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The iPhone applications in the iPhone have facilitated our life in many ways. The iPhone application market is still in its infancy. The demand of the iPhone applications is growing at a very fast rate. Seeing to this demand, many firms have started offering iPhone application development services. So now there is competition among the iPhone application developers too. An iPhone application developer needs to consider a number of factors if he/she wants to sustain in the market. Some of these factors are as follows.

â€¢The look:

The look of the application as it appears on the screen of the iPhone is of much importance. For any designer whatever is created looks beautiful. This is basic human instinct. Now, does the application look appealing for the users? This is a million dollar question for the designer. Before submitting the application for sale on the online store, it is better to get some feedback from your colleagues or some other unbiased people about the appeal of the iPhone applications.

â€¢The use:

The prospective user of the application is going to download the application if and only if he/she finds it useful. It is the responsibility of the iPhone application developer to develop such an application that is of optimum use for the user. It is only this way that the application user thinks that he/she has spend on something worthwhile.

â€¢Environment:

All those who download the applications do not download them for the same purpose. The occupations may differ and this is why the environment may also differ. Some the iPhone users may download the applications for social networking only while others for business purpose only. It is now the responsibility of the designer to know and access the environment in which his/her application is going to be mostly used.

â€¢Culture:

Traditions and culture differ from place to place. This directly affects the business mentality of the people. The language, images, videos and the color scheme have a big impact on the viewer. For example the color red is considered very aggressive in the west especially Europe but in East Asia red color is the sign of prosperity.

â€¢Fingers:

Usually the buttons to be tapped on the screen are found to be so small that if you try to tap one button the surrounding buttons get tapped and the utility you wished is not satisfied. The size of the button should be such that when the user tries to tab any button, only that specific button should function.

â€¢On the street:

The color scheme of the application should be such that it should be legible even in the sunlight. At times the user may on the steering while of his vehicle, in crowded place or even in the transport

like bus and train. The application should be designed in such as way that the user can access it in any circumstance.

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Spinx Inc. a [iPhone Application Development](#) company which provides iPhone application, website, and gaming app development services with excellent development skill.

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