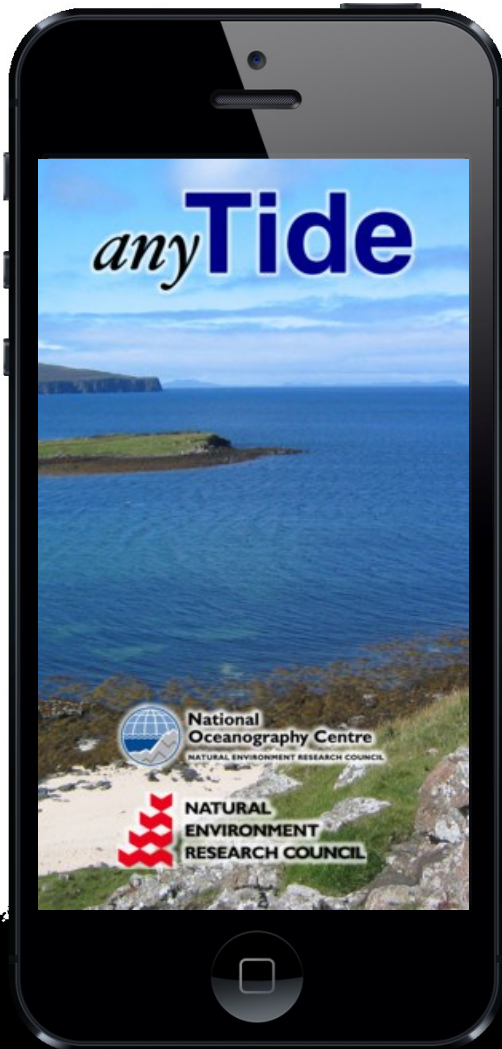


Unique Capability 2 Unique App



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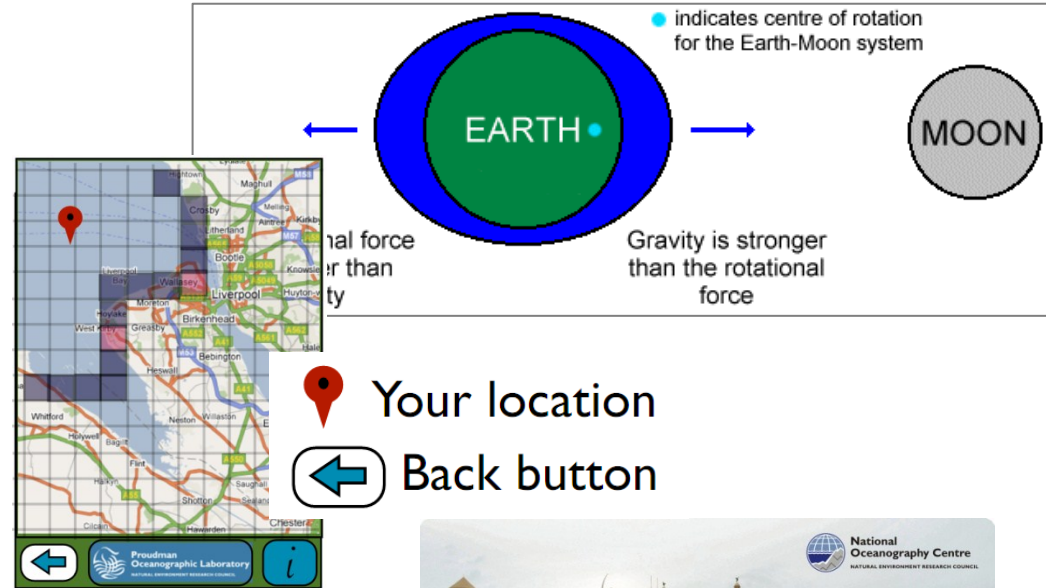
 www.linkedin.com/in/nickthorne
www.winchesterinnovation.co.uk

 [nickdthorne](#)
 [nickthorne](#)

- The Idea
- Marketing
- Elaborating the UseEx
- Elaborating the System
- Monetization
- Tooling & Method
- Publishing

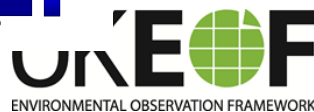
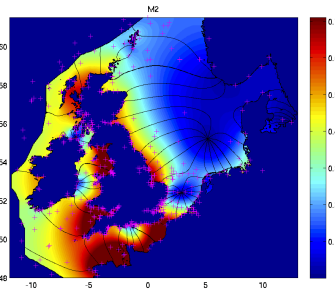
The Idea

Doodson Tide Machine



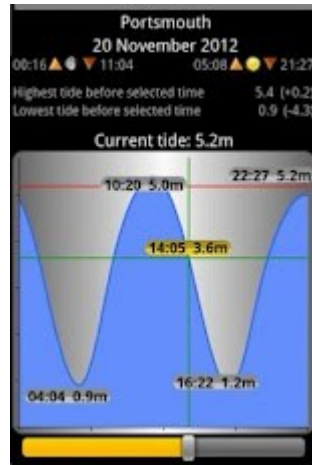
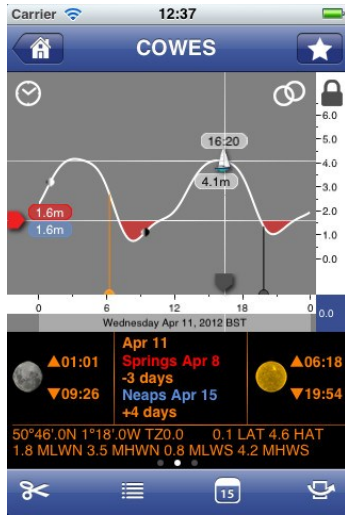
"From the 1920's upto the 1950's the Liverpool Observatory and Tidal Institute (LOTI) was predicting tides for two-thirds of the world"

<http://noc.ac.uk/about-us/history/proudman-oceanographic-laboratory>



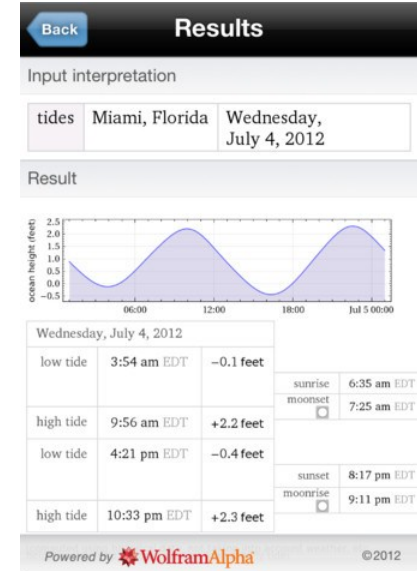
Marketing

- Who ? What ? How many ? How often ? Features ? Costs ? Total market ? Competiton ?



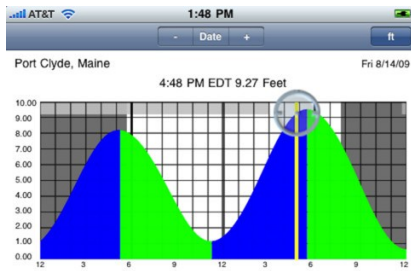
Avonmouth 2013 High tides

Wed	4:19 AM	10.02	Jan
23 Jan	4:57 PM	10.42	Jan
Thu	5:20 AM	10.88	Feb
24 Jan	5:47 PM	11.21	Mar
Fri	6:05 AM	11.63	Apr
25 Jan	6:27 PM	11.80	Apr
Sat	6:43 AM	12.17	May
26 Jan	7:04 PM	12.20	Jun
Sun	7:18 AM	12.56	Jul
27 Jan	7:37 PM	12.51	Jul
Mon	7:51 AM	12.89	Aug
28 Jan	8:10 PM	12.77	Sep
Tue	8:24 AM	13.14	Oct
29 Jan	8:44 PM	12.93	Nov
Wed	9:00 AM	13.21	Dec
30 Jan	9:21 PM	12.88	Dec



£0.69

\$0.99



£6.99

High-Speed Frick scrolling

The feeling of operation is smooth and easy.

UKEOF
ENVIRONMENTAL OBSERVATION FRAMEWORK

No Service 16:39 64%

my position Data View

Favorite 16:39 - Aug 11, 2011

1.4 ft ↑

Calculating Tide at this position

2.6 ft 7:09 2.7 ft 19:48

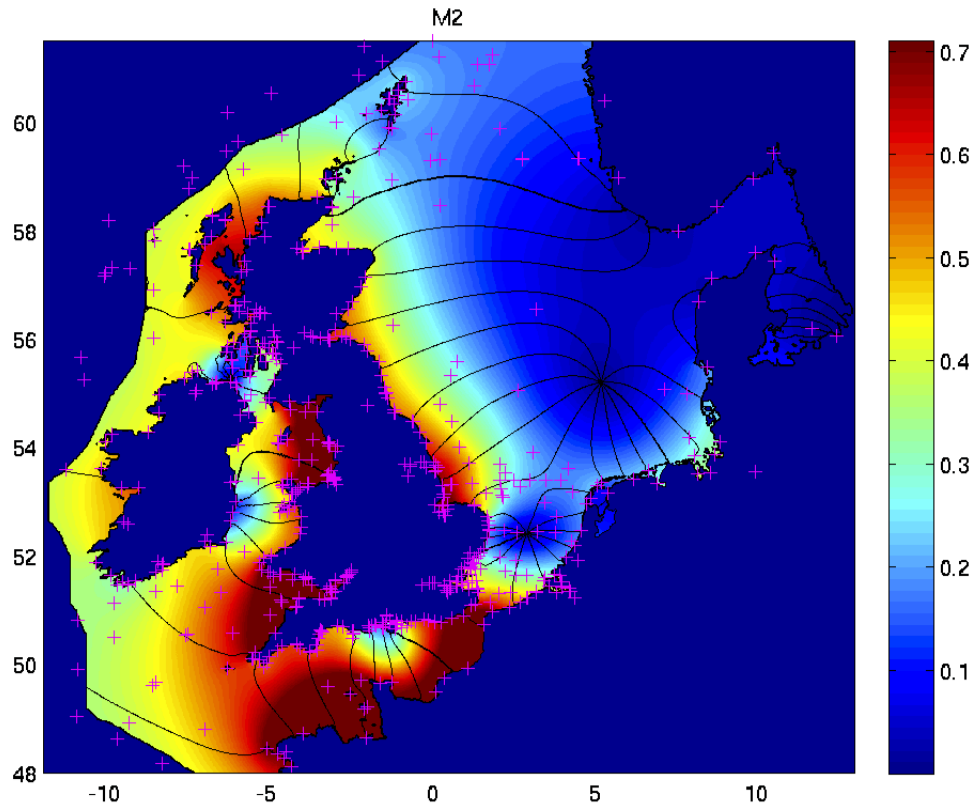
-0.1 ft 13:18 0.3 ft 1:45

SE
Scottish Environment Protection Agency

ras
A CO-ORDINATED AGENDA FOR MARINE, ENVIRONMENT & RURAL AFFAIRS SCIENCE

Our USP

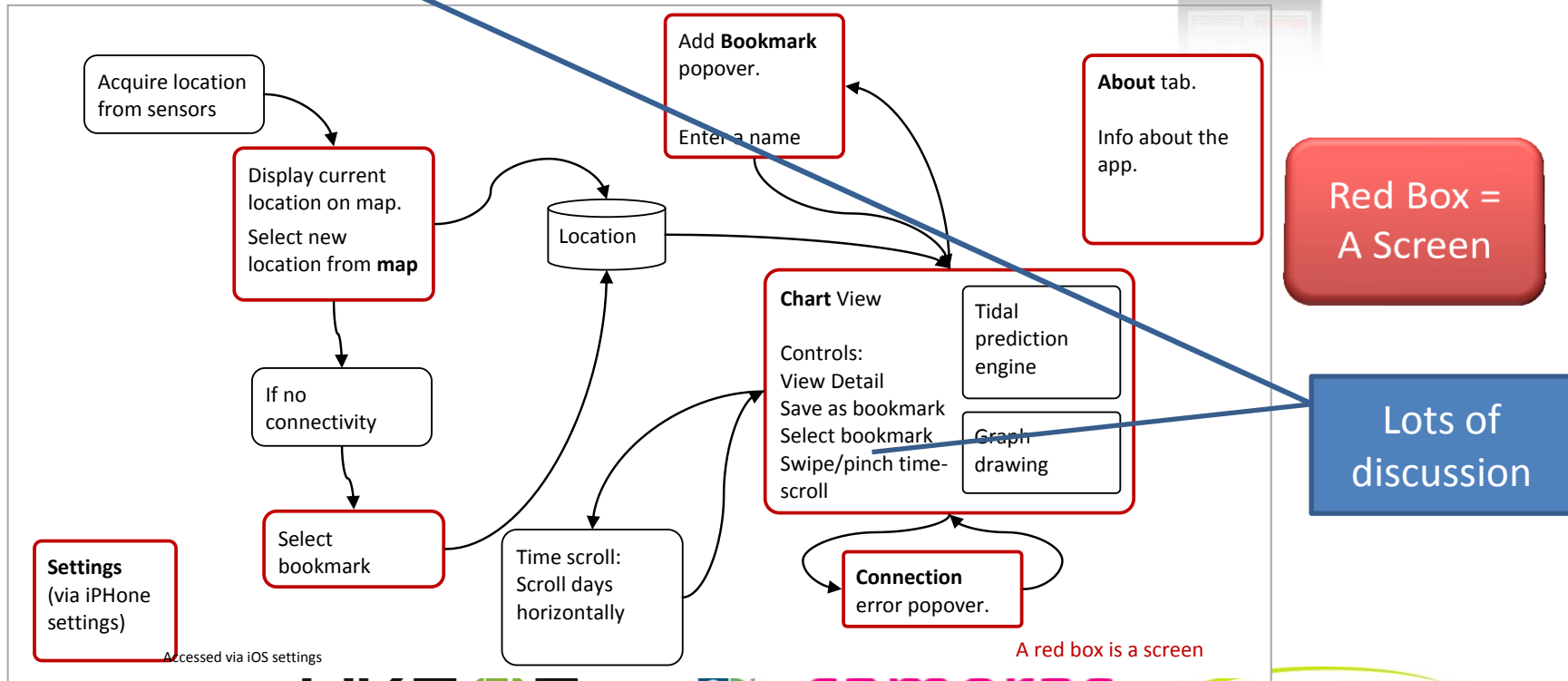
- any tide any where any time ... anyTide **no restriction to tidal gauge locations**
- Unique bathymetry model around North West Atlantic Continental Shelf
- Custom tidal prediction algorithms
- 1.8Km square grid of coefficients available around UK



- The Idea
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Elaborating the UseEx

- Apple Human Interface Guidelines
- App Store Review Guidelines
 - e.g. no more flashlight apps
 - e.g. no misspelt Apple product names
- Wireframes + Flow diagrams (e.g. iMockApp)
 - Overlays + offline mapping ..?



Contents

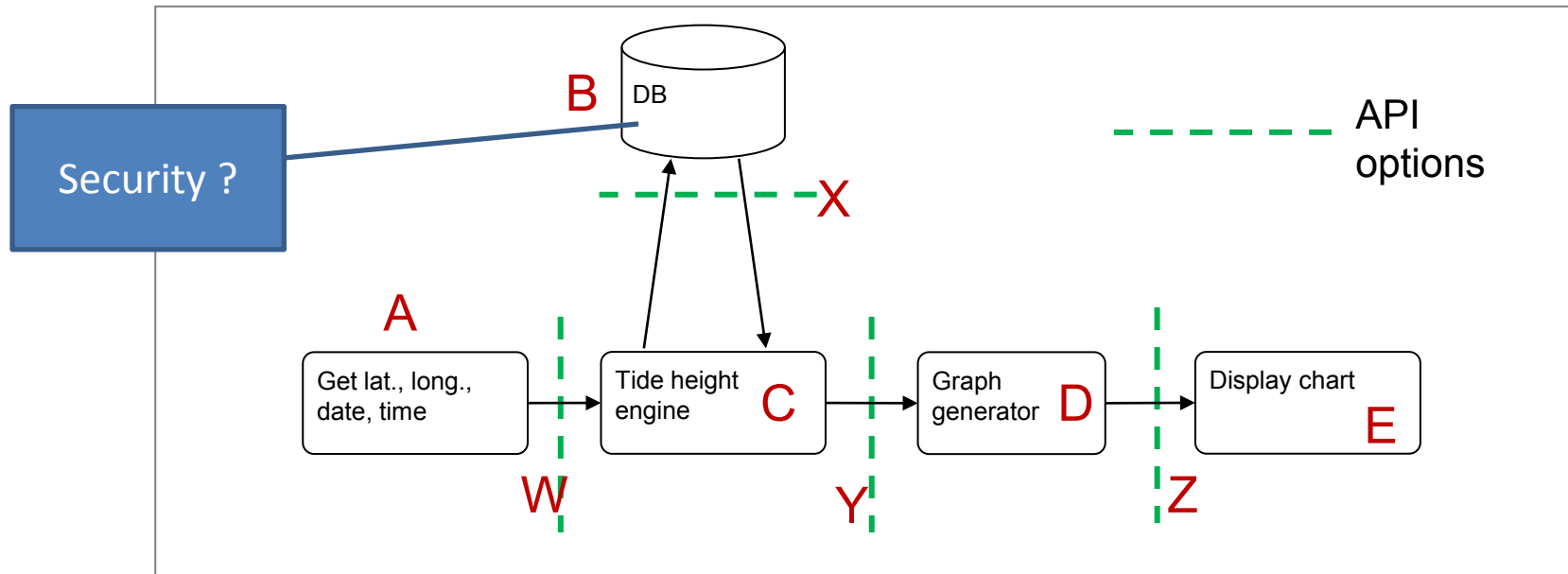
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Elaborating the UseEx

- Offline functionality ?

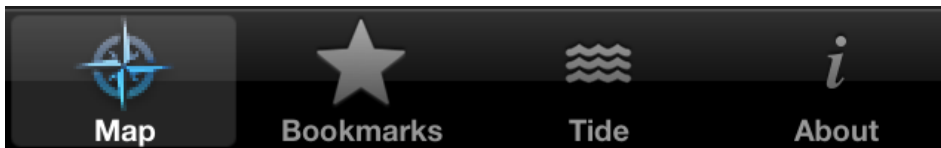
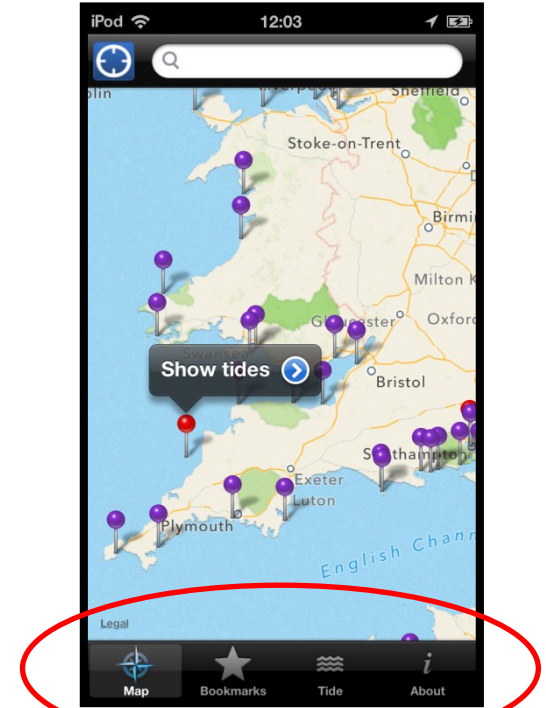


...big impact on system design



Elaborating the UseEx

- Tab based

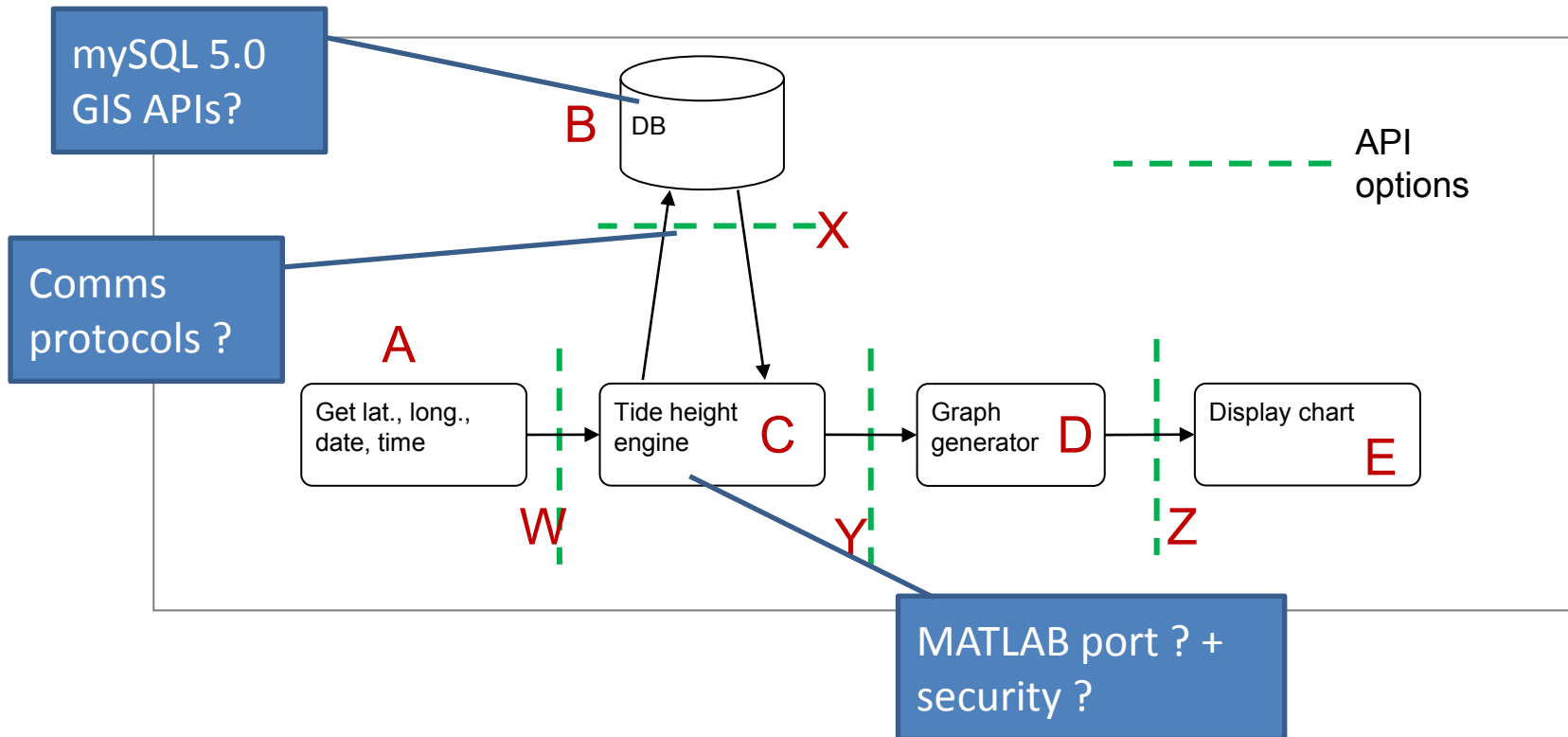


Universal app, so common screens

- The Idea
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Elaborating the System

- Decide on an API choice to facilitate offline operation
 - Impact on client-server functionality



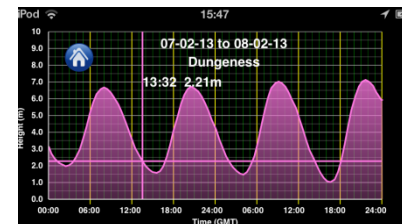
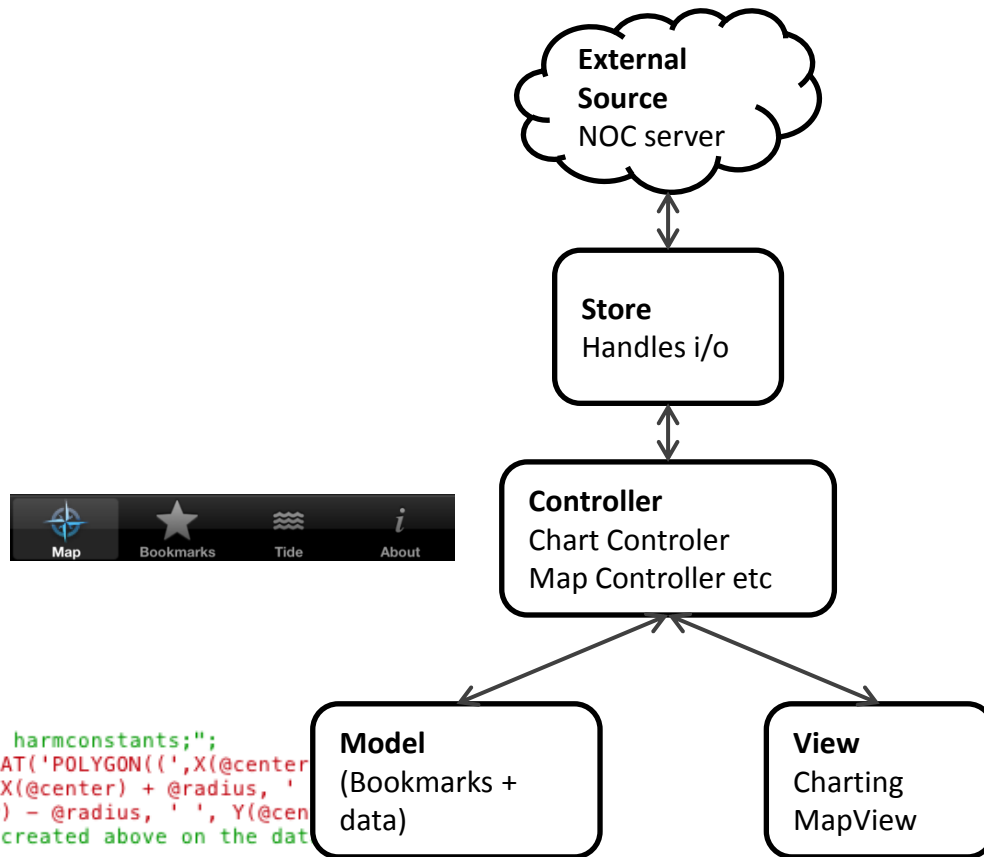
Elaborating the System

- Model-View-Controller-Store
 - & client-server functionality

Technologies:

- *mysql (using GIS extensions)*
- *PHP - JSON*
- *SSL*

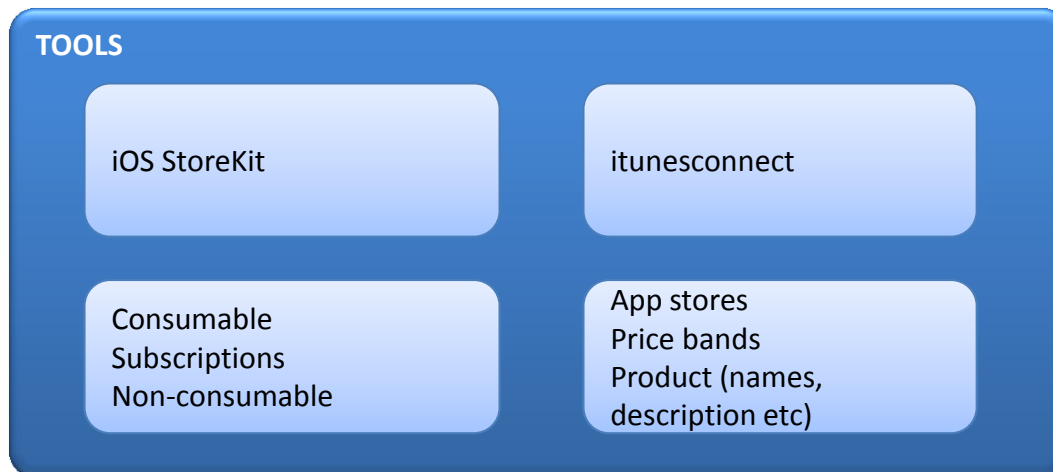
- *Objective-C*
- *Cocoa Touch*
- *Quartz2D*
- *+ C libraries compiled from MATLAB*



- The Idea
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Monetization

- **Sell Time ?** (predictions from date X to date Y)
- **Sell Place ?** (predictions at locations A,B & C)
- **How much for free ? Freemium + IAP vs. paid for ?**



"A \$5 app isn't expensive: Customers need to help fix the App Store economy"

<http://www.macworld.com/article/2032847/a-5-app-isnt-expensive-customers-need-to-help-fix-the-app-store-economy.html>

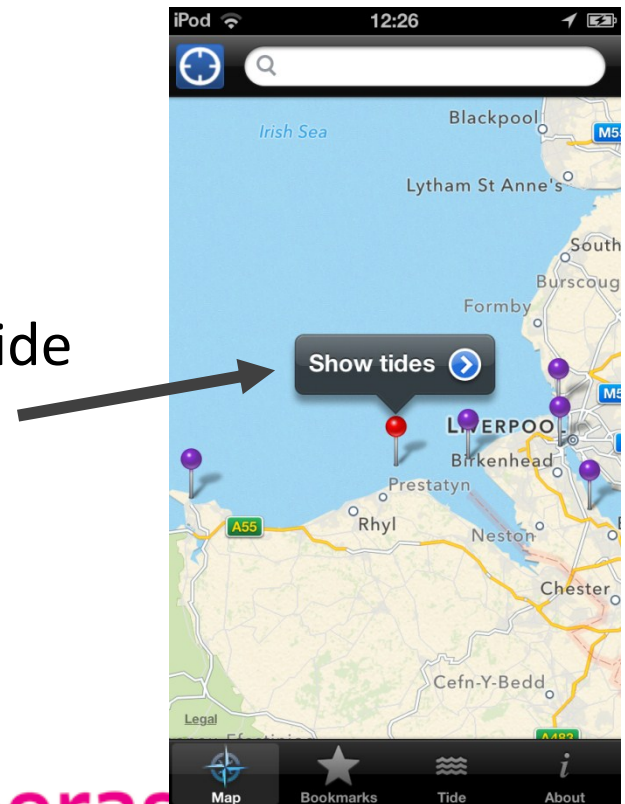
Monetization : Conclusion

- Sell Time

- anyTide offers each year of predictions UK wide for £1.49

- How much for free ?

- Current day for free
 - AND one location near the original tide lab in Liverpool for free for all time



Monetization

- Customers still want free !

Customer Ratings

All Versions:
★★★★ 16 Ratings

Customer Reviews

Very useful for local predictions ★★★★★
by Stifyn

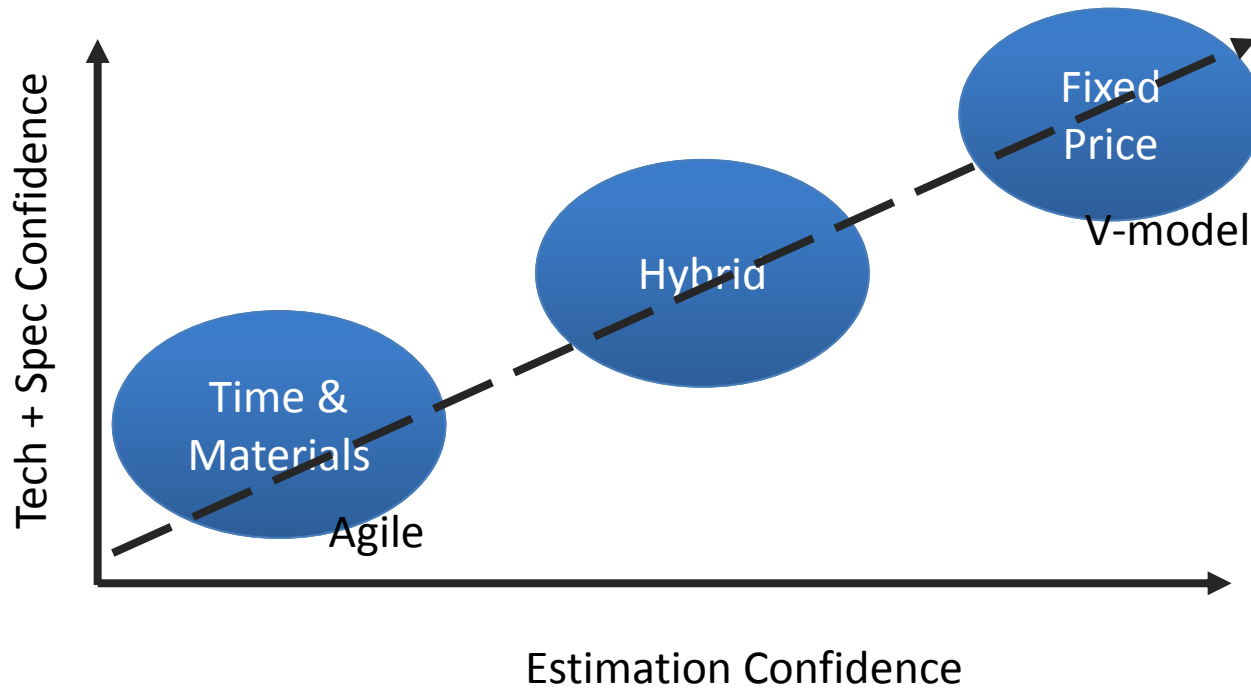
I downloaded this app as it uses a combination of tide gauges and state-of-the-art tidal prediction models to give accurate predictions for any part of the coastline, whereas other apps only let you focus on the ports on their database. For example I can get tide for my local beach Aberavon rather than rely on an approximate reading from [...More](#)

AnyTide ★
by Roz de-Layen

This is a swizz. You download what you are led to believe is a free app only to find you can't use it unless you pay for each annual tide table. There are free ones that are very good, so avoid this con.

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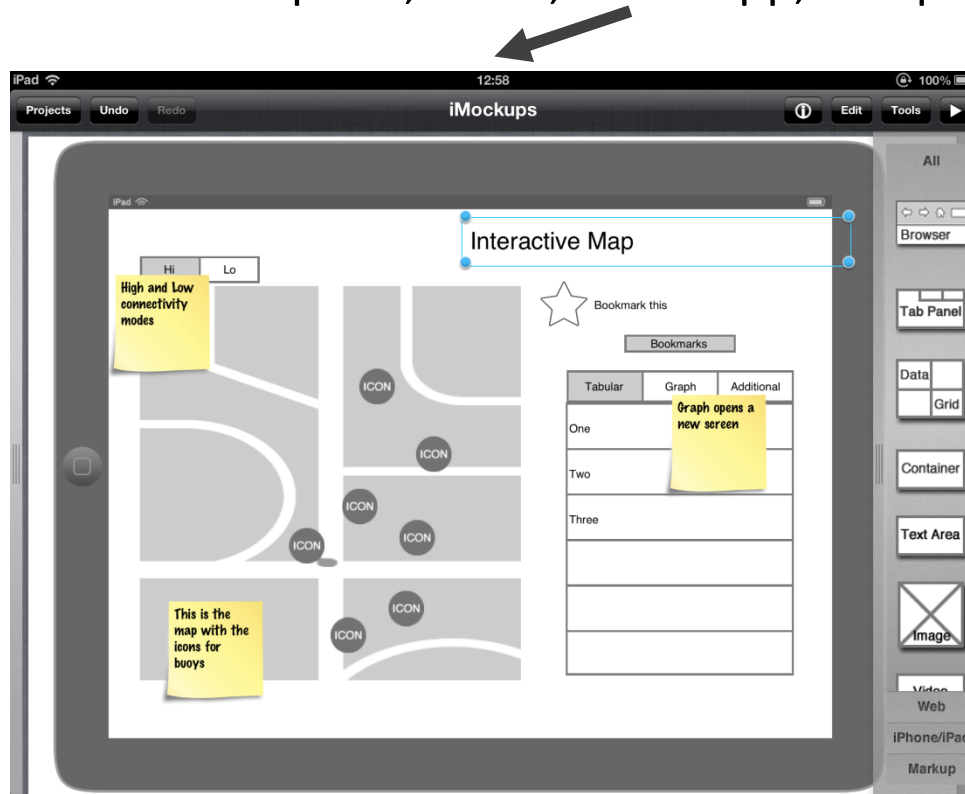
Method



Tooling

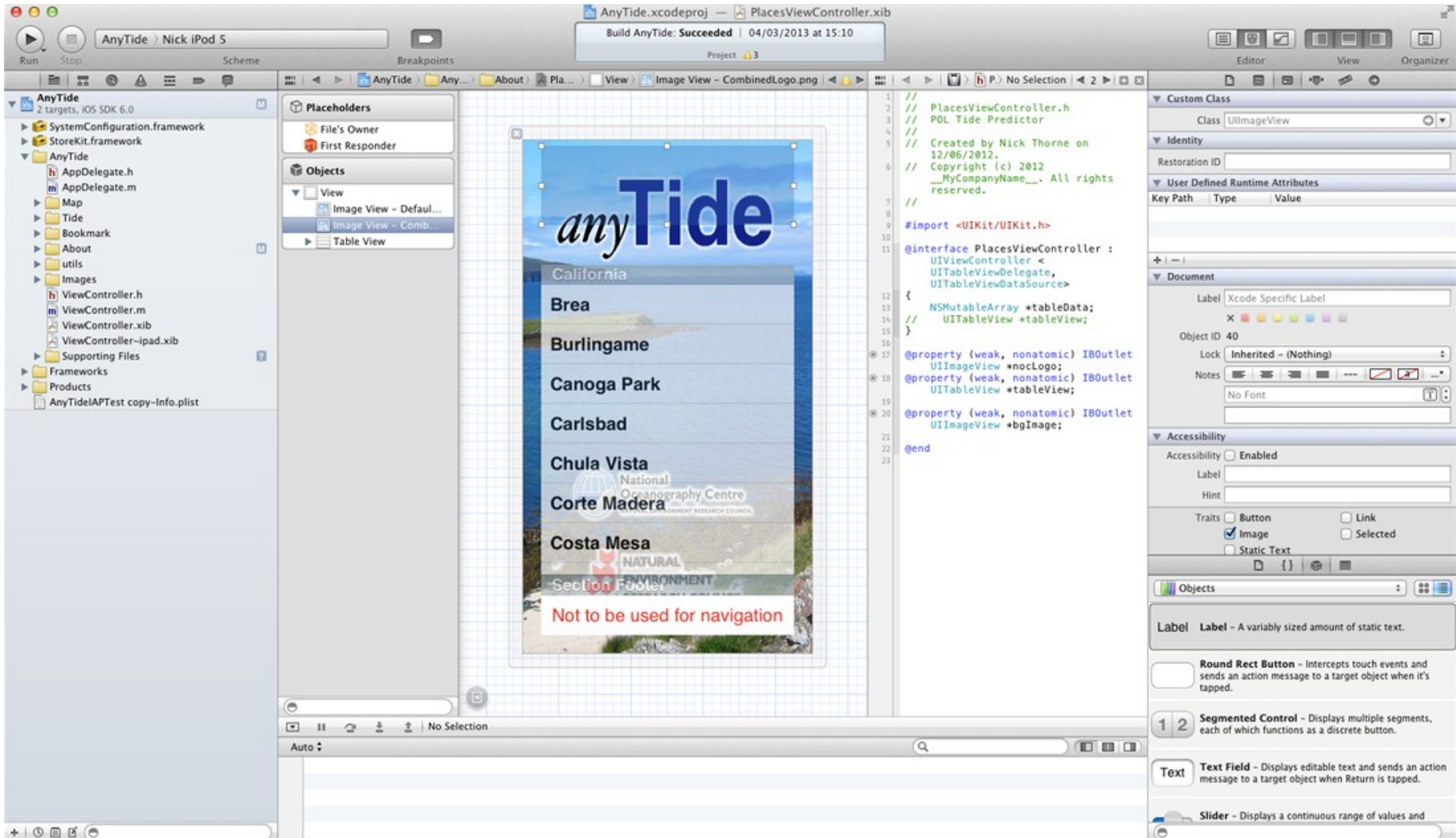
- Client Side:

- MacBook (OSX 10.7.5 - Lion) , iPod Touch 5th + 4th Gen, iPad
- Xcode 4.4, GIT, iOS Simulator, Apple iOS dev account (£60 pa), Powerpoint, Word, iMockApp, Blueprint



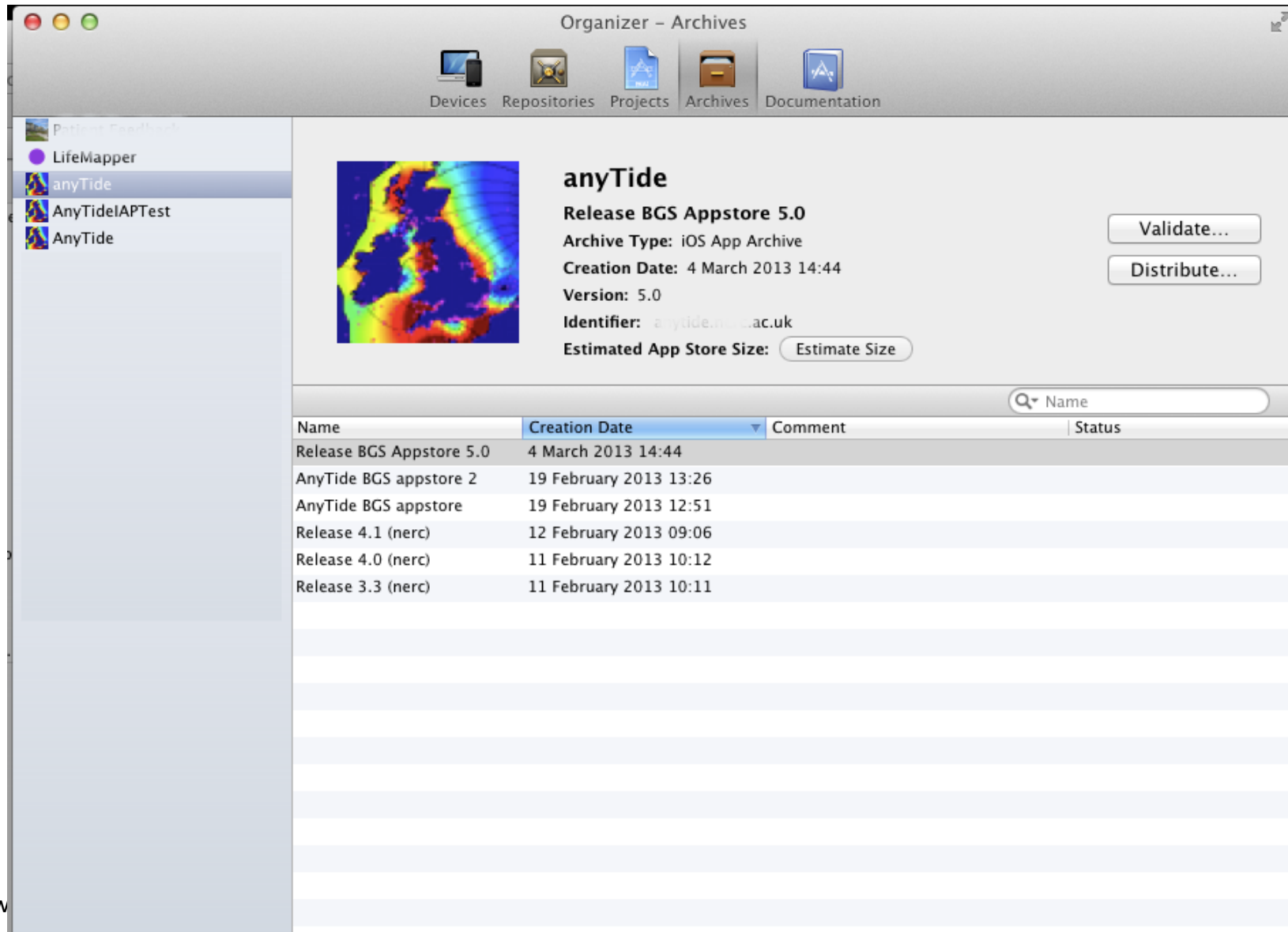
Tooling

- Xcode and Interface Builder



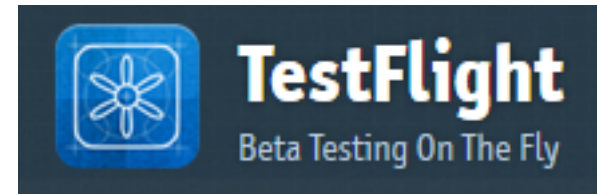
Tooling

- Xcode archiver - ready for submission



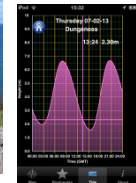
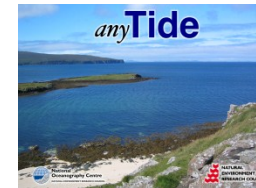
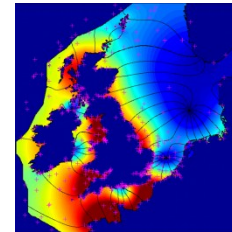
Tooling

- Server side:
 - Linux. Gcc + Gmake, CLI mysql, Notepad++, CoreFTP, Firefox + Firebug, VisualJSON
- Distribution
 - Ad Hoc vs App Store
 - Agile model + testflightapp
- Help + Info
 - Apple developer forums
 - Stackoverflow
 - Big Nerd Ranch Guide Book



Publishing

- iTunesConnect
 - (lots) images, icons etc
 - IAPs
 - Review process
 - Review guidelines
 - Resolution Centre



Gotcha warning:
App Store Search +
your app name

Apple iTunes Connect

nickthorneltd@gmail.com


Patient Feedback

App Information [Edit](#)

Identifiers	Links	Rights and Pricing
SKU SKU3	View in App Store	Manage In-App Purchases
Bundle ID		Manage Game Center
Apple ID		Set Up iAd Network
Type IOS App		
Default Language English		

Versions

Current Version

	Version 1.0
	Status In Review
	Date Created Apr 11, 2013

[View Details](#)

iPhone and iPad

Tidal predictions anywhere along the UK coast that can also be used offline via the use of bookmarks.

anyTide predicts tides from a combination of gauge and model data from around the North Western European Shelf, with particular focus on the British Isles.

App idea

Your location

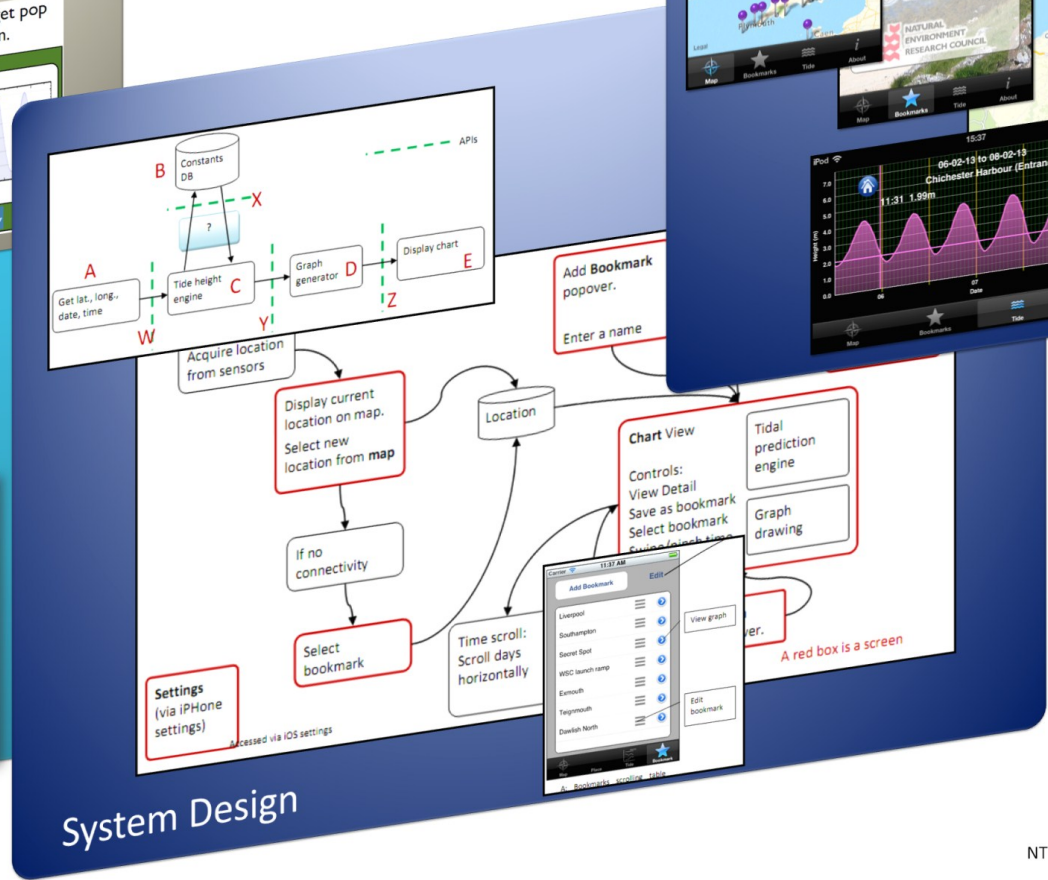
Back button

6. Touch peak/trough to get pop up of time and elevation.

anyTide

App Delivery

Capability



NT v1.0.9.5.13



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*any*Questions ?