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# Developing Successful iOS Applications

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## ABSTRACT

Have you ever wanted to publish a popular iOS application? If so, this paper discusses the successful characteristics in successful iOS mobile applications, as well as the characteristics to avoid when developing. This information is gathered from multiple academic journals and interviews with professionals in the field. This paper highlights the importance of applying all the important key characteristics in an organized manner. Using simple software engineering techniques such as using the MVC (Model-View-Controller) are the key driving forces in developing successful iOS mobile applications. This paper also puts emphasis on data-driven applications and brings up common mistakes to avoid when developing it. Finally, the importance of using native applications opposed to cross platform applications is emphasized. These are the keys to a successful iOS application and should be utilized in each application.

## KEYWORDS

iOS, Mobile, Application, Development, Software, Swift, Objective-C