Designing a Great In-App Purchase Experience

Session 218
Rachel Roth
User Experience Evangelist
Great Experience with In-App Purchases

Make a compelling app
Help people enjoy it
Make buying easy
Complete the transaction
Measure and refine
Great Experience with In-App Purchases

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Make buying easy
Complete the transaction
Measure and refine
Make Buying Easy
Make Buying Easy

Integrate the merchandise
Timing
Etc.

GOTCHA!
A small firm specializing in pranks has perfected a new model—viral videos as advertisements.

WHAT A FEELING
Textured statement pieces to elevate your winter wardrobe.

DON'T SWEAT IT
Exercising with co-workers or clients is a bad idea.

WOLFGANG PUCK
The career path of the chef and restaurateur.

JULIA BAKER HANSEN
The owner of a concierge service swaps heels for cowboy boots.
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The owner of a concierge service swaps heels for cowboy boots.
starting from checkpoints require premium version

get premium

not now
Make Buying Easy

Integrate the merchandise
Make Buying Easy

Integrate the merchandise

Offer a test drive
Making Paper
13 pages
Making Paper
13 pages

- Draw
- Sketch
- Outline
- Write
- Color

Utilize note-taking features for additional documentation.
Sketch

Ideas start here. This soft pencil blends from light to dark for sketching scenes, objects, and thoughts in rough form.

Included in Essentials Kit
Color

Colorize your ideas with watercolor made easy. Move from a light wash to deep, rich color through the speed of movement.

Included in Essentials Kit
SANRIO
Hello Kitty, Hello USA!
Add this friend, get this free!

LINE
Daily Life
Free

LINE
Variety Sum
Cherry Coco
Free

LINE
Brown & Cony
Free
SANRIO

Hello Kitty, Hello USA!
Add this friend, get this free!
My Melody
Such sweet music!
© 76/14 SANRIO®

TRINO
Un pilón más
Add this friend, get this free!

SANRIO
Hello Kitty, Hello USA!
Add this friend, get this free!

LINE
Daily Life
Free

Variety Sum
Cherry Coco
Free

LINE
Brown & Cony
Free
Daily Booster Wheel

One spin daily; booster won is free.
Booster is not refundable; cannot be exchanged, transferred or used in other games.

Stop!
Daily Booster Wheel

Color Bomb

One spin daily, booster won is free.
Booster is not refundable; cannot be exchanged, transferred or used in other games.

Claim prize
Make Buying Easy

Integrate the merchandise

Offer a test drive
Make Buying Easy

Integrate the merchandise
Offer a test drive
Stick with your theme
THE FOREST

17/50 ★ 45/150
Make Buying Easy

Integrate the merchandise
Offer a test drive
Stick with your theme
Make Buying Easy

Integrate the merchandise
Offer a test drive
Stick with your theme
Use clear language
“needs a little work”
1 Year: $11.99
Important information for existing pack owners

Always fresh
A brand new recipe pack delivered on the second Wednesday of every month

$2.99
1 month

$6.99
3 months

$11.99
6 months
Always fresh
A brand new recipe pack delivered on the second Wednesday of every month.

$2.99 1 month
$6.99 3 months
$11.99 6 months
Always fresh
on the second Wednesday of every month
We recommend the Daily Dose Program
Upgrade to FitStar Premium for unlimited access

Daily Dose
Doses of conditioning
- 6 Session weekly goal
- 10-15 min Sessions
Daily Dose offers frequent Sessions of short conditioning Moves to complement an active lifestyle.

Get Lean
Fat burning Moves
- 4 Session weekly goal
- 30-50 min Sessions
Packed full of fat burning Moves, Get Lean is perfect for people committed to weight loss.

Get Moving
Great for beginners
- 2 Session weekly goal
- 10-20 min Sessions
Get Moving is great for those getting started, offering manageable Sessions for anyone.

Get Strong
Strength & cardio
- 3 Session weekly goal
- 20-40 min Sessions
A balanced set of strength and cardio Moves, Get Strong is great for creating muscle tone.

Get it all with FitStar Premium
...or try FitStar Basic for free

Have a referral code?
We recommend the Daily Dose Program
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☑️ 4 Session weekly goal

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☑️ 30-50 min Sessions
☑️ 10-20 min Sessions
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FitStar Premium
Unlock the full potential

- Premium Programs & Moves
- Unlimited Sessions
- Unlock all Freestyle Sessions
- HD Video & Priority Support

Monthly: $4.99 recurring
1 Year: 40% off $29.99 recurring
Make Buying Easy

Integrate the merchandise
Offer a test drive
Stick with your theme
Use clear language
Make Buying Easy

Integrate the merchandise
Offer a test drive
Stick with your theme
Use clear language
Do the math
<p>| | | |</p>
<table>
<thead>
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<td>$34.99</td>
<td>$49.99</td>
<td>$99.99</td>
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<tr>
<td>---</td>
<td>---</td>
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</tr>
<tr>
<td>250</td>
<td>$4.99</td>
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</tr>
<tr>
<td>3,700</td>
<td>$34.99</td>
<td>4,500</td>
</tr>
</tbody>
</table>
Become a VIP

- 12 Months $0.22/Day
- 6 Months $0.27/Day
- 3 Months $0.33/Day
- 1 Month $0.46/Day

Next
Payment of $27.99

One hour VIP status for 100 credits!
Become a VIP

12 Months
$0.22/Day

6 Months
$0.27/Day

3 Months
$0.33/Day

1 Month
$0.46/Day

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Integrate the merchandise
Offer a test drive
Stick with your theme
Use clear language
Do the math
Show less
Minimize time
Get more gems!

You need 7 more gems

A Box of 200 Gems.

$4.99

More gems available in the Astro Shop!
Get more gems!

You need 7 more gems

A Box of 200 Gems.

$4.99

More gems available in the Astro Shop!
Get more gems!
You need 7 more gems

A Box of 200 Gems.

More gems available in the Astro Shop!

$4.99
Get more gems!

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$4.99

More gems available in the Astro Shop!
Get more gems!

You need 7 more gems

A Box of 200 Gems.

$4.99

More gems available in the Astro Shop!
Level 470

Target: 50000

Select boosters:

Play!

High score

1. Zack 467100
2. Ryan 438640
3. Casey 334360
Level 470

Striped & Wrapped!

Start the game with a Wrapped and a Striped Candy!

$1.99
<table>
<thead>
<tr>
<th>Rank</th>
<th>Username</th>
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<tr>
<td>1</td>
<td>Lex</td>
<td>100,000</td>
</tr>
<tr>
<td>2</td>
<td>Teeny Phoenix</td>
<td>83,500</td>
</tr>
<tr>
<td>3</td>
<td>Player</td>
<td>67,000</td>
</tr>
<tr>
<td>4</td>
<td>Otis</td>
<td>550</td>
</tr>
<tr>
<td>Rank</td>
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<td>Score</td>
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<tr>
<td>------</td>
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<tr>
<td>4</td>
<td>Otis</td>
<td>55,000</td>
</tr>
</tbody>
</table>

Your Score: 49,000

Coins Earned: 600
GET SPINS
You have 0 spins left!
GET SPINS
You have 0 spins left!

- 62 extra spins: $9.99
- 30 extra spins: $4.99
- 17 extra spins: $2.99
- 5 extra spins: $0.99

CLOSE
Daily Spin

Swipe to Spin!

PAYOUTS

50,000

GET SPINS

USE YOUR FREE SPIN!

CLOSE
Make Buying Easy

Integrate the merchandise
Offer a test drive
Stick with your theme
Use clear language
Do the math
Show less
Minimize time
Make Buying Easy

Integrate the merchandise
Offer a test drive
Stick with your theme
Use clear language
Do the math
Show less
Minimize time
Inspire
After 15 minutes
1-2 hours
Make Buying Easy

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Stick with your theme
Use clear language
Do the math
Show less
Minimize time
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Great Experience with In-App Purchases

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Help people enjoy it
Make buying easy
Complete the transaction
Measure and refine
Completing the Transaction

Plan for Ask to Buy
Completing the Transaction

Plan for Ask to Buy
Ask to Buy
Ask to Buy
Ask to Buy

“Purchasing”
Ask to Buy
Ask to Buy

“Purchased”

“Failed”
Ask to Buy

Child

Parent
Ask to Buy

Child → "Purchasing" → Parent
Ask to Buy

Child

“Purchasing”

Parent

“?”
Ask to Buy

Child

Parent

“?”
Ask to Buy

Child ➔ “Deferred” ➔ Parent

Child

Parent
Ask to Buy

Child → App Store → Parent
Ask to Buy

Child ➔ App ➔ Parent

“Accept”
“Decline”
Ask to Buy

Child

“Purchased”
“Failed”

Parent

“Accept”
“Decline”
Ask to Buy

Shift from modal to asynchronous model
Buy
Awaiting Approval
Your request was sent and is awaiting approval
from a parent. They can also approve it in person
on this device.

Minecraft – Pocket Edition 4+
Mojang >

* * * * * (52,669)

Details Reviews Related
Ask to Buy

Shift from modal to asynchronous model
Provide feedback that the transaction is deferred
Completing the Transaction

Plan for Ask to Buy
Completing the Transaction

Plan for Ask to Buy

Confirm completion
App Store Editors’ Notes

Merge numbers to create bigger numbers and repeat to avoid gridlock. The formula may be straightforward, but Threes’ simplicity belies an endlessly gratifying and remarkably original game that rewards thoughtful strategy over frenzied swip... more
Threes!
Sirvo LLC

App Store Editors’ Notes
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Completing the Transaction

Plan for Ask to Buy

Confirm completion
Completing the Transaction

Plan for Ask to Buy
Confirm completion
Handle errors gracefully
Error Code -128
User Cancelled Transaction
Completing the Transaction

Plan for Ask to Buy
Confirm completion
Handle errors gracefully
Completing the Transaction

Plan for Ask to Buy
Confirm completion
Handle errors gracefully
Avoid over-asking
Completing the Transaction

Plan for Ask to Buy
Confirm completion
Handle errors gracefully
Avoid over-asking
Completing the Transaction

Plan for Ask to Buy
Confirm completion
Handle errors gracefully
Avoid over-asking
Prioritize remaining purchases
Completing the Transaction

- Plan for Ask to Buy
- Confirm completion
- Handle errors gracefully
- Avoid over-asking
- Prioritize remaining purchases
- Make restoring easy
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Completing the Transaction

- Plan for Ask to Buy
- Confirm completion
- Handle errors gracefully
- Avoid over-asking
- Prioritize remaining purchases
- Make restoring easy
- Use notifications thoughtfully
Thursday, April 10

Circa now
Stephen Colbert to replace David Letterman as host of The Late Show
Stephen Colbert to replace David Letterman as 'Late Show' host

The longtime talk show host David Letterman announced his retirement at an April 3 taping of "The Late Show."

CULTURE | APRIL 10, 2014 9:12AM

SWIPE UP TO READ
Completing the Transaction

- Plan for Ask to Buy
- Confirm completion
- Handle errors gracefully
- Avoid over-asking
- Prioritize remaining purchases
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Complete the transaction
Measure and refine
Measure and Refine
Measure and Refine

When were changes made?
Measure and Refine

When were changes made?
How has the number of purchases changed?
Measure and Refine

When were changes made?
How has the number of purchases changed?
Are different things being purchased?
Measure and Refine

When were changes made?
How has the number of purchases changed?
Are different things being purchased?
What is the average revenue per device?
Measure and Refine

When were changes made?
How has the number of purchases changed?
Are different things being purchased?
What is the average revenue per device?
Are people returning more frequently?
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More Information

Rachel Roth
User Experience Evangelist
rroth@apple.com

Designing Great Apps
https://developer.apple.com/design/
## Related Sessions

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<thead>
<tr>
<th>Session</th>
<th>Venue</th>
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<tbody>
<tr>
<td>Ingredients of Great Games</td>
<td>Presidio</td>
<td>Tuesday 3:15PM</td>
</tr>
<tr>
<td>The New iTunes Connect</td>
<td>Presidio</td>
<td>Wednesday 10:15AM</td>
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<tr>
<td>Optimizing In-App Purchases</td>
<td>Nob Hill</td>
<td>Wednesday 3:15PM</td>
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<tr>
<td>Prototyping: Fake It Till You Make It</td>
<td>Presidio</td>
<td>Thursday 9:00AM</td>
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<tr>
<td>Preventing Unauthorized Purchases with Receipts</td>
<td>Pacific Heights</td>
<td>Friday 10:15AM</td>
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<td>Labs</td>
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<td>Schedule</td>
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<td>• User Interface Design Labs</td>
<td>UI Design Lab</td>
<td>Daily 9:00AM</td>
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<td>• StoreKit and Receipts Lab</td>
<td>Services Lab A</td>
<td>Wednesday 3:15PM</td>
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<tr>
<td>• StoreKit and Receipts Lab</td>
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<td>Friday 10:15AM</td>
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