Task: Install Keynote on an iPad

A. Hornof - 1/6/2011

(An approximate recreation of the events.)
This user’s mental model is that he can somehow get Keynote from his laptop onto his iPad, probably using iTunes. So he opens iTunes and plugs in the iPad. There is a confusing list of categories on the left, and an overlapping of tabs at the top, and an unsettling dialog box.
Are you sure you want to sync apps? All existing apps and their data on the iPad "Anthony Hornof's iPad" will be replaced with apps from this iTunes library.

Sounds really risky but, uh, okay.
Not sure why you need this, but I will comply.
This make no sense, but I don’t have to do anything, so I’ll just ignore it.
So I guess I want to get this into here.
Some combination of clicking in these places in the right order, and correctly responding to dialog boxes, gets the job done.

Though along the way, it seems that software appears *disappear* from your iPad.
iTunes has found purchased items on the iPad “Anthony Hornof’s iPad” that are not present in your iTunes library. Do you want to transfer these items from this iPad back to your iTunes library?

If you do not transfer these purchased items to your iTunes library, they will be removed from the iPad.

☐ Do not ask me again

Sounds promising.
Okay, it looks like Keynote got installed. The task seems to be done.

(But why can’t I see Atomic Web Browser on the iPad itself any more?)

And now how do I get a Keynote presentation onto the iPad?