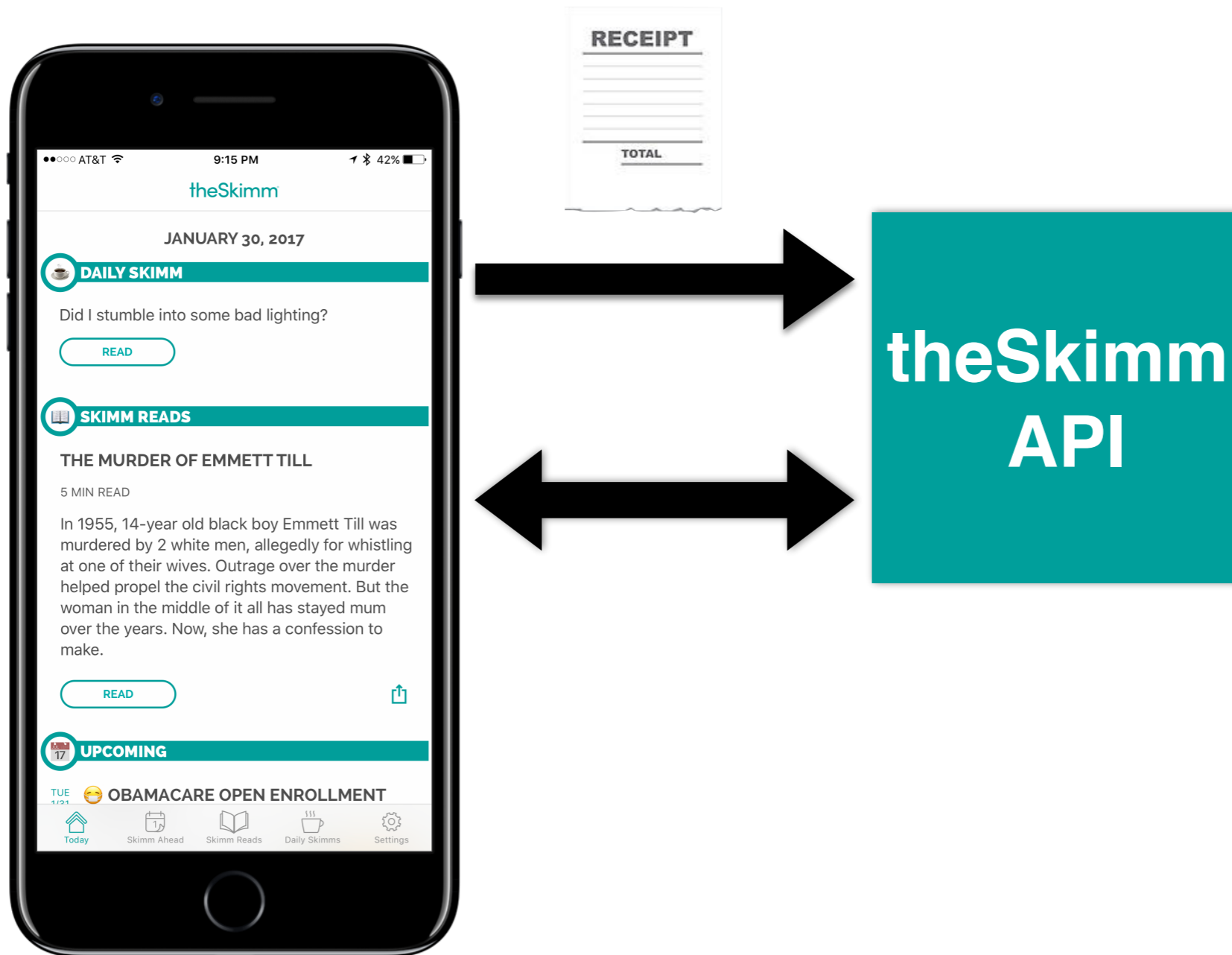
IMPLEMENTING SUBSCRIPTIONS

- Type of In-App Purchase
- Configure in iTunes Connect
- Implement using StoreKit APIs

PROTECTING CONTENT



PROTECTING CONTENT



PROTECTING CONTENT



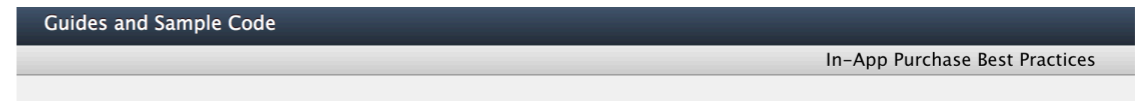
IMPLEMENTING SUBSCRIPTIONS

- In-App Purchase Programming Guide is out of date



IMPLEMENTING SUBSCRIPTIONS

- In-App Purchase Programming Guide is out of date
- TN2387



Technical Note TN2387

In-App Purchase Best Practices

This document describes best practices for implementing in-app purchase in iOS, macOS, and tvOS applications.

[Best Practices](#)

- [Add a transaction queue observer at application launch](#)
- [Query the App Store for product information before presenting your app's store UI](#)
- [Provide a UI for restoring products](#)
- [Process the transaction](#)
- [Provide the paid content](#)
- [Finish the transaction](#)
- [Test your implementation of In-App Purchase](#)
- [Always verify your receipt with the production URL first](#)

- [Additional Resources](#)
- [Document Revision History](#)

Best Practices

Below is a list of best practices that developers should follow when implementing in-app purchase.

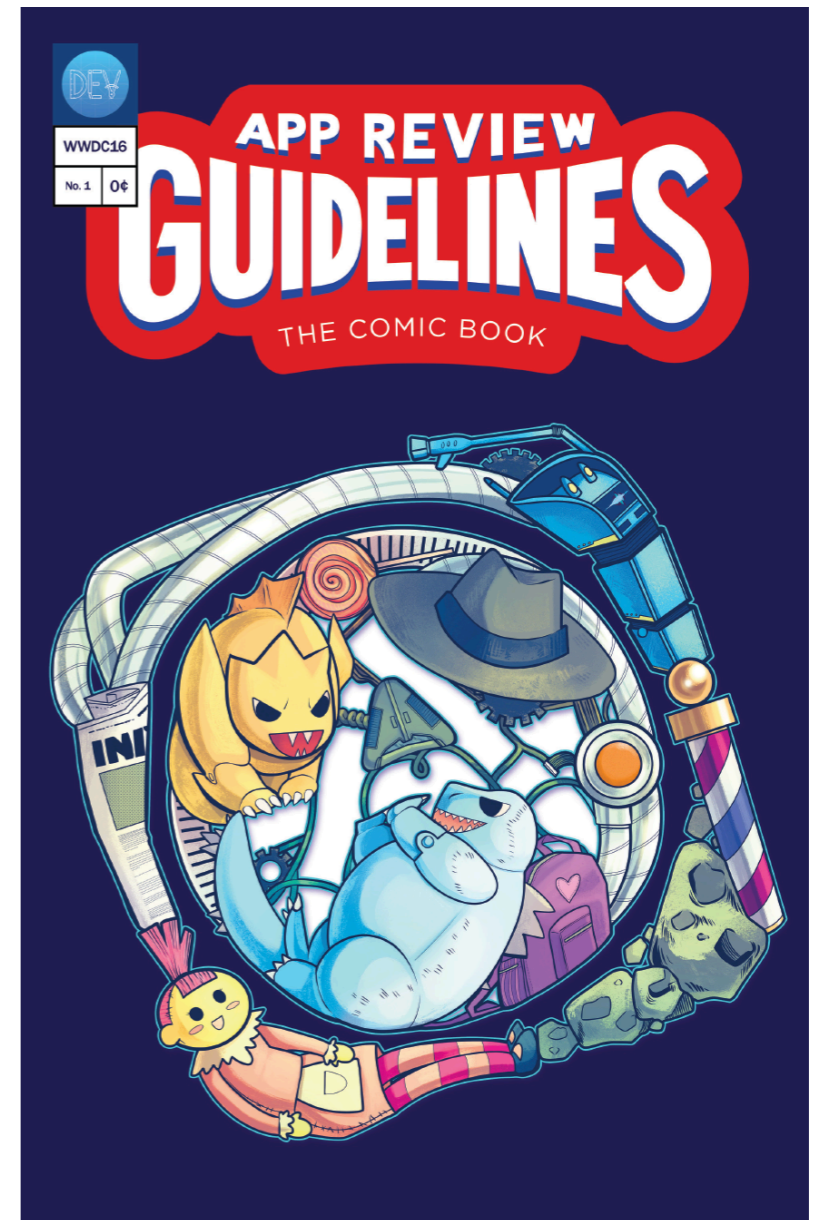
IMPLEMENTING SUBSCRIPTIONS

- In-App Purchase Programming Guide is out of date
- TN2387
- Automatic Sandbox accounts in TestFlight



IMPLEMENTING SUBSCRIPTIONS

- In-App Purchase Programming Guide is out of date
- TN2387
- Automatic Sandbox accounts in TestFlight
- Be careful with metadata rejections



APP ARCHITECTURE



APP ARCHITECTURE

- Reactive
- VIPER
- MVP
- MMVM
- MVEMJSUNP





Rob Rhyne
@capttaco

 Follow

I'm announcing my new software pattern called LOLVC. It's an acronym short for "I'm laughing at you for thinking you're smarter than MVC"

RETWEETS
15

LIKES
32



12:15 PM - 7 Jan 2016



 15

 32



NSOperationQueue



Advanced NSOperations

WWDC 2015

NSOPERATION

- Simple, well-known API - override main, add to an NSOperationQueue
- Cancellable
- Supports dependencies between operations
- completion block
- NSOperations are abstract, add what you need in subclasses

NSOPERATIONS IN VIEW CONTROLLERS

- View Controllers have a reference to an NSOperationQueue
- Complicated model stuff / networking in NSOperation “get from/post to API” subclasses
- Inspect error custom property on completion
- Model changes are propagated to the UI via Core Data notifications

SkimmAheadViewController

NSOperationQueue

GetSkimmAheadOperation

completionBlock

React to Errors

NSOperationQueue

DownloadJSONOperation

ParseSkimmAheadJSONOperation

BUILDING INTERFACES



BUILDING INTERFACES

```
float insetFromEdge = 10.0;
float sizeAdjustment = insetFromEdge * 2;
UIImage * buttonImage = [UIImage imageNamed:@"info.png"];
CGRect buttonFrame = CGRectMake(applicationFrame.size.width-40,
applicationFrame.size.height-40, buttonImage.size.width +
sizeAdjustment, buttonImage.size.height + sizeAdjustment);
```

Create Image

```
UIButton * infoButton = [[UIButton alloc] initWithFrame:buttonFrame];
infoButton.contentEdgeInsets = UIEdgeInsetsMake(insetFromEdge,
insetFromEdge, insetFromEdge, insetFromEdge);
infoButton.contentVerticalAlignment =
UIControlContentVerticalAlignmentCenter;
infoButton.contentHorizontalAlignment =
UIControlContentHorizontalAlignmentCenter;
```

Create Button

```
[infoButton setImage:buttonImage forState:UIControlStateNormal];
infoButton.adjustsImageWhenHighlighted = YES;
```

Add Image to Button

```
[infoButton addTarget:self action:@selector(toggleView:)
forControlEvents:UIControlEventTouchUpInside];
```

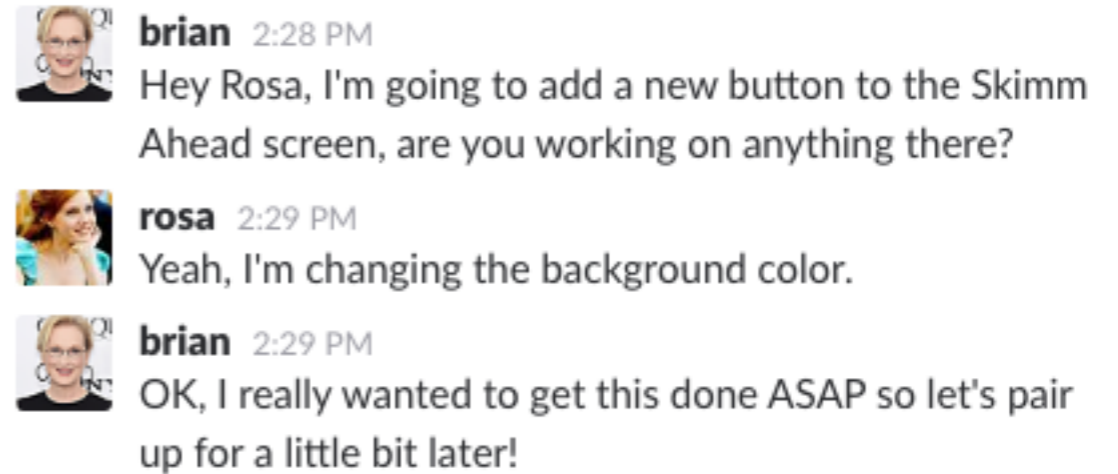
Set Button Target and Action

```
[mainView addSubview:infoButton];
[infoButton release];
```

Add Button to Window

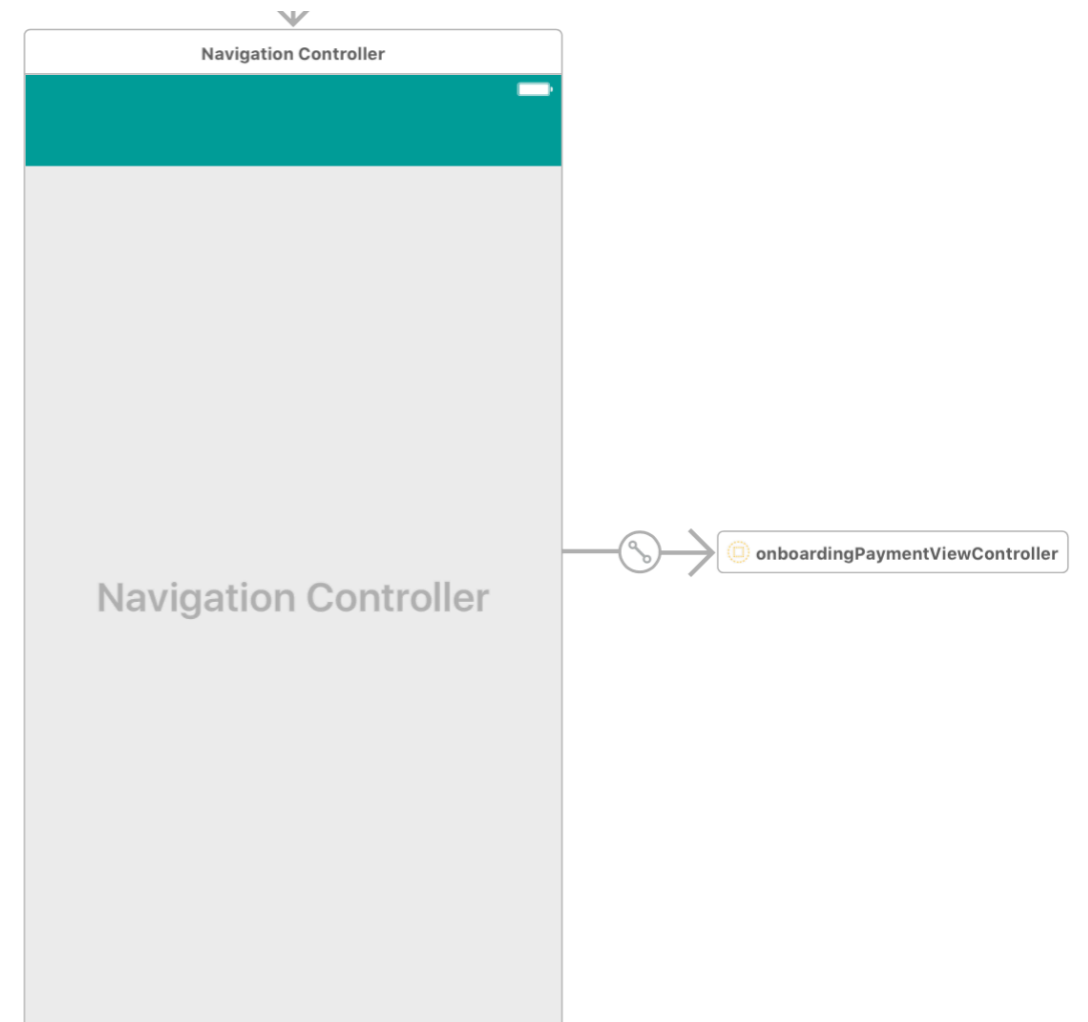
USING STORYBOARDS

- Communicate!











USING STORYBOARDS

- Communicate!
- Use Storyboard references



USING STORYBOARDS

- Communicate!
- Use Storyboard references
- Don't spend too much time getting caught up in warnings

▶  Navigation Controller Scene	➤
▶  onboardingPaymentViewController Scene	
▶  Daily Skimms Scene	➤
▶  Skimm Tab Bar Controller Scene	
▶  Skimm Reads Scene	➤
▶  Reads Container View Controller Scene	
▶  Reads Table View Controller Scene	
▶  Navigation Controller Scene	➤

PERSISTENCE

WHY PERSISTENCE IS THE KEY TO SUCCESS

How comparison sabotages your dreams and why "stick-to-it-ness" is the difference between success and failure.

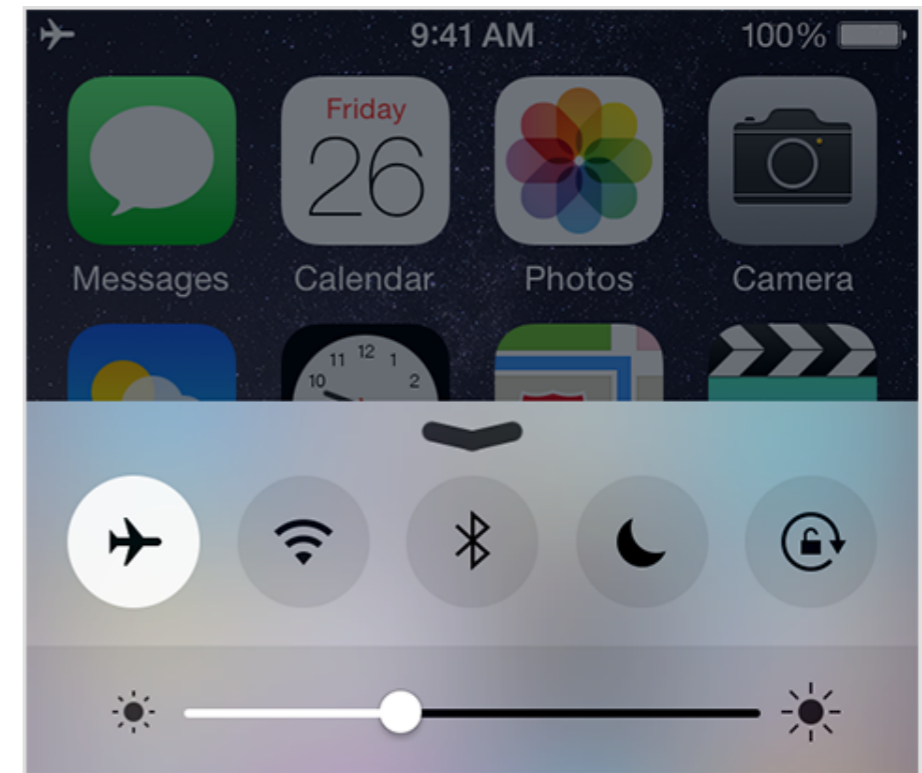


PERSISTENCE

- Great apps have a solid persistence strategy

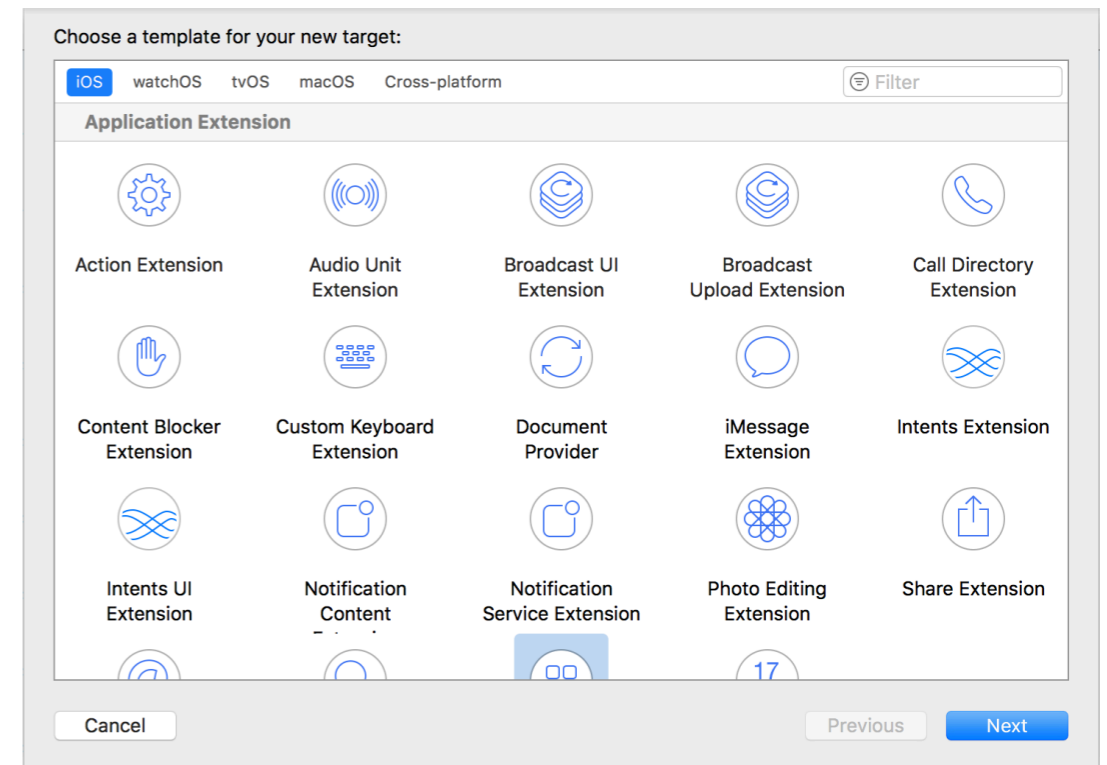
PERSISTENCE

- Great apps have a solid persistence strategy
- Users want to be able to use your app offline



PERSISTENCE

- Great apps have a solid persistence strategy
- Users want to be able to use your app offline
- Extensions need to share data with an app.



Core Data

CORE DATA

- Object graph and persistence framework
- Since 2005
- Updated annually (tons of great stuff in iOS 10 and Xcode 8)

CORE DATA MIGRATIONS

- SQLite store
- Changes over time mean the underlying schema changes
- Core Data offers several ways to migrate data, automatic works in many cases but may need to create a mapping or write code
- But the best way is to not migrate at all

MINIMIZING MIGRATIONS

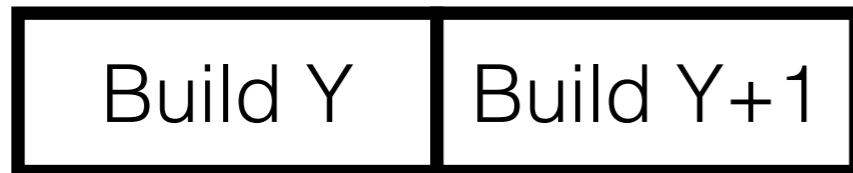
Version 1.x

Build Y

No Core data Changes

MINIMIZING MIGRATIONS

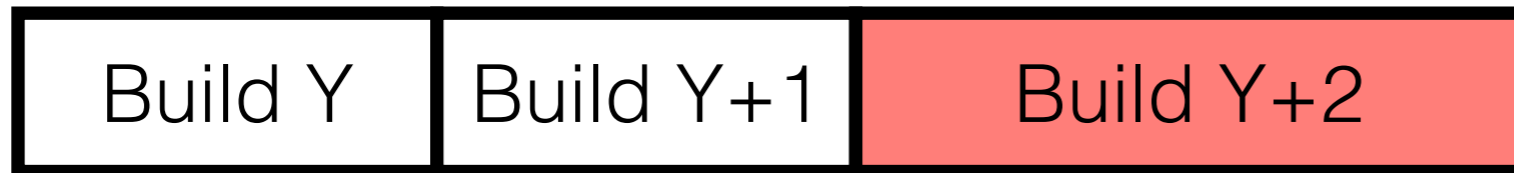
Version 1.x



No Core data Changes

MINIMIZING MIGRATIONS

Version 1.x



Core data Changes

MINIMIZING MIGRATIONS

Version 1.x



No Core data Changes

MINIMIZING MIGRATIONS

Version 1.x



No Core data Changes



We're hiring!

HR
REVENUE PRODUCT
ENGINEERING

<http://theskimm.com/jobs>

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