

iOS 7 Survival Guide

A quick guide through the latest version of iOS and reasons why it's essential to update now.





iOS6

iOS7

The most substantial changes to the SDK are surrounding new development capabilities. ”

While much of the update may seem cosmetic and surface level, developers now have access to amazing new capabilities for enhancing user-experiences to keep people coming back for more.

User Interface Updates

The new design is a complete redefinition of previous design metaphors.

New Design Metaphors

The new design language focuses on removing the clutter and letting content speak for itself. It's essential for brands to accommodate for iOS 7 specific updates to meet user-expectations for functionality and style.

The Impact of Color

As the interface has been reduced to the most minimal form, designers must use color with care to ensure that users are aware of what interface elements will respond to interaction.

Contextual Actions / Sharing

The typical sheet of available user actions has not only been redesigned, it has been completely redefined for increased functionality. Applications that are not updated to support this new feature can be rendered unusable.



Depth & Motion

This new world is far from flat.

Put Things In Perspective

iOS 7 introduces new ways for designers and developers to add depth through distinct layering of the user interface in concert with device movement sensors.

Context Through Lighting Effects

Context is king. Without it, users can become frustrated and lost. The latest lighting effect tools enable developers to better focus the user's attention towards the appropriate actions.

New Sensor Capabilities

Apple now exposes more data regarding user movements. Developers can access inclinometer data to provide new and interesting features as well as we more accurate movement feedback.



Bring Type to Life

Typography has been supercharged in iOS for design and accessibility.

User-Preference Font Sizing

Developers can now leverage user system preferences to match their preferred type size. Now applications can be instantly personalized for improved readability.

Need for Flexible Interface Design

Designers and developers will need to ensure that application interface design are updated to scale and flex to accommodate all user settings.

Motion & Transitions

In iOS 7, text can be brought to life leveraging the new SDK animation and graphics capabilities. Designers can now introduce beautiful motion and transitions to delight users along the way.



1000s of New APIs & Possibilities

Behind the visual updates to the operating system, a powerhouse of features is now available for creating new and engaging user-experiences.

Scan for Passbook

Users can now quickly scan QR codes to quickly add digital cards, passes and coupons to Passbook.

Supercharged Typography

A tremendous addition for designers and developers looking to bring better accessibility throughout the experience.

Air Drop Sharing

Users can now easily share content between devices via a simple interface.



Auto-Updating

Applications can now easily update in the background and always stay up-to-date with the latest features and fixes.

Camera Effects & Filters

No need to build out photo filters for your application. Users can now easily capture and style beautiful photos with the new camera.

iOS in the Car

Coming in 2014, drivers with equipped vehicles will be able to seamlessly integrate their iOS experience on the go.

Multitasking & Background Services

Goodbye loading indicators. Preload content to your applications before users even get there.

Background Content Updates

Background loading enables developers to deliver content behind the scenes manually or at preset intervals. Applications are notified via a “silent” push notification to grab the latest content.

Improved User Experience

Breaking news alerts just got even faster. With background loading, users will now immediately find the latest content on their screen versus waiting for content to load after a notification.

Multitasking

Multitasking has a new look and functionality. As mobile users jump quickly between tasks and applications, it is crucial to give them a fresh and relevant reason to return.



Location, Location, Location

iBeacons are a fantastic way to bring more accurate location and contextual awareness to users.

Interactive Tours

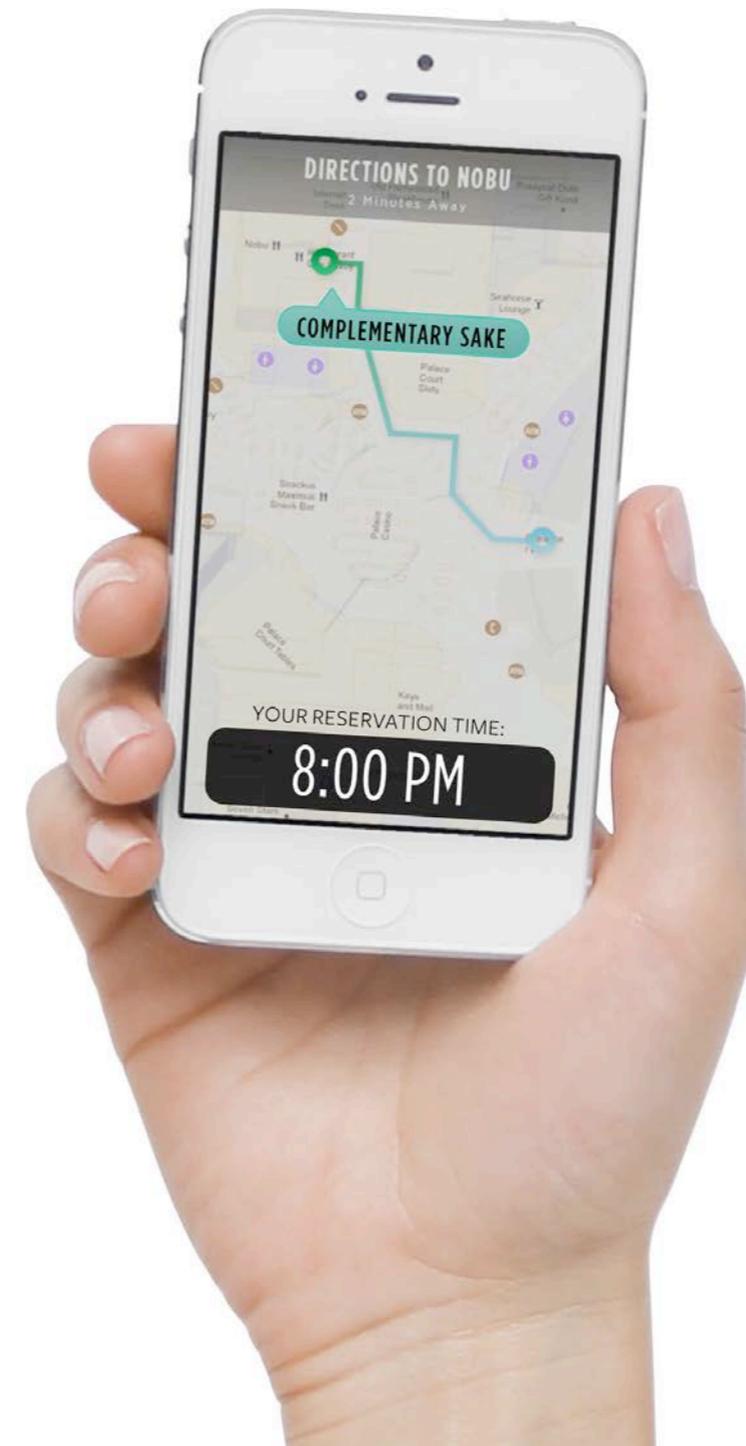
Brands can leverage iBeacons to create interactive maps and tours that expand on customer experience in-venue.

Indoor Maps & Navigation

Before iBeacons, retail venues had limited methods for creating indoor maps. Brands can also add GPS-styled navigation to help customers better find their way.

iOS Devices & 3rd Party Beacons

iBeacons works with both iOS devices as well as third party Bluetooth Low Energy (BLE) beacons.



Get started now.

iOS 7 launches in fall of this year.



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