

Mobile Application Development  
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# APP DISTRIBUTION

# Distribution

- Distribution is providing your app to others who are not developers on your team. There are two kinds of distribution:
  - Ad Hoc distribution: providing a copy of your app to a limited set of known users so that they can try it on their devices and help test and provide feedback.
  - App Store distribution: providing the app to the App Store so that anyone can download and run it.

# Distribution

- You will need a developer's license to distribute your app
- Instead of using a development certificate and provisioning profile you will need a distribution certificate and provisioning profile
- In the iOS provisioning portal this is done in the distribution tab (instead of the development tab)

# Ad Hoc Distribution

- You should always test your app on multiple devices
  - iPhone 6s, 6, 5 (retina, not retina), iPad, iPad mini
  - different iOS versions
- You will need to add the device unique IDs to the provisioning portal (limit 100)
- Request an Ad Hoc profile in the provisioning portal distribution tab
- Download the profile and install it in Xcode

# Distribution

- You need to create a separate build configuration for distribution.
  - In the project's info tab create a new configuration and duplicate the release configuration naming it distribution.
  - In the project's build settings tab go to the Code Signing Identity entry and set the distribution build setting to your distribution profile.
  - Then edit the scheme to switch to archive.
  - Change the build configuration to Distribution.

# Ad Hoc Distribution

- Now you're ready to create and distribute an ad hoc distribution build
  - Switch to the iOS device destination in the scheme pop-up
  - Product | Archive will create a build and copy it into a folder with the date in ~/Library/Developer/Xcode/Archives. It will also be in the Organizers archive tab.
  - You can now share this app with the devices you added to the portal.
  - Testers drag the .ipa file you provide them into iTunes and then sync it to their device.

# App Preparations

- Icons
  - iPhone and/or iPad app icons
  - App store icons (not built into your app)
- Launch images
  - iPhone for launch orientation; retina and regular
  - iPad portrait and landscape orientation
- Screen shots (for submission)
- Double check property list settings
  - set a version number
- Must adhere to Apple's iOS Human Interface guidelines

# App Store Distribution

- Request an App Store profile in the provisioning portal distribution tab
- Download the profile and install it in Xcode
- The archived build can generate an ad hoc build or an app store build.
- iTunes Connect provides detailed instructions for submitting your app to the app store.



# iTunes Connect

- App name for the app store – up to 225 chars (Apple recommends fewer than 35 chars)
- Don't include a copyright symbol, it will be added automatically
- SKU number is not important, it's just a unique string for your app
- You choose from a list of pricing tiers
- “Waiting for Upload” – ready for you to upload your app from Xcode

# App Store Submission

- Review and complete the contract
- You'll need a description of fewer than 4000 chars (Apple recommends fewer than 580)
  - First paragraph is what users see in the app store
  - Pure text, no styling, no HTML
- You will also be asked for a list of keywords
  - comma-separated list shorter than 100 chars
- Web site for more info/support
- Screen shots

# App Store Submission

- Upload the build from Xcode's organizer window.
- Select the archived build and Submit.
- Specify the App Store distribution profile.
- Your app must meet all of Apple's guidelines <https://developer.apple.com/appstore/resources/approval/guidelines.html>

# Waiting is the Hardest Part

- Your app does not appear immediately in the app store, it can take up to a week.
- You will get periodic emails of your app's status as it goes through various stages.
  - Waiting For Review
  - In Review
  - Ready For Sale
- Congratulations, your app's in the app store!  
(Please remember to tell me, I want to know!)

# Mobile App Marketing

- Getting users to discover your app
- App store optimization (ASO) – improving your rank in app store searches
  - Title (including keywords)
  - Keywords (100 characters – use them!)
  - Number of downloads
  - Ratings and reviews
- Invest the time to do the research up front
- ASO is a process that needs to be monitored and constantly tweaked over time