



# CASE STUDY: iPhone App

## The Idea

The concept of **developing applications** for the latest **smart phones** has become just as **popular** as the phones themselves. Since the creation of Apple's App Store in 2008, more than **65,000 apps** have become available, with over **1.5 billion total downloads**. Apple generates upwards of **\$1 billion** in revenue each year from its app store, and **70%** of that goes straight to the **app developers** themselves.

App development offers both an opportunity to **learn** more about **computer science** in a **real world scenario**, as well as an opportunity to earn money for the organization, making it a great project to get involved in at StudentRND.



David Woo, application programmer, explains the iPhone shooter game in a video.

## What Happened

Although some involved in StudentRND's app development project did have some background in computer science, all were new to **Objective-C**, the language in which iPhone apps are coded. So to start off, they **downloaded** some **sample projects** from Apple's website. After hours of looking through the projects' code, they felt **ready** to attempt their own creation.

As do most programmers, the members of StudentRND wanted to start off with a simple **"Hello World"** app. Using some of the most **basic elements** of Apple's Quartz graphics framework, they succeeded in making the iPhone simply display "Hello World". After some tweaking, the members moved on to create something a little more **advanced**: a **math quizzing** application. The app they created generates two numbers and asks the user to input the sum or difference of the numbers. If the user is correct, another problem is generated. If not, the user is notified and allowed to reenter their answer.

After succeeding to create this app, the members decided to go for something **bigger** and **better**: a basic **scrolling shooter game**. This app is still **under development**, but StudentRND has made great progress in creating a fundamental concept of the game.



The shooter application is demoed.

## Personal Statement

"After **navigating** through the sample code we downloaded from Apple, it was very **rewarding** to see that we could produce a "Hello World" app. It took **plenty of research** to get to the point we're at now with the shooter game, and it's been **worth the effort**. Hopefully we'll be able to turn this into a more **marketable** app in the future, and **continue to develop** more after that." —David Woo

## Contact Us

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