iPhone and iPad Application Guidelines

What will it do?
This is the core of app. Nowadays there are tons of application available for download. In order to have success you need to have a great concept or service that makes you stand out from the rest. Never lose focus of the app's function from the final users' point of view.

Do you need external support to do it (servers etc)?
Depending on what you want to deliver to the user you might need support, make sure you're ready to "back up" your project if needed. Make sure you avoid relying solely on web content, Apple might reject it. The app has to *do* something.

Which app style/structure best suits your app?
If you browsed the AppStore you will have noticed there are different "styles" of apps: mainly navigation based and view based. The first one is ideal for large content of data that has been categorized, the second is much more flexible and often eye soothing.

Do you have a designer?
Although it is good to communicate to make sure we're on the same page regarding what's feasible, a developer's work starts when the designer finishes. For this reason, make sure you have every single "view" in the app made by a designer and provide the developer with the layered PSD files so can recreate them. It is in everyone's interest to avoid going back and forth for any little detail.

Do you wish to publish on the AppStore using your own name?
Depending on the app, it might be important for you to have your name as the developer entity (especially for marketing/ corporate apps). In order to do so you will have to file for an Apple developer account and then obtain the necessary certificates and provisioning profiles to "sign" and publish applications. If this is not important to you, you can certainly make the app available under the entity of developer you contract (saving yourself money, time and paperwork).

Will it be free, paid or both?
Another big step when making decisions regarding iOS application is pricing. Although everyone wants to make a profit, it is well-known that it's the free application who have the most attention. If you're convinced that you're app will be valuable to the end user and will be willing to pay for it, it is common practice to distribute two version a free limited "lite" version and full paid version. This will ensure the best of both world.
Having a free application accompany the premium one is just a "towing" strategy, if you have other means of making your premium app known, there may be no need for this.
On another note, you may also want to explore advertising in your apps or simply revenue via selling through the app. Remember you can't fix "any" price, there are tiers for you to choose from starting at 0.99 (USD/EUR/GBP etc) with increments of 1.00.

iPhone, iPad or Universal?
The vast majority of apps are for iPhone. Ever since the iPad came out two new formats came out: iPad only and universal. If an application is iPhone only, it will still run on iPad but with limited viewing size (iPhone dimensions). Alternatively, you can build a universal application that will run "fully" on both devices while still having a different layout. The last option is having an iPad only version to maximize the device qualities and keep the app stable. In case you also want to cater to iPad users, it depends on how much difference there is between the two desired layouts. Usually universal apps are the way to go since they also avoid the hassle of submitting the build, metadata and screenshots twice.

Publishing on the AppStore
Unless you're a big corporation the only way of distributing an application is via the AppStore. In order to do this, there is a whole set of information that has to be provided that will be displayed on the download page. While the developer is doing his part, you may want to start getting this ready so you can publish as soon as it's ready.
Application Name - This is the full name that will be displayed in the AppStore. Tip: add words people might use when searching for apps to gain visibility.
Application Display Name - This is what will be the name of the app once installed on the SpringBoard. Can't be changed.
Ratings - Will there be and adult (violence/sex/vulgar etc) content?
Description - Self explanatory (4000bytes max).
Primary and secondary category - Pick the categories in the store.
Keywords - Self explanatory (100bytes max). Can't be changed.
Copyright - Self explanatory.
Contact email address - Self explanatory.
Support Url - Self explanatory.
App Url - Self explanatory. Not mandatory, can be the same as above.
Large icon - 512x512 px. Must be the same as the one included in the app (57x57 for iPhone and 72x72 for iPad). PNG format.
Price Tier - starting at 0.99 with increments of 1.00 in any currency.
Availability date - As soon as approved or fixed date.