Building Successful Tweaks

Ryan Petrich / @rpetrich

A number of successful
tweaks…

…and some unsuccessful
tweaks

Define success.

Goals for the project. Millions of devices? Educational? Frustration with how something works? Monetary? Ego-inflation?

Going to explore commercial success.

Try a bunch of ideas.

Vast problem space to explore.

58 public frameworks. 281 private frameworks, plus built in daemons, SpringBoard, and all the built in apps.

Build something useful.

Seems obvious. There's a lot of things on Cydia that aren't useful. I've even built some of them.

Build for yourself first. This is the best way to ensure you get at least one user.

Try different versions of your idea.

Mockups are simple. Experiments in cycript/logos a little more difficult. Full versions are more expensive. "If this then that" for Activator has been prototyped four times so far, still haven't found a version that works

…in front of real people.

(yes, real people)

Yes, real people. Family and friends are a good start. Strangers are more honest. Buy someone a coffee in Starbucks.

Get the core feature set perfect.

Features should be enabled out of the box, upon installation.

Defaults should be the most common configuration.

Imagine the person doesn't know the Settings app exists.

Add limited customizability

Jailbreakers love customizing their devices. It's often why they jailbreak.

Bare minimum: on/off switch

Test with everything.

You want to leave a good impression out the gate.

All device classes: iPad vs. iPhone. Retina vs. non-Retina.

Latest two iOS versions.

Slower devices.

Common packages: WinterBoard, Activator, biteSMS, Auxo, LockInfo, IntelliscreenX

Test for battery use.

Brand your work.

Brand your work.

Naming

Icon

Description

Depiction

Website

Naming: memorable. easy to type. relevant. perhaps even playful?

Icon: memorable. relevant. iconic—it's right in the name!

Description: Short, accurate, fits in Cydia. Like an elevator pitch in a really short elevator.

Depiction: Longer description. precise describe your tweak. verbosity is harmful. Screenshots!

Website: Oddly enough, this is optional

Get people excited.

Show previews. twitter, reddit, modmyi… but look out for copycats. Be a little bit of a tease.

Contact the media directly. Bloggers and YouTubers (see: Sebastien's talk)

Fire ze missiles

Submit to a repo (ModMyI or BigBoss). Work with the package manager, they will have good feedback. They see thousands of packages and are in the best position to tell you if you're heading for trouble.

Flip your website live.

Media blitz!

Announce on twitter and reddit. Critical mass of the community is on twitter.

Bloggers and YouTubers. Send review copies to anyone who asks. Answer their questions. Follow them on twitter.

Followthrough

Email. Lots of email.

twitter, reddit, forums. Reach out to people having trouble.

Start working on the next version. Bugfixes? Incremental features?

iOS updates?

Let's talk about JavaScript

Most used language on the planet.

Straightforward syntax.

Well documented.

Easy to get started

A new way to build tweaks

6

Hook transpiler for Cycript

Based on logos

```
#import <UIKit/UIKit.h>

%hook UIView

- (NSString *)description

{

    return [%orig() stringByAppendingString:@" hello world!"];

}

%end
```

```
%hook UIView

- (id)description

{

    return %orig() + " hello world!";

}

%end
```

Logos Fork

with .6 support baked in

My fork is getting even more "forky"

Makefile

```
TWEAK_NAME = Example

Example_FILES = Tweak.x

Example_FRAMEWORKS = UIKit


ARCHS = armv7 arm64

TARGET_IPHONEOS_DEPLOYMENT_VERSION = 5.0


include framework/makefiles/common.mk

include framework/makefiles/tweak.mk
```

Makefile

```
6TWEAK_NAME = Example


include theos/makefiles/common.mk

include theos/makefiles/6tweak.mk
```

6loader

A loader for scripts

Like MobileLoader, but for JavaScript tweaks.

Silly name, it's actually no less speedy than MobileLoader.

Works with safe mode, and JavaScript tweaks have all the capabilities of native tweaks.

beta and sources up late-April

@rpetrich

http://rpetri.ch/wwjc2014