Frameworks #WWDC14

Designing a Great In-App Purchase Experience

Session 218

Rachel Roth
User Experience Evangelist

© 2014 Apple Inc. All rights reserved. Redistribution or public display not permitted without written permission from Apple.

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Make Buying Easy

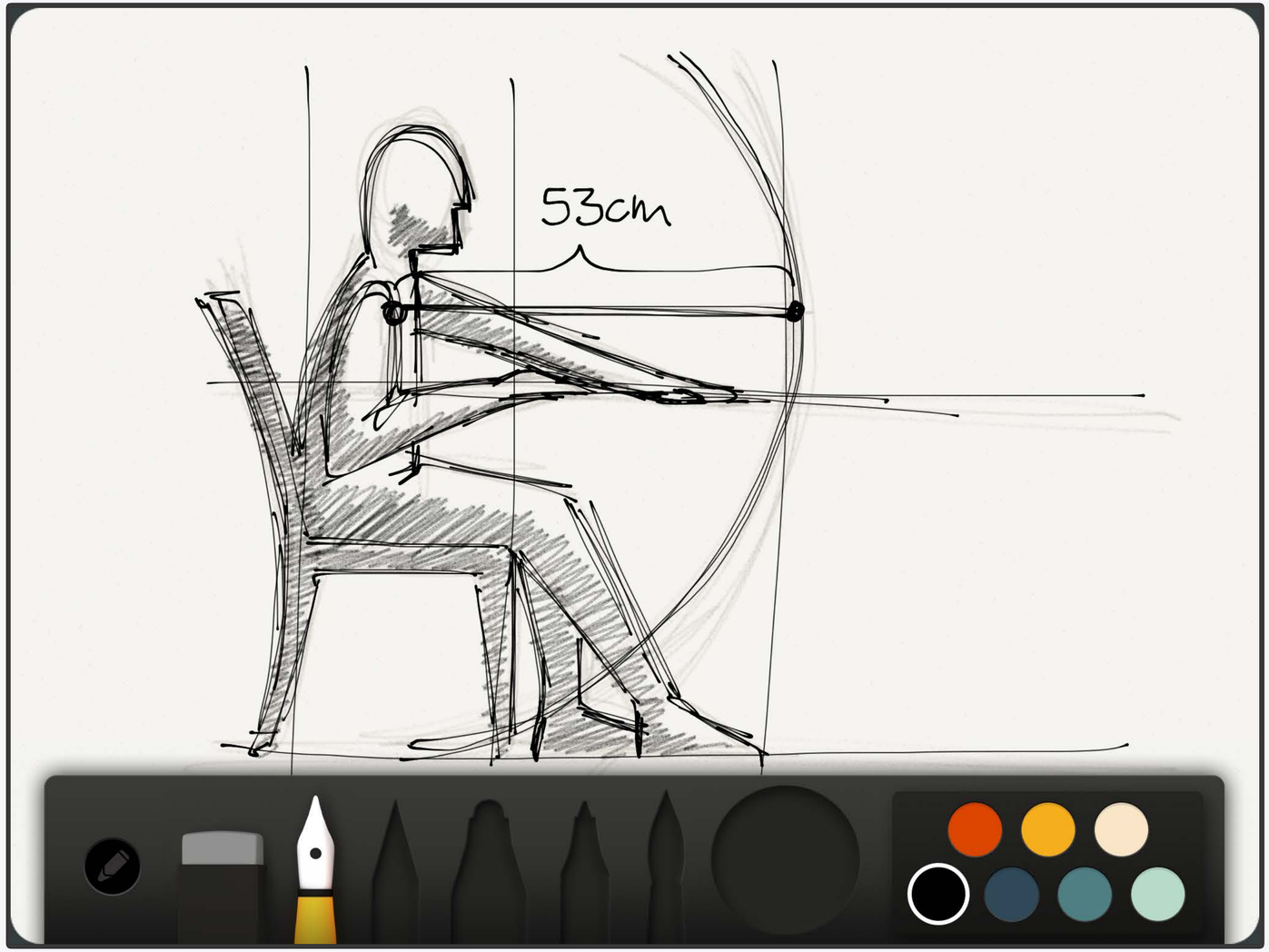
Make Buying Easy

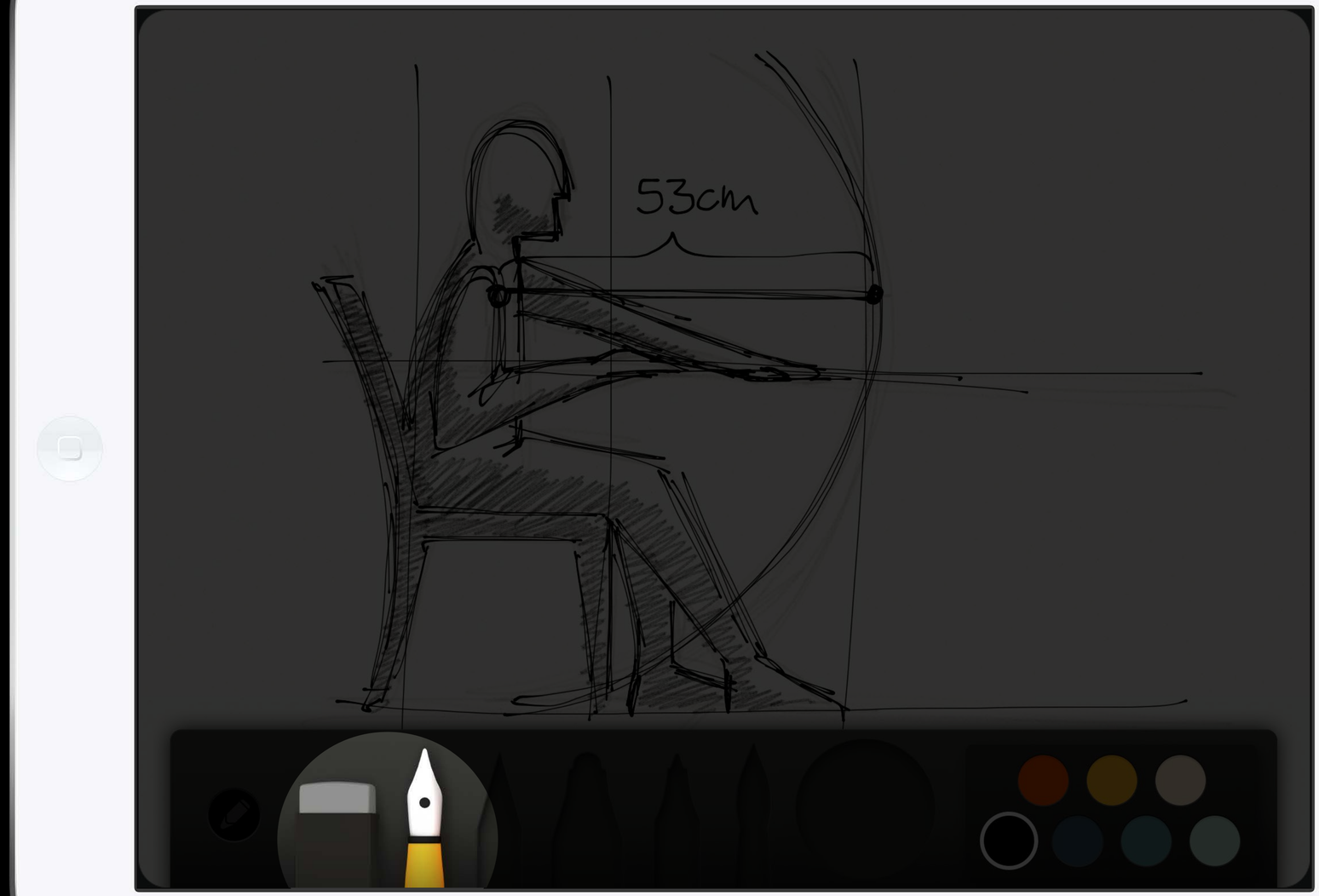
Integrate the merchandise

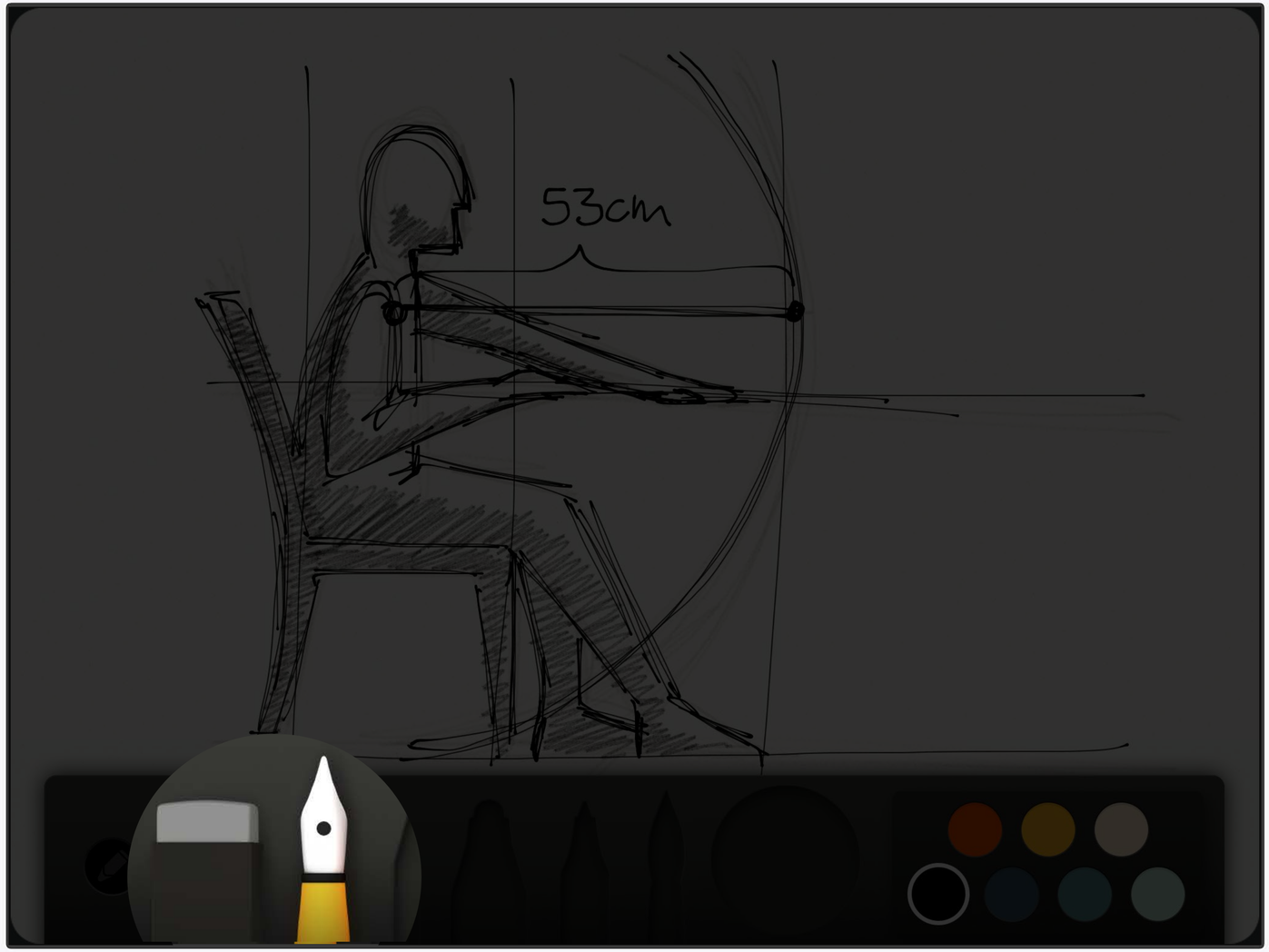
Timing

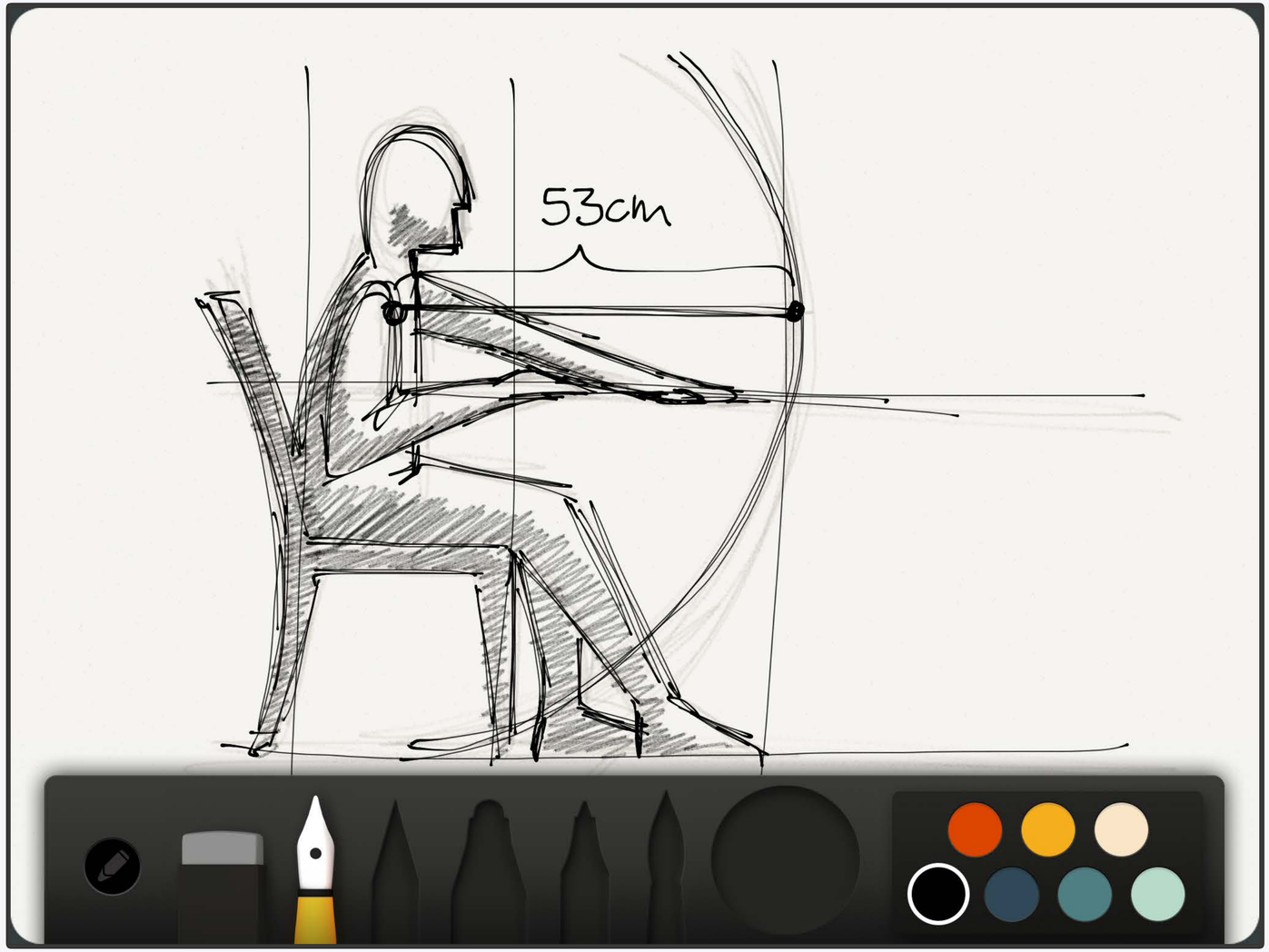
Presentation

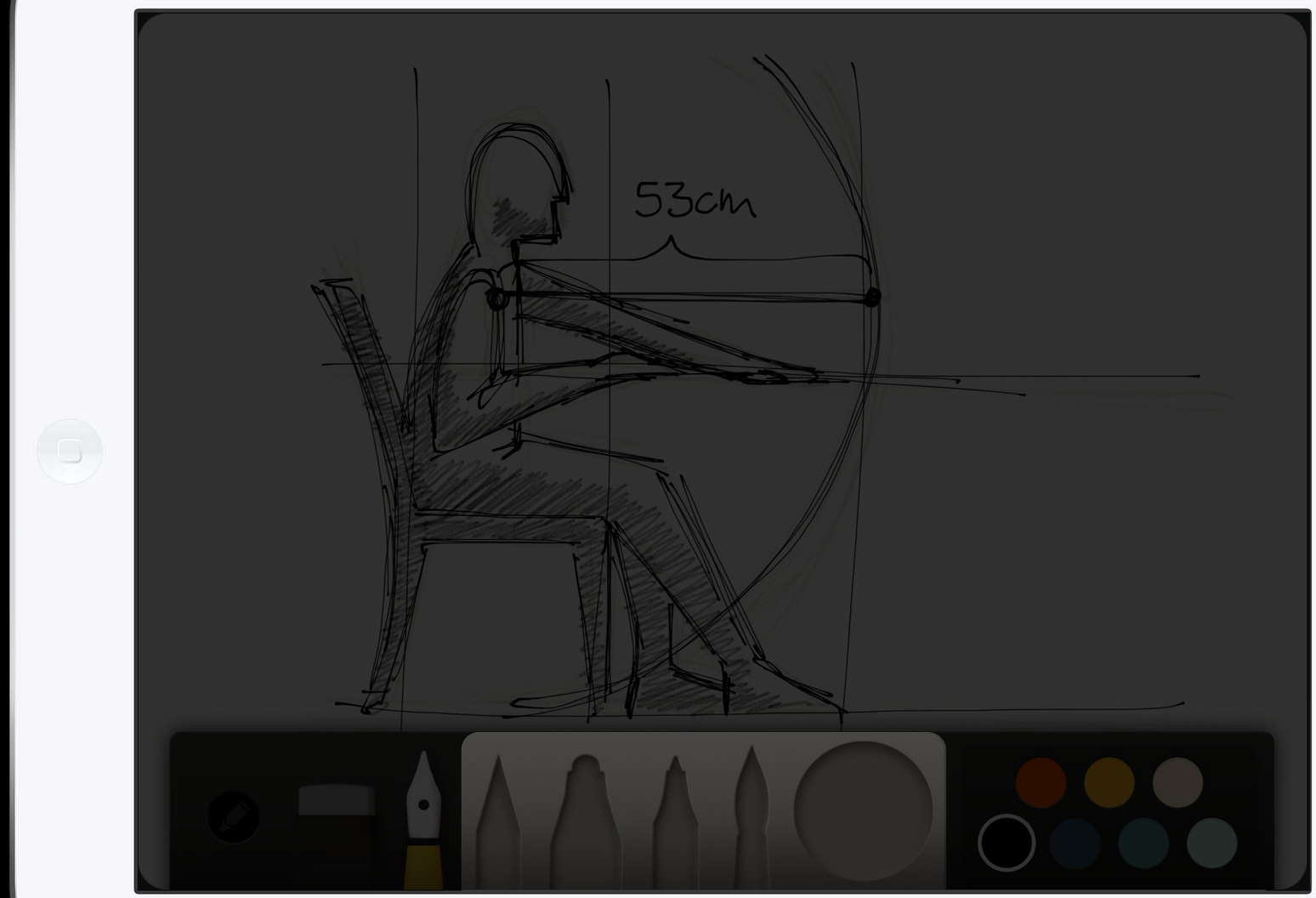
iPhone 5c
9:41
slide to unlock

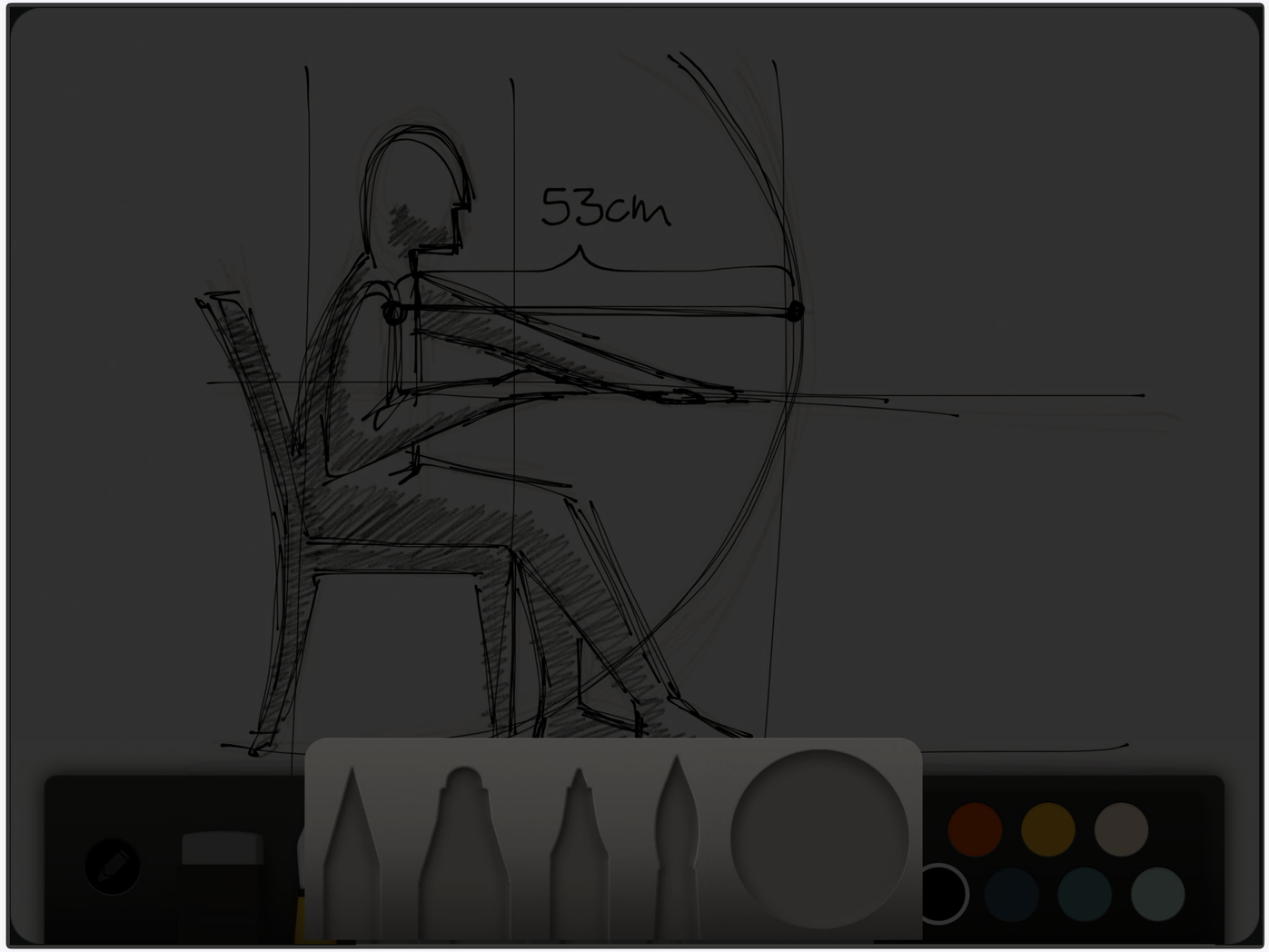

53cm

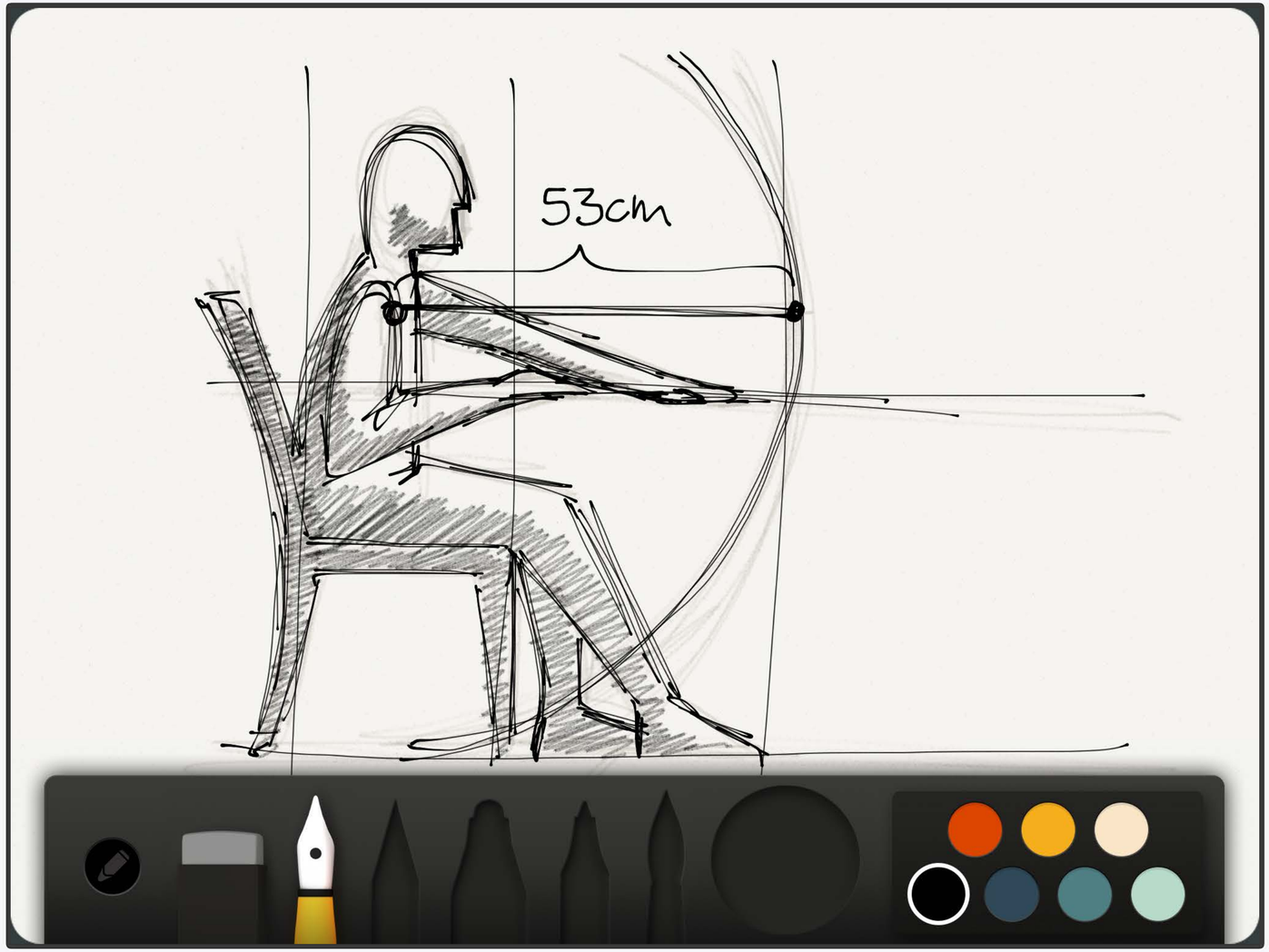

53cm

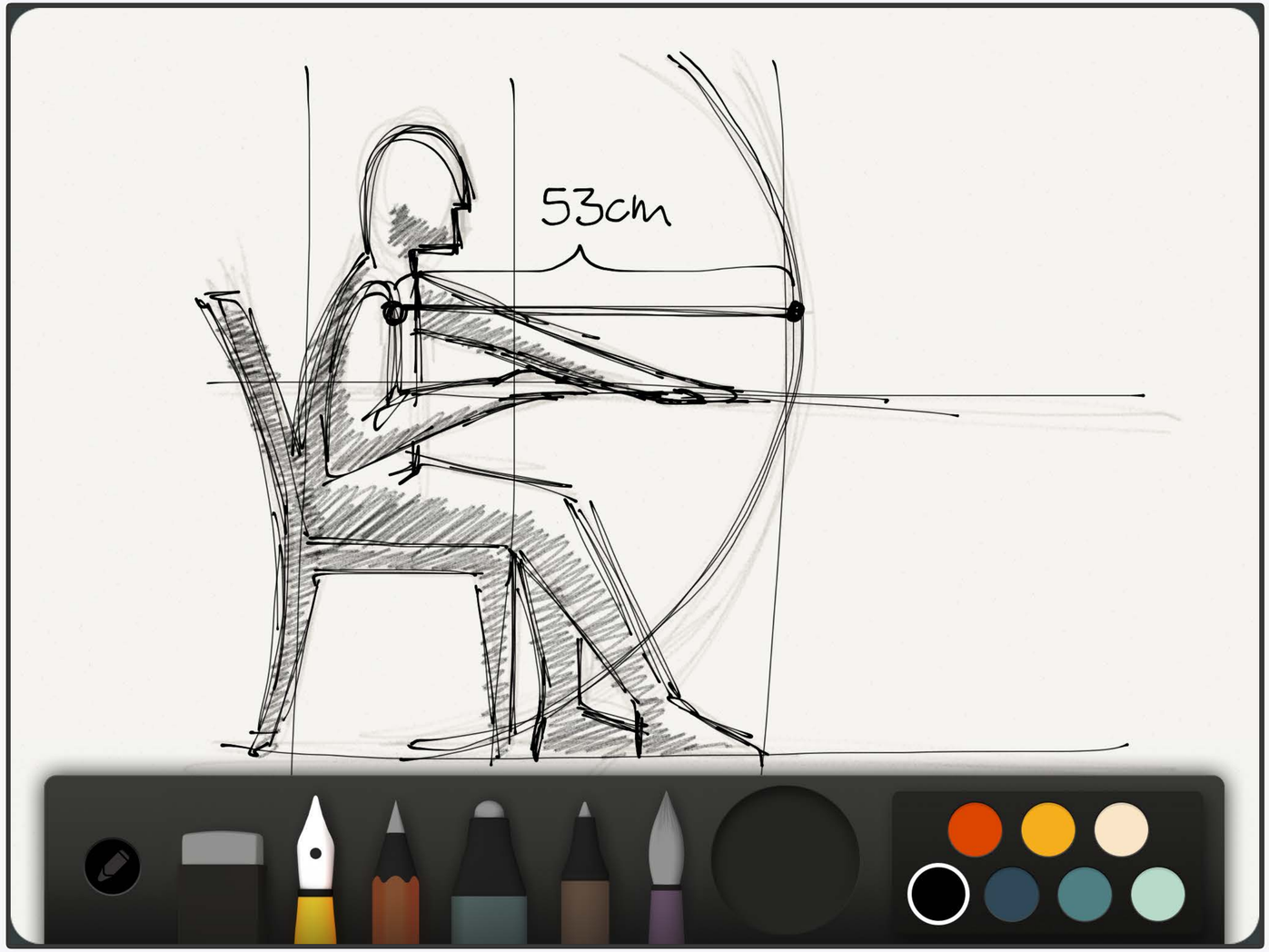

53cm

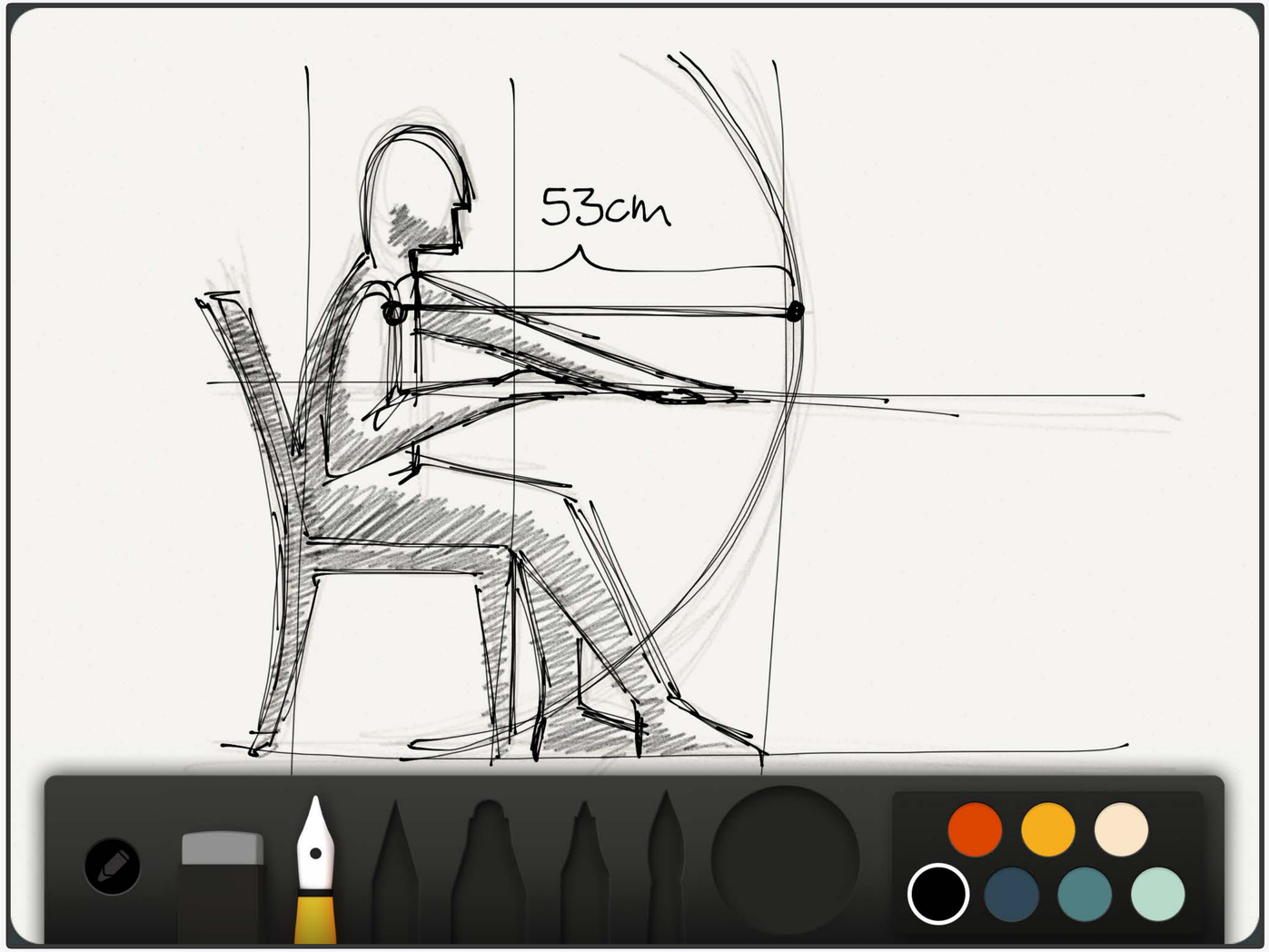

53cm


53cm


53cm


53cm


53cm


53cm

Etc.

GOTCHA!

A small firm specializing in pranks has perfected a new model— viral videos as advertisements

Introducing Morningstar® DividendInvestor™ for iPad®
More income. Less volatility. Real returns.
Learn More ►►
Download on the App Store

JULIA BAKER HANSEN

The owner of a concierge service swaps heels for cowboy boots

WHAT A FEELING

Textured statement pieces to elevate your winter wardrobe

DON'T SWEAT IT

Exercising with co-workers or clients is a bad idea

WOLFGANG PUCK

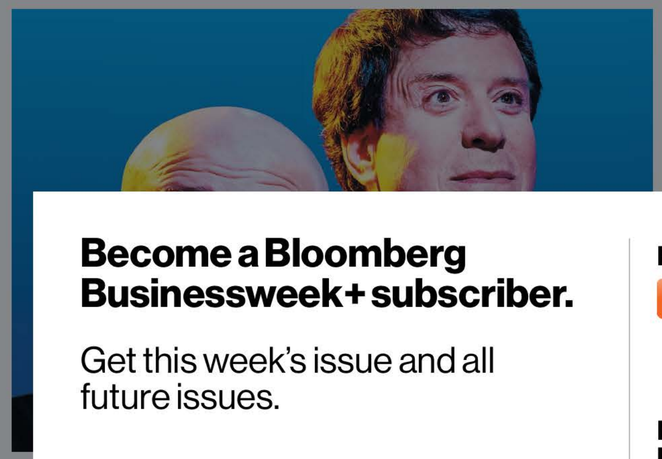
The career path of the chef and restaurateur

iPad 9:41 AM 100%

BloombergBusinessweek

Highlights | Opening Remarks | Features | Global Economics | Companies & Industries | Politics & Policy | Technology | Markets & Finance | Etc.

Etc.



Introducing Morningstar DividendInvestor for iPad
More income. Less volatility. Real returns.
Learn More ▸▸
Download on the App Store

Close

Become a Bloomberg Businessweek+ subscriber.

Get this week's issue and all future issues.

Subscribe Now

Existing Subscribers

Activate Now

Bloomberg Anywhere Users

Log In Here

G

A … model—viral videos as advertisements

WHAT A FEELING

Textured statement pieces to elevate your winter wardrobe

DON'T SWEAT IT

Exercising with co-workers or clients is a bad idea

WOLFGANG PUCK

The career path of the chef and restaurateur

Etc.

GOTCHA!

A small firm specializing in pranks has perfected a new model— viral videos as advertisements

Introducing Morningstar® DividendInvestor™ for iPad®
More income. Less volatility. Real returns.
Learn More ►►
Download on the App Store

JULIA BAKER HANSEN

The owner of a concierge service swaps heels for cowboy boots

WHAT A FEELING

Textured statement pieces to elevate your winter wardrobe

DON'T SWEAT IT

Exercising with co-workers or clients is a bad idea

WOLFGANG PUCK

The career path of the chef and restaurateur

iPad 9:41 AM 100%

BloombergBusinessweek

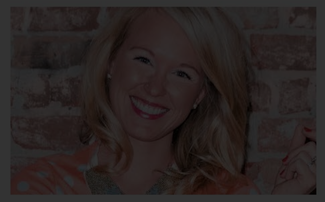
Highlights | Opening Remarks | Features | Global Economics | Companies & Industries | Politics & Policy | Technology | Markets & Finance | Etc.

Etc.

GOTCHA!

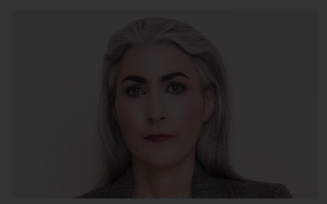
A small firm specializing in pranks has perfected a new model—viral videos as advertisements

Introducing Morningstar DividendInvestor™ for iPad®
More income. Less volatility. Real returns.
Learn More ►►
Download on the App Store



JULIA BAKER HANSEN

The owner of a concierge service swaps heels for cowboy boots



WHAT A FEELING

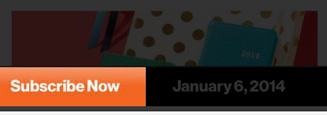
Textured statement pieces to elevate your winter wardrobe

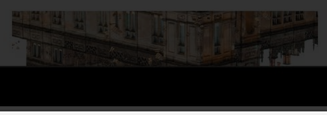
DON'T SWEAT IT

Exercising with co-workers or clients is a bad idea

WOLFGANG PUCK

The career path of the chef and restaurateur





iPad 9:41 AM 100%

BloombergBusinessweek

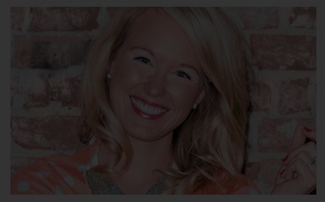
Highlights | Opening Remarks | Features | Global Economics | Companies & Industries | Politics & Policy | Technology | Markets & Finance | Etc.

Etc.

GOTCHA!

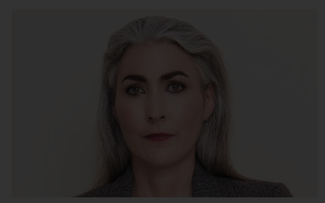
A small firm specializing in pranks has perfected a new model—viral videos as advertisements

Introducing Morningstar DividendInvestor™ for iPad®
More income. Less volatility. Real returns.
Learn More ▸▸
Download on the App Store



JULIA BAKER HANSEN

The owner of a concierge service swaps heels for cowboy boots



WHAT A FEELING

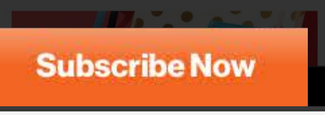
Textured statement pieces to elevate your winter wardrobe

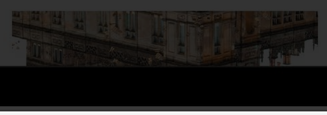
DON'T SWEAT IT

Exercising with co-workers or clients is a bad idea

WOLFGANG PUCK

The career path of the chef and restaurateur





Subscribe Now

Issues

Etc.

GOTCHA!

A small firm specializing in pranks has perfected a new model— viral videos as advertisements

Introducing Morningstar® DividendInvestor™ for iPad®
More income. Less volatility. Real returns.
Learn More ►►
Download on the App Store

JULIA BAKER HANSEN

The owner of a concierge service swaps heels for cowboy boots

WHAT A FEELING

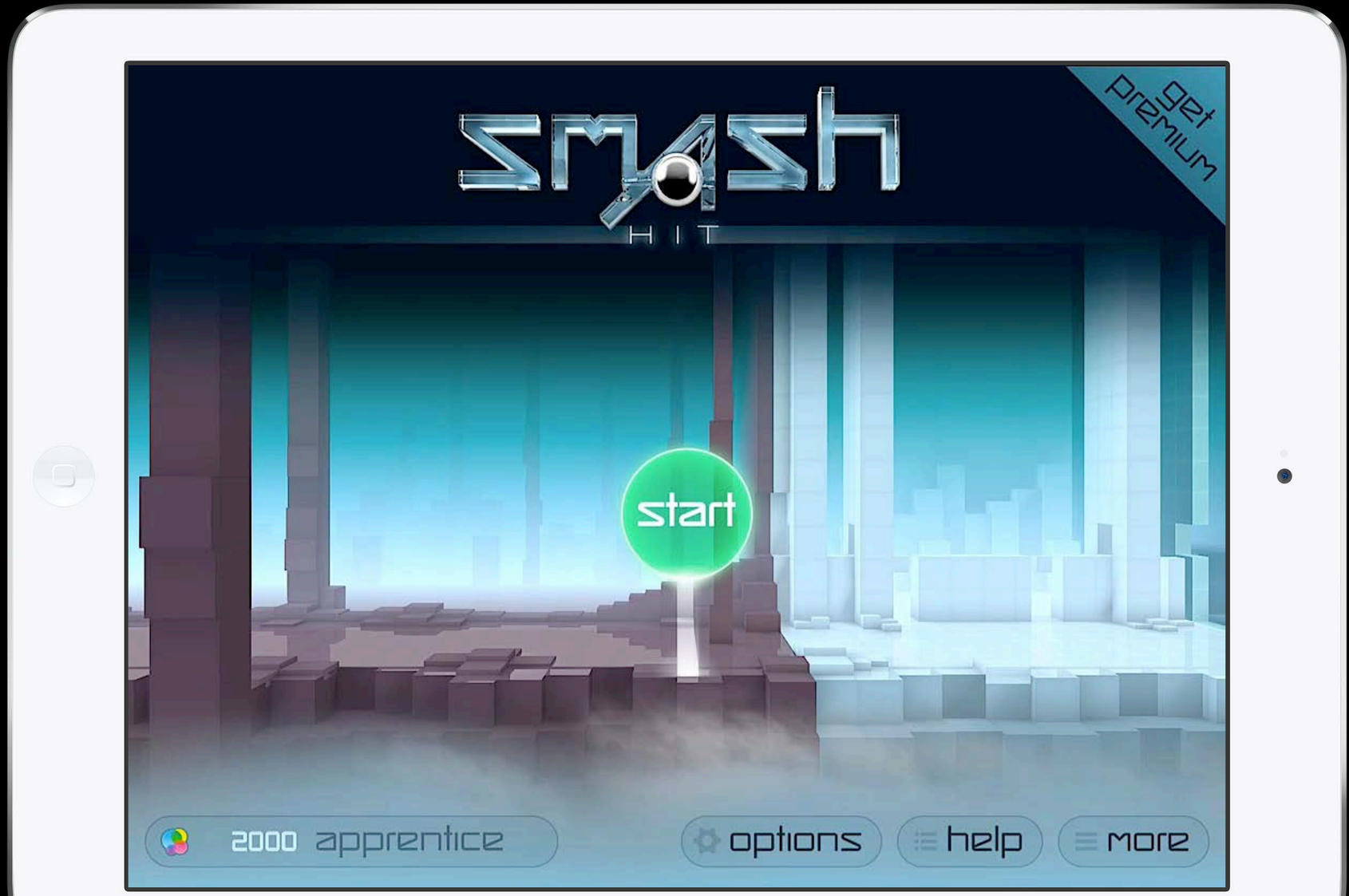
Textured statement pieces to elevate your winter wardrobe

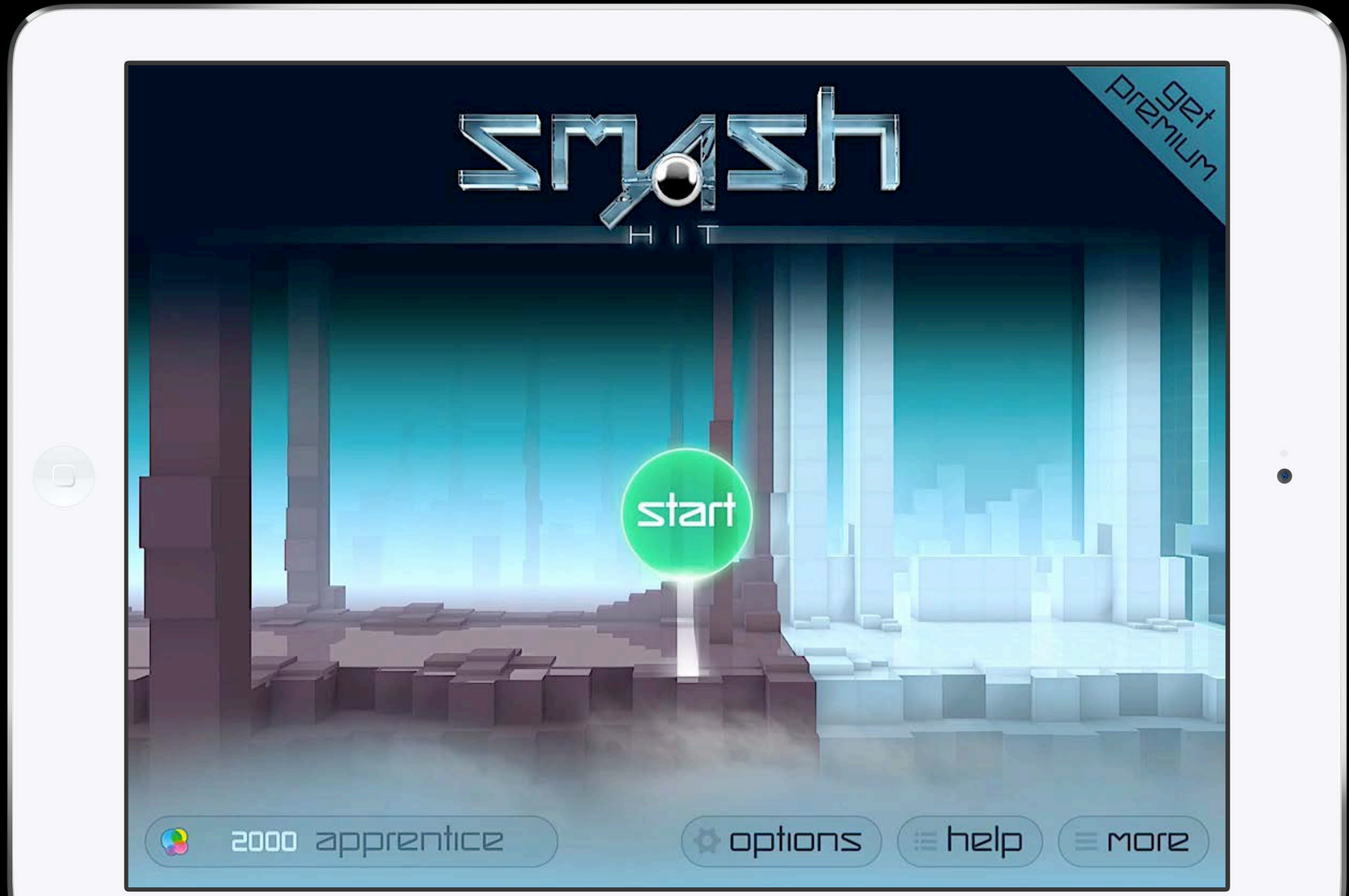
DON'T SWEAT IT

Exercising with co-workers or clients is a bad idea

WOLFGANG PUCK

The career path of the chef and restaurateur

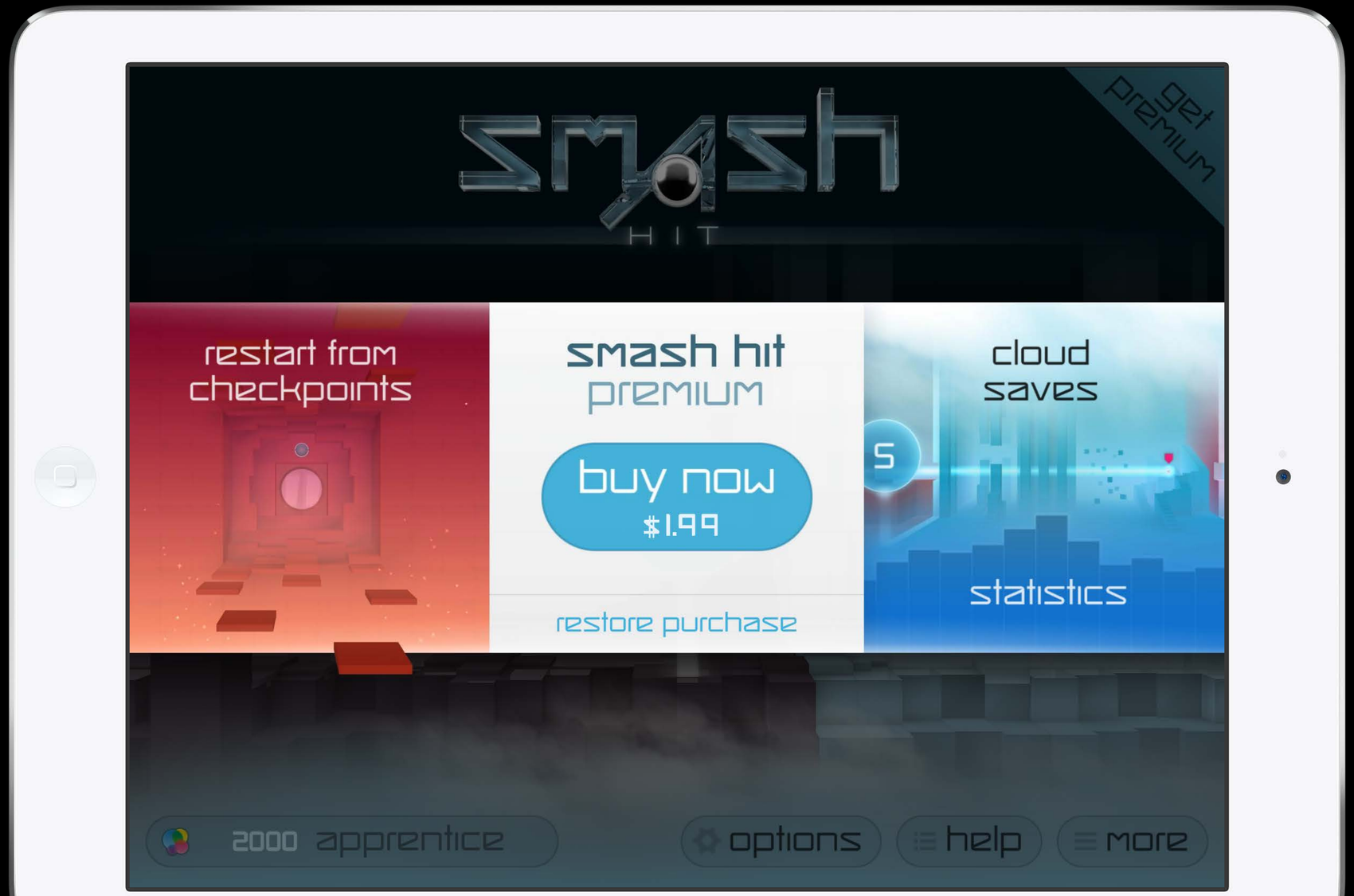

get premium
start
2000 apprentice
options
help
more


get premium
start
2000 apprentice
options
help
more

smash
HIT
get premium
start
2000 apprentice
options
help
more

get premium
start
2000 apprentice
options
help
more

smash
HIT
get premium
start
2000 apprentice
options
help
more


get premium
smash
HIT
restart from checkpoints
smash hit premium
buy now
$1.99
restore purchase
cloud saves
statistics
2000 apprentice
options
help
more

69
starting from
checkpoints require
premium version
get premium
not now

Make Buying Easy

Integrate the merchandise

Make Buying Easy

Integrate the merchandise

Offer a test drive

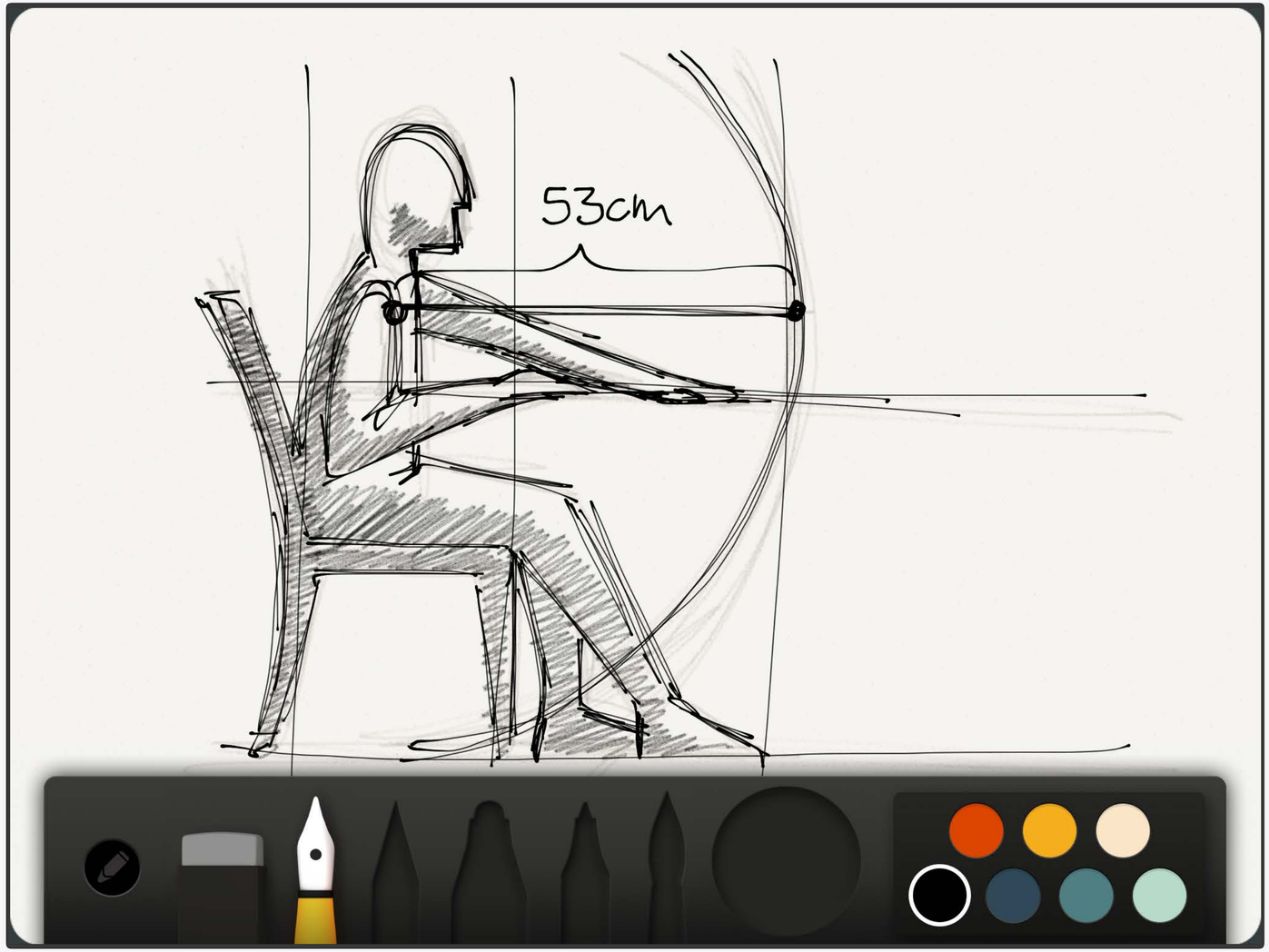
Making Paper

13 pages

Making Paper

13 pages

53


53cm

Restore Store Done

Try it!

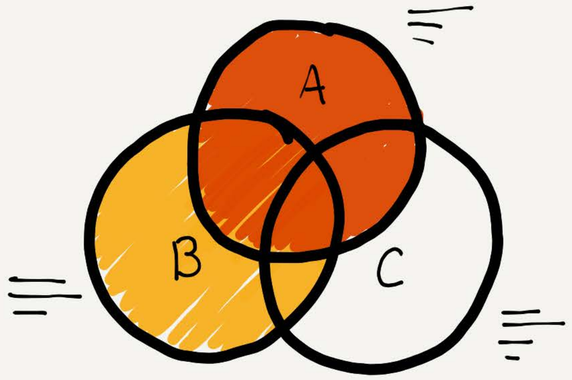
Sketch

$1.99

Ideas start here. This soft pencil blends from light to dark for sketching scenes, objects, and thoughts in rough form.

Included in Essentials Kit

Restore Store Done



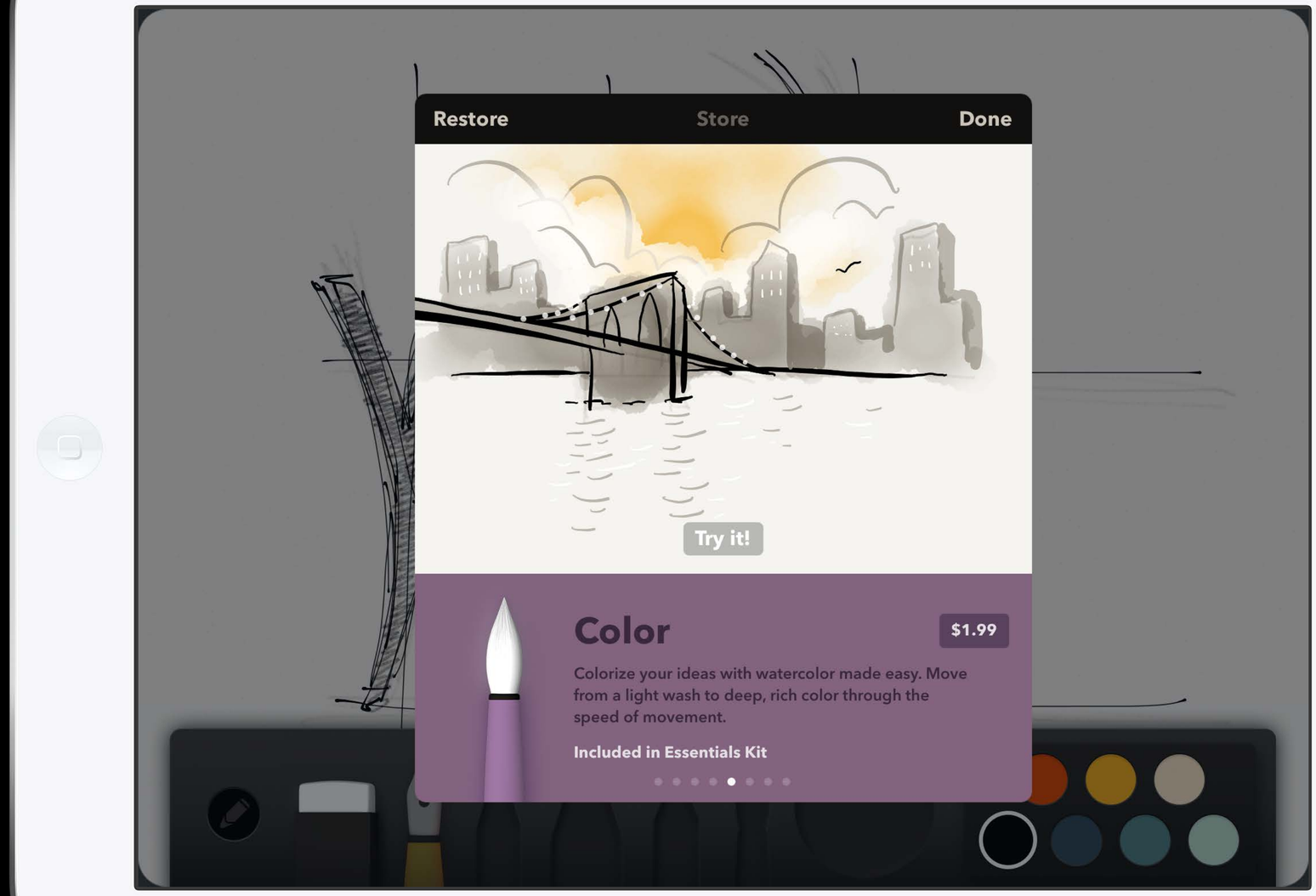
Try it!

Outline

$1.99

Bold marks for bold ideas. Graph insights, or outline a presentation with this marker. Think bold.

Included in Essentials Kit


Restore
Store
Done
Try it!
Color
$1.99
Colorize your ideas with watercolor made easy. Move from a light wash to deep, rich color through the speed of movement.
Included in Essentials Kit

9:41 AM 100%

Edit **Friends (2)**

Profile

Rachel Roth

Friends (2)

Hello Kitty Hello Kitty Official

LINE USA LINE USA Official

Friends 4 Chats Add Friends 1 More

9:41 AM 100%

Sticker Shop Close

TOP NEW FREE

My Melody
Such sweet music!
©'76,'14 SANRIO®

TRINO
Un pilón más
Add this friend, get this free!

SANRIO
Hello Kitty, Hello USA!
Add this friend, get this free!

LINE
Daily Life
Free

Variety Sum
Cherry Coco
Free

LINE
Brown & Cony
Free

9:41 AM 100%

Sticker Shop Close

TOP NEW FREE

My Melody

Such sweet music!

©'76,'14 SANRIO©

TRINO

Un pilón más

Add this friend, get this free!

SANRIO

Hello Kitty, Hello USA!

Add this friend, get this free!

LINE

Daily Life

Free

Variety Sum

Cherry Coco

Free

LINE

Brown & Cony

Free

9:41 AM 100%

Sticker Shop Close

TOP NEW FREE

My Melody
Such sweet music!
©'76,'14 SANRIO©

TRINO
Un pilón más
Add this friend, get this free!

SANRIO
Hello Kitty, Hello USA!
Add this friend, get this free!

LINE
Daily Life
Free

Variety Sum
Cherry Coco
Free

LINE
Brown & Cony
Free

9:41 AM 100%

Sticker Shop Close

TOP NEW FREE

My Melody
Such sweet music!
©'76,'14 SANRIO®

TRINO
Un pilón más
Add this friend, get this free!

SANRIO
Hello Kitty, Hello USA!
Add this friend, get this free!

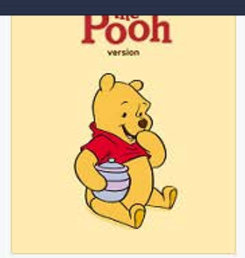
LINE
Daily Life
Free

Variety Sum
Cherry Coco
Free

LINE
Brown & Cony
Free

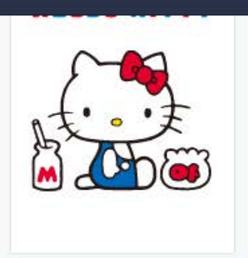
9:41 AM 100%

Theme Shop Close



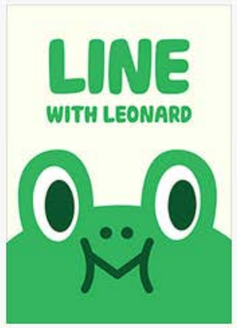
Winnie the Pooh
$2.99

Mickey Mouse
$2.99



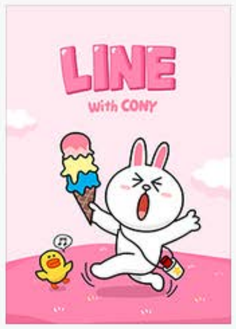
Hello Kitty
$2.99

Rilakkuma
$2.99



Leonard
$2.99

Sally
$2.99



Cony
Free

Brown
Free

9:41 AM 100%

Edit **Friends (2)**

Profile

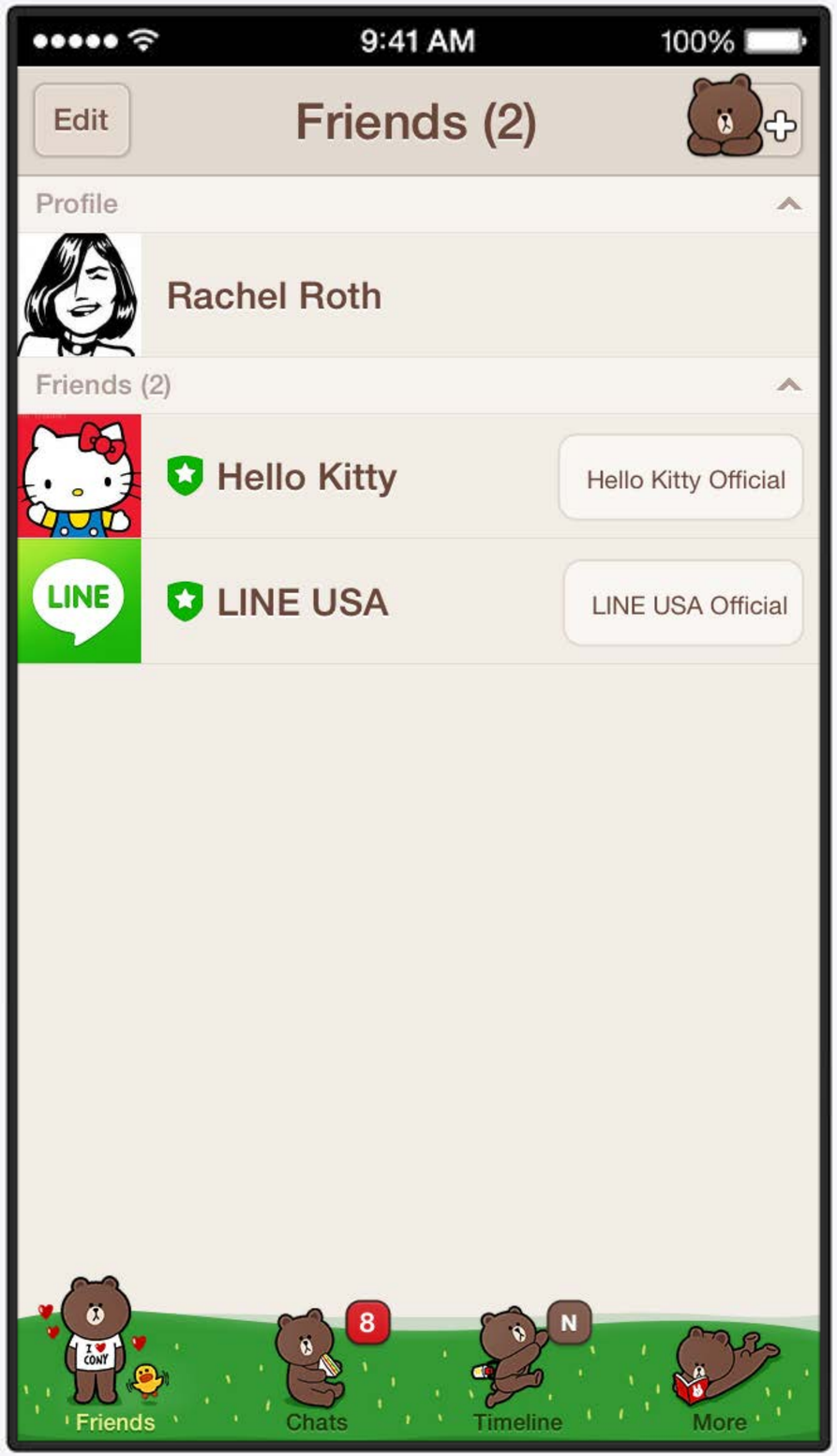
Rachel Roth

Friends (2)

Hello Kitty Hello Kitty Official

LINE USA LINE USA Official

Friends 4 Chats Add Friends 1 More


9:41 AM
100%
Edit
Friends (2)
Profile
Rachel Roth
Friends (2)
Hello Kitty
Hello Kitty Official
LINE
LINE USA
LINE USA Official
8
N
Friends
Chats
Timeline
More

iPad 9:41 AM 100%

Esquire Restore Issues

FREE

PREVIEW

TAP HERE TO DOWNLOAD A FREE SAMPLE OF THE ENHANCED ESQUIRE IPAD EDITION.

Show All | Monthly | Weekly | The Big Black Book | E-Books | Apps

Tap covers for previews

June/July 2014

Our special summer issue on Fatherhood, with Mark Wahlberg (and his kids). Featuring 24 keys to being an effective dad through cars, fixing stuff, sports, and food. Plus much more.

SUBSCRIBE

BUY $4.99

Weekly May 15

In the new issue of Esquire Weekly: An inquiry into the current golden age of cinema that nobody knows about; Charles P. Pierce on what's next for America's cult of secrecy; a ranking of French fries; and a tale of barely missing out on rockstardom.

DOWNLOAD

Library | Store | Help | My Account

Level 448

Target: 10000

Select boosters:

Play!

High score

No.1

1 Alan 115260

2 Zack 100580

3 Casey 99240

Level 448

Target: 10000

Select boosters:

Play!

High score

No.1

1 Alan 115260

2 Zack 100580

3 Casey 99240

Level 448

Target: 10000

Select boosters:

Play!

High score

No.1

1 Alan 115260

2 Zack 100580

3 Casey 99240

Level 448

Target: 10000

Select boosters:

Play!

High score

No.1

1 Alan 115260

2 Zack 100580

3 Casey 99240

Daily Booster Wheel
Jackpot
One spin daily; booster won is free.
Booster is not refundable; cannot be exchanged, transferred or used in other games.
Stop!

Daily Booster Wheel

Jackpot

Color Bomb

One spin daily; booster won is free.
Booster is not refundable; cannot be exchanged, transferred or used in other games.

Claim prize

Make Buying Easy

Integrate the merchandise

Offer a test drive

Make Buying Easy

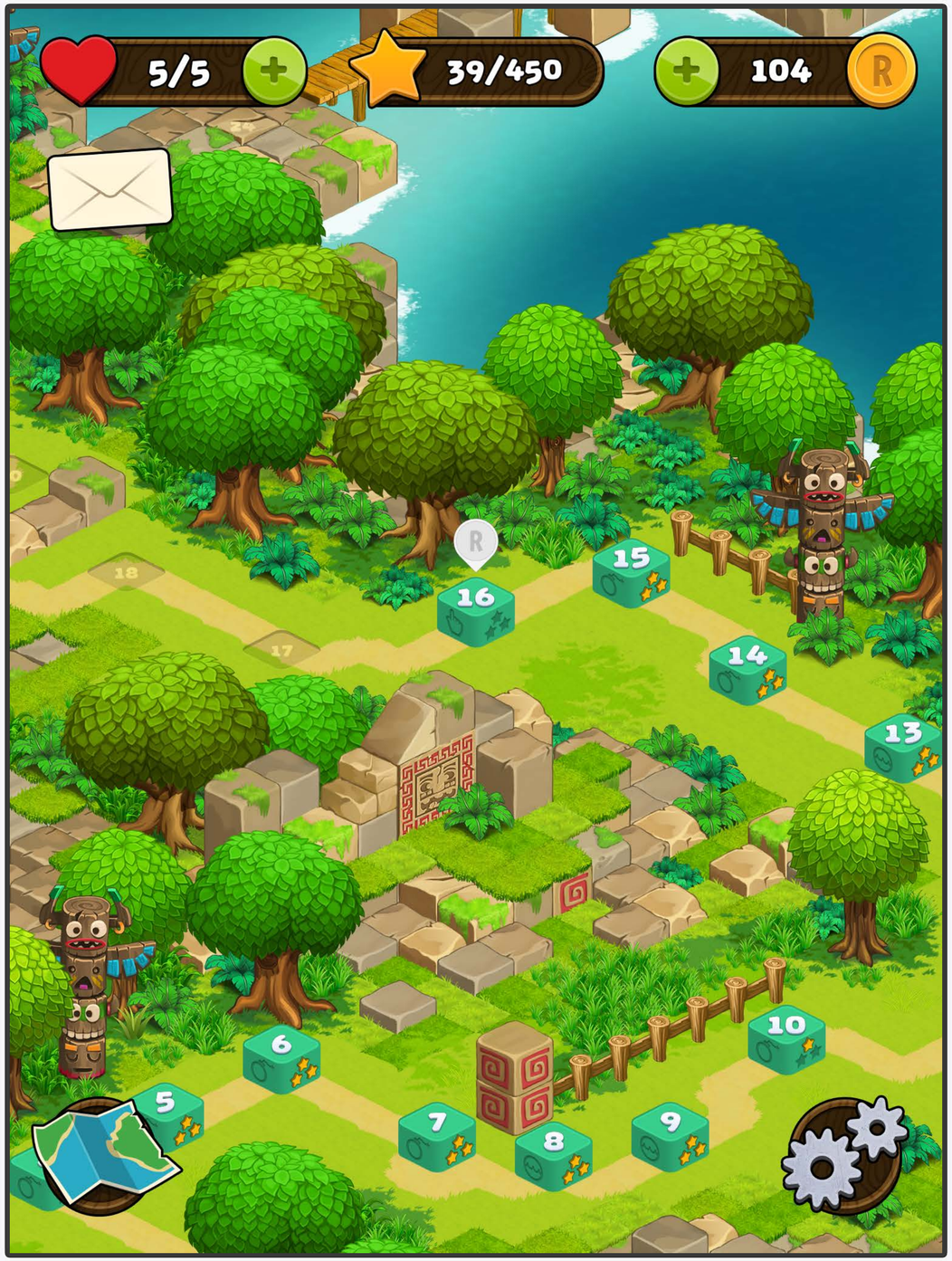
Integrate the merchandise

Offer a test drive

Stick with your theme

THE FOREST

17/50 45/150


5/5
39/450
104
R
R
16
15
14
13
10
6
5
7
8
9
18
17

SCORE 0 0 0 0 0

MOVES 1 5

BOOSTER 3

0/3

A

x4 A S E A N

T A L A x6 R

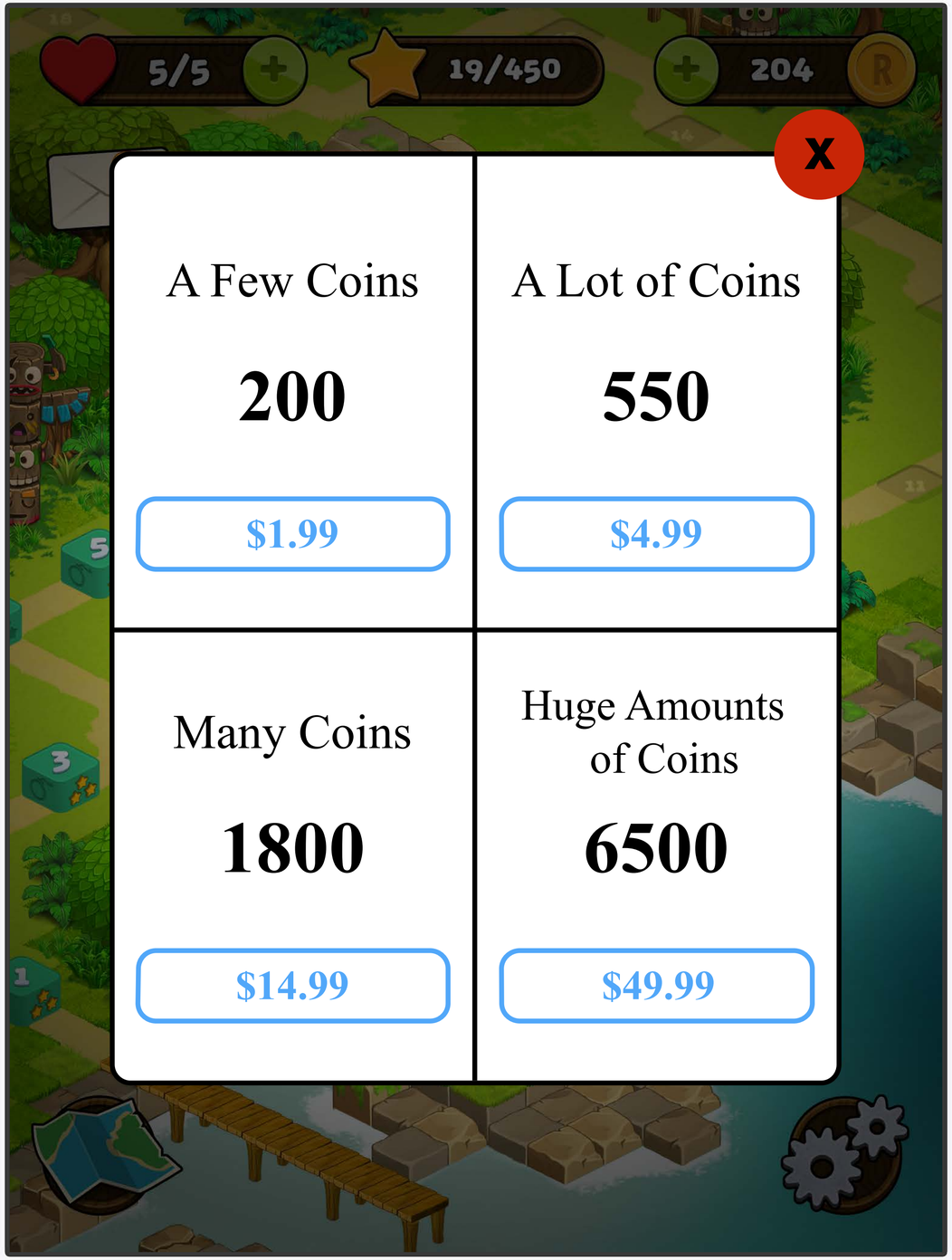
E C E F D

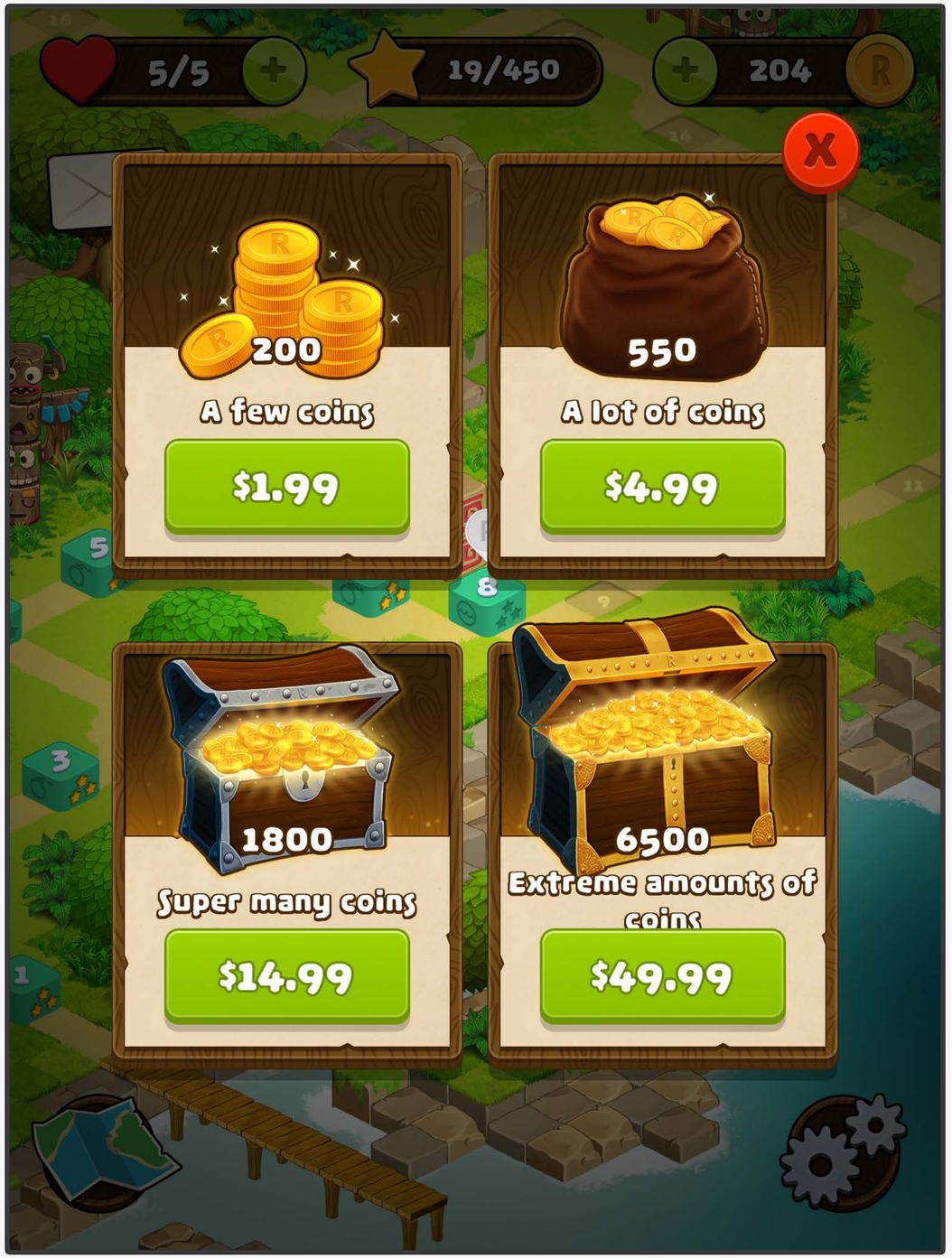
x2 R N O N I

x8 W T O F H

SCORE
00079
TIME
0:2
BOOSTER
2
11/100
SEED
O 1
T
F 4
E 1
x2
R 1
x8
A 1
S 1
E 1
x4
L 1
x4
T 1
E 1
F 4
x6
N 1
Y 4
x2
E 1
D 2
x6
O 1
D 2
x2
U 2
W 4

5/5
58/450
104
Chief Smartypants
Defeat Chief Smartypants
PLAY


5/5
19/450
204
R
X
A Few Coins
200
$1.99
A Lot of Coins
550
$4.99
Many Coins
1800
$14.99
Huge Amounts of Coins
6500
$49.99


5/5
19/450
204
200
A few coins
$1.99
550
A lot of coins
$4.99
1800
Super many coins
$14.99
6500
Extreme amounts of coins
$49.99

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Make Buying Easy

Integrate the merchandise

Offer a test drive

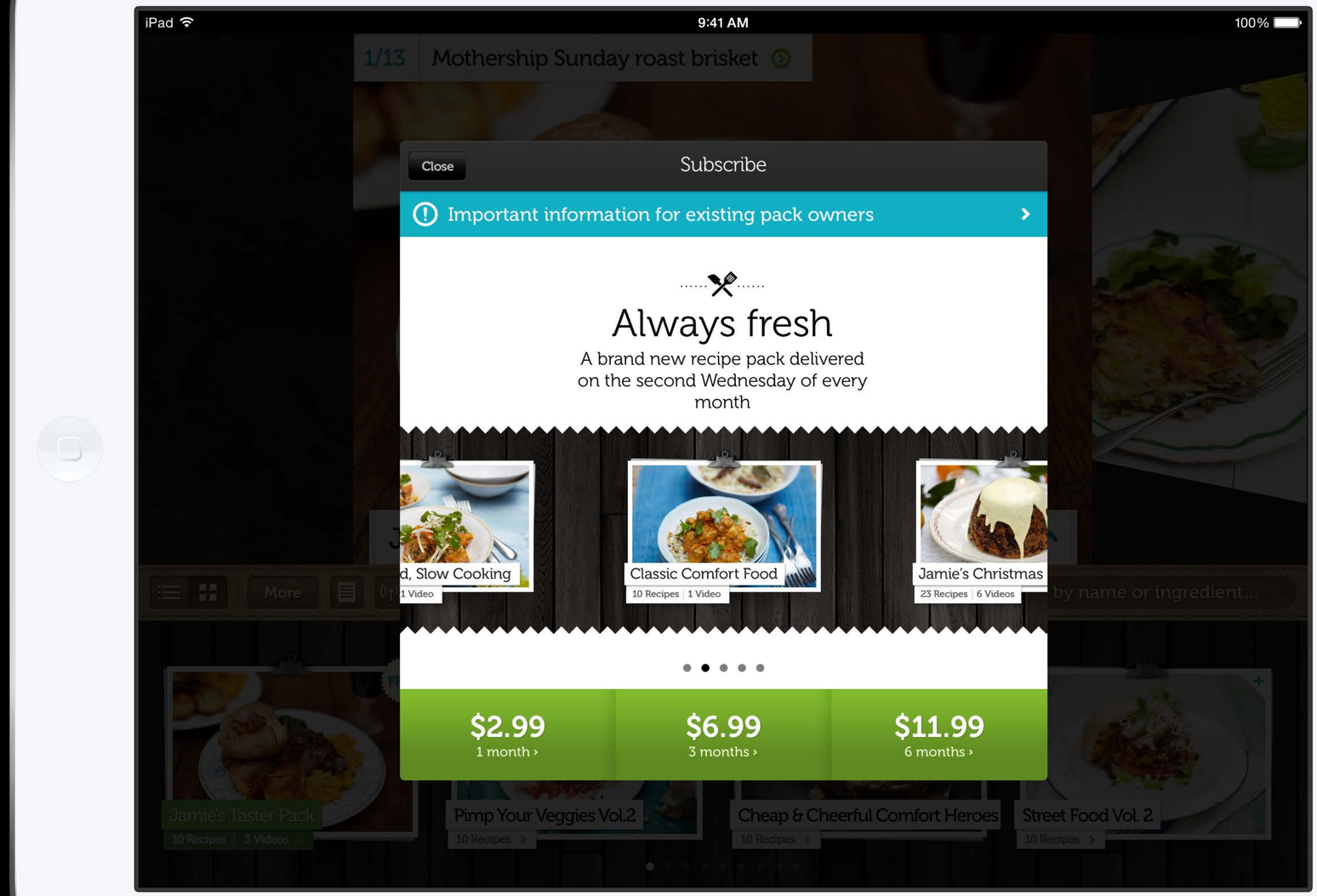
Stick with your theme

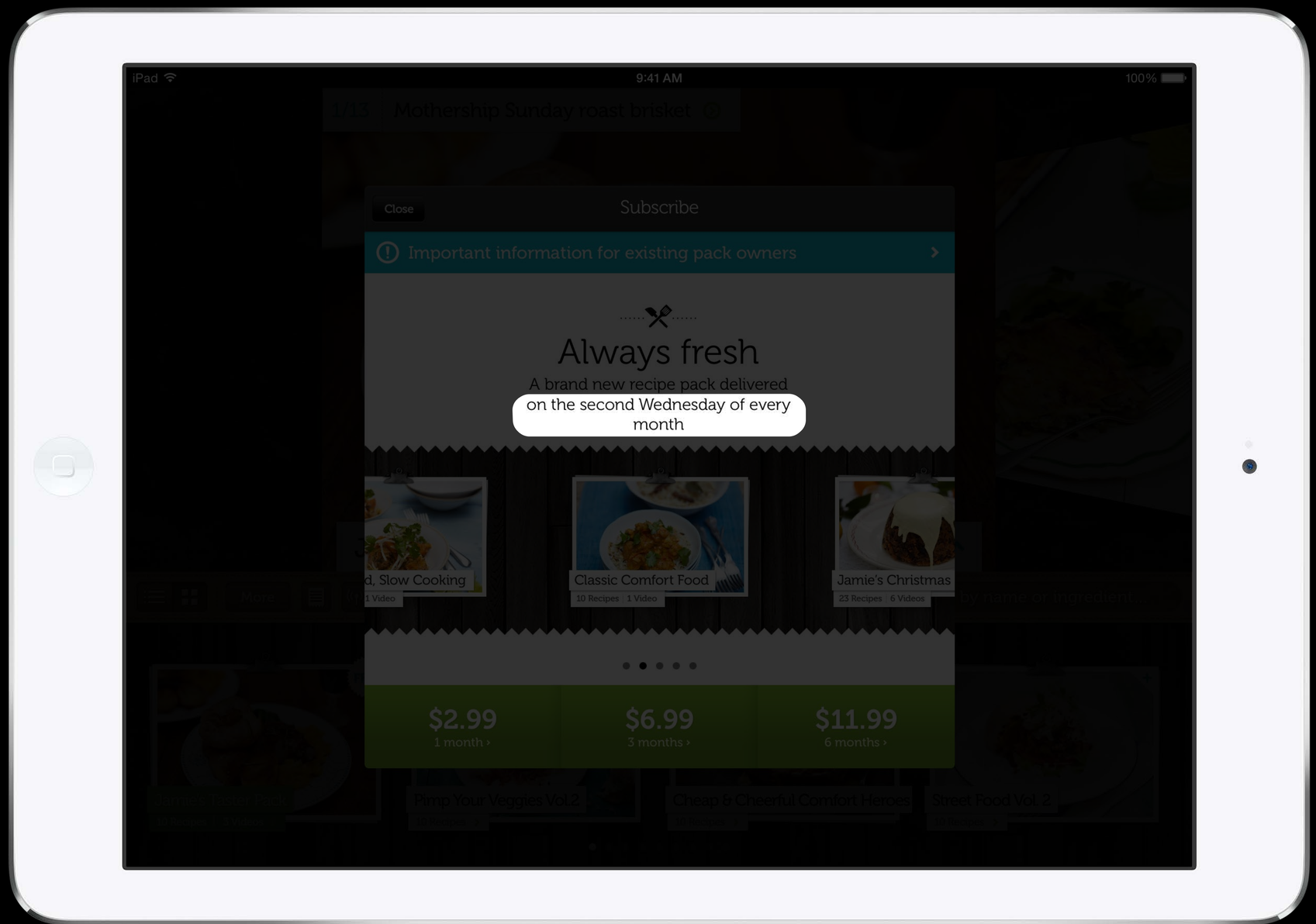
Use clear language

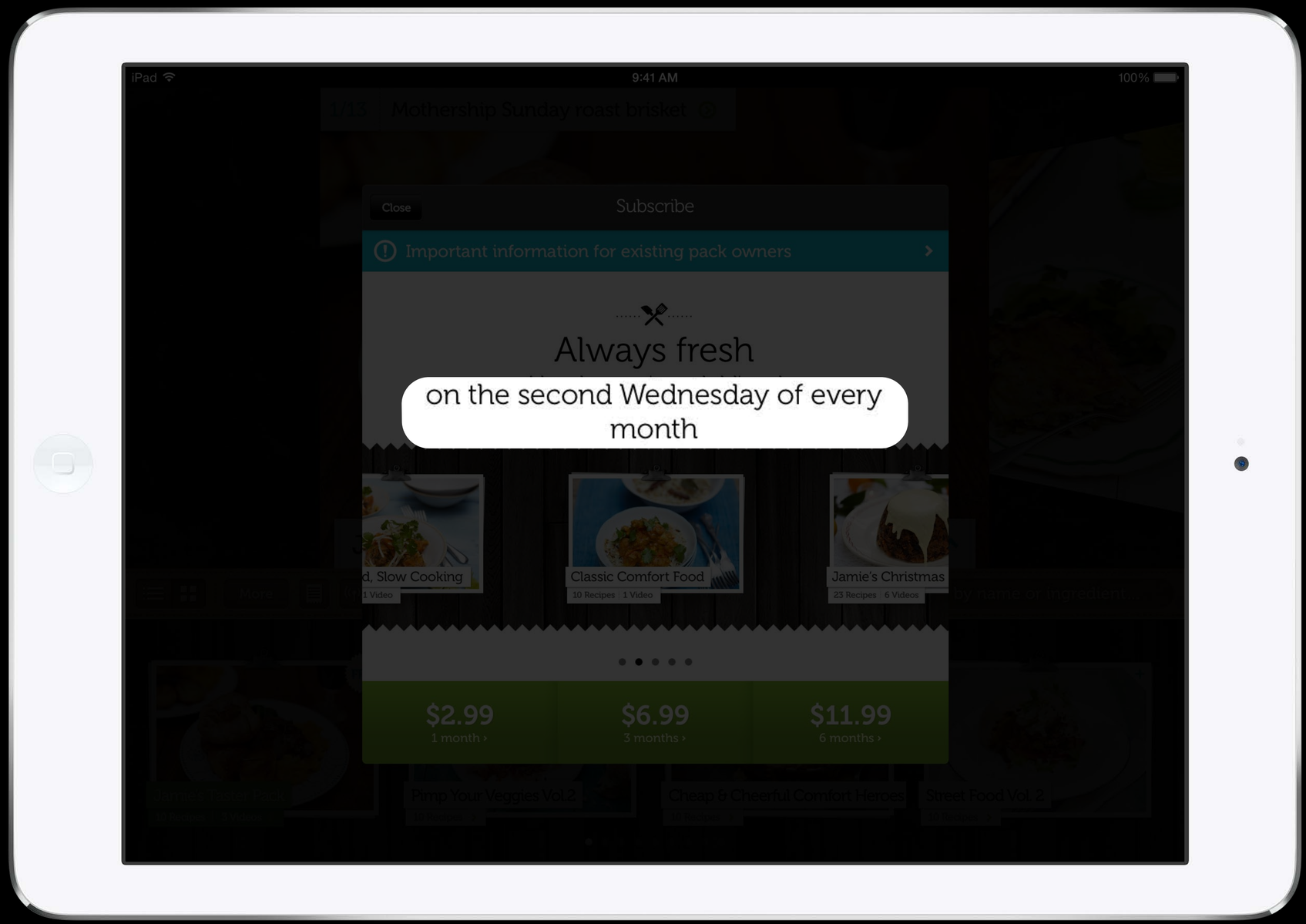
“needs a little work”

OFFICE
OFFICE

1 Year: $11.99


iPad
9:41 AM
100%
1/13
Mothership Sunday roast brisket
Close
Subscribe
Important information for existing pack owners
Always fresh
A brand new recipe pack delivered on the second Wednesday of every month
d, Slow Cooking
1 Video
Classic Comfort Food
10 Recipes | 1 Video
Jamie's Christmas
23 Recipes | 6 Videos
$2.99
1 month ›
$6.99
3 months ›
$11.99
6 months ›
More
by name or ingredient...
Jamie's Taster Pack
10 Recipes | 3 Videos
Pimp Your Veggies Vol.2
10 Recipes ›
Cheap & Cheerful Comfort Heroes
10 Recipes ›
Street Food Vol. 2
10 Recipes ›


iPad
9:41 AM
100%
1/13 Mothership Sunday roast brisket
Close
Subscribe
Important information for existing pack owners
Always fresh
A brand new recipe pack delivered
on the second Wednesday of every month
d, Slow Cooking
1 Video
Classic Comfort Food
10 Recipes 1 Video
Jamie's Christmas
23 Recipes 6 Videos
$2.99
1 month ›
$6.99
3 months ›
$11.99
6 months ›
Pimp Your Veggies Vol.2
Cheap & Cheerful Comfort Heroes
Street Food Vol. 2


iPad
9:41 AM
100%
1/13 Mothership Sunday roast brisket
Close
Subscribe
Important information for existing pack owners
Always fresh
on the second Wednesday of every month
d, Slow Cooking
1 Video
Classic Comfort Food
10 Recipes 1 Video
Jamie's Christmas
23 Recipes 6 Videos
$2.99
1 month ›
$6.99
3 months ›
$11.99
6 months ›
Pimp Your Veggies Vol 2
Cheap & Cheerful Comfort Heroes
Street Food Vol. 2

iPad 9:41 AM 100%

Programs Later

We recommend the Daily Dose Program

Upgrade to FitStar Premium for unlimited access

our pick for you!

Daily Dose

Doses of conditioning

- 6 Session weekly goal
- 10-15 min Sessions

Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean

Fat burning Moves

- 4 Session weekly goal
- 30-50 min Sessions

Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving

Great for beginners

- 2 Session weekly goal
- 10-20 min Sessions

Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong

Strength & cardio

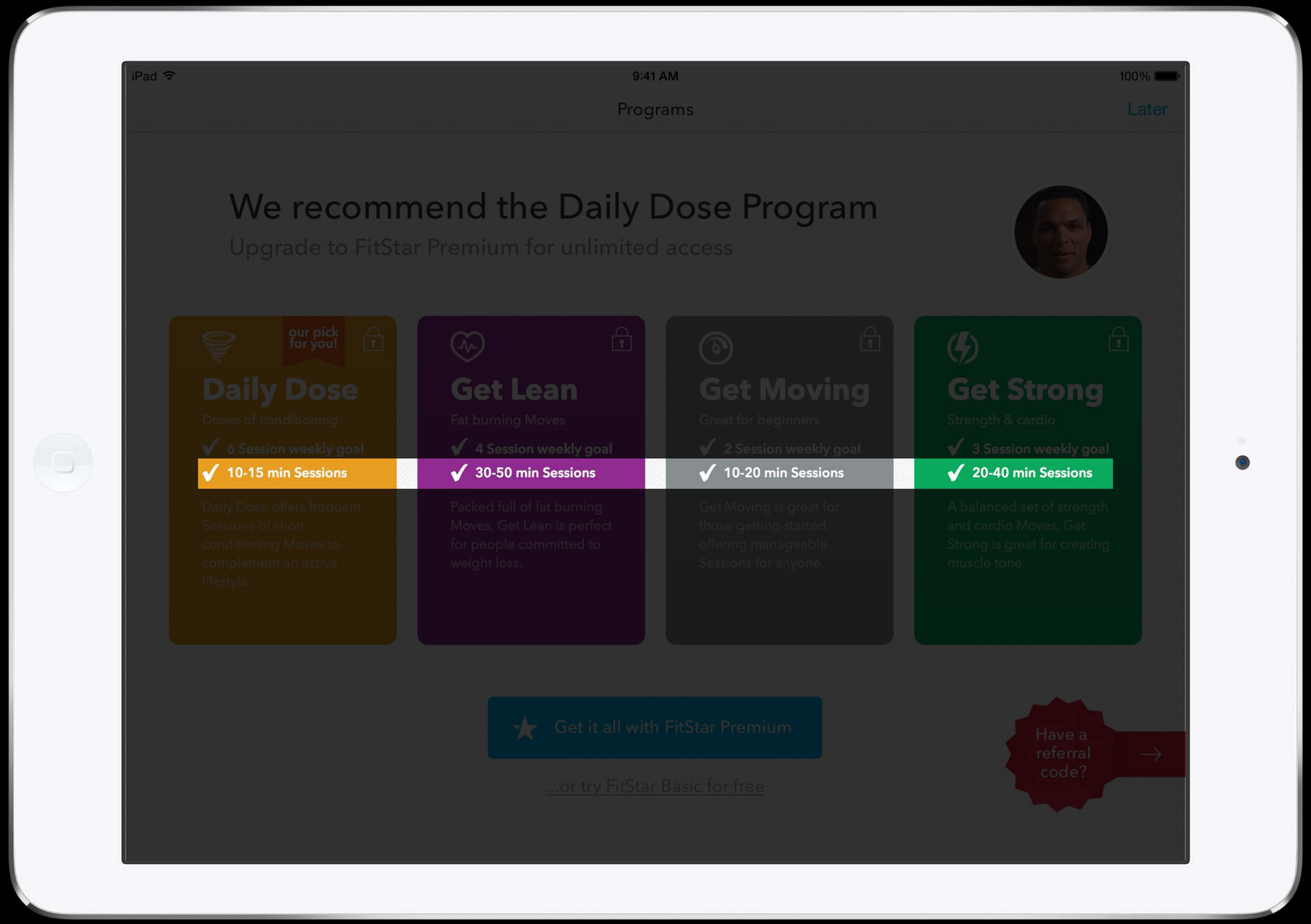
- 3 Session weekly goal
- 20-40 min Sessions

A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

★ Get it all with FitStar Premium

...or try FitStar Basic for free

Have a referral code? →


iPad
9:41 AM
100%
Programs
Later
We recommend the Daily Dose Program
Upgrade to FitStar Premium for unlimited access
our pick for you!
Daily Dose
Doses of conditioning
6 Session weekly goal
10-15 min Sessions
Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.
Get Lean
Fat burning Moves
4 Session weekly goal
30-50 min Sessions
Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.
Get Moving
Great for beginners
2 Session weekly goal
10-20 min Sessions
Get Moving is great for those getting started, offering manageable Sessions for anyone.
Get Strong
Strength & cardio
3 Session weekly goal
20-40 min Sessions
A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.
Get it all with FitStar Premium
...or try FitStar Basic for free
Have a referral code?

iPad 9:41 AM 100%

Programs Later

We recommend the Daily Dose Program

Upgrade to FitStar Premium for unlimited access

our pick for you!

Daily Dose

Doses of conditioning

6 Session weekly goal

10-15 min Sessions

Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean

Fat burning Moves

4 Session weekly goal

30-50 min Sessions

Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving

Great for beginners

2 Session weekly goal

10-20 min Sessions

Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong

Strength & cardio

3 Session weekly goal

20-40 min Sessions

A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

Get it all with FitStar Premium

...or try FitStar Basic for free

Have a referral code?

iPad 9:41 AM 100%

Programs Later

We recommend the Daily Dose Program

Upgrade to FitStar Premium for unlimited access

our pick for you!

Daily Dose

Doses of conditioning

- 6 Session weekly goal
- 10-15 min Sessions

Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean

Fat burning Moves

- 4 Session weekly goal
- 30-50 min Sessions

Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving

Great for beginners

- 2 Session weekly goal
- 10-20 min Sessions

Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong

Strength & cardio

- 3 Session weekly goal
- 20-40 min Sessions

A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

★ Get it all with FitStar Premium

...or try FitStar Basic for free

Have a referral code? →

iPad 9:41 AM 100%

Programs Later

We recommend the Daily Dose Program

Upgrade to FitStar Premium for unlimited access

Doses of conditioning | Fat burning Moves | Great for beginners | Strength & cardio

Daily Dose

our pick for you!

- 6 Session weekly goal
- 10-15 min Sessions

Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean

- 4 Session weekly goal
- 30-50 min Sessions

Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving

- 2 Session weekly goal
- 10-20 min Sessions

Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong

- 3 Session weekly goal
- 20-40 min Sessions

A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

★ Get it all with FitStar Premium

...or try FitStar Basic for free

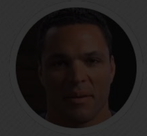
Have a referral code? →

iPad 9:41 AM 100%

Programs Later

We recommend the Daily Dose Program

Upgrade to FitStar Premium for unlimited access



our pick for you!

Daily Dose

Doses of conditioning

- 6 Session weekly goal
- 10-15 min Sessions

Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean

Fat burning Moves

- 4 Session weekly goal
- 30-50 min Sessions

Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving

Great for beginners

- 2 Session weekly goal
- 10-20 min Sessions

Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong

Strength & cardio

- 3 Session weekly goal
- 20-40 min Sessions

A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

★ Get it all with FitStar Premium

...or try FitStar Basic for free

Have a referral code? →

iPad 9:41 AM 100%

Programs Later

We recommend the Daily Dose Program

Upgrade to FitStar Premium for unlimited access

our pick for you!

Daily

Doses of conditioning

- 6 Session weekly goal
- 10-15 min Sessions

Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean

Fat burning Moves

- 4 Session weekly goal
- 30-50 min Sessions

Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving

Great for beginners

- 2 Session weekly goal
- 10-20 min Sessions

Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong

Strength & cardio

- 3 Session weekly goal
- 20-40 min Sessions

A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

★ Get it all with FitStar Premium

...or try FitStar Basic for free

Have a referral code? →

iPad 9:41 AM 100%

Programs Later

We recommend the Daily Dose Program

Upgrade to FitStar Premium for unlimited access

our pick for you!

Daily Dose

Doses of conditioning

- 6 Session weekly goal
- 10-15 min Sessions

Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean

Fat burning Moves

- 4 Session weekly goal
- 30-50 min Sessions

Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving

Great for beginners

- 2 Session weekly goal
- 10-20 min Sessions

Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong

Strength & cardio

- 3 Session weekly goal
- 20-40 min Sessions

A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

★ Get it all with FitStar Premium

...or try FitStar Basic for free

Have a referral code? →

iPad 9:41 AM 100%

FitStar Premium

Unlock the full potential

- Premium Programs & Moves
- Unlimited Sessions
- Unlock all Freestyle Sessions
- HD Video & Priority Support

Monthly $4.99 *recurring*

1 Year *40% off!* $29.99 *recurring*

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

250	700	1,400
$4.99	$9.99	$19.99

3,700	4,500	10,500
$34.99	$49.99	$99.99

250	700	1,400
$4.99	$9.99	$19.99
3,700	4,500	10,500
$34.99	$49.99	$99.99

iPad 9:41 AM 100%

80

San Francisco

LOVOO Beats

My LOVOO

Rachel

Find people

Match

Live Radar

Chats

Contacts

Contact list 2

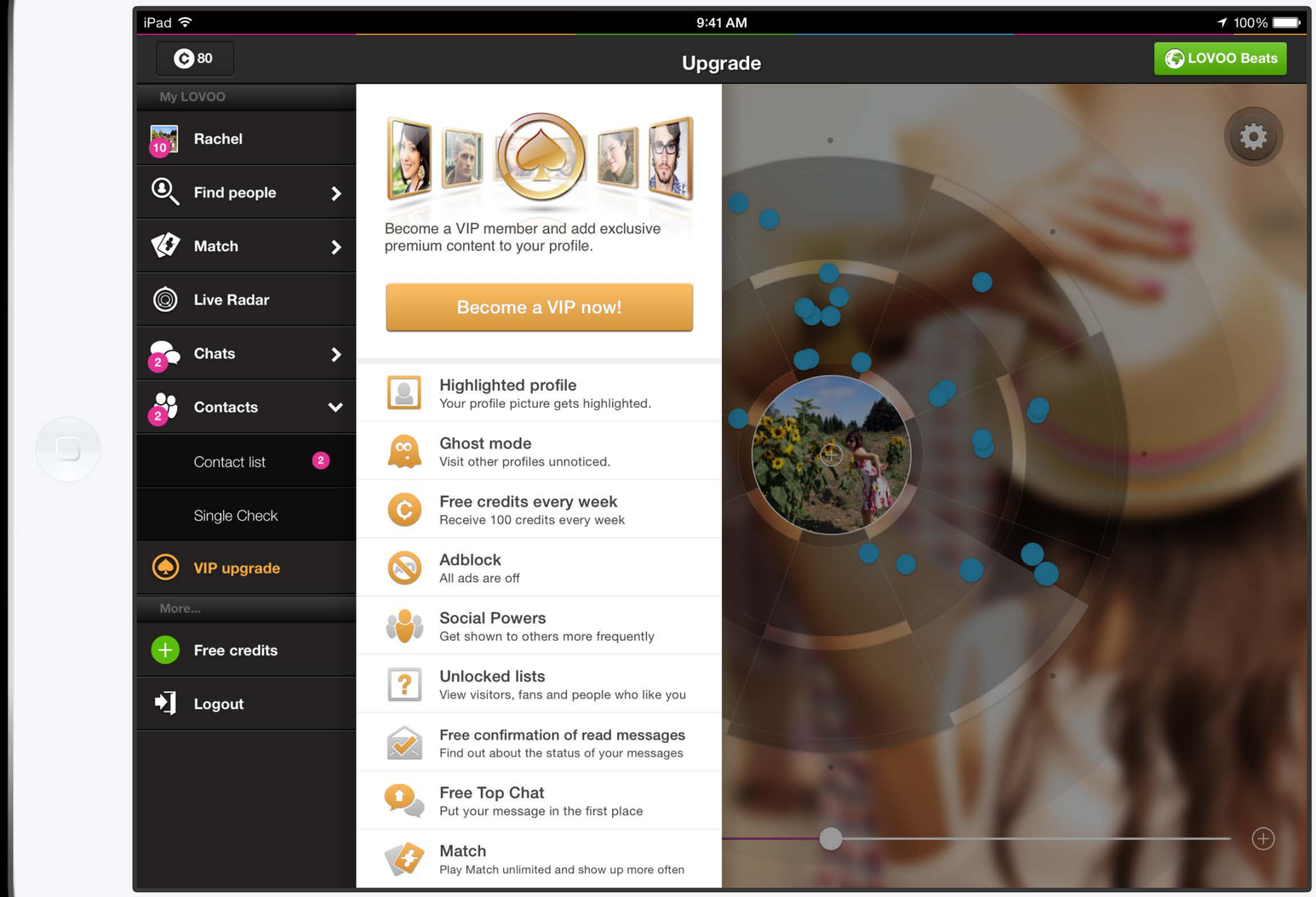
Single Check

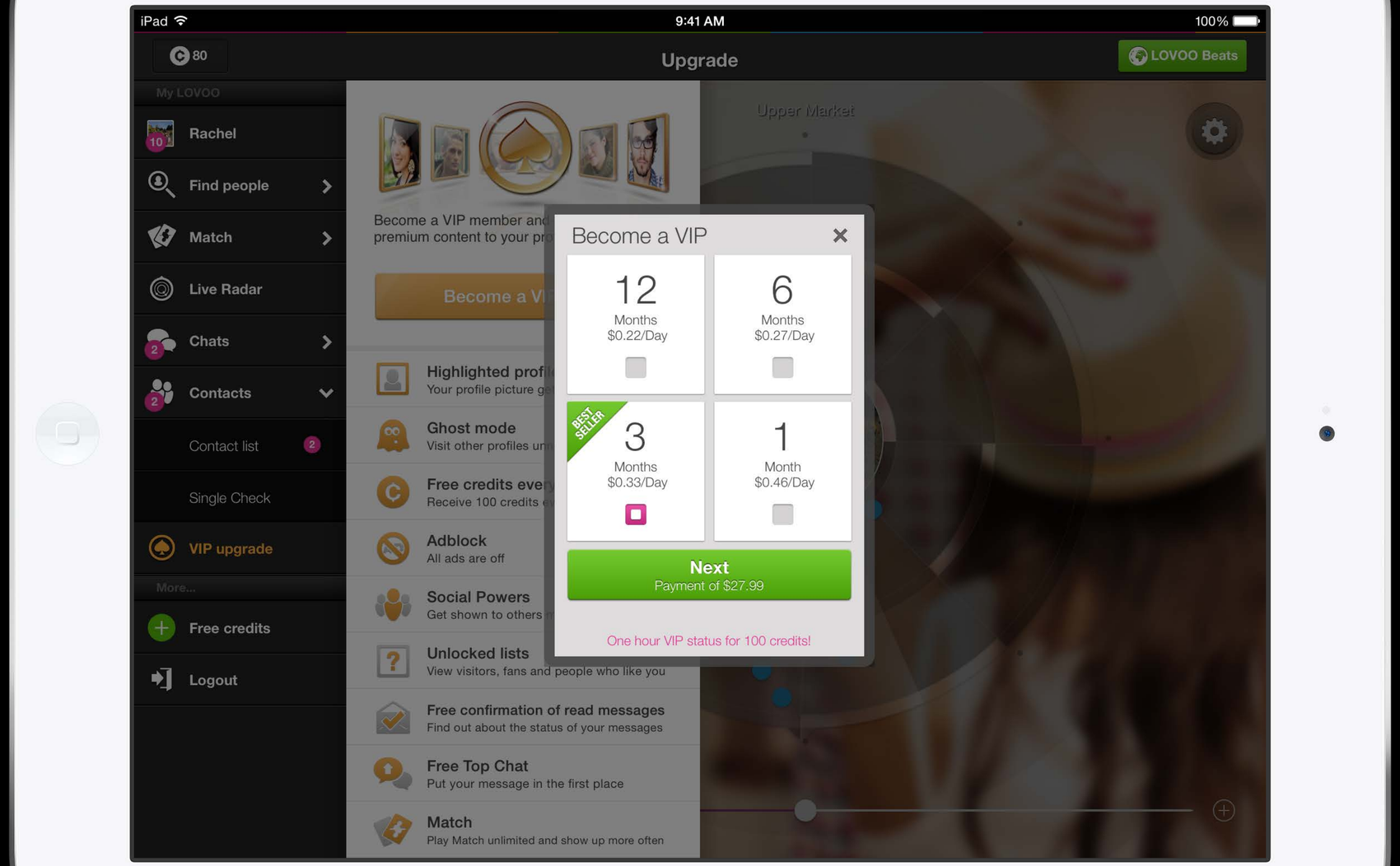
VIP upgrade

More...

Free credits

Logout


iPad
9:41 AM
100%
80
Upgrade
LOVOO Beats
My LOVOO
Rachel
Find people
Match
Live Radar
Chats
Contacts
Contact list
Single Check
VIP upgrade
More...
Free credits
Logout
Become a VIP member and add exclusive premium content to your profile.
Become a VIP now!
Highlighted profile
Your profile picture gets highlighted.
Ghost mode
Visit other profiles unnoticed.
Free credits every week
Receive 100 credits every week
Adblock
All ads are off
Social Powers
Get shown to others more frequently
Unlocked lists
View visitors, fans and people who like you
Free confirmation of read messages
Find out about the status of your messages
Free Top Chat
Put your message in the first place
Match
Play Match unlimited and show up more often


iPad
9:41 AM
100%
80
Upgrade
LOVOO Beats
My LOVOO
Rachel
Find people
Match
Live Radar
Chats
Contacts
Contact list
Single Check
VIP upgrade
More...
Free credits
Logout
Upper Market
Become a VIP member and
premium content to your pr
Become a V
Highlighted profi
Your profile picture g
Ghost mode
Visit other profiles un
Free credits eve
Receive 100 credits
Adblock
All ads are off
Social Powers
Get shown to others
Unlocked lists
View visitors, fans and people who like you
Free confirmation of read messages
Find out about the status of your messages
Free Top Chat
Put your message in the first place
Match
Play Match unlimited and show up more often
Become a VIP
12
Months
$0.22/Day
6
Months
$0.27/Day
BEST SELLER
3
Months
$0.33/Day
1
Month
$0.46/Day
Next
Payment of $27.99
One hour VIP status for 100 credits!

iPad 9:41 AM 100%

80

Upgrade

LOVOO Beats

My LOVOO

Rachel

Find people

Match

Live Radar

Chats

Contacts

Contact list

Single Check

VIP upgrade

More...

Free credits

Logout

Become a VIP member and
premium content to your pr

Become a V

Highlighted profi
Your profile picture g

Ghost mode
Visit other profiles un

Free credits eve
Receive 100 credits

Adblock
All ads are off

Social Powers
Get shown to others

Unlocked lists
View visitors, fans and people who like you

Free confirmation of read messages
Find out about the status of your messages

Free Top Chat
Put your message in the first place

Match
Play Match unlimited and show up more often

Upper Market

Become a VIP

12 Months $0.22/Day

6 Months $0.27/Day

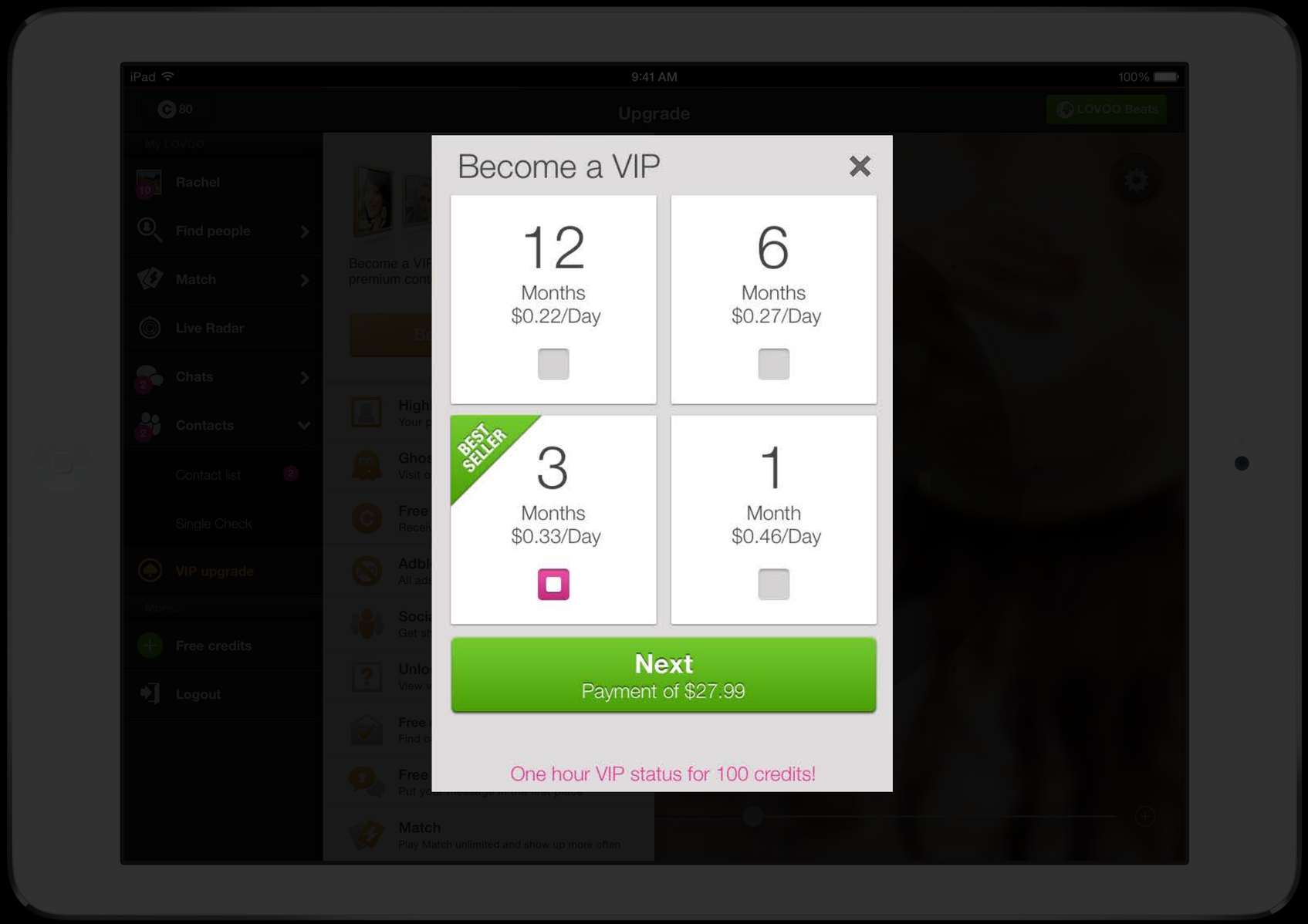
BEST SELLER

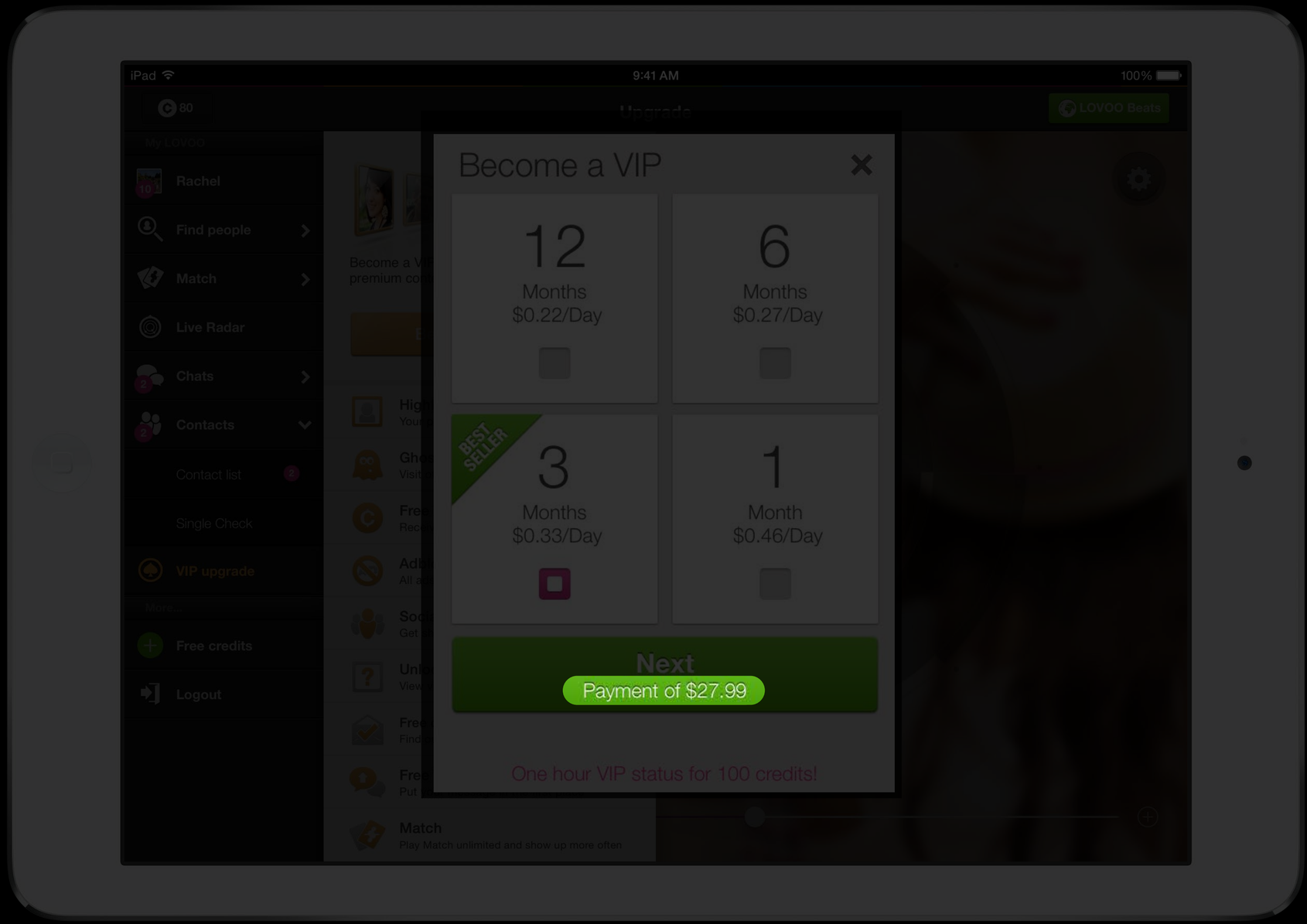
3 Months $0.33/Day

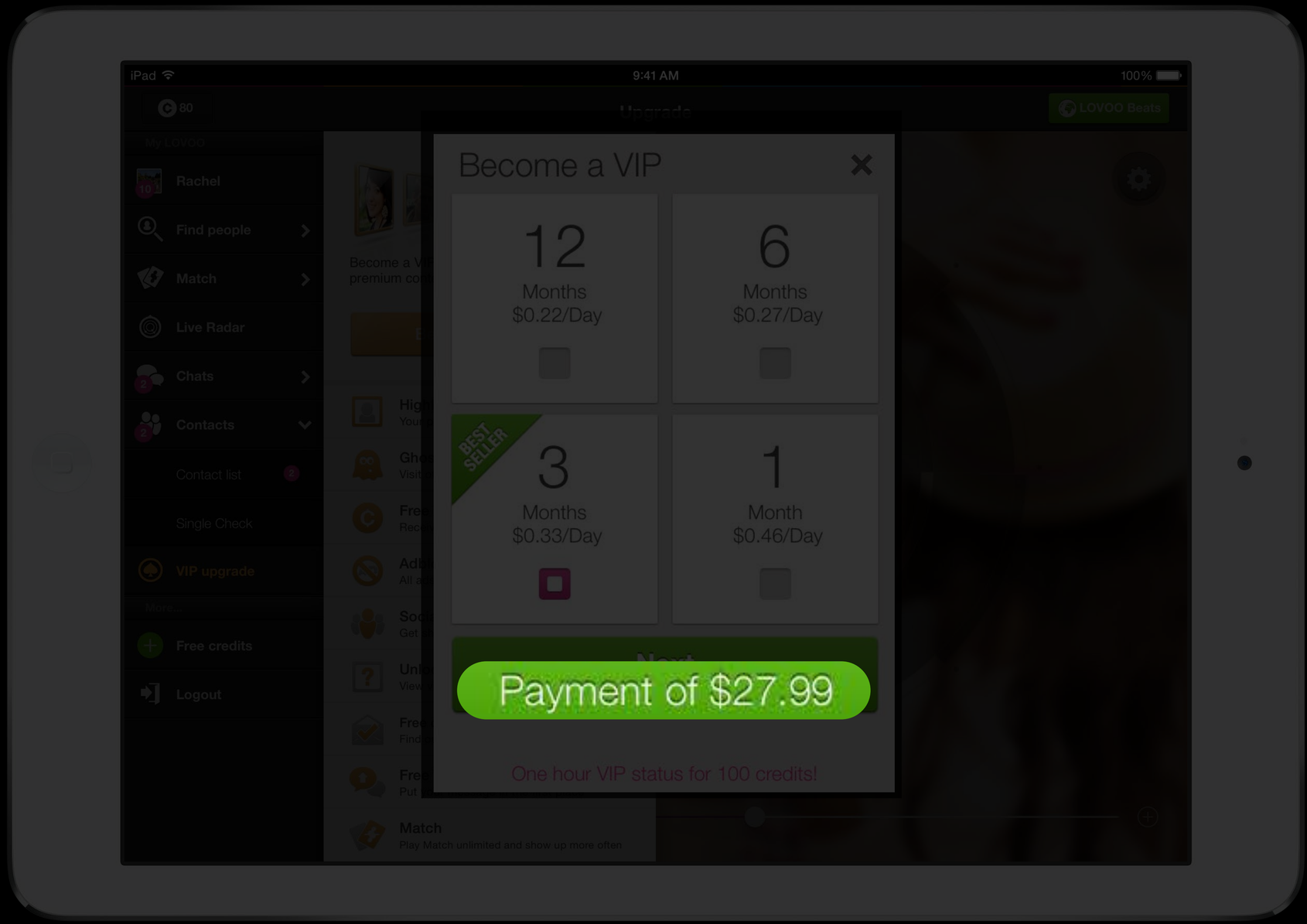
1 Month $0.46/Day

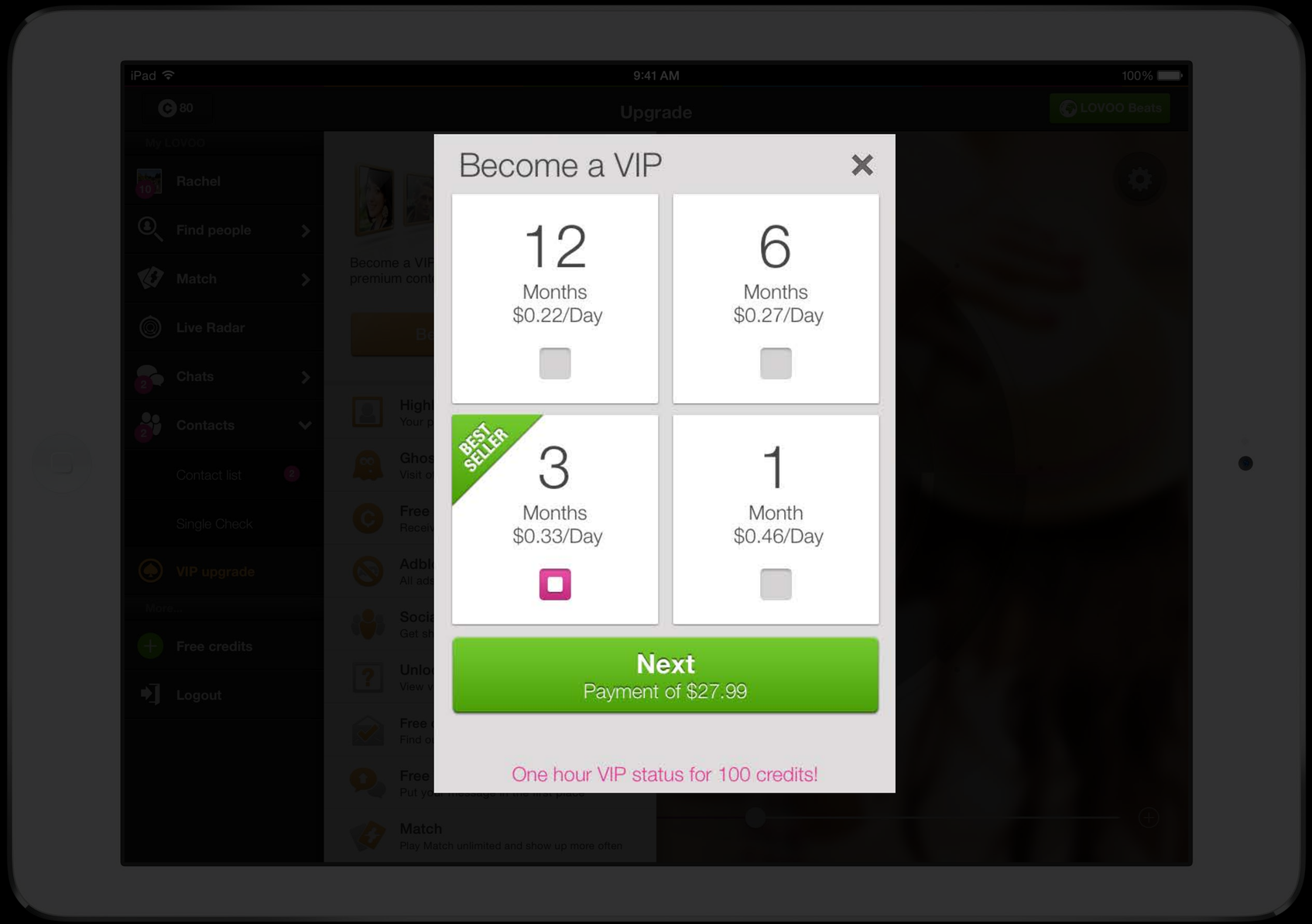
Next
Payment of $27.99

One hour VIP status for 100 credits!


iPad
9:41 AM
100%
80
Upgrade
LOVOO Beats
My LOVOO
Rachel
Find people
Match
Live Radar
Chats
Contacts
Contact list
Single Check
VIP upgrade
More...
Free credits
Logout
Become a VIP
premium cont
Become a VIP
12
Months
$0.22/Day
6
Months
$0.27/Day
BEST SELLER
3
Months
$0.33/Day
1
Month
$0.46/Day
Next
Payment of $27.99
One hour VIP status for 100 credits!
Match
Play Match unlimited and show up more often


iPad
9:41 AM
100%
80
Upgrade
LOVOO Beats
My LOVOO
Rachel
Find people
Match
Live Radar
Chats
Contacts
Contact list
Single Check
VIP upgrade
Free credits
Logout
Become a VIP
12
Months
$0.22/Day
6
Months
$0.27/Day
BEST SELLER
3
Months
$0.33/Day
1
Month
$0.46/Day
Next
Payment of $27.99
One hour VIP status for 100 credits!
Match
Play Match unlimited and show up more often


iPad
9:41 AM
100%
80
Upgrade
LOVOO Beats
My LOVOO
Rachel
Find people
Match
Live Radar
Chats
Contacts
Contact list
Single Check
VIP upgrade
Free credits
Logout
Become a VIP
12
Months
$0.22/Day
6
Months
$0.27/Day
BEST SELLER
3
Months
$0.33/Day
1
Month
$0.46/Day
Payment of $27.99
One hour VIP status for 100 credits!
Match
Play Match unlimited and show up more often


iPad
9:41 AM
100%
80
Upgrade
LOVOO Beats
My LOVOO
Rachel
Find people
Match
Live Radar
Chats
Contacts
Contact list
Single Check
VIP upgrade
More...
Free credits
Logout
Become a VIP premium cont
Become a VIP
12
Months
$0.22/Day
6
Months
$0.27/Day
BEST SELLER
3
Months
$0.33/Day
1
Month
$0.46/Day
Next
Payment of $27.99
One hour VIP status for 100 credits!
Match
Play Match unlimited and show up more often

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Make Buying Easy

Integrate the merchandise

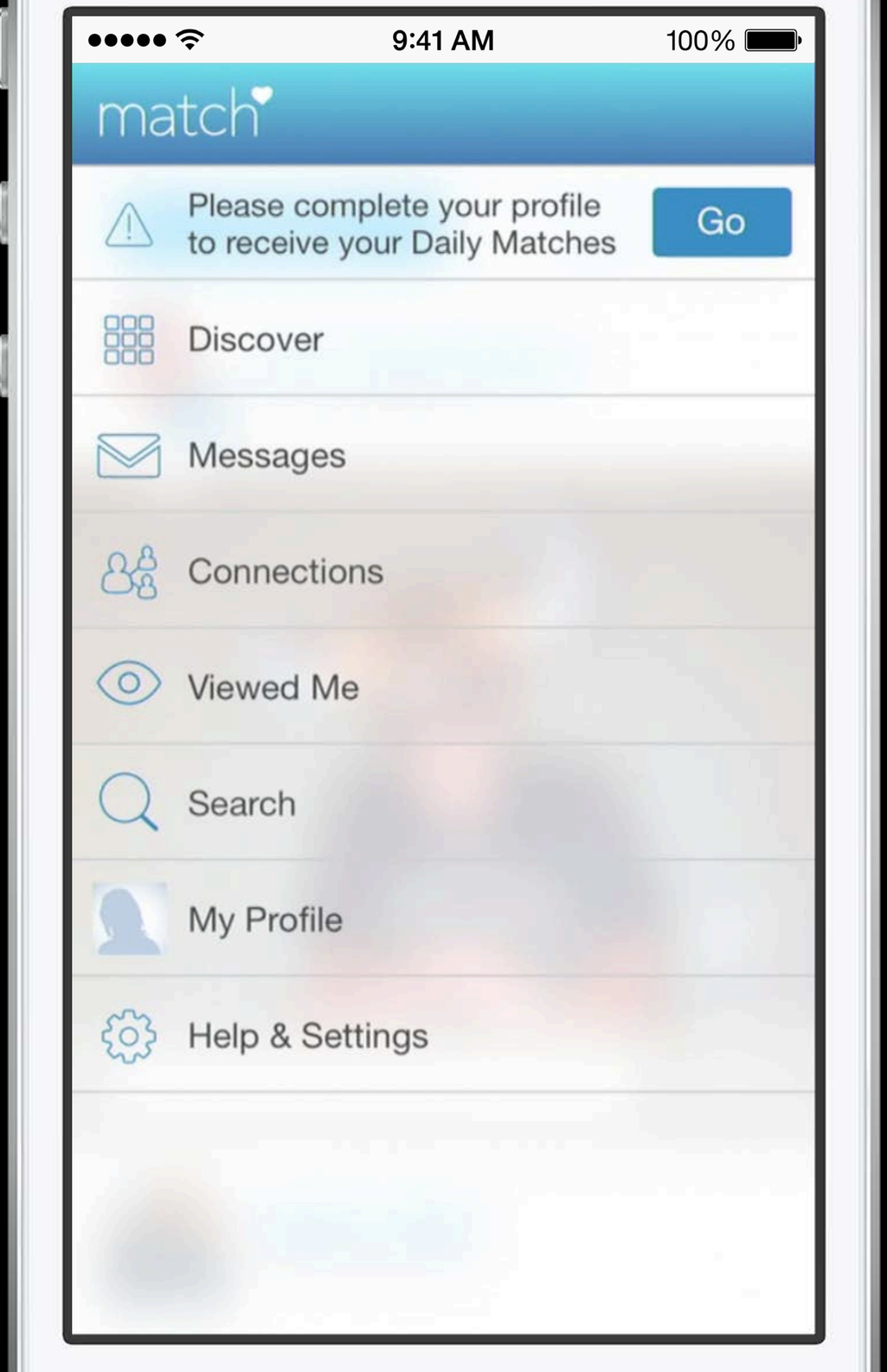
Offer a test drive

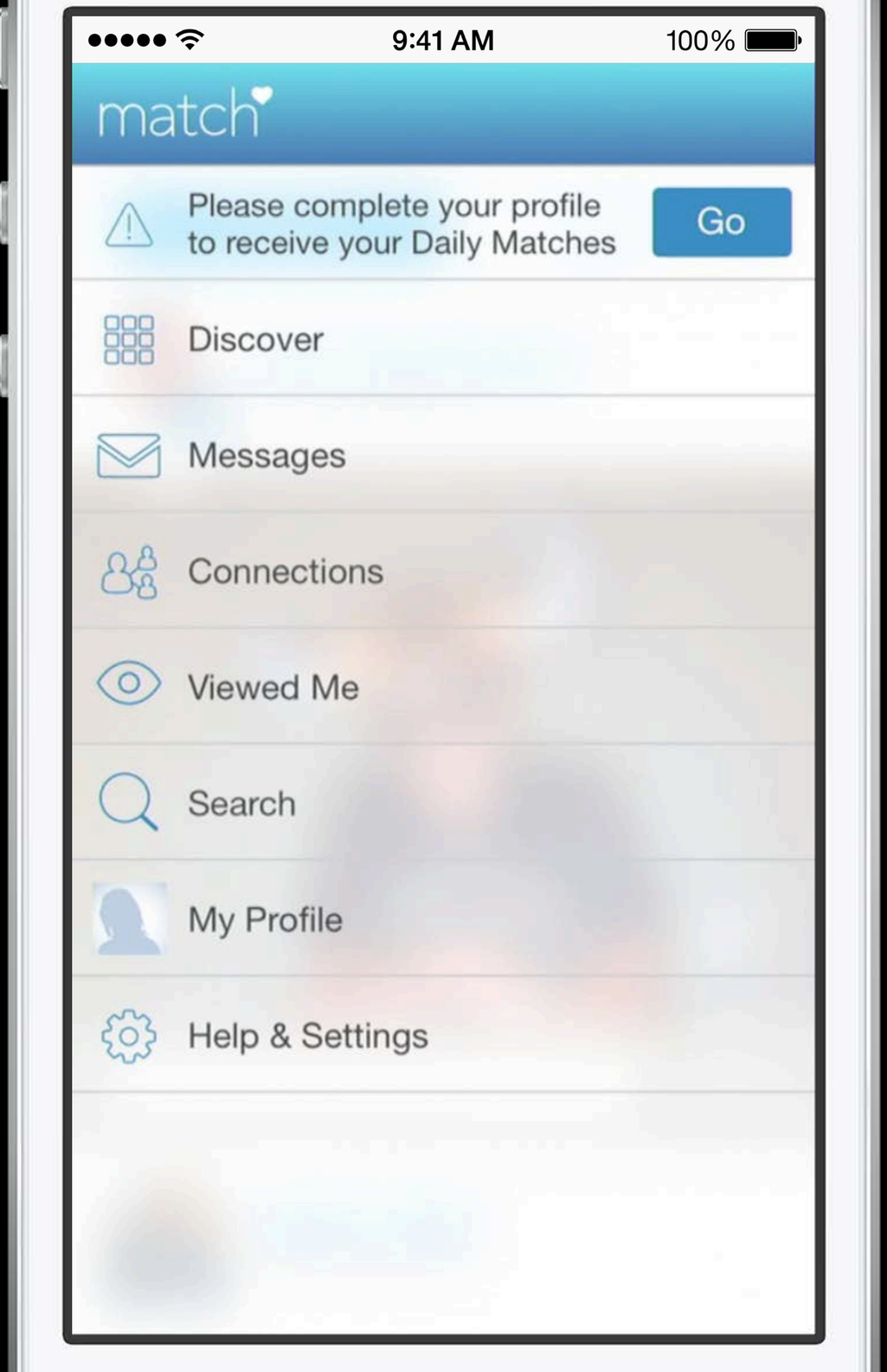
Stick with your theme

Use clear language

Do the math

Show less


9:41 AM
100%
match
Please complete your profile
to receive your Daily Matches
Go
Discover
Messages
Connections
Viewed Me
Search
My Profile
Help & Settings


9:41 AM
100%
match
Please complete your profile
to receive your Daily Matches
Go
Discover
Messages
Connections
Viewed Me
Search
My Profile
Help & Settings

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Minimize time

3
4979
/ 5 500
1
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
8
+ 20 blocks
Timber
49
0
4
5
6

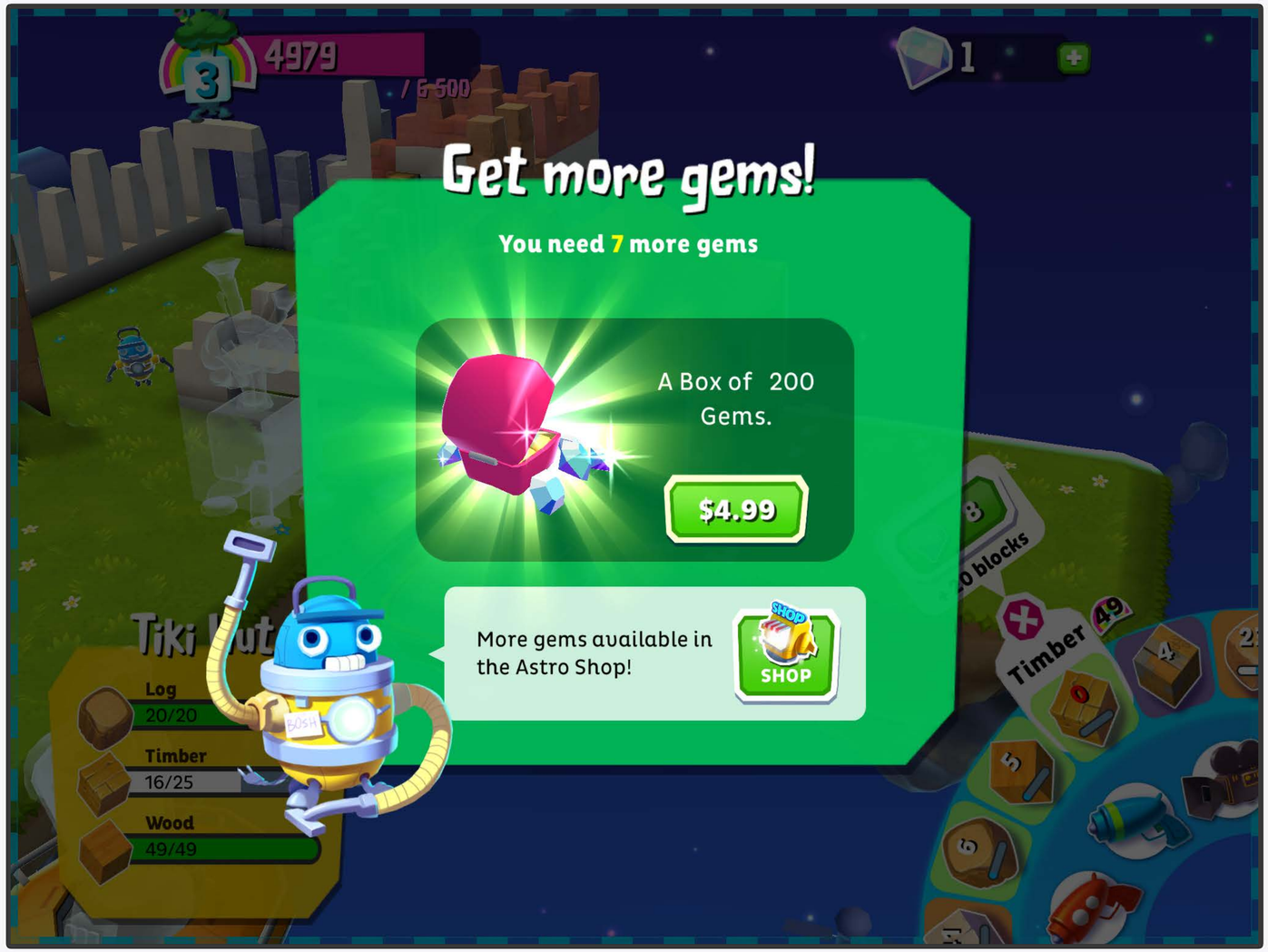
4979
/ 5,500
3
1
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
8
+ 20 blocks
Timber
49
0
5

4979
/ 5,500
3
1
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
8
+20 blocks
Timber
49
0
4
5

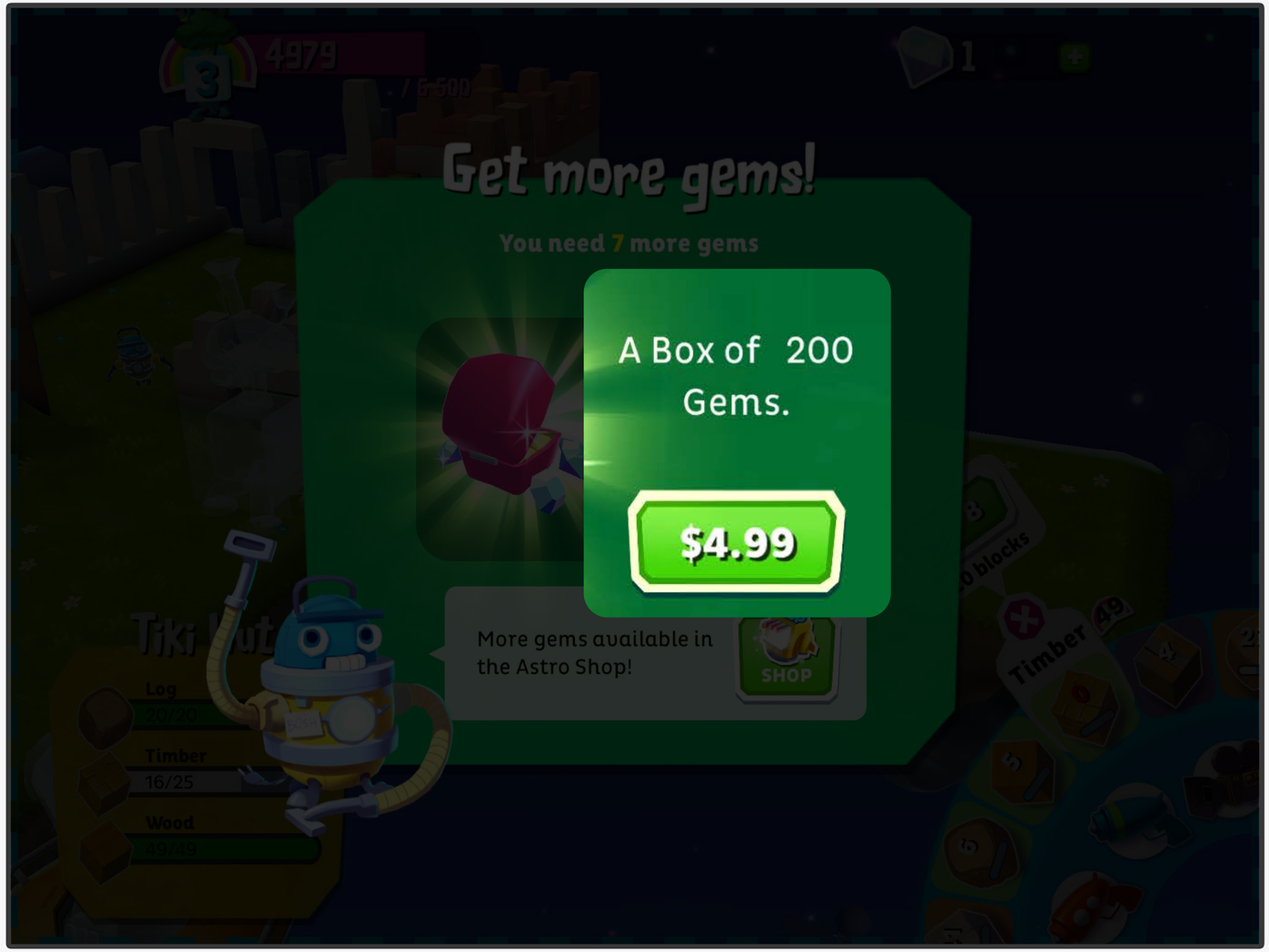
4979
/ 5,500
3
1
+20 blocks
Timber
49
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49

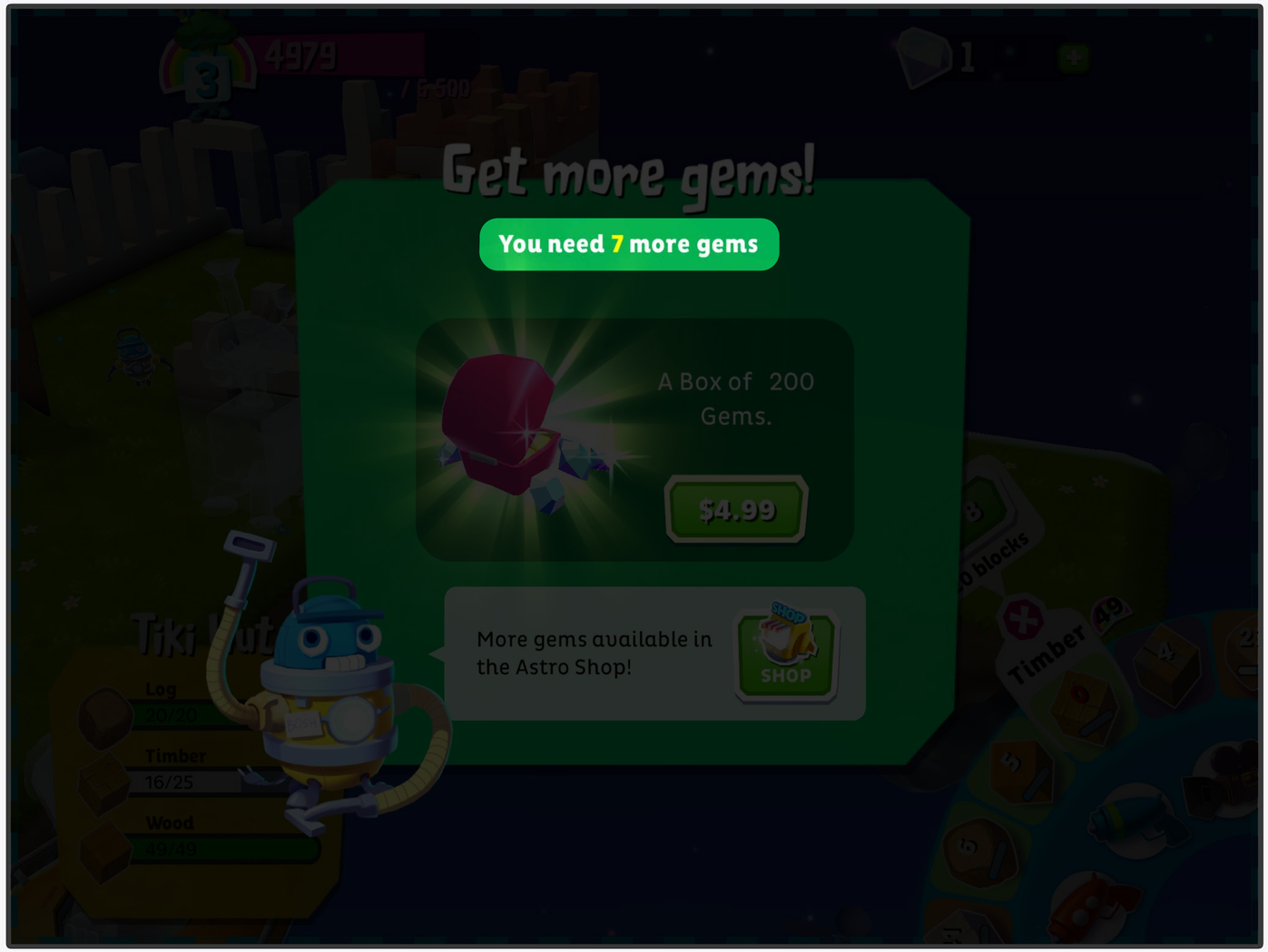
4979
/ 5,500
3
1
+20 blocks
Timber
49
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49

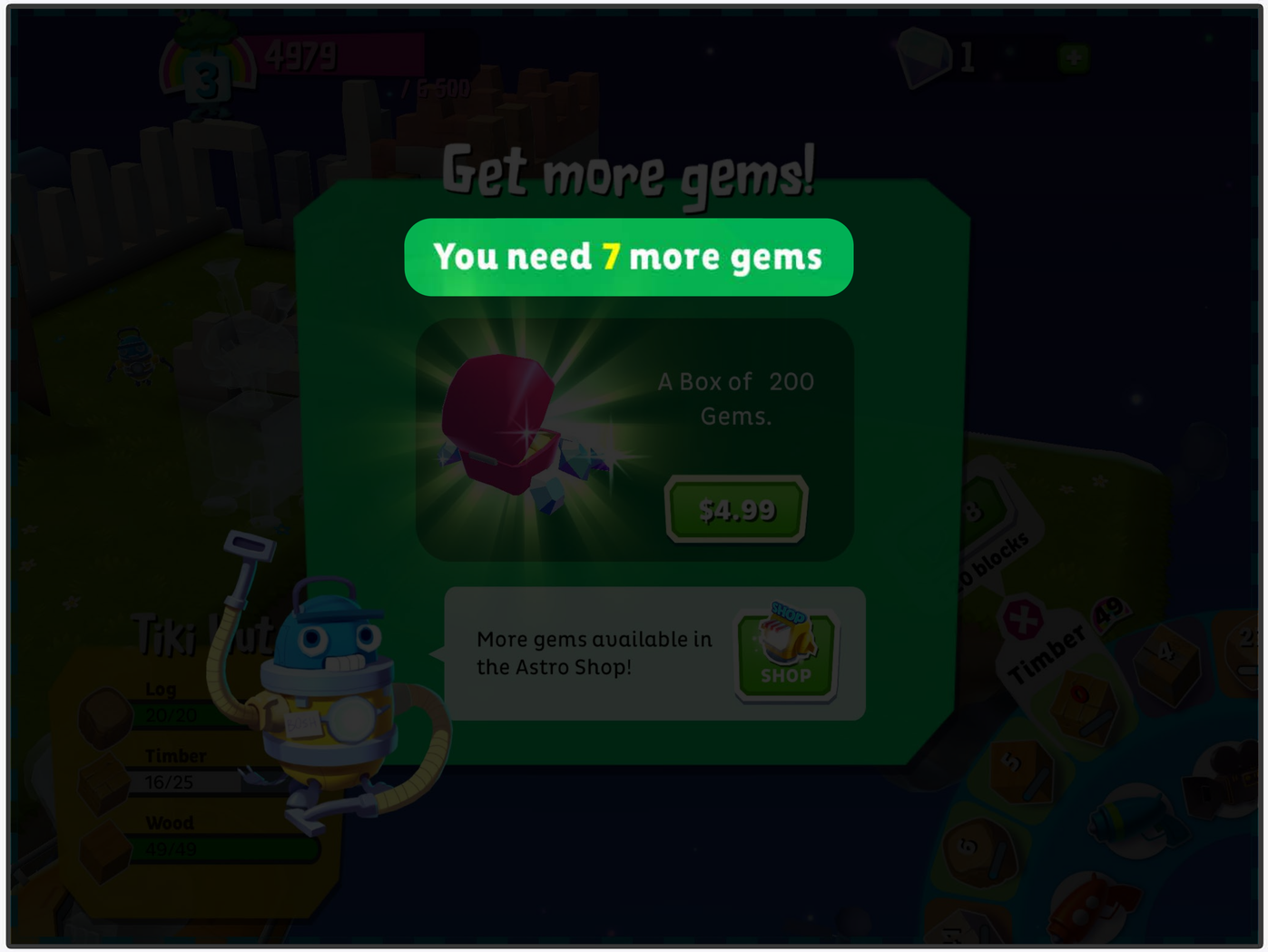
3
4979
/ 5 500
1
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
8
+ 20 blocks
Timber
49
0
4
5
6

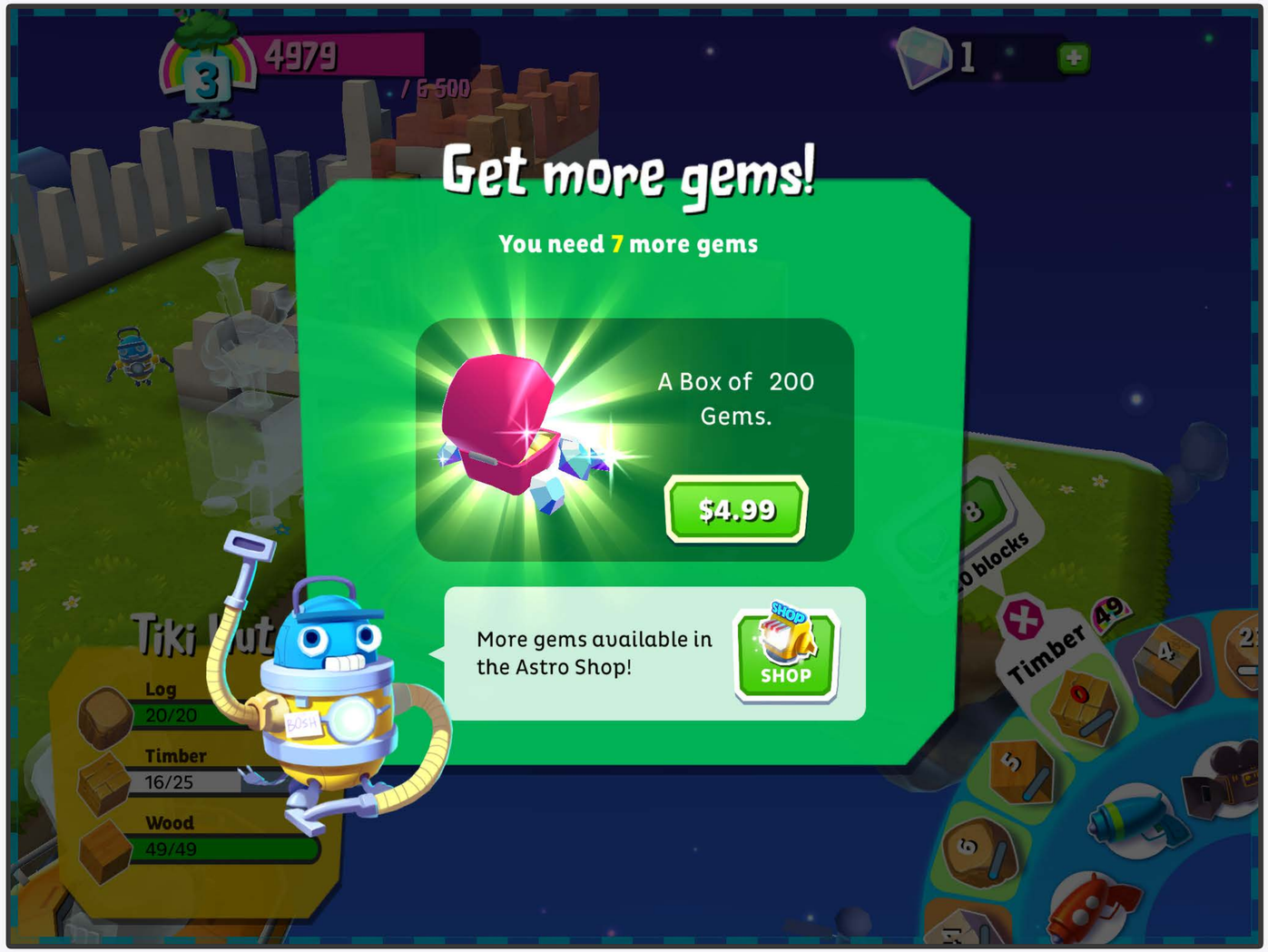

4979
/ 6 500
3
1
Get more gems!
You need 7 more gems
A Box of 200 Gems.
$4.99
More gems available in the Astro Shop!
SHOP
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
Timber
49

4979
/ 6,600
1
Get more gems!
You need 7 more gems
A Box of 200 Gems.
$4.99
More gems available in the Astro Shop!
SHOP
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
Timber 49
0 blocks


4979
/ 6500
1
Get more gems!
You need 7 more gems
A Box of 200 Gems.
$4.99
More gems available in the Astro Shop!
SHOP
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
Timber 49


4979
/ 6,600
1
Get more gems!
You need 7 more gems
A Box of 200 Gems.
$4.99
More gems available in the Astro Shop!
SHOP
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
Timber 49


4979
/ 6,600
1
Get more gems!
You need 7 more gems
A Box of 200 Gems.
$4.99
More gems available in the Astro Shop!
SHOP
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
Timber 49


4979
/ 6 500
3
1
Get more gems!
You need 7 more gems
A Box of 200 Gems.
$4.99
More gems available in the Astro Shop!
SHOP
Tiki Hut
Log
20/20
Timber
16/25
Wood
49/49
Timber
49

Level 470

Target: 50000

Select boosters:

Play!

High score

No.1

1 Zack 467100

2 Ryan 438640

3 Casey 334360

Level 470

Target: 50000

Select boosters:

Play!

High score

No.1

1 Zack 467100

2 Ryan 438640

3 Casey 334360

Level 470

Target: 50000

Select boosters:

Play!

High score

No.1

1 Zack 467100

2 Ryan 438640

3 Casey 334360

Level 470

Target: 50000

Select boosters:

Play!

High score

No.1

1 Zack 467100

2 Ryan 438640

3 Casey 334360

Level 470

Striped & Wrapped

x 3

Start the game with a Wrapped and a Striped Candy!

$1.99

1	Zack	2	Ryan	3	Casey
	467100		438640		334360

151,100

ITEMS

YOUR SCORE

49,000

COINS EARNED
600

25k

NO RARE GEM USED

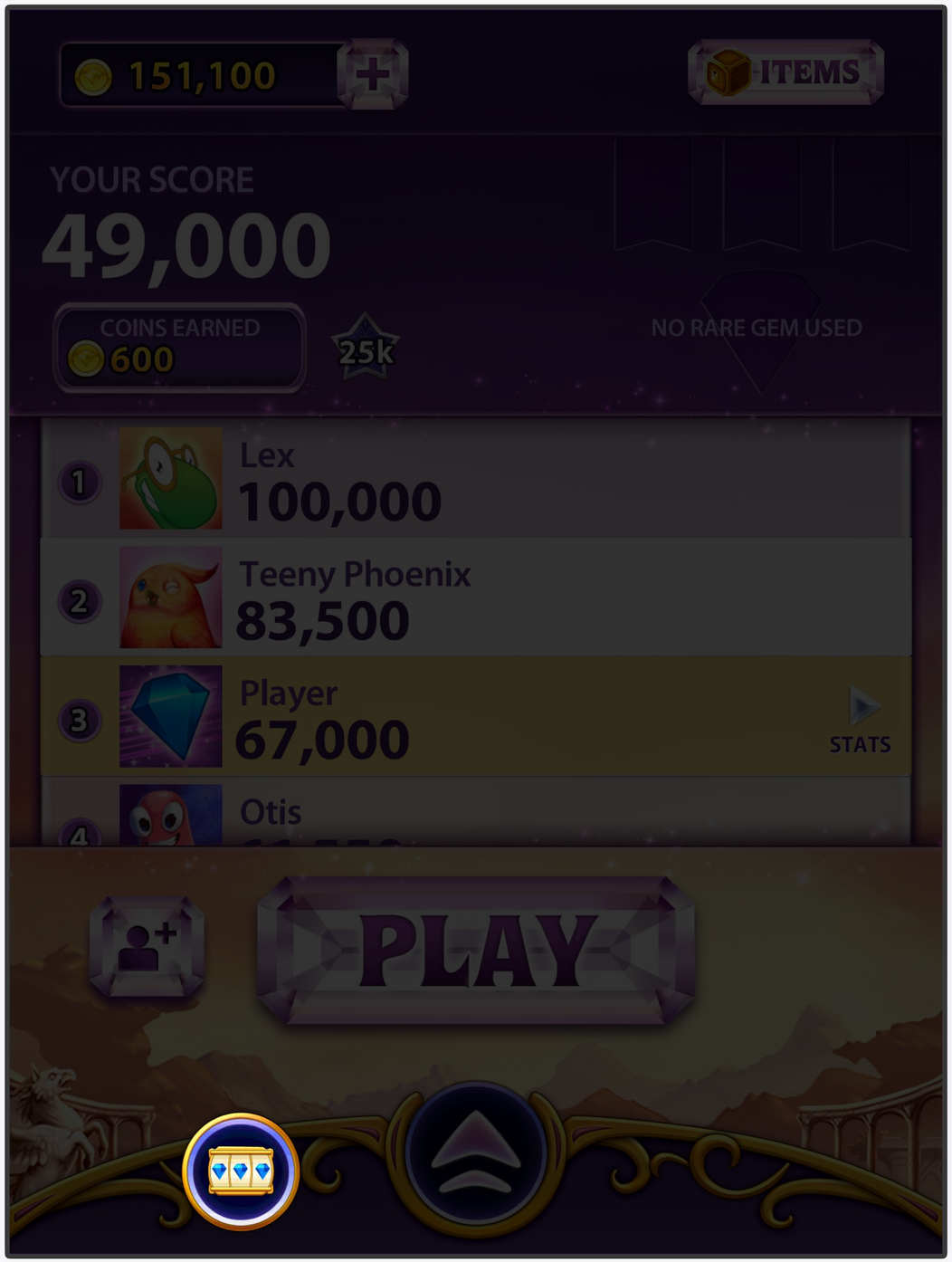
1 Lex
100,000

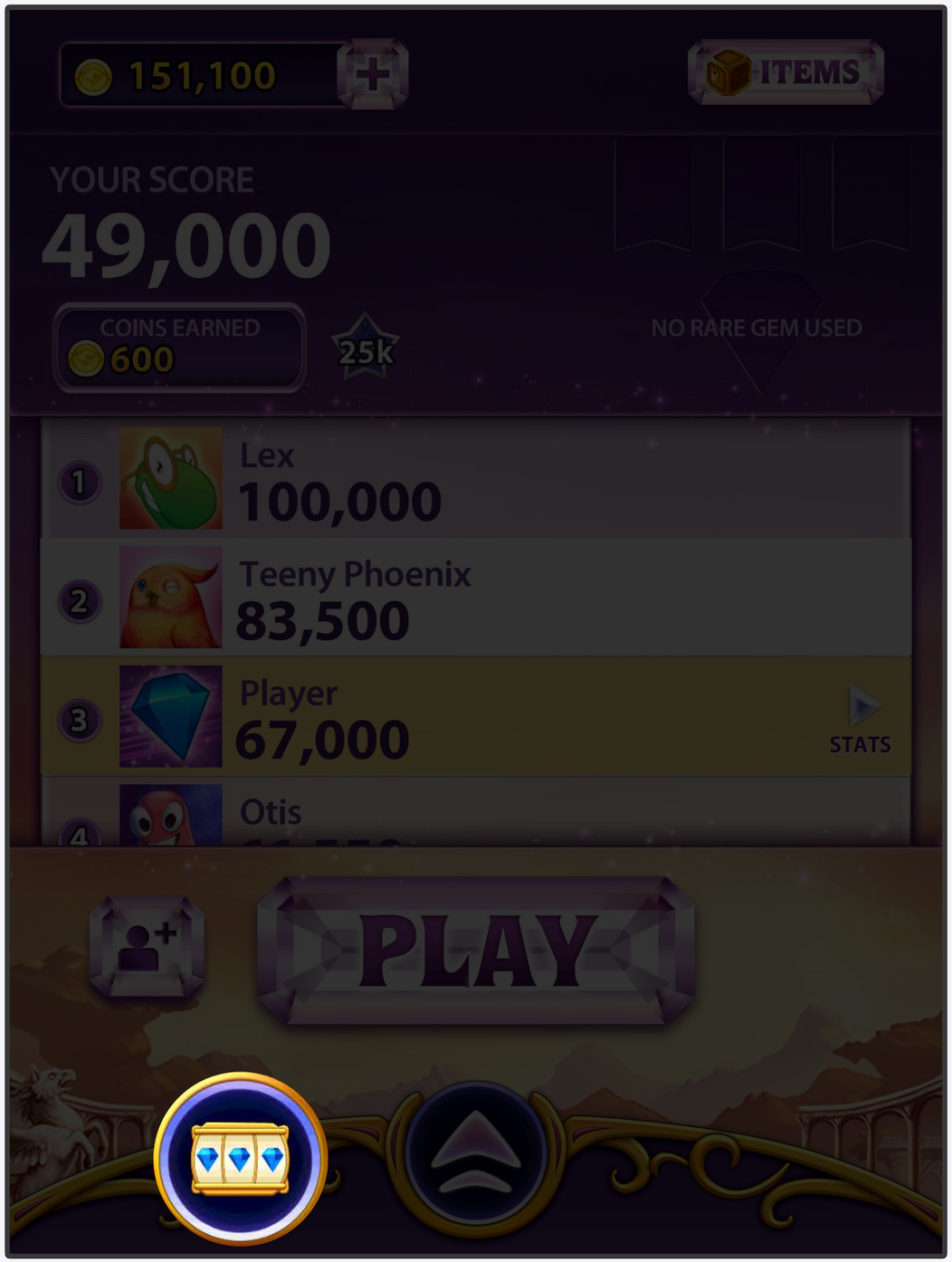
2 Teeny Phoenix
83,500

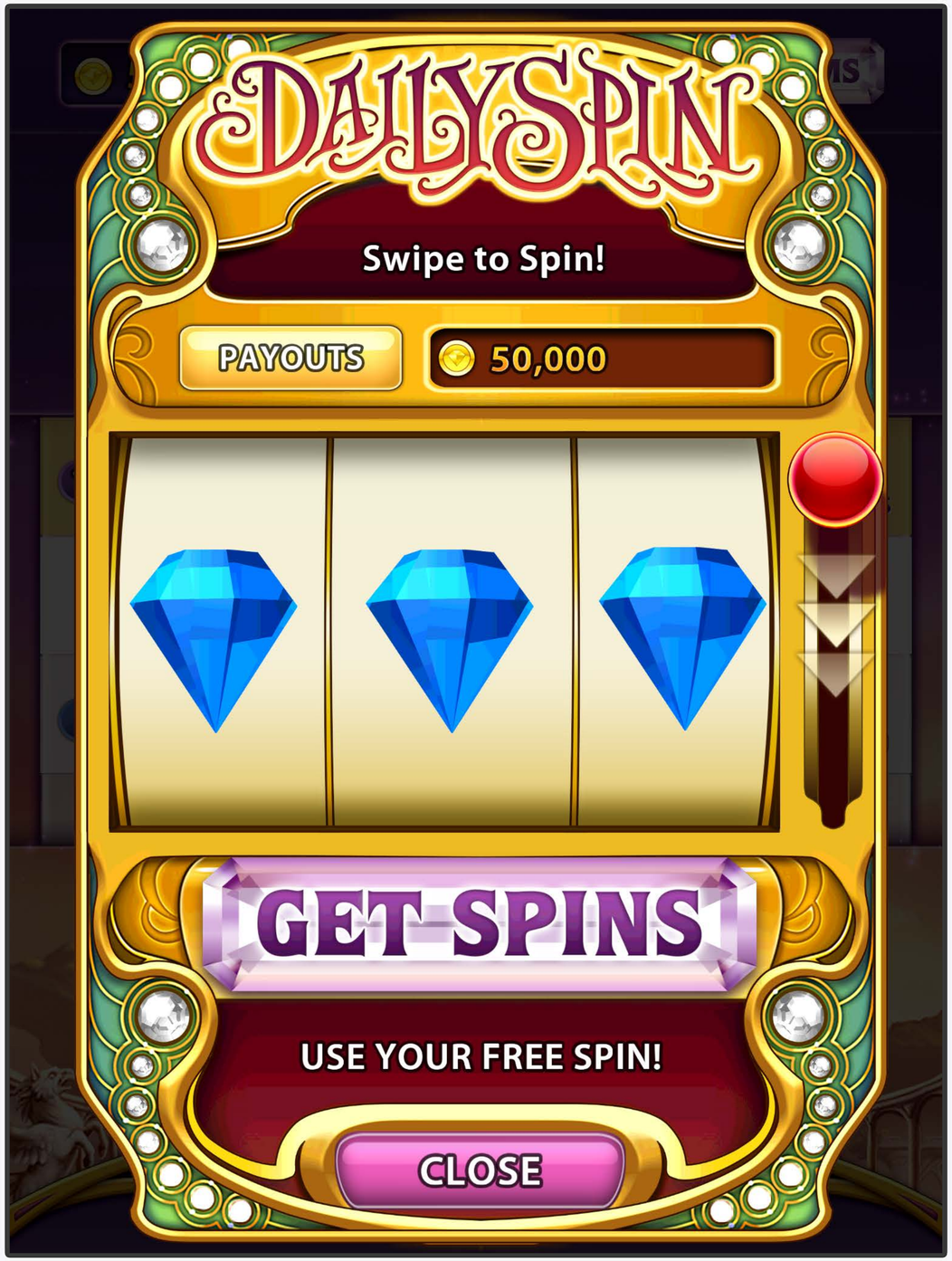
3 Player
67,000
STATS

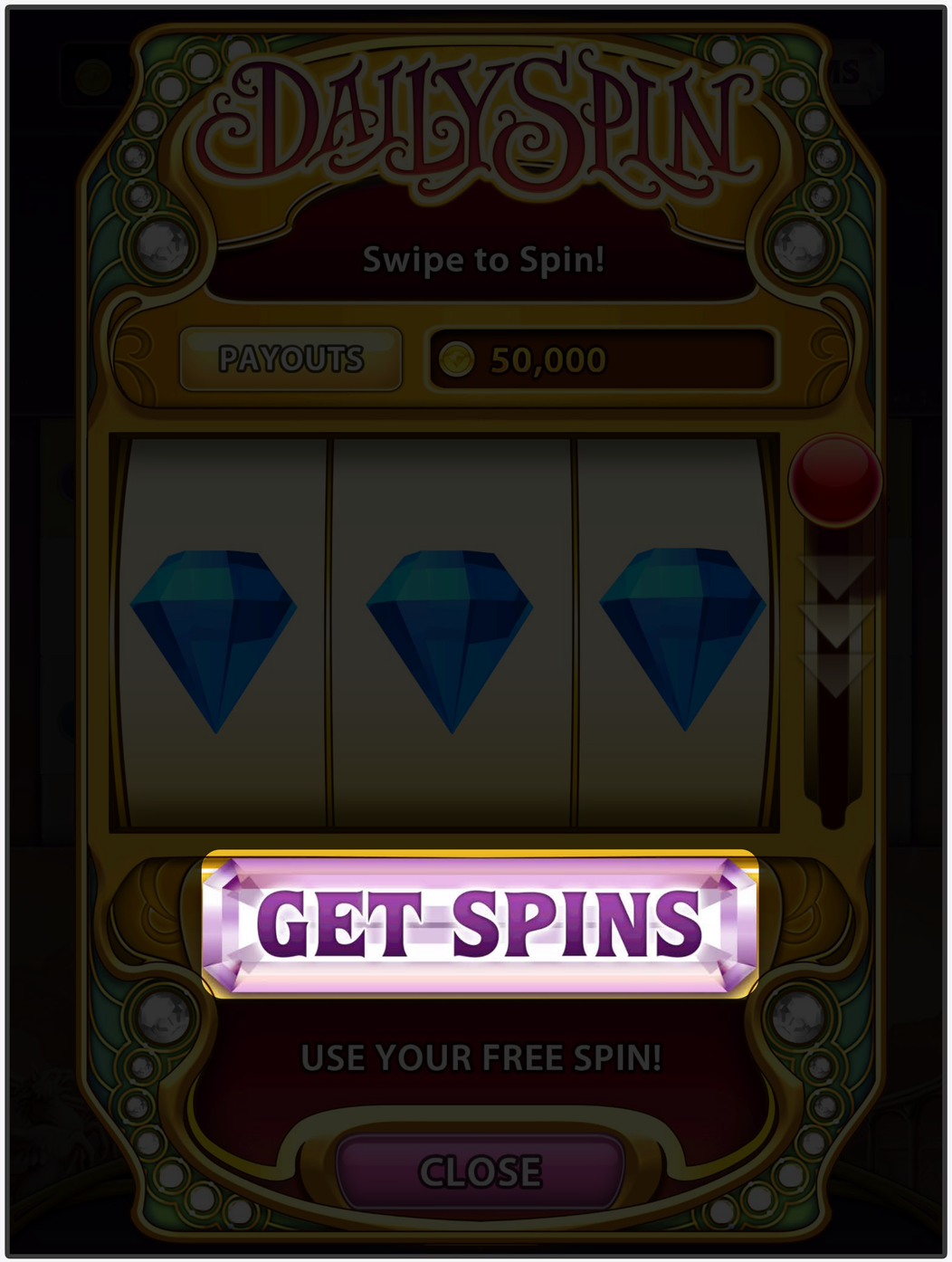
4 Otis

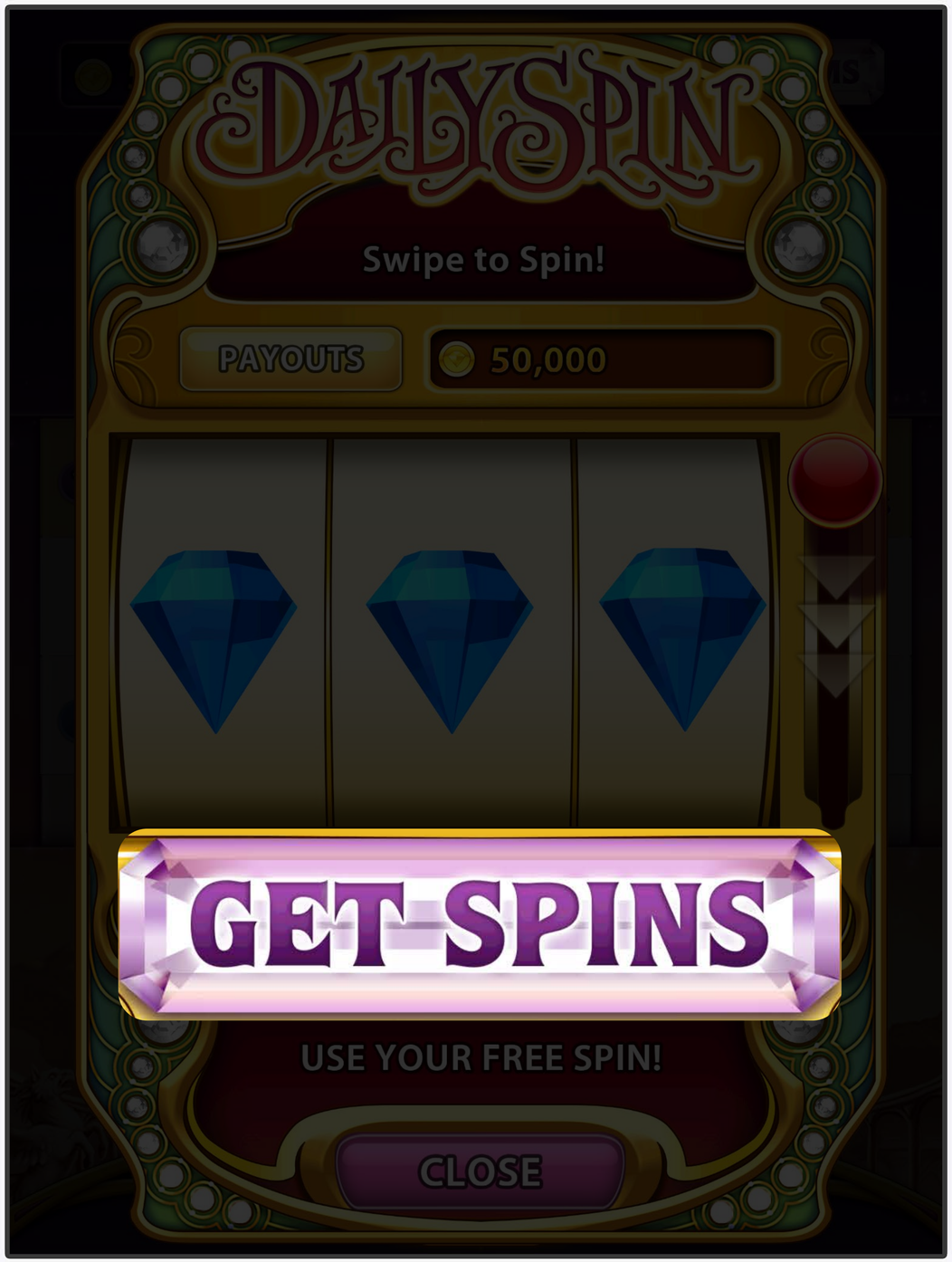
PLAY

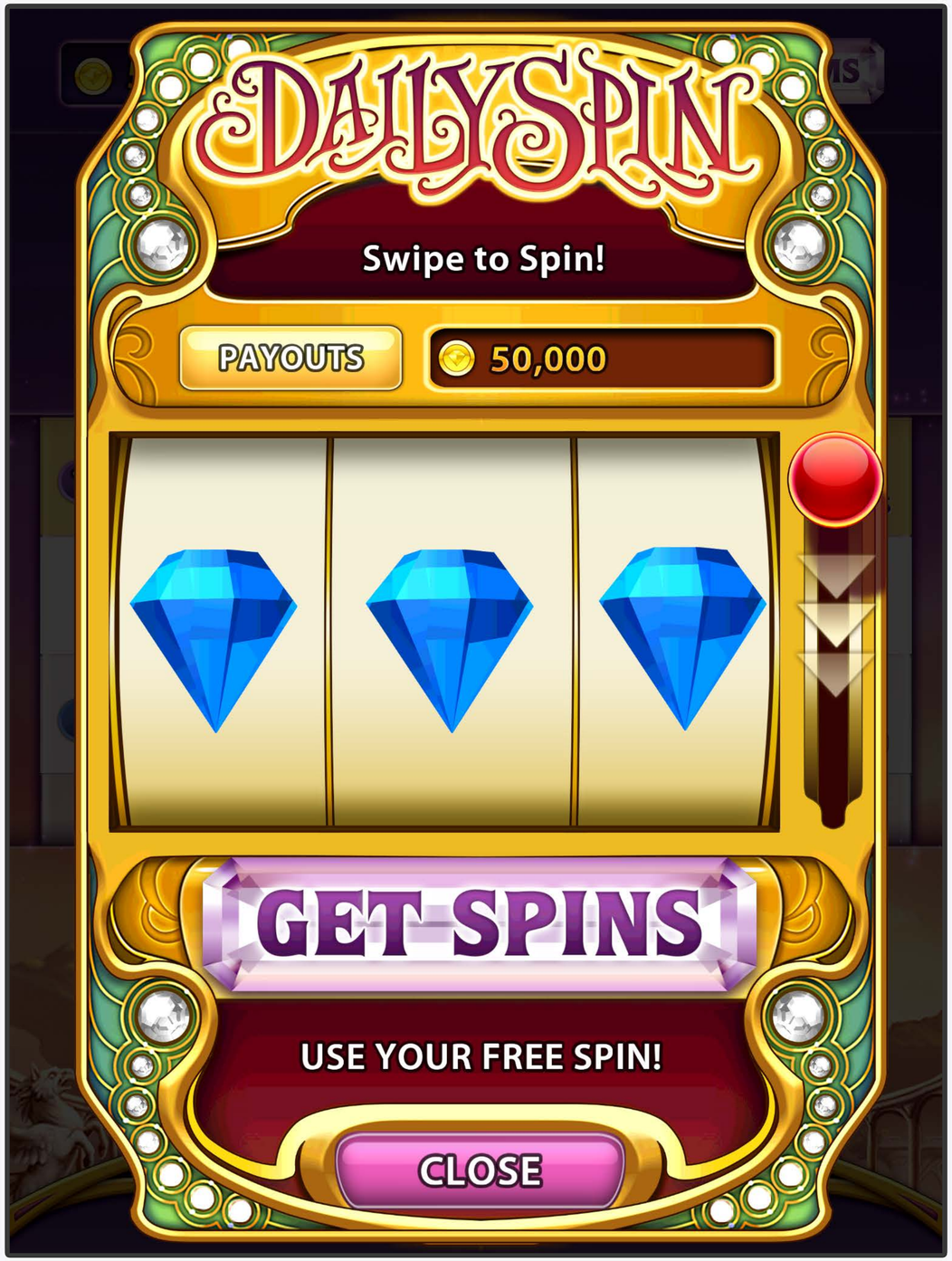

151,100
ITEMS
YOUR SCORE
49,000
COINS EARNED
600
25k
NO RARE GEM USED
1
Lex
100,000
2
Teeny Phoenix
83,500
3
Player
67,000
STATS
4
Otis
PLAY

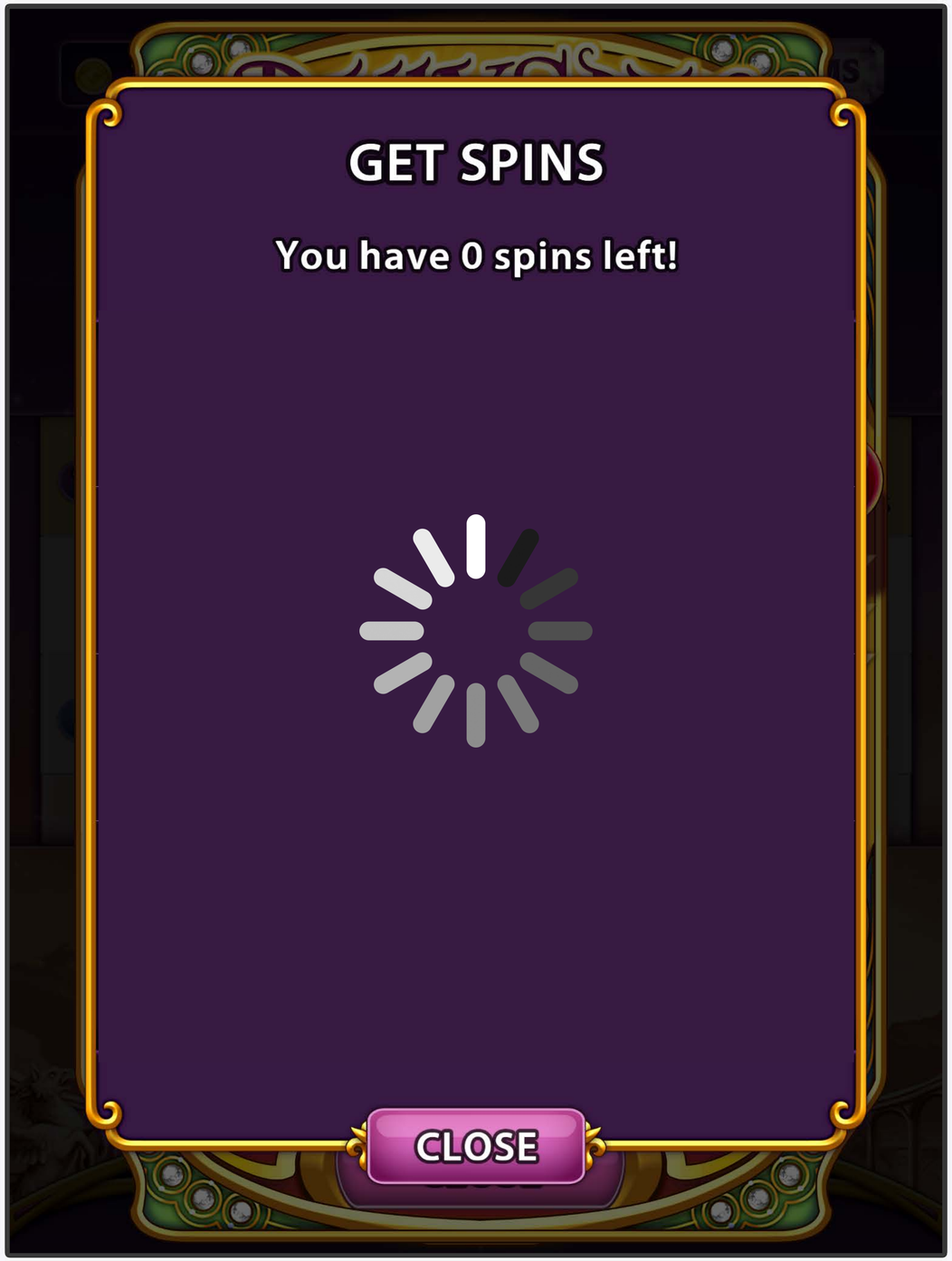

151,100
ITEMS
YOUR SCORE
49,000
COINS EARNED
600
25k
NO RARE GEM USED
1
Lex
100,000
2
Teeny Phoenix
83,500
3
Player
67,000
STATS
4
Otis
PLAY

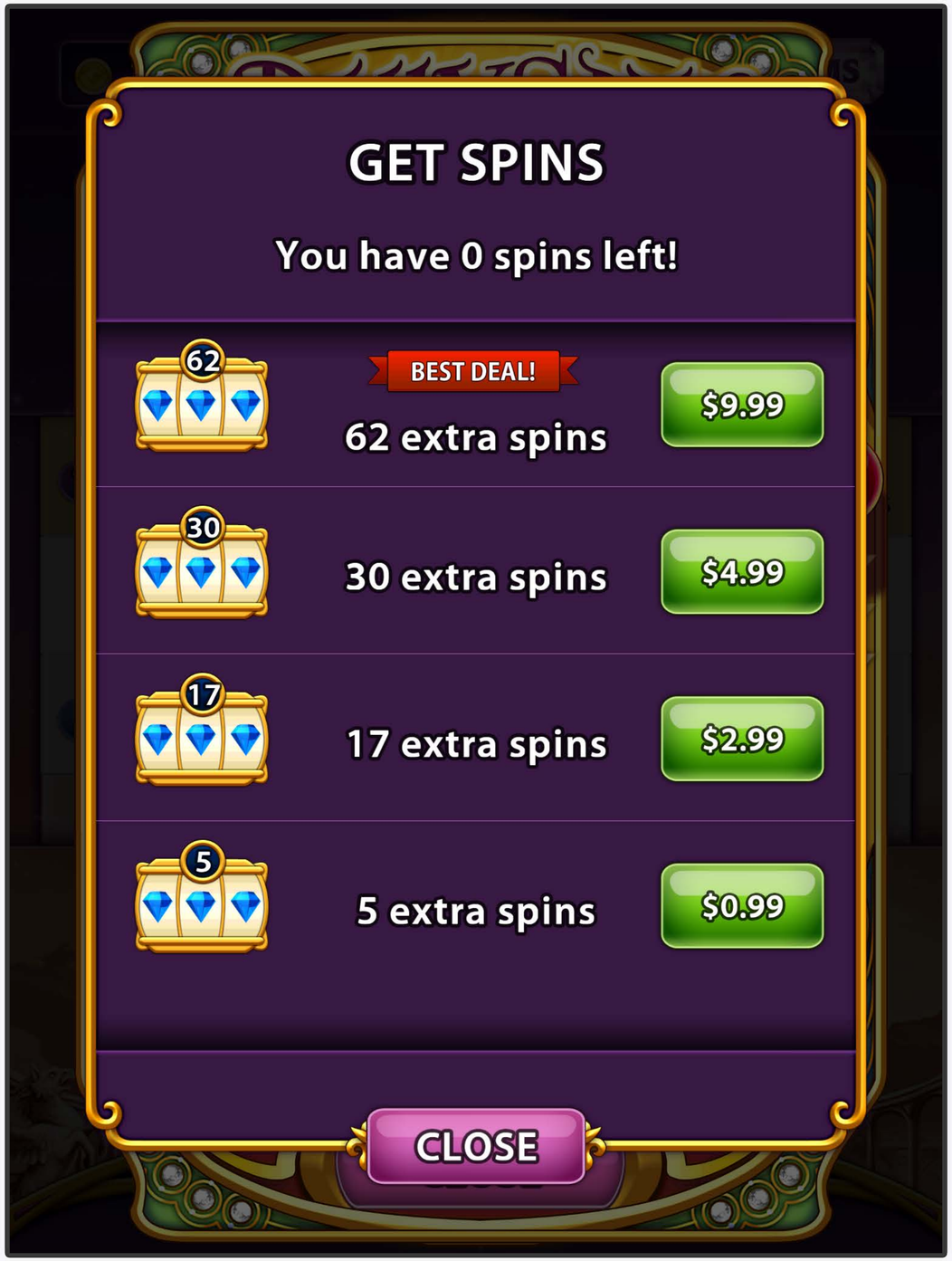

DAILY SPIN
Swipe to Spin!
PAYOUTS
50,000
GET SPINS
USE YOUR FREE SPIN!
CLOSE

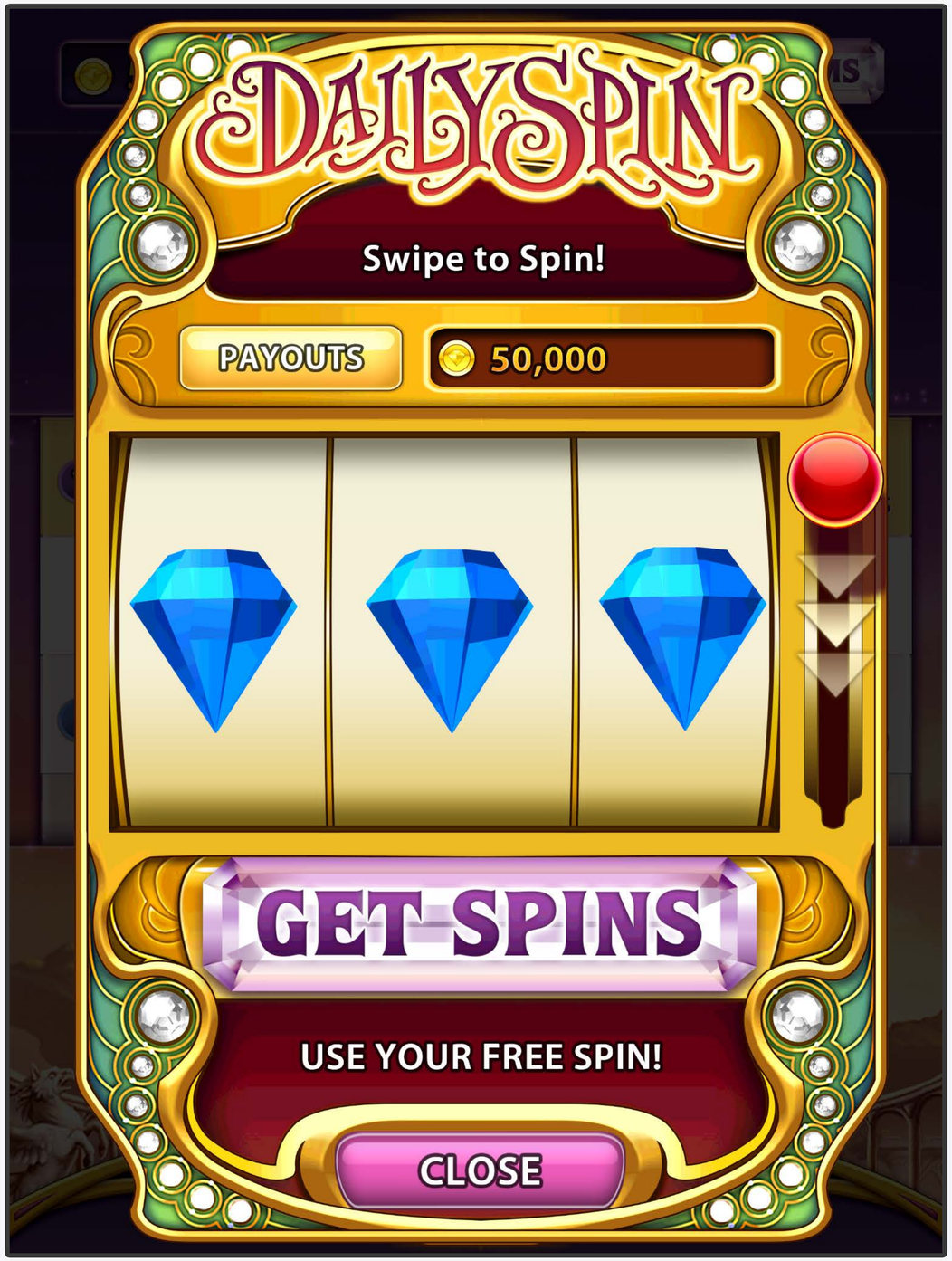

DAILY SPIN
Swipe to Spin!
PAYOUTS
50,000
GET SPINS
USE YOUR FREE SPIN!
CLOSE


DAILY SPIN
Swipe to Spin!
PAYOUTS
50,000
GET SPINS
USE YOUR FREE SPIN!
CLOSE


DAILY SPIN
Swipe to Spin!
PAYOUTS
50,000
GET SPINS
USE YOUR FREE SPIN!
CLOSE


GET SPINS
You have 0 spins left!
CLOSE


GET SPINS
You have 0 spins left!
62
BEST DEAL!
62 extra spins
$9.99
30
30 extra spins
$4.99
17
17 extra spins
$2.99
5
5 extra spins
$0.99
CLOSE


DAILY SPIN
Swipe to Spin!
PAYOUTS
50,000
GET SPINS
USE YOUR FREE SPIN!
CLOSE

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Minimize time

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

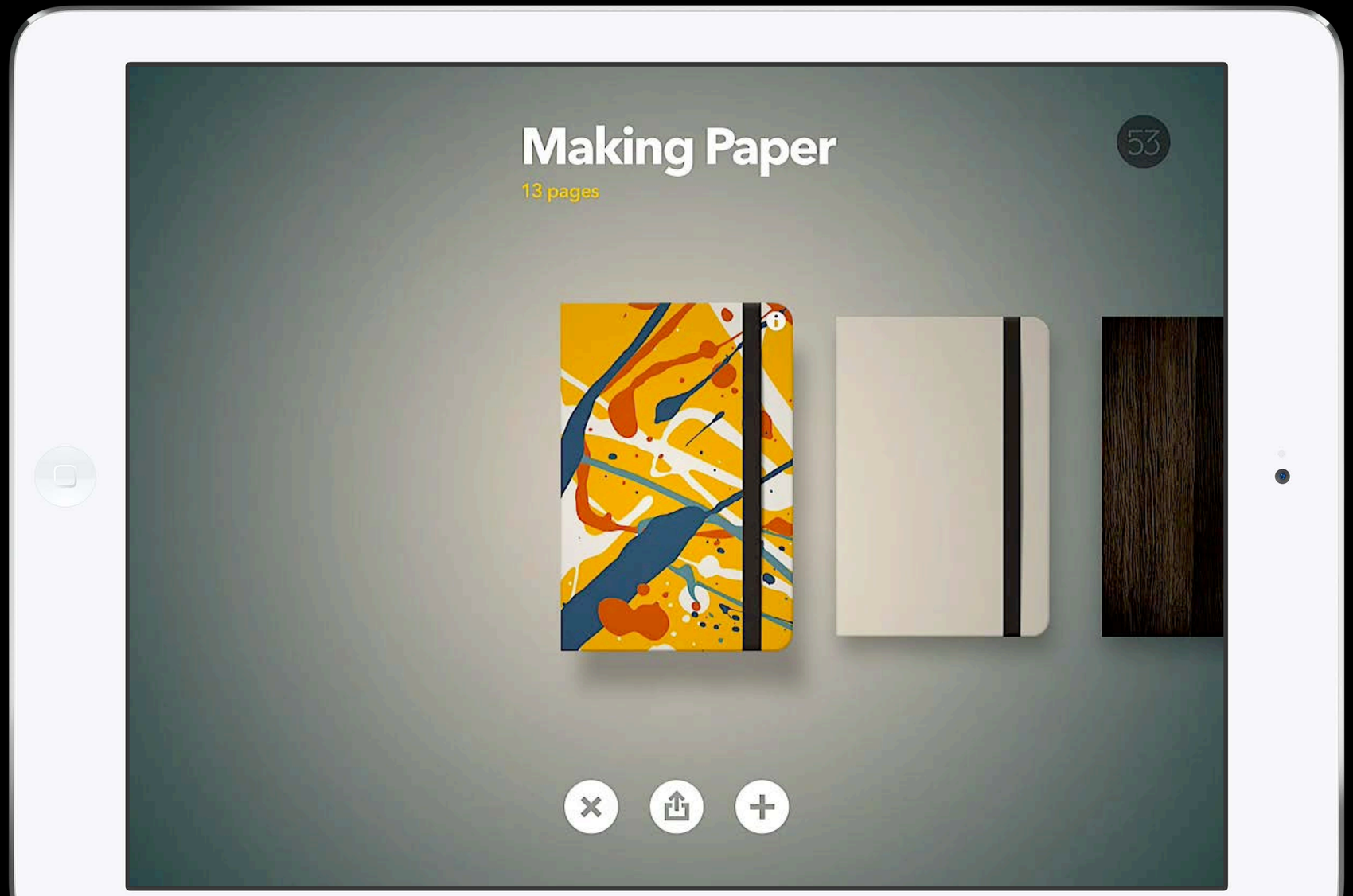
Use clear language

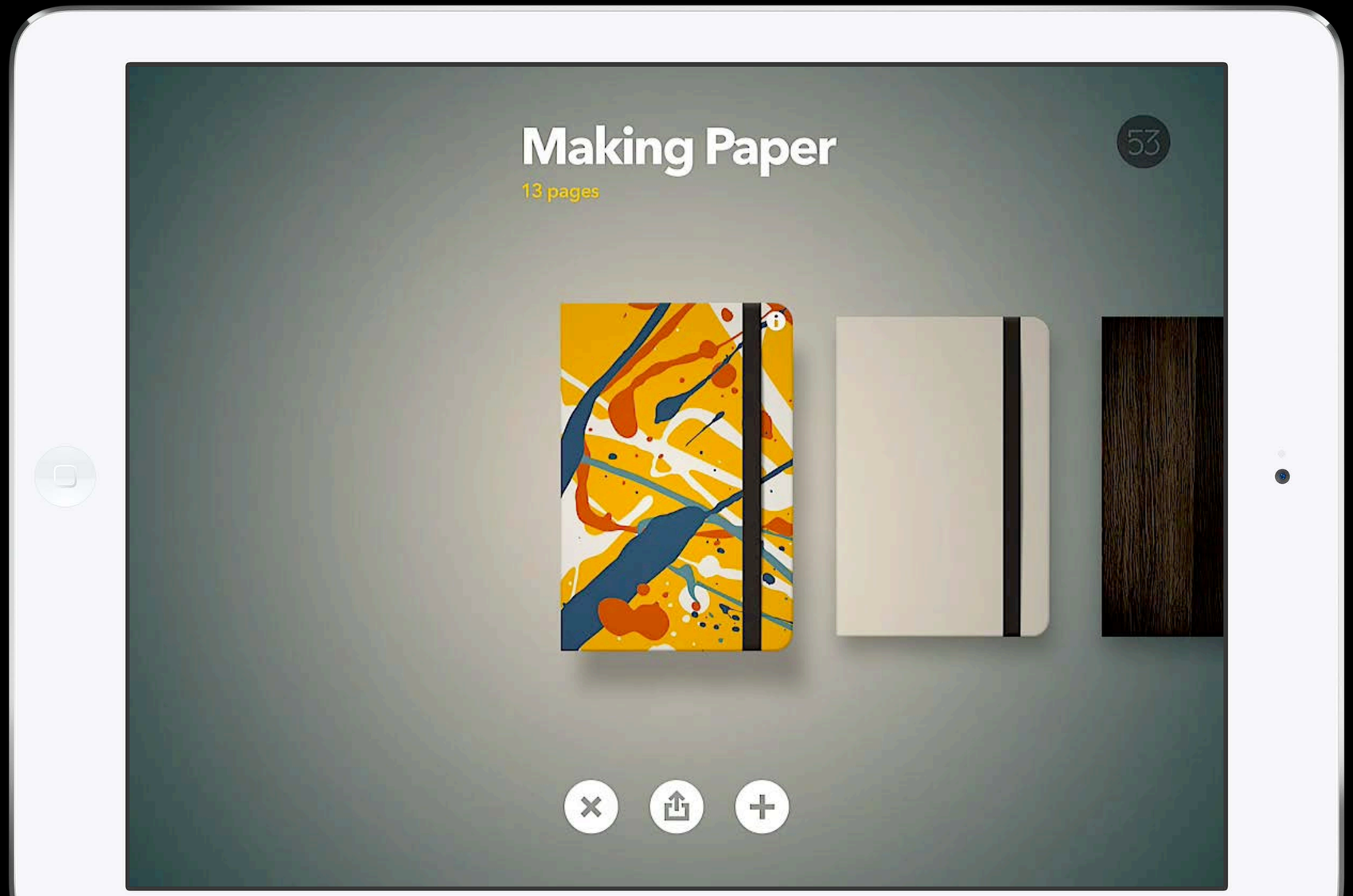
Do the math

Show less

Minimize time

Inspire


Making Paper
13 pages
53


Making Paper
13 pages
53

SUPERNAUTS

2
919
/ 2 500
2
16
62
After 15 minutes

37 721
/ 6 500
601
952
SHOP
Help!
Canyon
1- 2 hours
Chat

50

19

Chat

FFrozTT

1

50

19

Chat

FFrozTT

1

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Minimize time

Inspire

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Minimize time

Inspire

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Minimize time

Inspire

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Minimize time

Inspire

Make Buying Easy

Integrate the merchandise

Offer a test drive

Stick with your theme

Use clear language

Do the math

Show less

Minimize time

Inspire

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Completing the Transaction

Plan for Ask to Buy

Completing the Transaction

NEW

Plan for Ask to Buy

Ask to Buy

Ask to Buy

Ask to Buy

"Purchasing"

Ask to Buy

Ask to Buy

“Purchased”

“Failed”

Ask to Buy

Child

Parent

Ask to Buy

Child

“Purchasing”

Parent

Ask to Buy

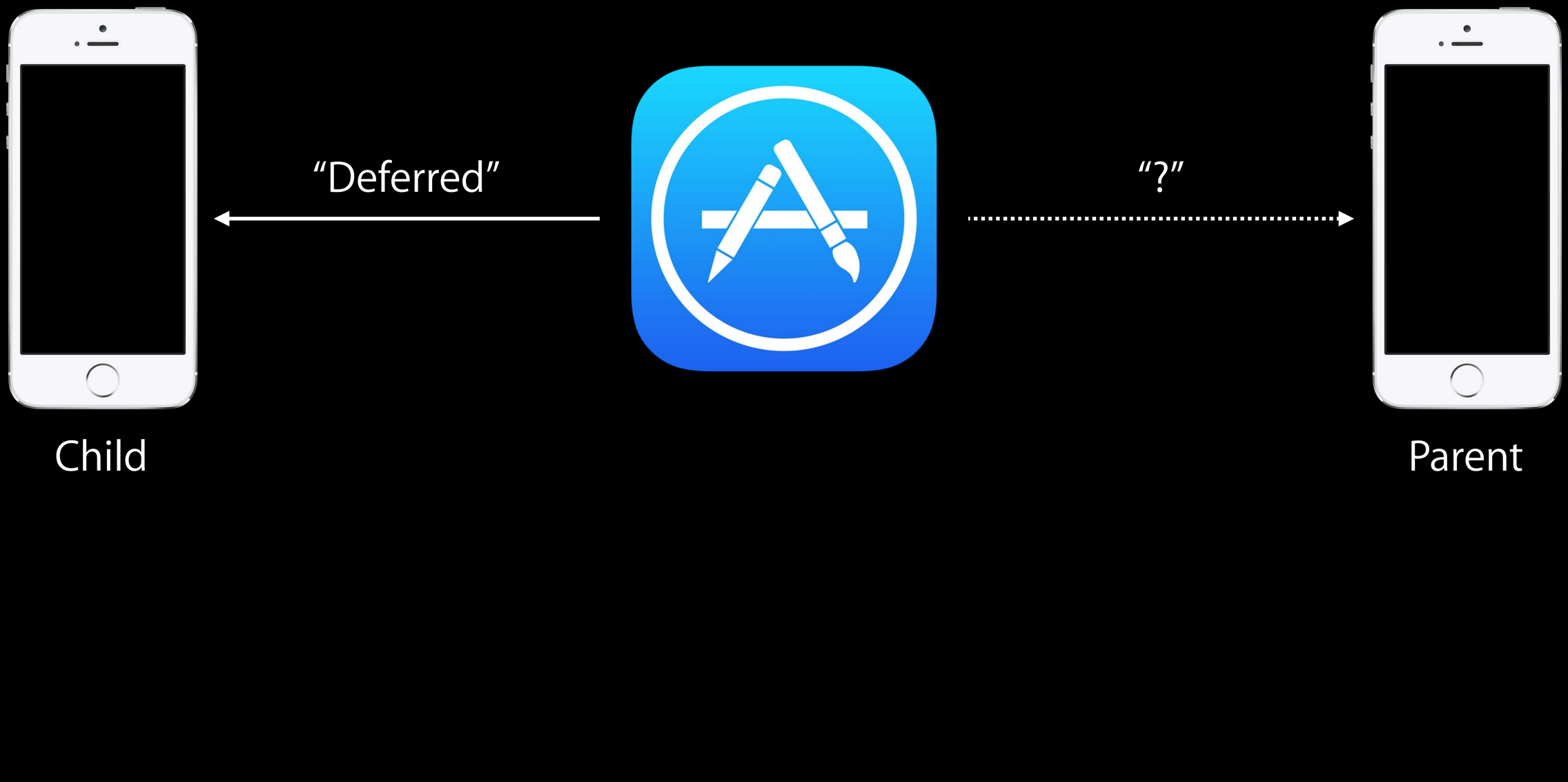
Ask to Buy

Child

"?"

Parent

Ask to Buy



Ask to Buy

Child

Parent

Ask to Buy

Ask to Buy

Ask to Buy

Shift from modal to asynchronous model

Buy

Awaiting Approval

9:41 AM 100%

Featured

Your request was sent and is awaiting approval from a parent. They can also approve it in person on this device.

Minecraft – Pocket Edition 4+

Mojang ›

★★★★½ (52,669)

Details | Reviews | Related

Featured Top Charts Explore Search Updates

Ask to Buy

Shift from modal to asynchronous model

Provide feedback that the transaction is deferred

Completing the Transaction

Plan for Ask to Buy

Completing the Transaction

Plan for Ask to Buy

Confirm completion

9:41 AM 100%

Top Charts

Threes! 4+

Sirvo LLC >

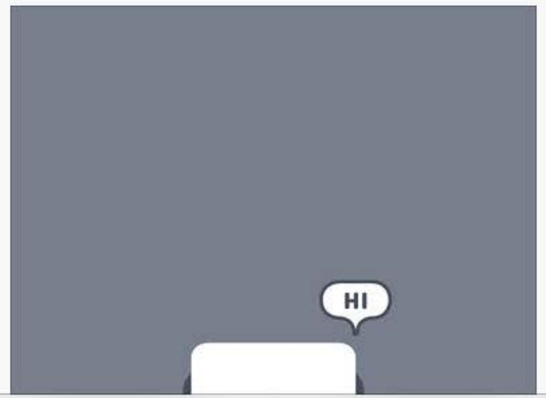
★★★★★ (4,269)

+$1.99

Details | Reviews | Related

App Store Editors' Notes

Merge numbers to create bigger numbers and repeat to avoid gridlock. The formula may be straightforward, but Threes' simplicity belies an endlessly gratifying and remarkably original game that rewards thoughtful strategy over frenzied swip… more



Featured | Top Charts | Near Me | Search | Updates

9:41 AM 100%

Top Charts

Threes! 4+

Sirvo LLC >

★★★★★ (4,269)

Touch ID

johnnyappleseed@apple.com

Enter Password

Cancel

Featured Top Charts Near Me Search Updates

9:41 AM 100%

Top Charts

Threes! 4+

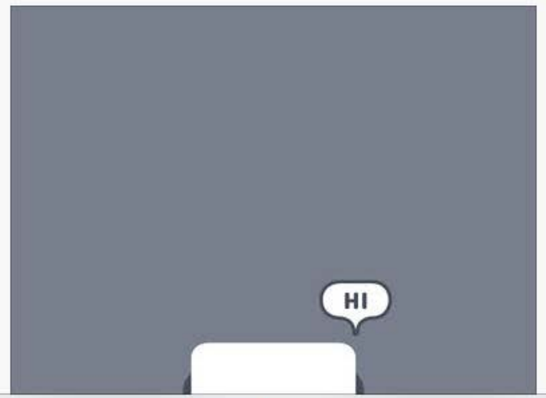
Sirvo LLC >

★★★★★ (4,269)

Details | Reviews | Related

App Store Editors' Notes

Merge numbers to create bigger numbers and repeat to avoid gridlock. The formula may be straightforward, but Threes' simplicity belies an endlessly gratifying and remarkably original game that rewards thoughtful strategy over frenzied swip… more



Featured | Top Charts | Near Me | Search | Updates

9:41 AM 100%

Top Charts

Threes! 4+

Sirvo LLC >

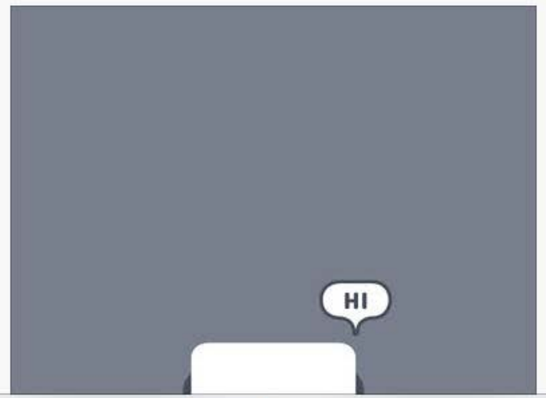
★★★★★ (4,269)

OPEN

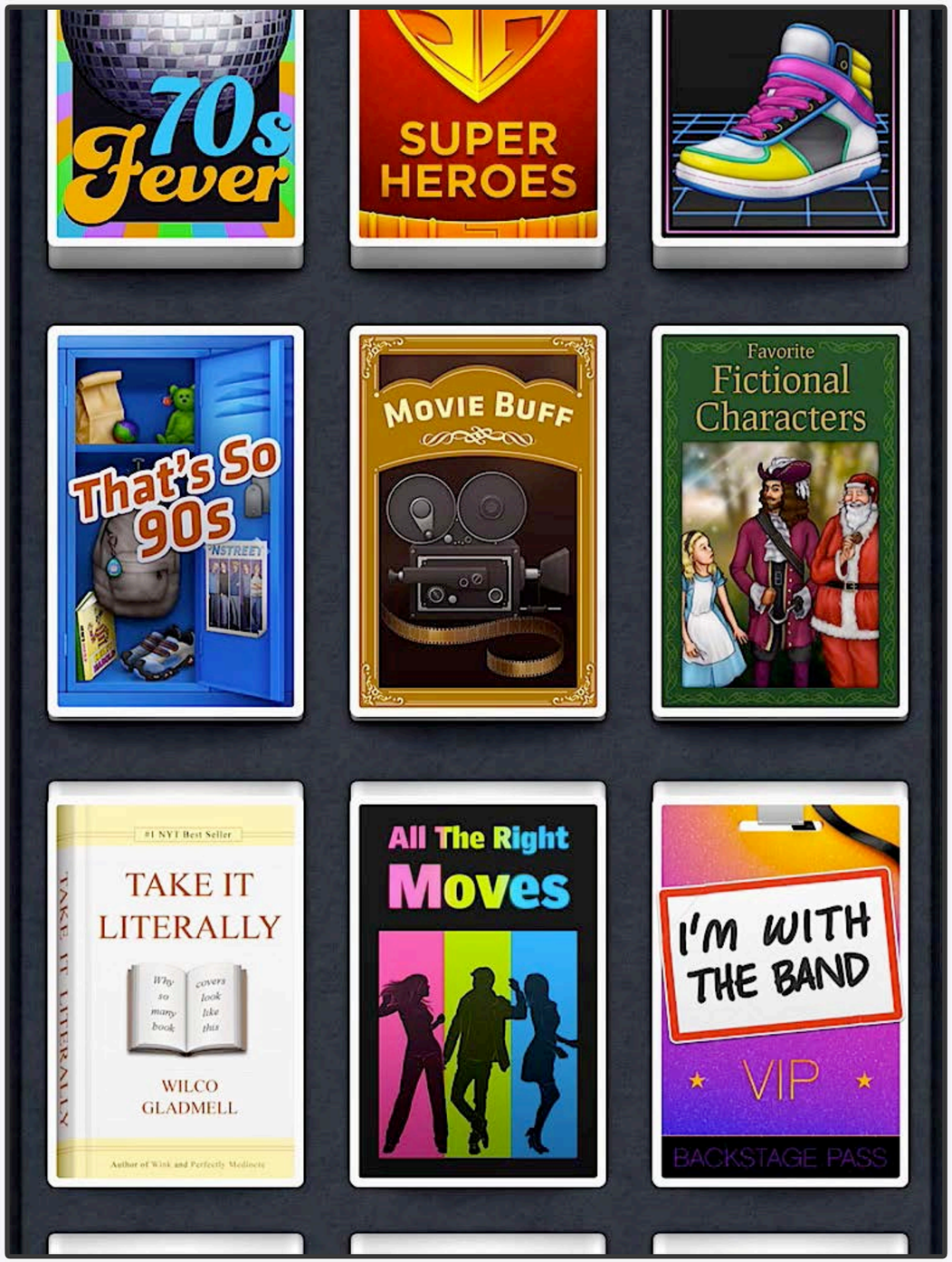
Details | Reviews | Related

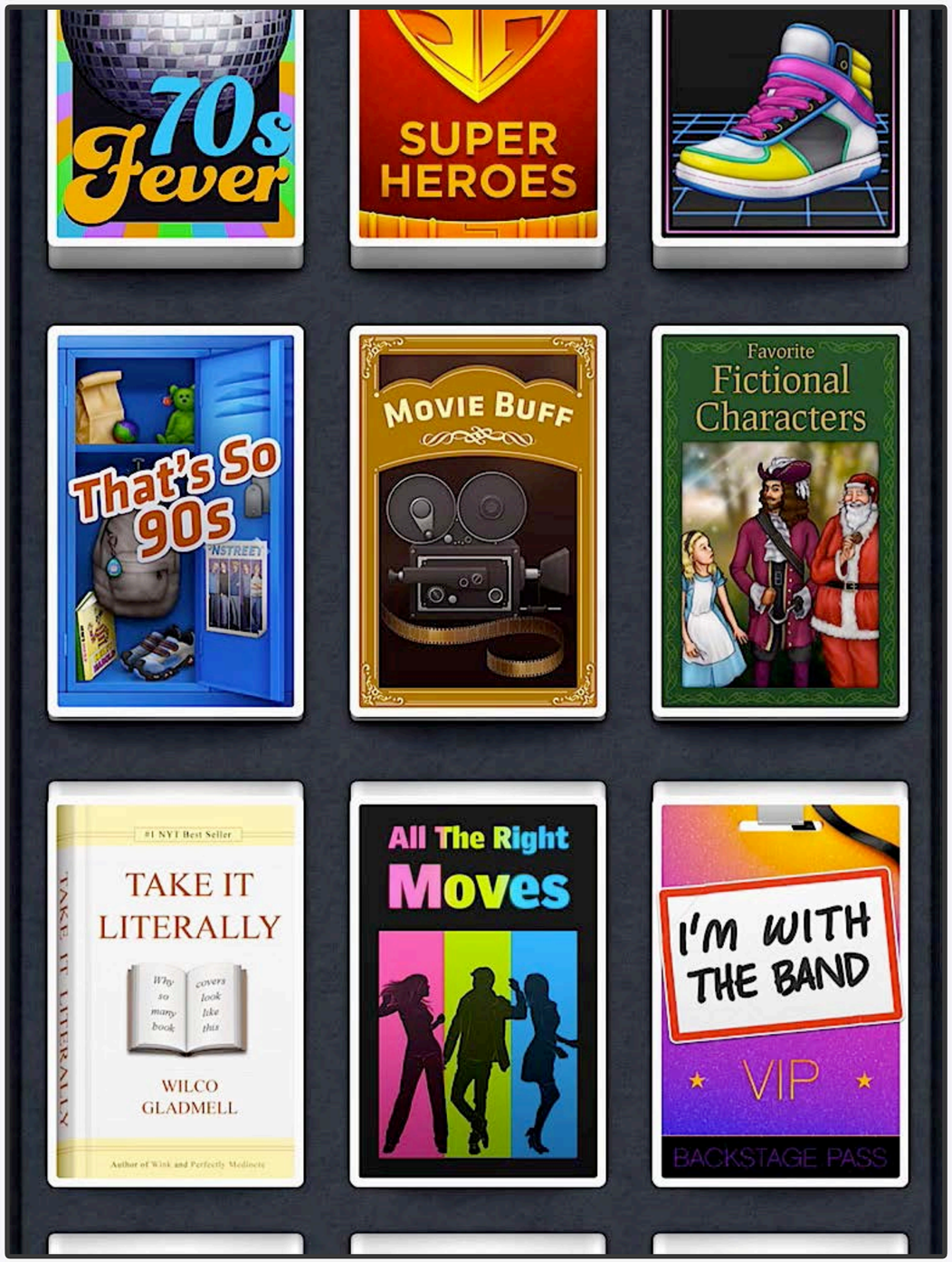
App Store Editors' Notes

Merge numbers to create bigger numbers and repeat to avoid gridlock. The formula may be straightforward, but Threes' simplicity belies an endlessly gratifying and remarkably original game that rewards thoughtful strategy over frenzied swip… more



Featured | Top Charts | Near Me | Search | Updates


70s Fever
SUPER HEROES
That's So 90s
MOVIE BUFF
Favorite
Fictional Characters
#1 NYT Best Seller
TAKE IT LITERALLY
Why so many book covers look like this
WILCO GLADMELL
Author of Wink and Perfectly Mediocre
All The Right Moves
I'M WITH THE BAND
VIP
BACKSTAGE PASS


70s Fever
SUPER HEROES
That's So 90s
MOVIE BUFF
Favorite
Fictional Characters
#1 NYT Best Seller
TAKE IT LITERALLY
Why so many book covers look like this
WILCO GLADMELL
Author of Wink and Perfectly Mediocre
All The Right Moves
I'M WITH THE BAND
VIP
BACKSTAGE PASS

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Error Code -128

User Cancelled Transaction

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Avoid over-asking

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Avoid over-asking

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Avoid over-asking

Prioritize remaining purchases

Completing the Transaction

Plan for Ask to Buy

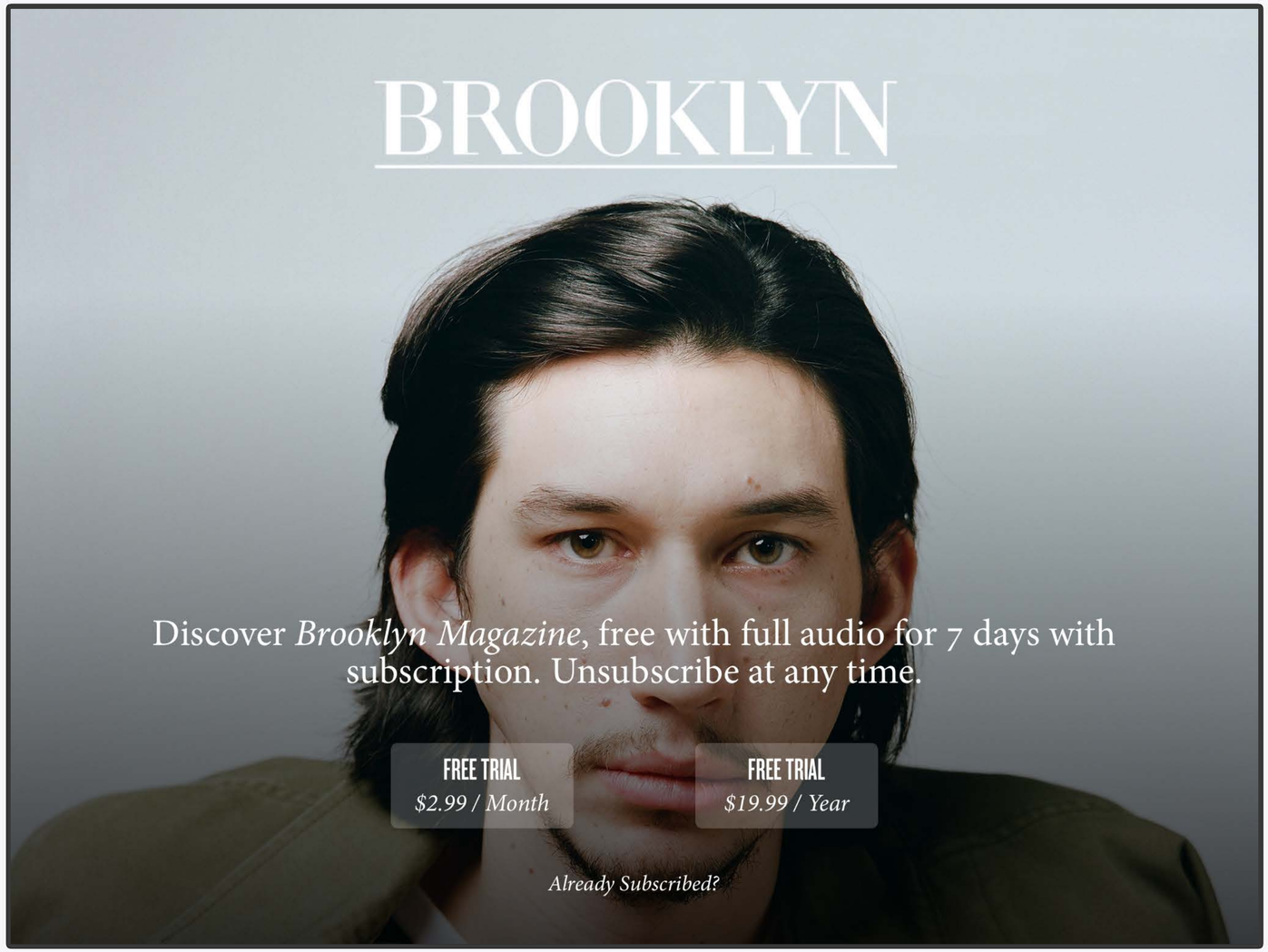
Confirm completion

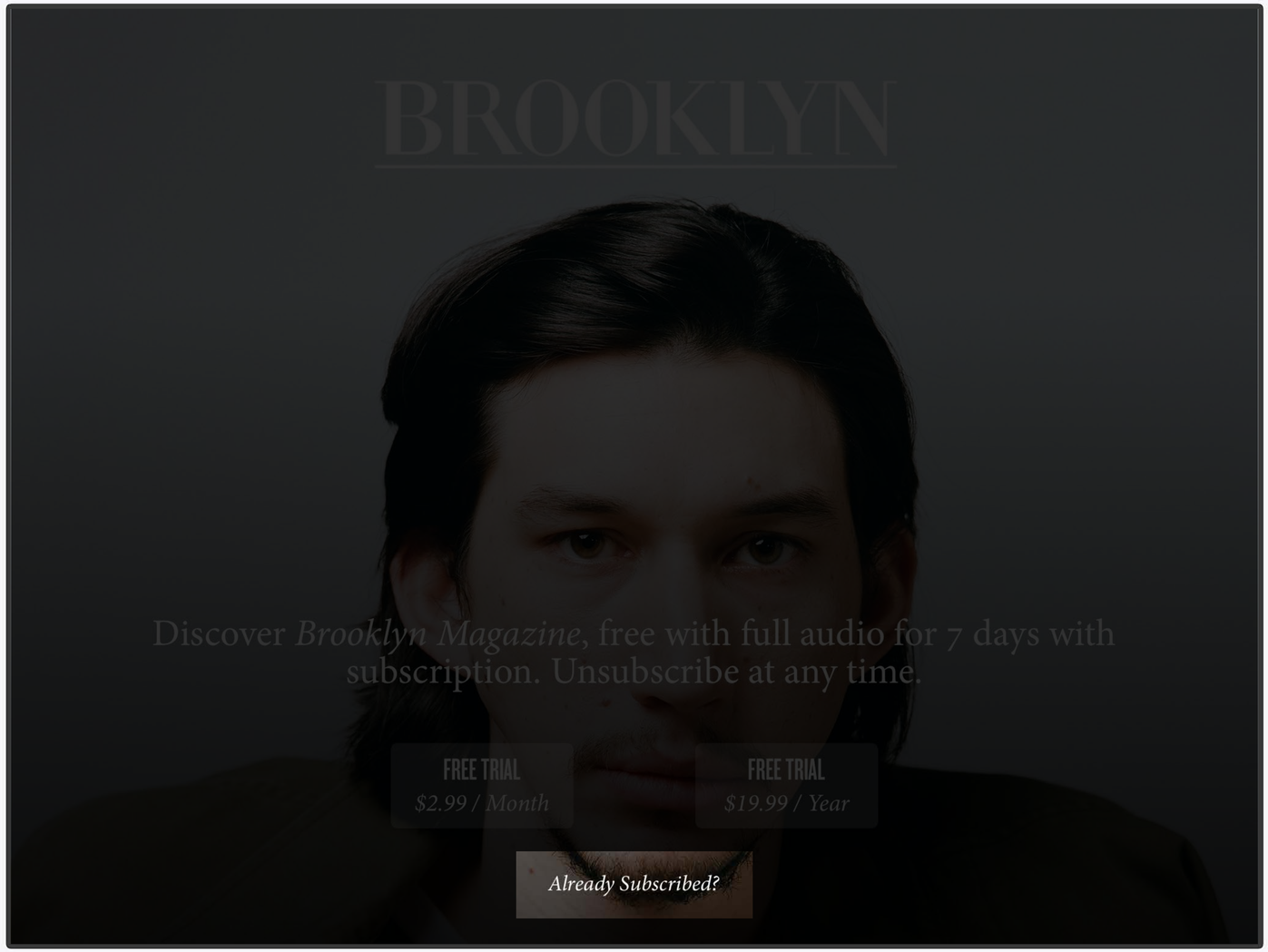
Handle errors gracefully

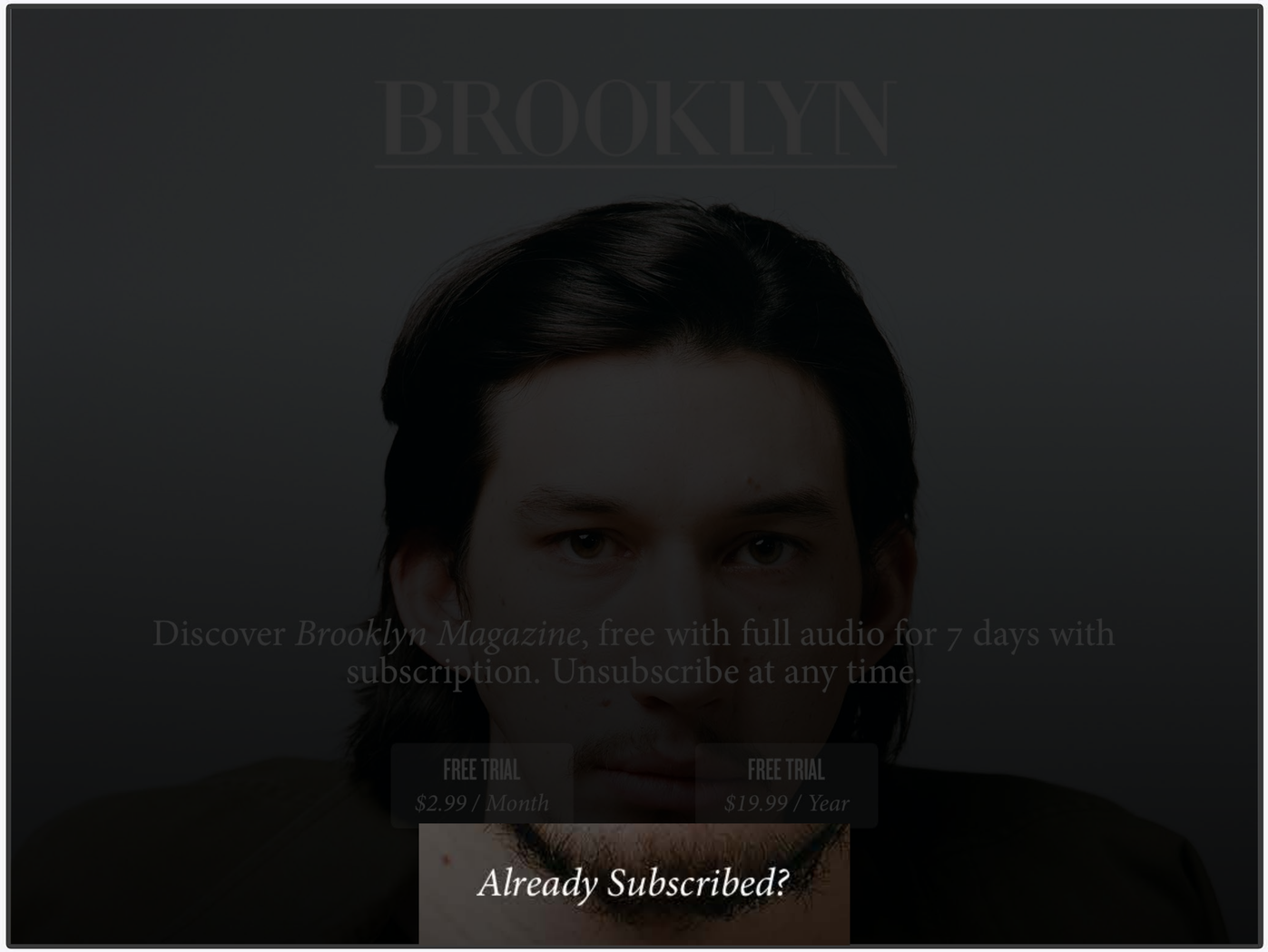
Avoid over-asking

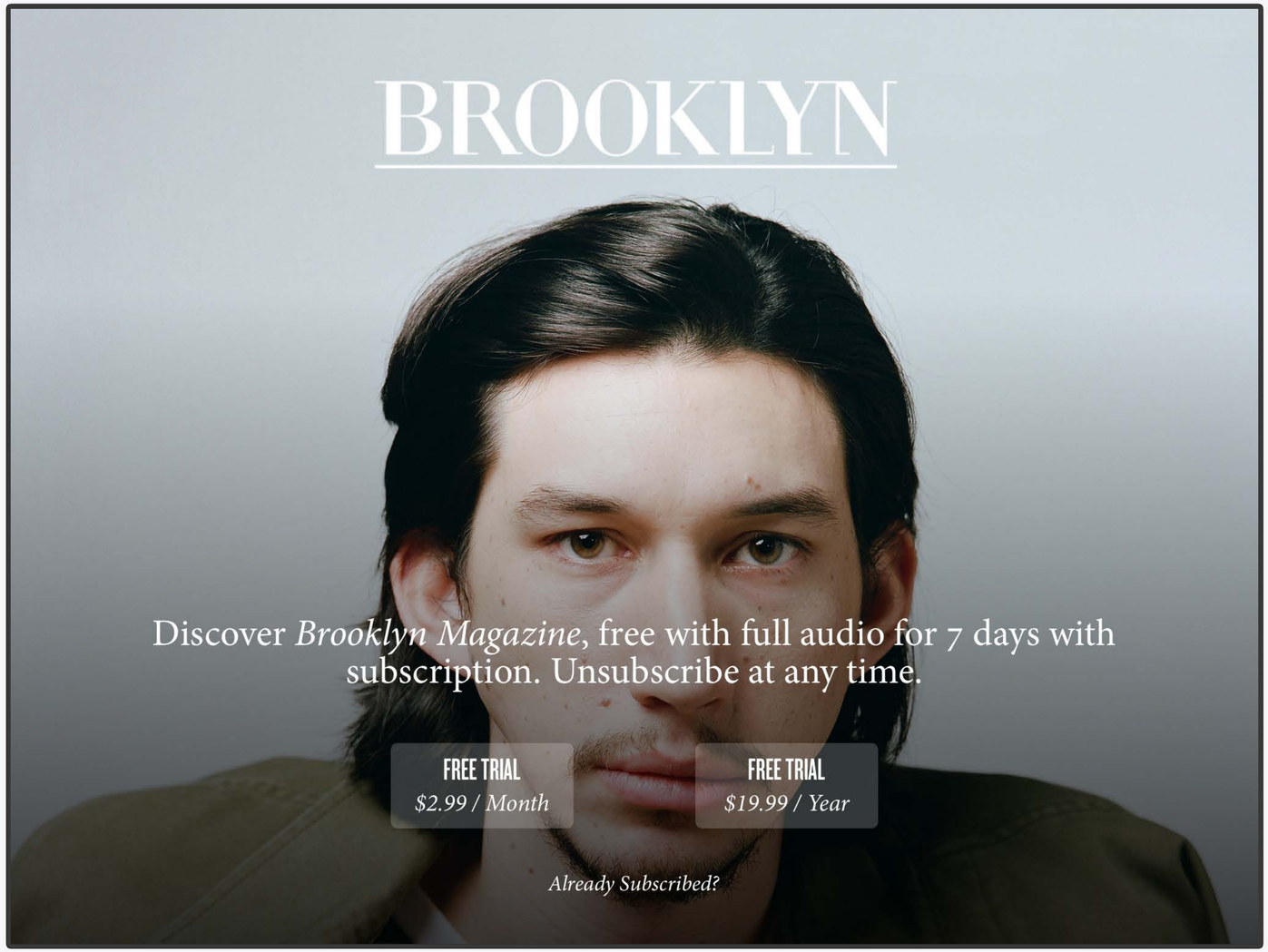
Prioritize remaining purchases

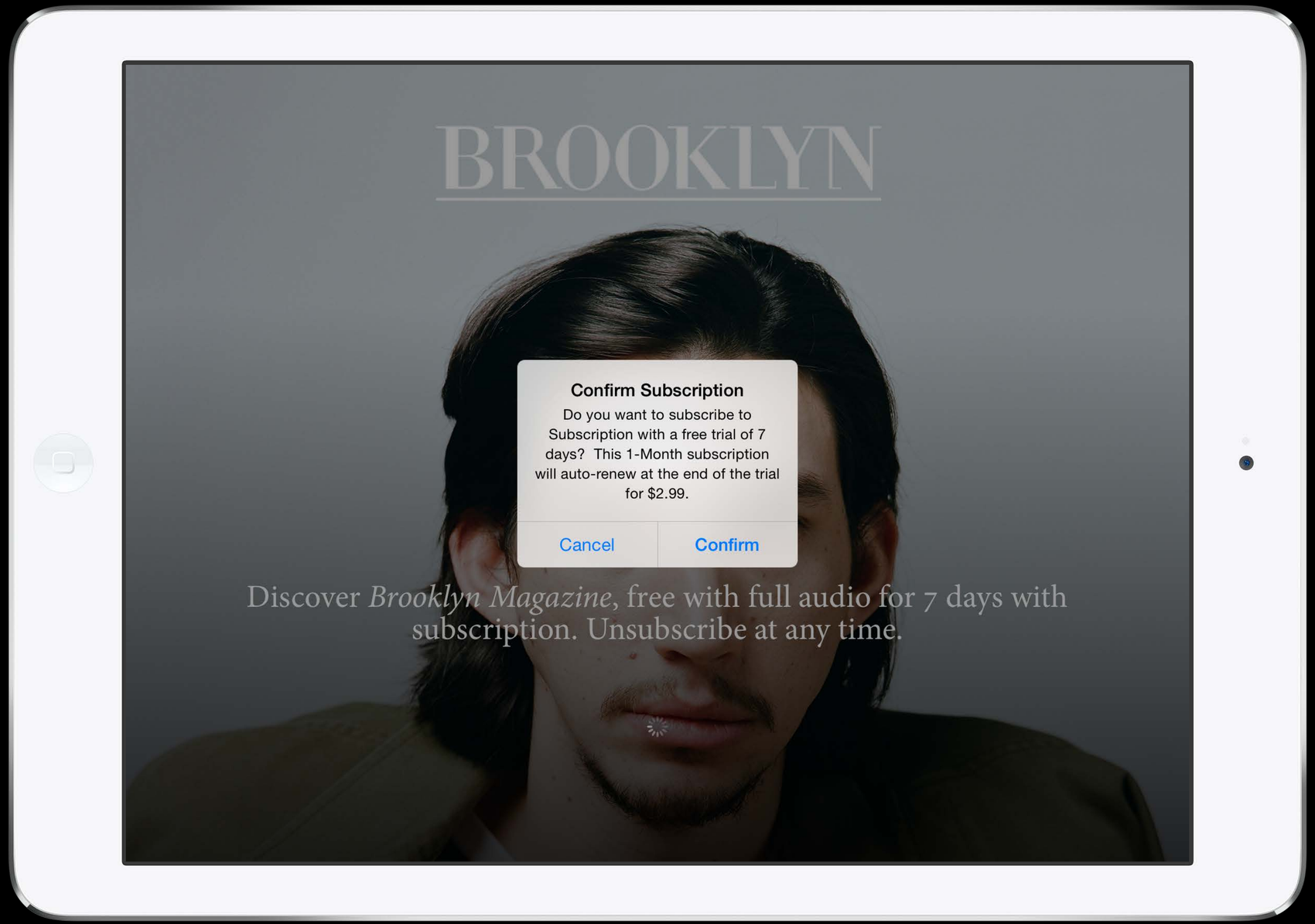
Make restoring easy

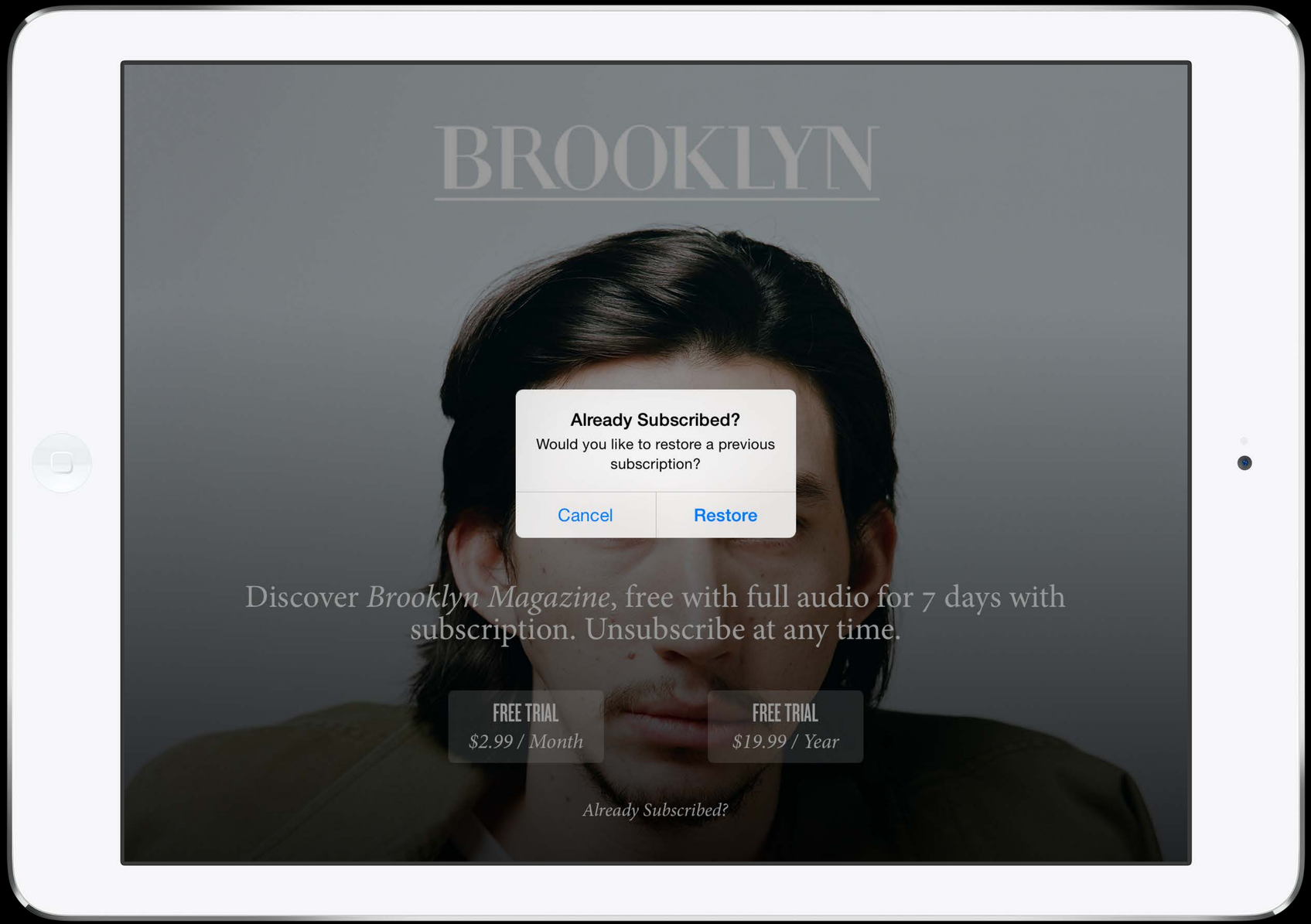

BROOKLYN
Discover *Brooklyn Magazine*, free with full audio for 7 days with subscription. Unsubscribe at any time.
FREE TRIAL
$2.99 / Month
FREE TRIAL
$19.99 / Year
Already Subscribed?


BROOKLYN
Discover *Brooklyn Magazine*, free with full audio for 7 days with subscription. Unsubscribe at any time.
FREE TRIAL
$2.99 / Month
FREE TRIAL
$19.99 / Year
Already Subscribed?


BROOKLYN
Discover *Brooklyn Magazine*, free with full audio for 7 days with subscription. Unsubscribe at any time.
FREE TRIAL
$2.99 / Month
FREE TRIAL
$19.99 / Year
Already Subscribed?


BROOKLYN
Discover *Brooklyn Magazine*, free with full audio for 7 days with subscription. Unsubscribe at any time.
FREE TRIAL
$2.99 / Month
FREE TRIAL
$19.99 / Year
Already Subscribed?


BROOKLYN
Confirm Subscription
Do you want to subscribe to Subscription with a free trial of 7 days? This 1-Month subscription will auto-renew at the end of the trial for $2.99.
Cancel
Confirm
Discover *Brooklyn Magazine*, free with full audio for 7 days with subscription. Unsubscribe at any time.


BROOKLYN
Already Subscribed?
Would you like to restore a previous subscription?
Cancel
Restore
Discover *Brooklyn Magazine*, free with full audio for 7 days with subscription. Unsubscribe at any time.
FREE TRIAL
$2.99 / Month
FREE TRIAL
$19.99 / Year
Already Subscribed?

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Avoid over-asking

Prioritize remaining purchases

Make restoring easy

Completing the Transaction

Plan for Ask to Buy

Confirm completion

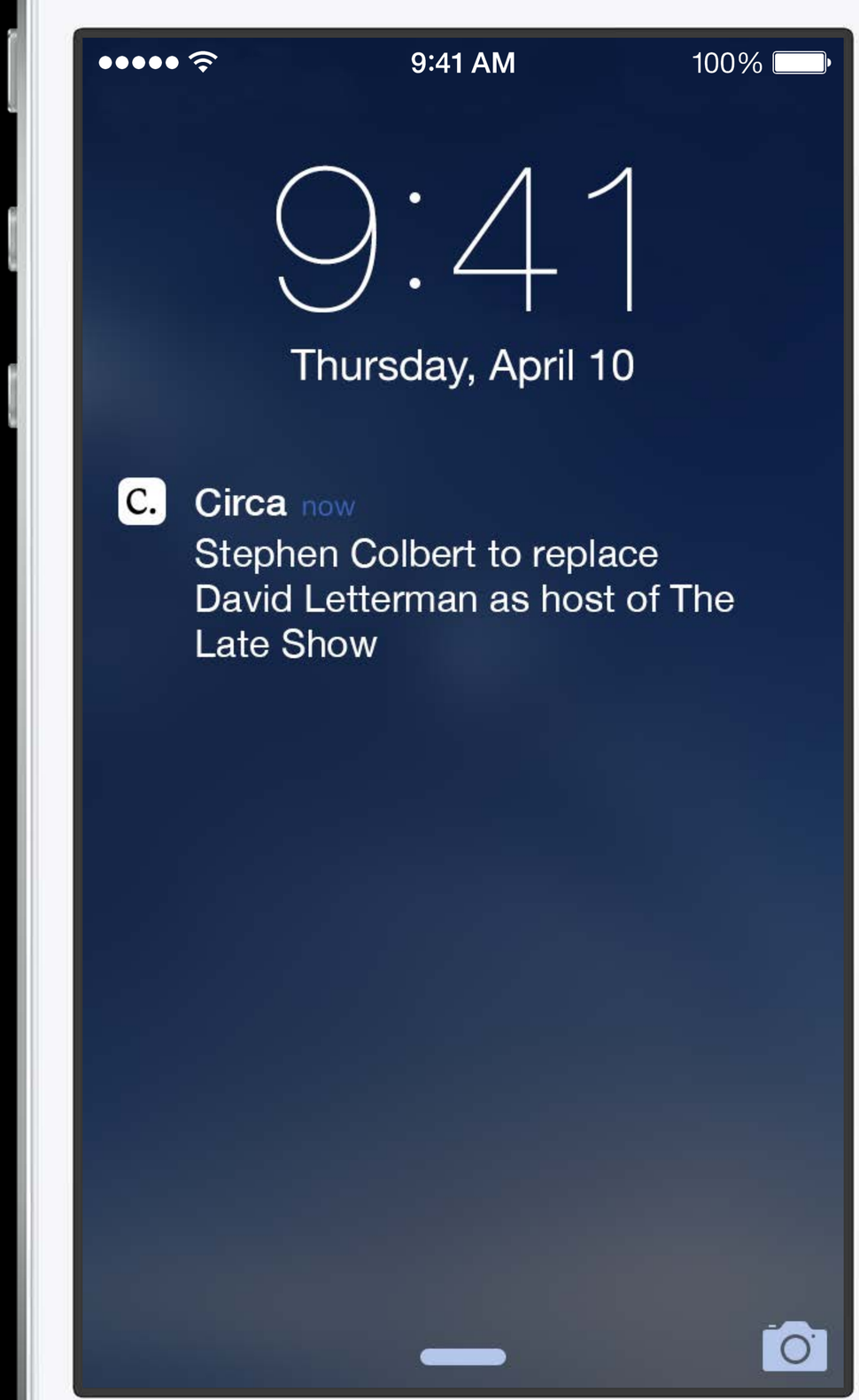
Handle errors gracefully

Avoid over-asking

Prioritize remaining purchases

Make restoring easy

Use notifications thoughtfully


9:41 AM
100%
9:41
Thursday, April 10
C.
Circa now
Stephen Colbert to replace David Letterman as host of The Late Show

9:41 AM 100%

Back Share Follow

Stephen Colbert to replace David Letterman as 'Late Show' host

The longtime talk show host David Letterman announced his retirement at an April 3 taping of "The Late Show."

CULTURE | APRIL 10, 2014 9:12AM

SWIPE ↑ TO READ

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Avoid over-asking

Prioritize remaining purchases

Make restoring easy

Use notifications thoughtfully

Completing the Transaction

Plan for Ask to Buy

Confirm completion

Handle errors gracefully

Avoid over-asking

Prioritize remaining purchases

Make restoring easy

Use notifications thoughtfully

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

Measure and Refine

Measure and Refine

When were changes made?

Measure and Refine

When were changes made?

How has the number of purchases changed?

Measure and Refine

When were changes made?

How has the number of purchases changed?

Are different things being purchased?

Measure and Refine

When were changes made?

How has the number of purchases changed?

Are different things being purchased?

What is the average revenue per device?

Measure and Refine

When were changes made?

How has the number of purchases changed?

Are different things being purchased?

What is the average revenue per device?

Are people returning more frequently?

Great Experience with In-App Purchases

Make a compelling app

Help people enjoy it

Make buying easy

Complete the transaction

Measure and refine

More Information

Rachel Roth
User Experience Evangelist
rroth@apple.com

Designing Great Apps
https://developer.apple.com/design/

Related Sessions

• Ingredients of Great Games	Presidio	Tuesday 3:15PM
• The New iTunes Connect	Presidio	Wednesday 10:15AM
• Optimizing In-App Purchases	Nob Hill	Wednesday 3:15PM
• Prototyping: Fake It Till You Make It	Presidio	Thursday 9:00AM
• Preventing Unauthorized Purchases with Receipts	Pacific Heights	Friday 10:15AM

Labs

• User Interface Design Labs	UI Design Lab	Daily 9:00AM
• StoreKit and Receipts Lab	Services Lab A	Wednesday 3:15PM
• StoreKit and Receipts Lab	Services Lab A	Friday 10:15AM

WWDC14