

# 独立开发这件小事

2016.12.10 钟颖



**SFDC**

SegmentFault  
Developer Conference

# 个人介绍

- 钟颖/Cyan, iOS/Mac 开发者
- 2013 - 2015: 腾讯 QQ 音乐 & 全民 K 歌
- 2015 至今: 阿里巴巴盒马业务
- 个人应用: Pin、小历
- 开源项目: xTextHandler、Retriever
- 活跃社区: GitHub、知乎、微博、Twitter

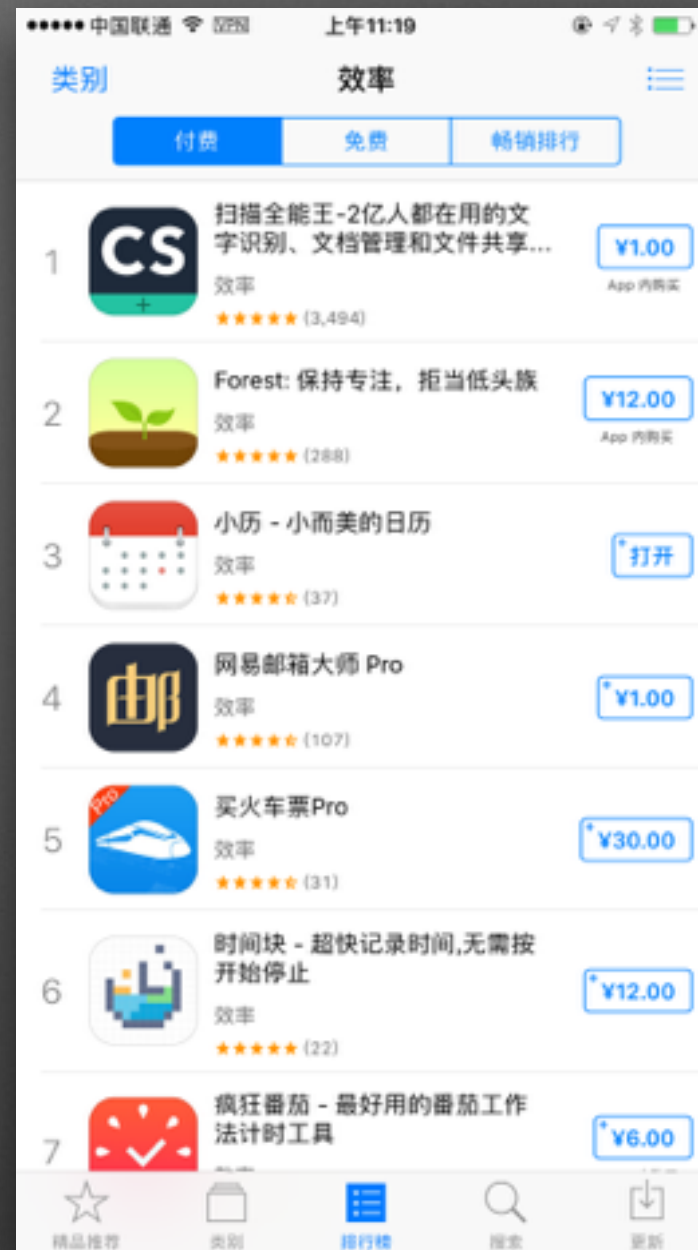
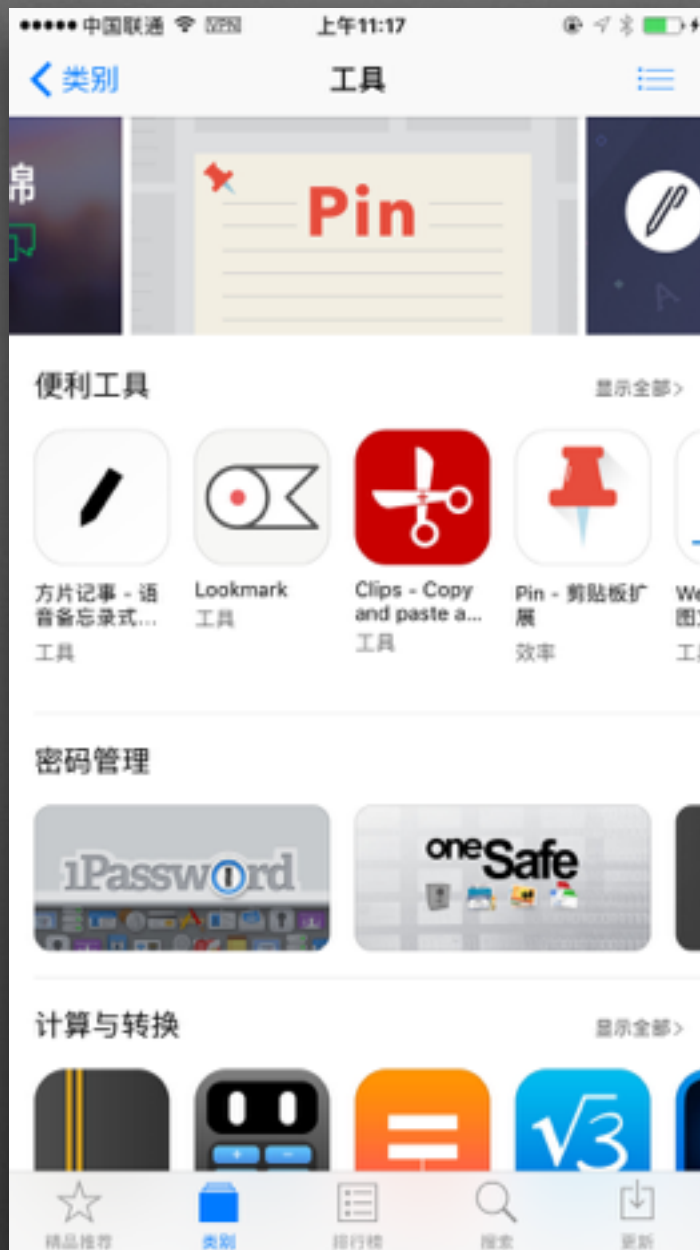




# 项目介绍

- 剪贴板工具 Pin: 超过 30 万次下载、十余次 App Store 首页推荐、工具类 Banner、2016 App Store 年度十佳
- 日历工具小历: 超过 5 万付费用户、十余次 App Store 首页推荐、持续一年在效率类榜单排在前十, 平均排在前五
- Xcode 插件 xTextHandler 1200 star
- iOS Plist 查看工具 Retriever 600 star
- 农历库 LunarCore 480 star





Unwatch ▾

39

★ Unstar

1,216

Fork

66

Unwatch ▾

20

★ Unstar

606

Fork

70



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我有一个 idea, 就差...



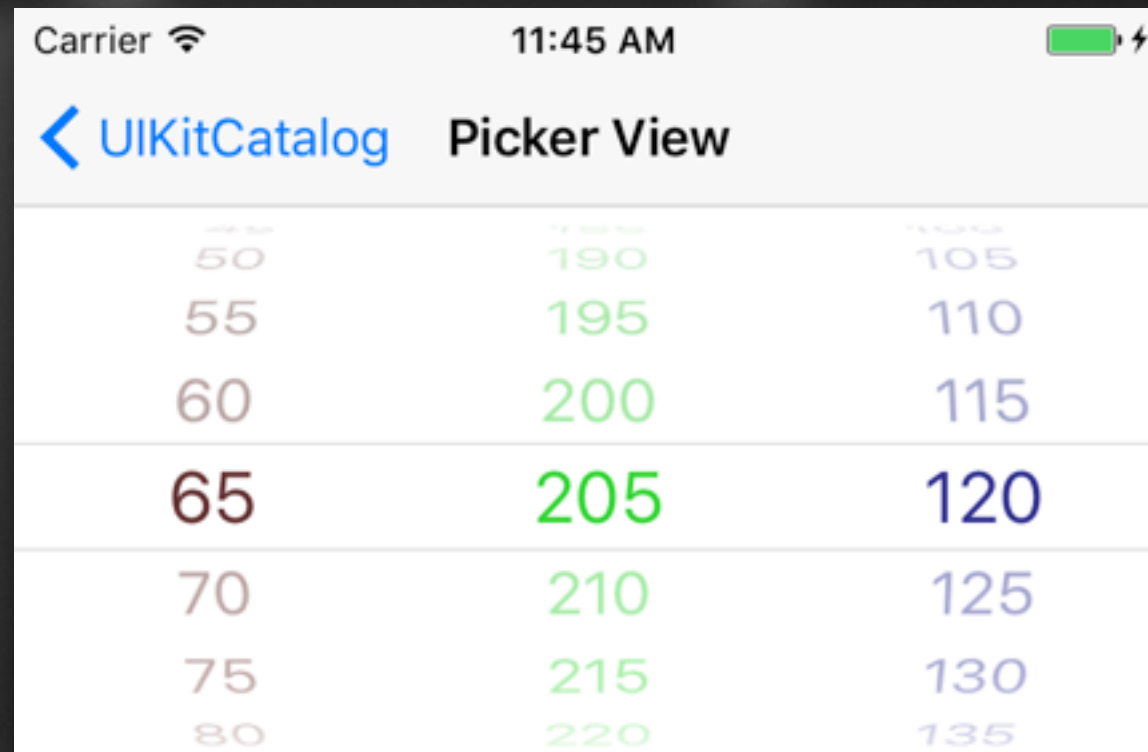
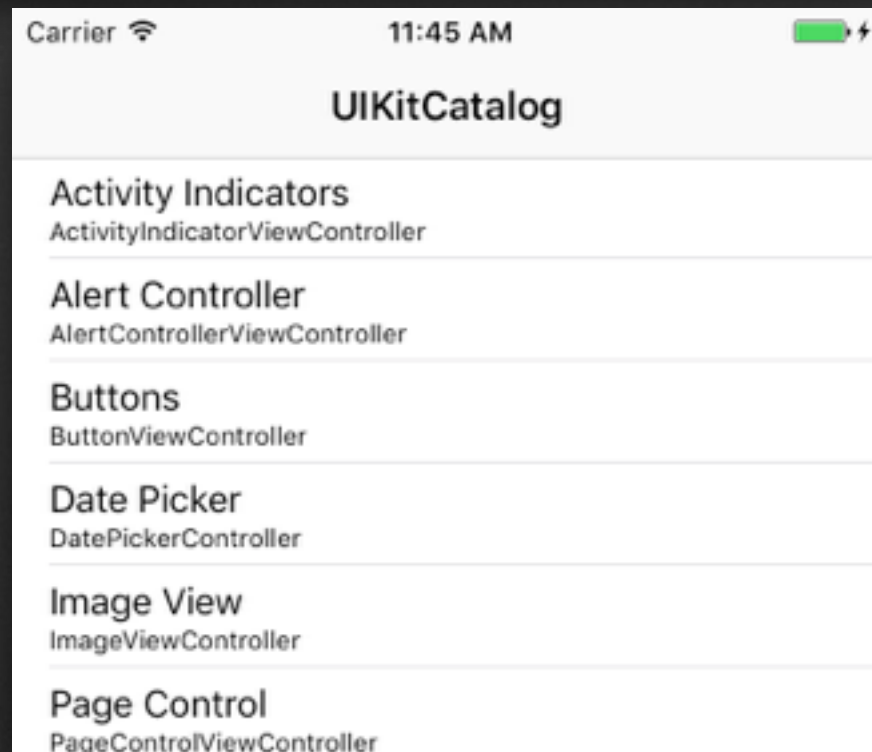
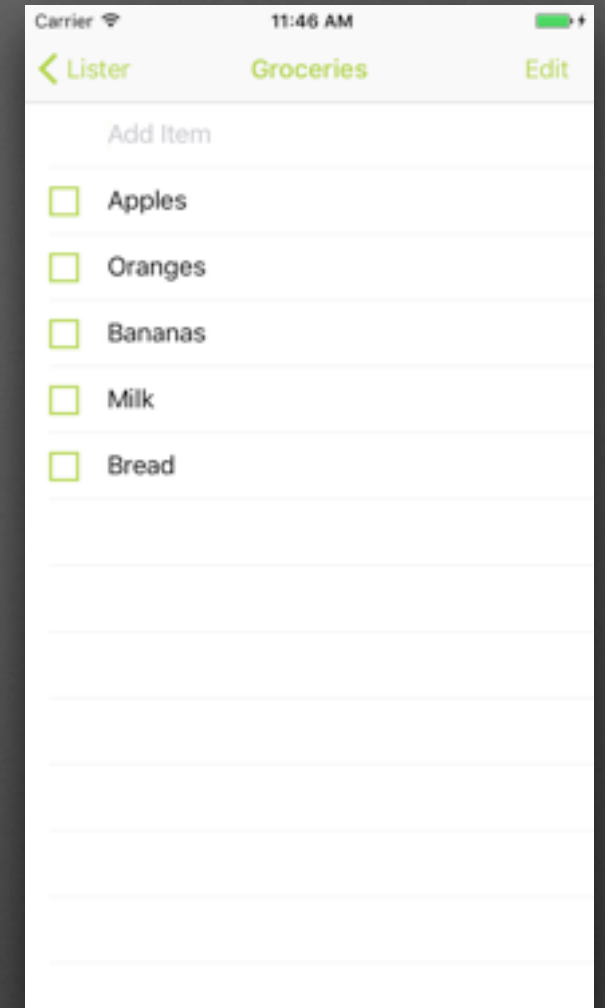
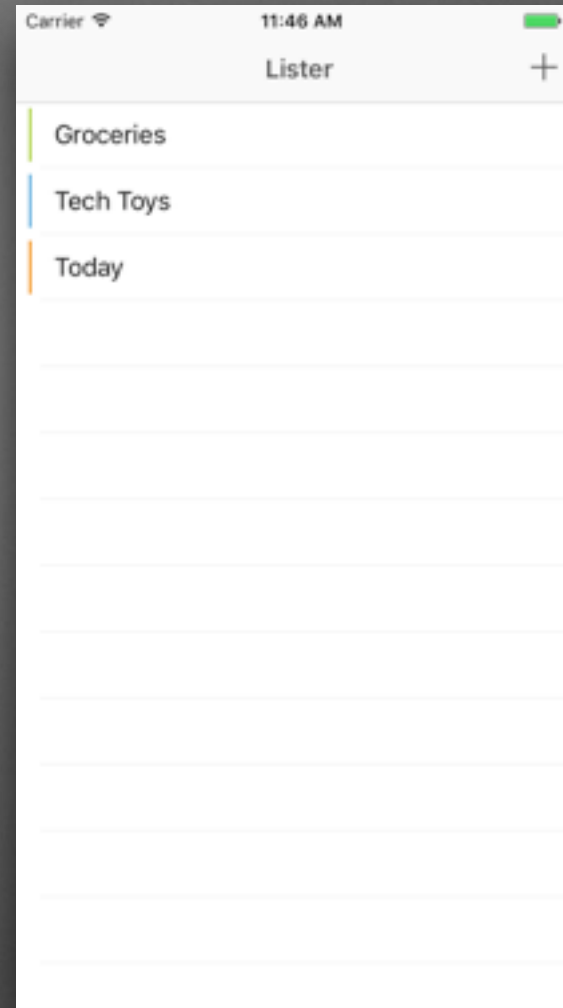
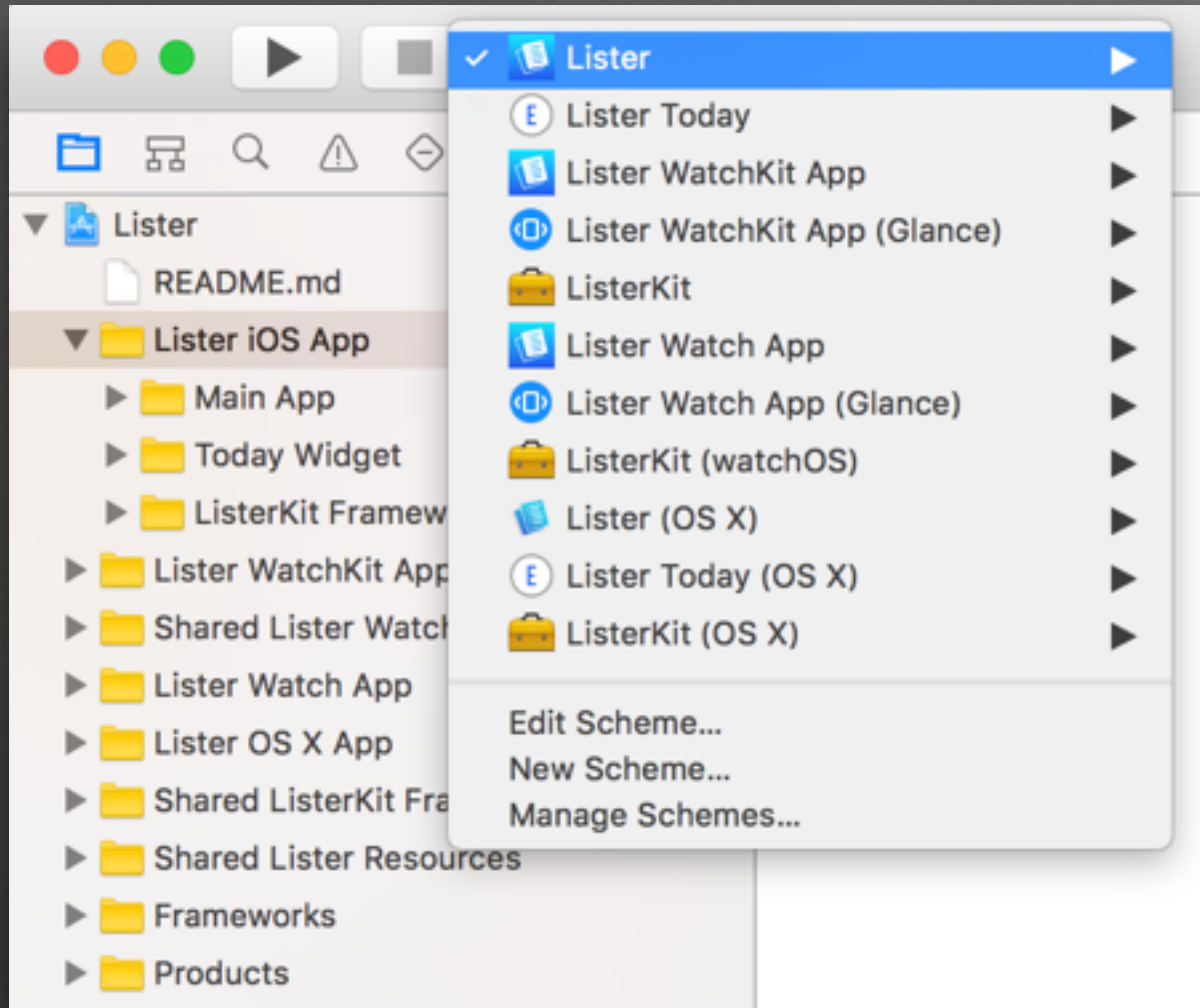
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# 新手上路

- Swift & Objective-C, Cocoa Foundation
- UIKit & AppKit, UIKit Catalog & Lister
- Raywenderlich, objc.io, nshipster, [swift.org](http://swift.org), awesome-ios
- WWDC Session, Sample Code, Release Notes
- Photoshop & Sketch
- Eating our own Dogfood 吃自己的狗糧







知己知彼， 百战不殆





# App Store & iTunes Connect

- 快速审核: Critical Bug Fix/Time-Sensitive Event 模板
- 技术支持: Code-Level Support, 一年两次免费机会
- 避免被拒: HIG & App Store Review Guidelines
- 被拒申诉: Appeal Rejection, API 误判, 审核人员不懂使用
- 审核进度: Check Review Status, [AppReviewTimes.com](http://AppReviewTimes.com)
- 营销指南: [Marketing Guideline](#)



拿到一张好人卡



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# 被拒的历史

- Beta & Alpha 等字眼（但苹果自己的 app 却可以）
- App Store 名称上做了过分的 ASO
- 使用了和系统控件易混淆的视觉元素
- 打开了 UIFileSharingEnabled 但找不到可分享的内容
- 自定义键盘里面不包含数字键盘
- 私有 API（误判）
- <https://developer.apple.com/app-store/review/rejections/>





```

159 /* This key is used with a variation axis dictionary to get the localized variation
160 */
161 APPKIT_EXTERN NSString * NSFontVariationAxisNameKey;
162
163 /* Font feature keys */
164 /* A number object specifying font feature type such as ligature, character shape, e
    predefined feature types.
165 */
166 APPKIT_EXTERN NSString * NSFontFeatureTypeIdentifierKey NS_AVAILABLE_MAC(10_5);
167
168 /* A number object specifying font feature selector such as common ligature off, tra
    to ATS/SFNTLayoutTypes.h for predefined feature selectors.
169 */
170 APPKIT_EXTERN NSString * NSFontFeatureSelectorIdentifierKey NS_AVAILABLE_MAC(10_5);
171
172 /* Font weight trait */
173 /* Predefined symbolic weight values used for NSFontWeightTrait and +[NSFont systemF
174 */
175 APPKIT_EXTERN const CGFloat NSFontWeightUltraLight NS_AVAILABLE_MAC(10_11);
176 APPKIT_EXTERN const CGFloat NSFontWeightThin NS_AVAILABLE_MAC(10_11);
177 APPKIT_EXTERN const CGFloat NSFontWeightLight NS_AVAILABLE_MAC(10_11);
178 APPKIT_EXTERN const CGFloat NSFontWeightRegular NS_AVAILABLE_MAC(10_11);
179 APPKIT_EXTERN const CGFloat NSFontWeightMedium NS_AVAILABLE_MAC(10_11);
180 APPKIT_EXTERN const CGFloat NSFontWeightSemibold NS_AVAILABLE_MAC(10_11);
181 APPKIT_EXTERN const CGFloat NSFontWeightBold NS_AVAILABLE_MAC(10_11);
182 APPKIT_EXTERN const CGFloat NSFontWeightHeavy NS_AVAILABLE_MAC(10_11);
183 APPKIT_EXTERN const CGFloat NSFontWeightBlack NS_AVAILABLE_MAC(10_11);
184

```



# 准备成为老司机





# 渐入佳境

- 邮件反馈：不用注册，方便回复
- 用户关系：平等而友善的讨论，避免因为讨好而犯错
- 测试充分：TestFlight & App Store 版本交替前进
- Roadmap：让用户了解 app 正在做的和即将做的
- 搭建主页：GoDaddy + GitHub Pages + Jekyll





好酒也怕巷子深



# 增加曝光

- 媒体推荐：AppSo、少数派、最美应用、36kr 等等
- Product Hunt 类：NEXT、MindStore 等
- 社交网络：微博、朋友圈、Twitter
- 测评 & 兑换码活动：Mac 玩法、iapps 等
- 技术文章：讨论开发过程中的技术细节
- 开源项目：小历农历部分开源



# 有生之年系列





# App Store 推荐

- 小而美的设计：Clear、MyWeather
- 专业品质：1Password、Workflow、Prisma
- 逼格高：小记、潮汐、榫卯
- 有情怀，会讲故事：影之刃2、Bear
- 迎合新 API：3D Touch、iMessage 扩展、Sticker 等
- WWDC：新 iOS 带来的机遇与挑战



做点有追求的事情



# 更进一步

- 对新技术敏锐: Widgets、Swift、WWDC、What's new、RN/Weex
- 代码质量: Instrument、Analyze、AppCode、FauxPas
- 干掉所有的 Warnings: Treat Warnings as Errors
- 减小安装包: App Thinning、Code Size Performance Guidelines、WeMobileDev、[TinyPNG.com](http://TinyPNG.com)
- 信息无障碍: Accessibility Programming Guide
- 本地化工作: 简体/繁体/英文、Transifex、避免 Hard-coding





# Debugging

- LLDB 调试技巧
- View Debugging
- [view recursiveDescription]
- Facebook chisel
- Reveal



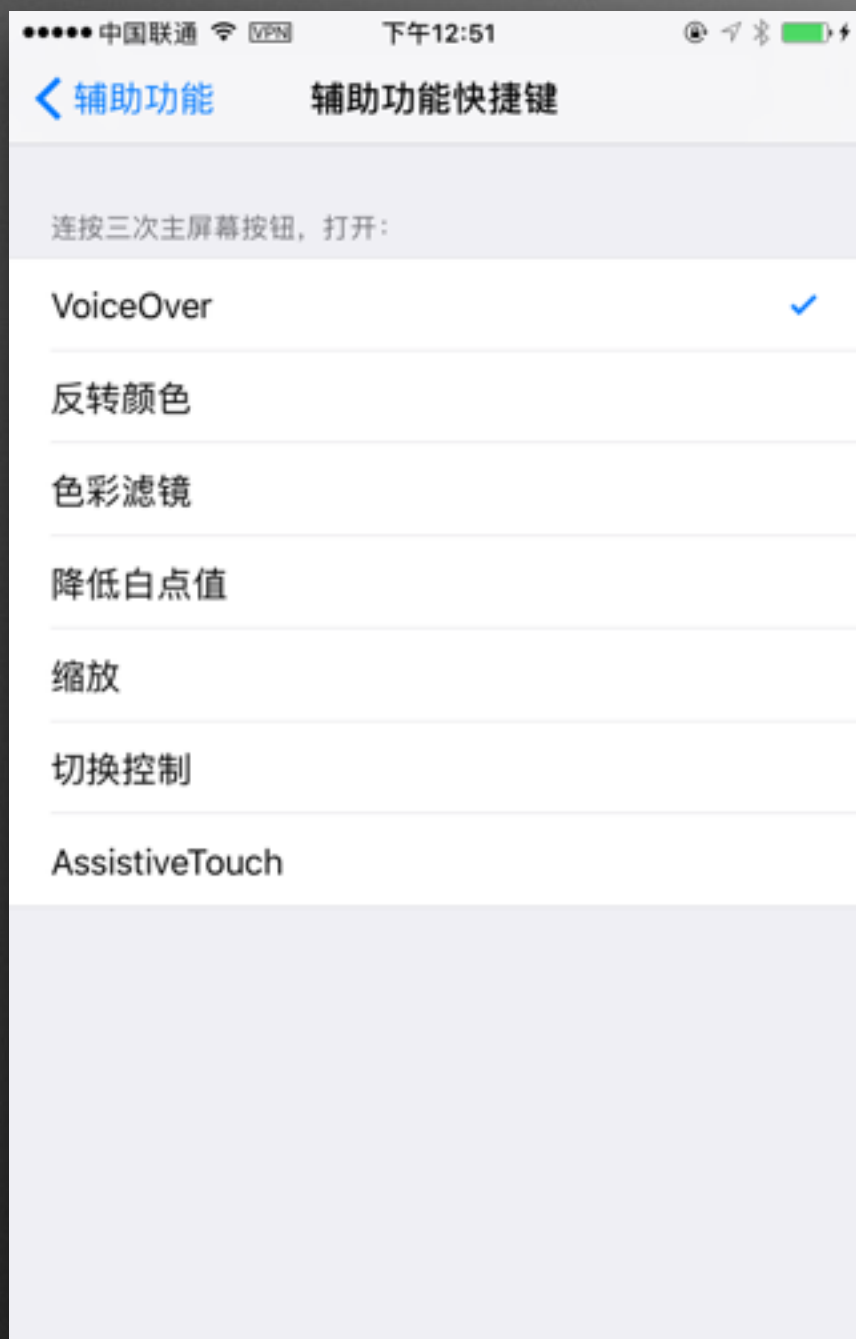
# 查看预计大小

## 构建版本 2.9.2 (3) 的预计 App Store 文件大小

设备类型	下载大小 ?	安装大小 ?
Universal	4.62 MB	7.1 MB
iPhone 6s Plus	2.57 MB	4.4 MB
iPhone 6 Plus	2.57 MB	4.4 MB
iPad Air 2 Wifi	2.56 MB	4.37 MB
iPad Air 2 Wifi + Cell	2.56 MB	4.37 MB
iPad mini 4 WiFi	2.56 MB	4.37 MB
iPad Mini 2 Wifi	2.56 MB	4.37 MB
iPad Mini 3 Wifi	2.56 MB	4.37 MB
iPhone 5S	2.56 MB	4.37 MB

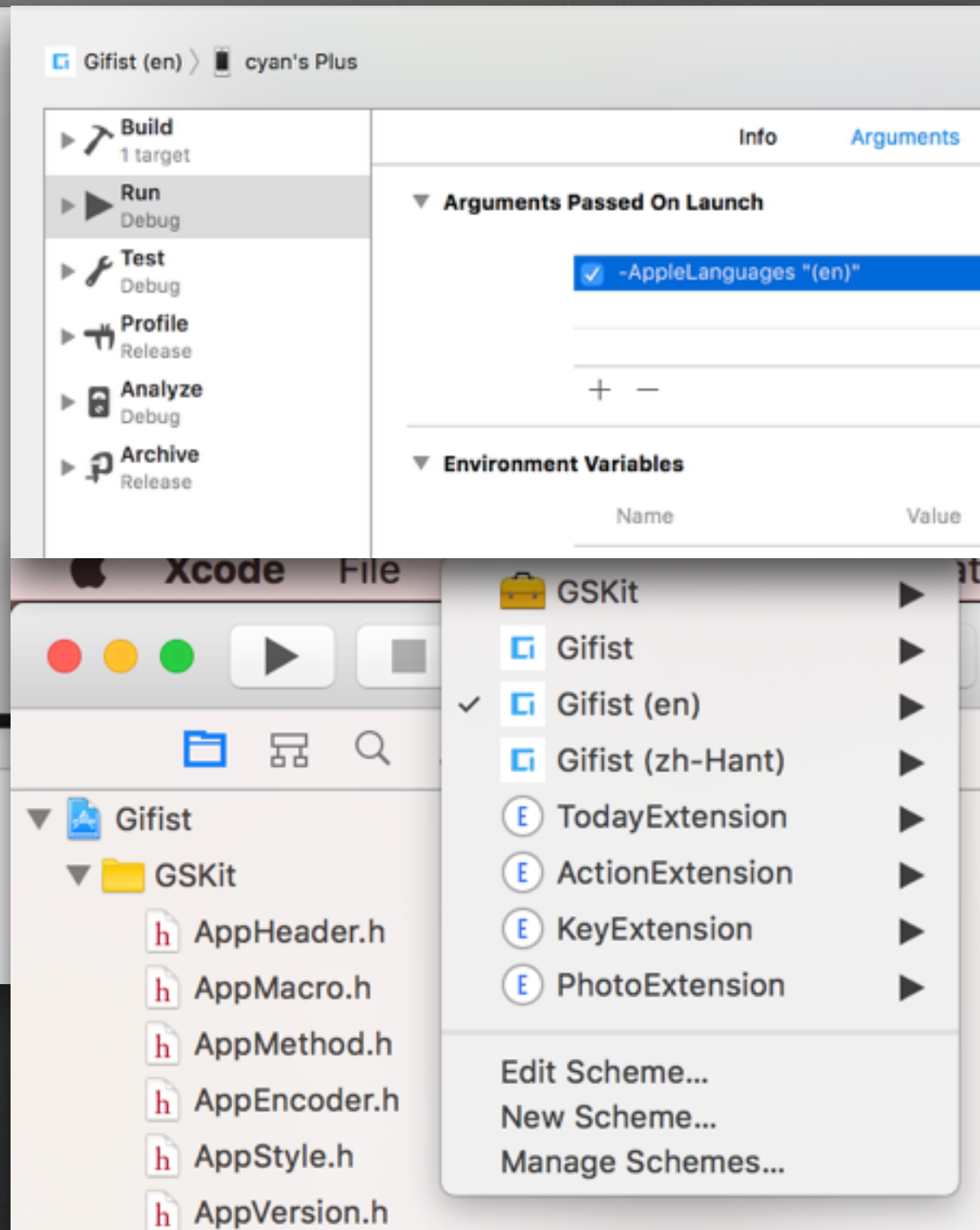
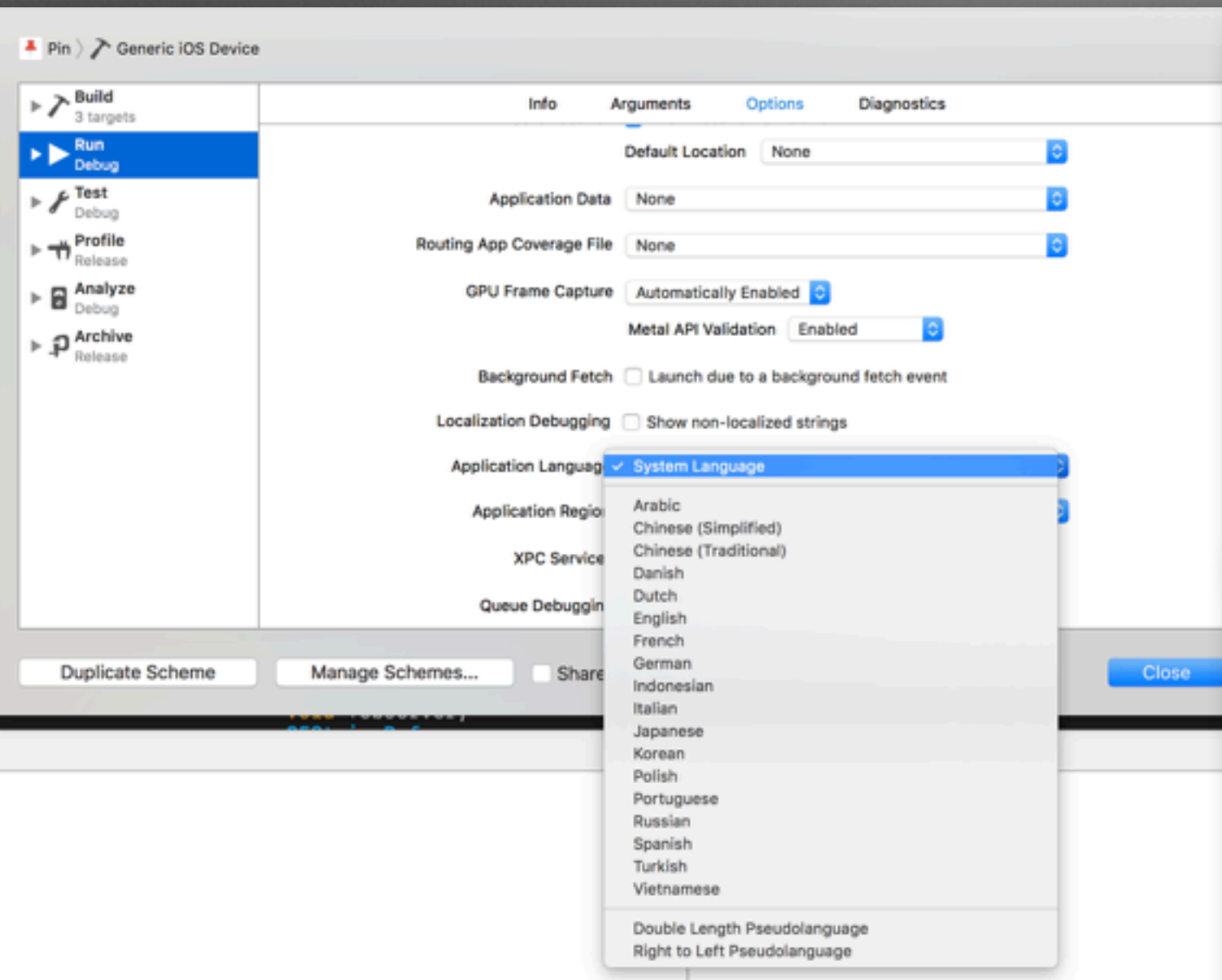


# VoiceOver 调试





# 多国语言调试



工欲善其事必先利其器



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# 工具集

- Fastlane: 包含测试、截图、部署等流程的工具集
- AppAnnie & ASO100 & AppInfo: 排名、评论和 ASO 状况
- QuickTime & HandBrake & LICCap: 截图、预览视频、GIF
- HexMiner: 16 进制编辑器, 查看二进制数据
- Notes & MindNode: 记录和整理产品思路
- xTextHandler: 自己编写的 Xcode 插件集, 处理文本







上午9:41



Source Start Pause Add to Queue Show Queue

**Source** 01. 下载安装.mov

Title: 01. 下载安装 1 - 00h01m35s

**Destination**

File: /Users/cyan/Desktop/01. 下载安装.mp4

**Output Settings: Custom**

Format: MP4 File  Web optimized

app\_store.jpg

```

69 66 00 00 4D 4D 00 2A
00 03 00 00 00 01 00 01
00 01 00 00 00 62 01 1B
00 6A 01 28 00 03 00 00
00 02 00 00 00 24 00 00
00 14 00 00 00 96 87 69
00 AC 00 00 00 D8 00 0A
FC 80 00 00 27 10 41 64

```

```

Exif MM *
01 01
b
j(
1
2
M
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```

Navigate Editor Product Debug Source Control Window

Show Completions ^Space  
 Edit All in Scope ^⌘E  
 Fix All in Scope ^⌘F  
 Show Issue  
 Issues  
 Structure  
 Code Folding  
 Syntax Coloring  
 Show Invisibles  
 Show Blame for Line  
 Show Code Coverage  
 OpenCC  
 xColor  
**xEncode**  
 xFormat  
 xRadix  
 xSearch

Base64 Encode  
 Base64 Decode  
 URL Encode  
 URL Decode  
 Upper Case  
 Lower Case  
 Escape  
 MD5  
 SHA1  
 SHA256  
 QR Code

```

NSString
COMPLET
STATE_F
ace PTCO
entation PTController
)dealloc {
if removeObservers];
otificationCenterRemoveObserver(CF
otificationCenterRemoveObserver(CF

```

其实这些不是行之有效的方法，  
而是热爱和态度





# 谢谢大家!

- 邮箱: [0x00eeee@gmail.com](mailto:0x00eeee@gmail.com)
- GitHub: <https://github.com/cyanzhong>
- 知乎: [https://www.zhihu.com/people/ios\\_dev](https://www.zhihu.com/people/ios_dev)
- Twitter: <https://twitter.com/cyanapps>
- 微博: <http://weibo.com/0x00eeee>

