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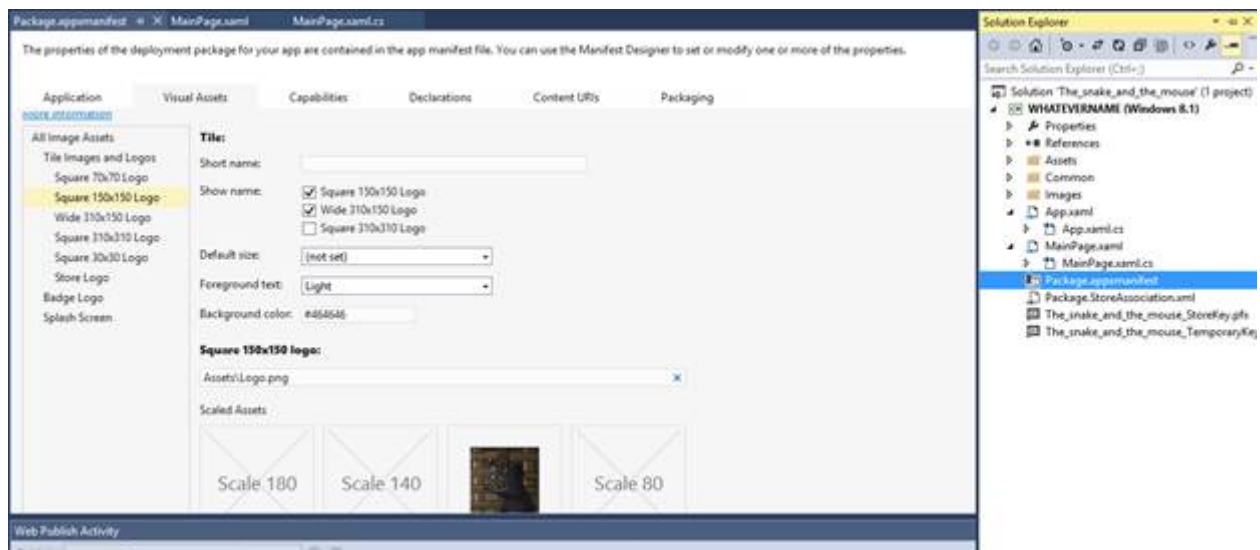
Windows Store App Submission Process

By **Abdul Rasheed Feroz Khan** on **May 03 2016**

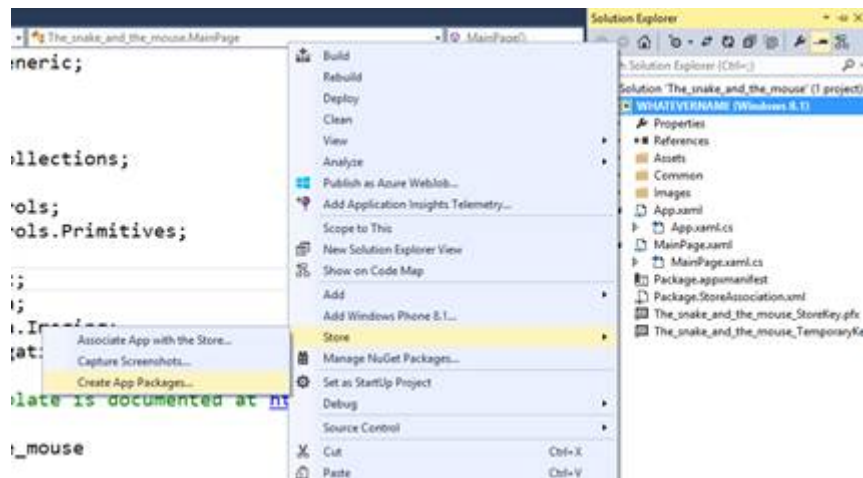
Here are the steps to submit Windows App on Windows Store after developing apps.

Create App Package

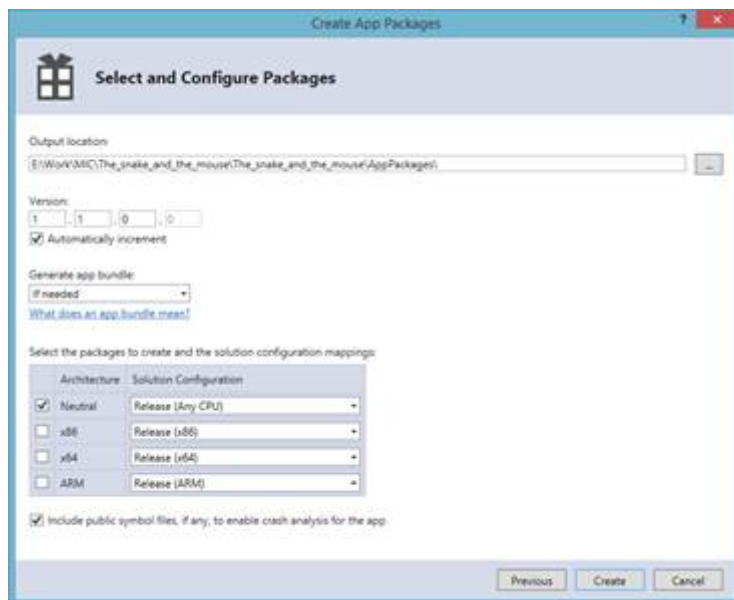
1. Make sure you have no errors in “Visual Assets” Tab of Package.AppxManifest File.



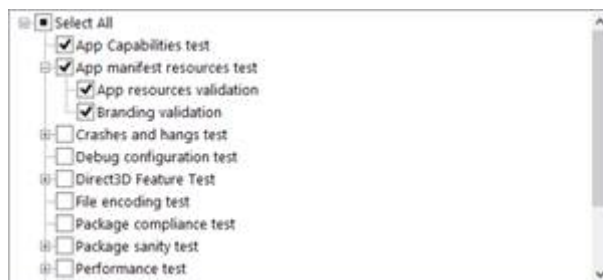
2. Make sure you have all proper visual assets in Assets Folder:
 - a. Logo
 - b. StoreLogo
 - c. SmallLogo
 - d. SplashScreen
3. Right click on your project in Solution Explorer, go to Store, then click *Create App Packages*,



4. Click on "Yes".
5. Sign in to Windows Store using your Store Developer Account.
6. Reserve your App name so others can't use the same name.
7. Select Neutral and don't change anything else, then click *Create*,



8. Click "Launch Windows App Certification Kit"
9. Select only two of the test options,



10. You should see the following screen.



To submit an app, you'll need to sign in to your Windows Store Dashboard. (You can get there by clicking the "Dashboard" link near the top of any page in the [Windows Store apps Developer Center](http://dev.windows.com).)
<http://dev.windows.com>

1. In your Windows Store Dashboard click Submit an app. This takes you to the Release summary page, which lists the steps that get your app ready for Windows Store certification.

Note:

If you've already reserved an app name, you will see a tile on the Dashboard for that app. If that's the case, click the app tile instead of Submit an app.

2. Click App Name to enter and reserve the [name of your app](#), if you haven't already done so.



DASHBOARD GET STARTED DE

My apps

Dashboard

[Submit an app](#)

[Explore Store trends](#)

[Financial summary](#)

[Promote your app](#)

Profile

[Account](#)

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[Tax](#)

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News

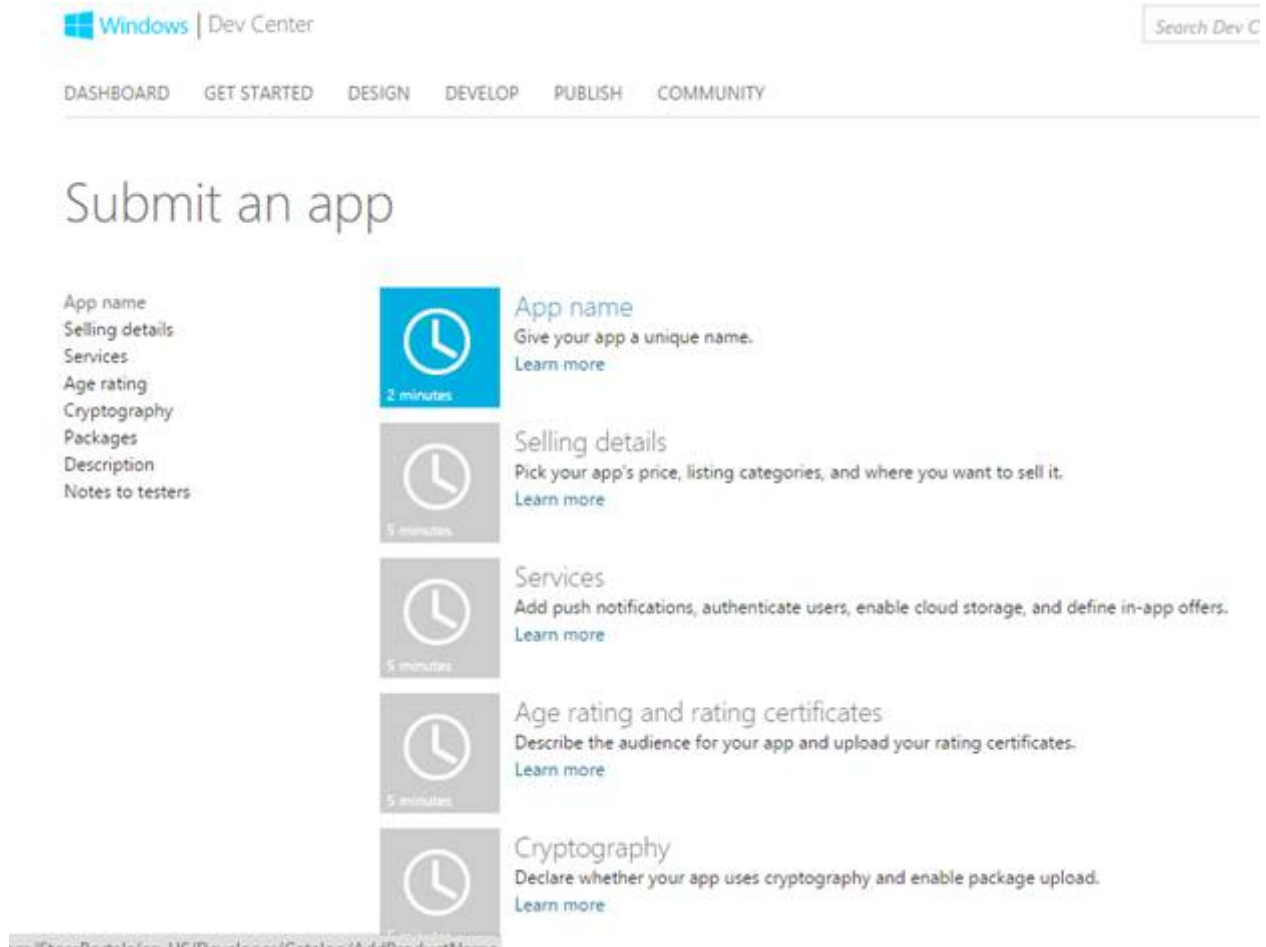
[Universal app submissions](#)

[Associate apps in both Stores](#)

[Put your app on sale](#)

[Age ratings](#)

[Latest Windows ACK](#)



Windows | Dev Center

DASHBOARD GET STARTED DESIGN DEVELOP PUBLISH COMMUNITY

Submit an app

- App name
Selling details
Services
Age rating
Cryptography
Packages
Description
Notes to testers

App name
Give your app a unique name.
[Learn more](#)

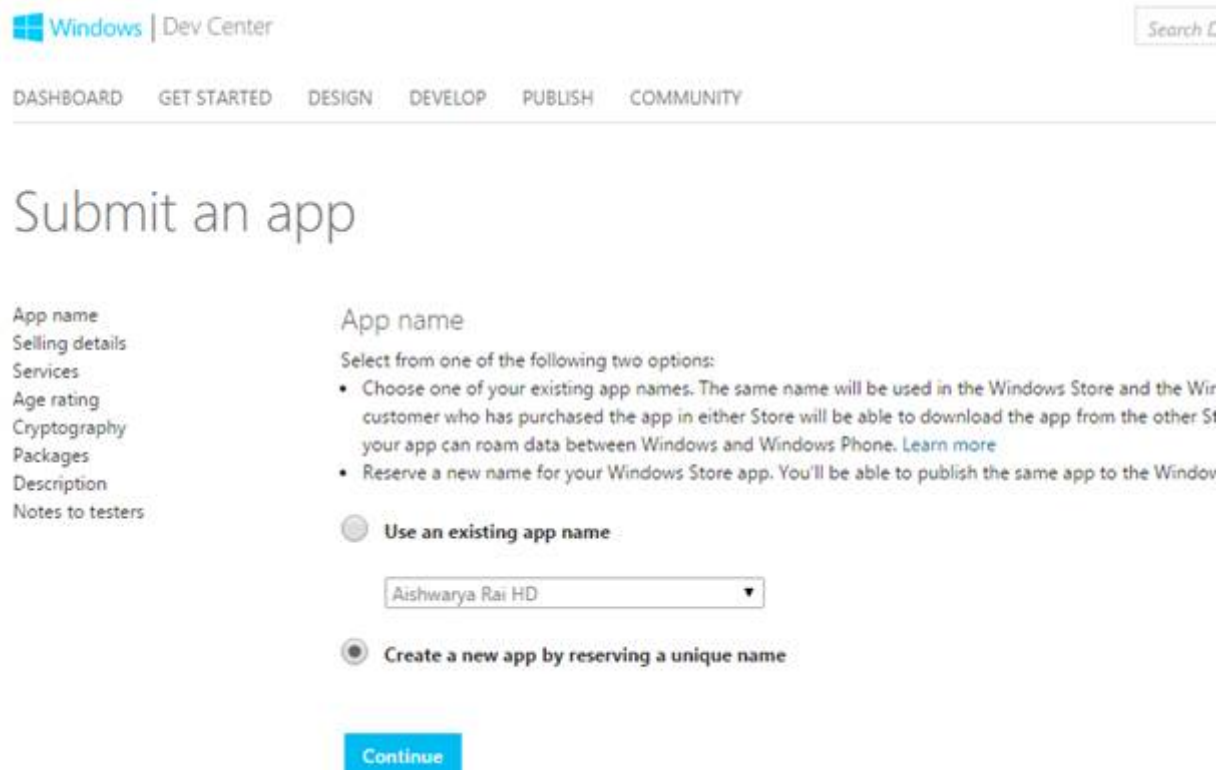
Selling details
Pick your app's price, listing categories, and where you want to sell it.
[Learn more](#)

Services
Add push notifications, authenticate users, enable cloud storage, and define in-app offers.
[Learn more](#)

Age rating and rating certificates
Describe the audience for your app and upload your rating certificates.
[Learn more](#)

Cryptography
Declare whether your app uses cryptography and enable package upload.
[Learn more](#)

Select New App by reserving a unique name,



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Submit an app

- App name
Selling details
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App name

Select from one of the following two options:

- Choose one of your existing app names. The same name will be used in the Windows Store and the Windows Phone Store. A customer who has purchased the app in either Store will be able to download the app from the other Store. Your app can roam data between Windows and Windows Phone. [Learn more](#)
- Reserve a new name for your Windows Store app. You'll be able to publish the same app to the Windows Phone Store.

☐ Use an existing app name

Aishwarya Rai HD ▼

☒ Create a new app by reserving a unique name

[Continue](#)

Reserve app name for your application.

Submit an app

App name
Selling details
Services
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App name

Reserve the name under which we will list this app in the Windows Store.

Only this app can use the name you reserve here. You can also publish the app to the Windows Phone Store, so purchased the app in either Store will be able to download the app from the other Store without paying for it a between Windows and Windows Phone.

Make sure that you have the rights to use the name that you reserve. After you reserve a name, you must submit and/or the Windows Phone Store within one year, or you will lose your name reservation. [Learn more](#)

App name

Reserve app name

Then click on “Save” Button,

Study Point: Release 1

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App name

The following name(s) are reserved for this app's exclusive use. You must use only reserved names as the Disp

Only this app can use the name(s) you reserve here. Make sure you have the rights to use any names that you

After you reserve a name, you must submit the app to the Windows Store and/or the Windows Phone Store w reservation. [Learn more](#)

Study Point is reserved for this app.

You can reserve another name for this app to use in another language, or to change its name. [Reserve anothe](#)

Save

3. Click *Selling details* to supply info such as your app's price, [category and subcategory](#), and [markets](#).

Study Point: Release 1

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App name

You reserved an app name.

You can reserve other names for your app to use in different languages or to change your app's

[Learn more](#)



Selling details

Pick your app's price, listing categories, and where you want to sell it.

[Learn more](#)



Services

Add push notifications, authenticate users, enable cloud storage, and define in-app offers.

[Learn more](#)



Age rating and rating certificates

Describe the audience for your app and upload your rating certificates.

[Learn more](#)



Cryptography

Describe whether your app uses cryptography and whether you use a trusted

Select Price of Application – Select “Free”,

The screenshot shows the Windows Dev Center interface for app submission. On the left, there's a sidebar with navigation links: DASHBOARD, GET STARTED, and DES. The main content area is titled "Study Point: R". Below the title, there's a list of app details: App name, Selling details, Services, Age rating, Cryptography, Packages, Description, and Votes to testers. A "News" section follows, with links for Universal app submissions, Associate apps in both Stores, Put your app on sale, Age ratings, and Latest Windows ACK.

The central part of the form is for pricing. It features a dropdown menu titled "Pick a price tier" with a scrollable list of options: Free, 55.00 INR, 70.00 INR, 80.00 INR, 110.00 INR, 135.00 INR, 160.00 INR, 185.00 INR, 210.00 INR, 235.00 INR, 260.00 INR, 310.00 INR, 360.00 INR, 410.00 INR, 465.00 INR, 515.00 INR, 565.00 INR, 615.00 INR, and 665.00 INR. Below the list is another "Pick a price tier" dropdown. To the right of the pricing section, there's a "Free trial period" dropdown set to "No trial".

Below the pricing section, there's an "In-app purchases" section. It states: "The app can charge users to unlock additional products or features using in-app purchases. Your app can use the Windows Store system or its own system. Learn more". There's a checkbox labeled "Use the Windows Store in-app purchase system" which is checked. Below this, there's a checkbox labeled "My app uses a third-party commerce system for in-app purchases" which is unchecked.

The "Markets" section is at the bottom. It has a "Select all" link. Below it, there are checkboxes for "Algeria", "Argentina", and "Australia", all of which are unchecked.

Click on "Select All "for selecting all the Market for the app publish,

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Selling details

Pick the app's price tier, free trial period, and where you want to sell it.

The price tier determines the selling price that customers will see in the Windows Store. Your customers will see the selling price in the local currency. The price a customer pays and the amount paid to you can vary by country. [Learn more](#)

Price tier ^{*} [?]

Free ▼

Free trial period ^{*} [?]

No trial ▼

In-app purchases

The app can charge users to unlock additional products or features using in-app purchases. Your app can use the Windows Store system or its own system. [Learn more](#)

[Use the Windows Store in-app purchase system](#)

☐ My app uses a third-party commerce system for in-app purchases.

Markets [?]

[Select all](#)

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Algeria | <input checked="" type="checkbox"/> Argentina | <input checked="" type="checkbox"/> Australia |
| <input checked="" type="checkbox"/> Austria | <input checked="" type="checkbox"/> Bahrain | <input checked="" type="checkbox"/> Belgium |
| <input checked="" type="checkbox"/> Brazil | <input checked="" type="checkbox"/> Bulgaria | <input checked="" type="checkbox"/> Canada |
| <input checked="" type="checkbox"/> Chile | <input checked="" type="checkbox"/> China | <input checked="" type="checkbox"/> Colombia |
| <input checked="" type="checkbox"/> Costa Rica | <input checked="" type="checkbox"/> Croatia | <input checked="" type="checkbox"/> Cyprus |
| <input checked="" type="checkbox"/> Czech Republic | <input checked="" type="checkbox"/> Denmark | <input checked="" type="checkbox"/> Egypt |

Select *Category* and Subcategory for the App,

App category and subcategories

The Category and Subcategory determine where the app will be listed in the Store. [Learn more](#)

Category * ?

Pick a category ▼

Pick a category ▲

- Books & Reference
- Business
- Education
- Entertainment
- Finance
- Food & Dining
- Games
- Government
- Health & Fitness
- Lifestyle
- Music & Video
- News & Weather
- Photo
- Productivity
- Security
- Shopping
- Social
- Sports
- Tools

Minimum system RAM

Available to all systems ▼

Accessibility

☐ This app has been tested to meet accessibility guidelines, and should be shown to people who are specifically looking for apps that meet those guidelines. [Learn more](#)

4. Click Services to configure features such as [push notifications](#) and [in-app purchases](#).

Study Point: Release 1

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App name

You reserved an app name.

You can reserve other names for your app to use in different languages or to change your app.

[Learn more](#)

Selling details

Your free app is scheduled for release after it passes certification.

[Learn more](#)

Services

Add push notifications, authenticate users, enable cloud storage, and define in-app offers.

[Learn more](#)

Age rating and rating certificates

Describe the audience for your app and upload your rating certificates.

[Learn more](#)

Keep Product ID Blank and Click on Save Button,

Services

Add services to bring connected, integrated experiences to your app and make it more engaging, dynamic, and appealing to your customers. You can also provide in-app offers to let customers make additional purchases from within your app.

Microsoft Azure Mobile Services

You can use Mobile Services to send push notifications, authenticate and manage app users, and store app data in the cloud. [Learn more](#)

[Sign in](#) to your Microsoft Azure account. Or [sign up](#) now to add services to up to ten apps for free.

If you have an existing WNS solution or need to update your current client secret, visit the [Live Services site](#).

In-app offers

You can use in-app offers to sell additional features and products for this app through the Windows Store. [Learn more](#)

Enter a unique product ID for each offer. The product ID is the internal reference to the offer that you use in the app's program code. Your customers won't see the product ID, but they will see the offer's description that you enter on the Description page later.

You can't change or delete product IDs after you submit the app for certification.

Product ID

Price tier ?

Product lifetime ?

Content type

[Add another offer](#)[Save](#)

5. Click Age rating and ratings certificates to select the [age rating](#) for your app and upload any ratings certificates.

The Windows Store uses age ratings to help your customers find apps that meet their needs. Pick the age rating that describes your app's audience.

We recommend you choose the 3+ or 7+ rating only if your app is appropriate for children. Apps that have these ratings have additional restrictions. [Learn more](#)

☐ **3+ Suitable for young children**

These applications are considered appropriate for young children. There may be minimal comic violence in non-realistic, cartoon form. Characters should not resemble or be associated with real life characters. There should be no content that could be frightening, and there should be no nudity or references to sexual or criminal activity. Apps with this age rating also cannot enable features that could access content or functionality unsuitable for young children. This includes, but is not limited to, access to online services, collection of personal information, or activating hardware such as microphones or webcams.

☐ **7+ Suitable for ages 7 and older**

Apps with this age rating have the same criteria as the 3+ applications, except these apps can include content that might frighten a younger audience and can contain partial nudity, as long as the nudity does not refer to sexual activity.

☐ **12+ Suitable for ages 12 and older**

Choose this rating if you are not sure which age rating to select for your app. Apps with this age rating can contain increased nudity of a non-sexual nature, slightly graphic violence towards non-realistic characters, or non-graphic violence towards realistic human or animal characters. This age rating might also include profanity, but not of a sexual nature. Also, apps with this age rating may include access to online services, and enable features such as microphones or webcams.

☐ **16+ Suitable for ages 16 and older**

Apps with this age rating can depict realistic violence with minimal blood, and they can depict sexual activity. They can also contain drug or tobacco use and criminal activities, and more profanity than would be allowed in a 12+ app, within the limits laid out in section 5 of the certification requirements.

☐ **18+ Suitable for adults only.**

Apps with this age rating may contain intense, gross or specific violence, blood or gore which is only appropriate for an adult audience, in addition to content that is appropriate for a 16+ app.

The Windows Store doesn't list apps intended for an adults only audience unless the app is a game, is rated by a third party ratings board, and complies with all Windows content policies. [Learn more](#)

Select suitable option for your application and Save.

6. Click Cryptography to declare whether [your app uses any cryptography](#).

If your app call, support, contain, or use cryptography or encryption then select "Yes" otherwise select "No",

Cryptography

Describe how this app uses cryptography and encryption. [Learn more](#)

Here are some examples of how this app might apply cryptography or encryption. This list is a guide and not every possible example is listed.

- Any use of a digital signature such as authentication or integrity checking.
- Encryption of any data or files that your app uses or accesses.
- Key management, certificate management, or anything that interacts with a public key infrastructure.
- Using a secure communication channel such as NTLM, Kerberos, Secure Sockets Layer (SSL), or Transport Layer Security (TLS).
- Encrypting passwords or other forms of information security.
- Copy protection or digital rights management (DRM).
- Antivirus protection.

This app is considered to use encryption even if another entity performs the encryption, such as the operating system, an external library, a third-party product, or a cryptographic processor.

Does this app call, support, contain, or use cryptography or encryption? *

☐

Yes

☒

No

☒

I confirm that this app is widely distributable to all jurisdictions without government review, approval, license or technology-based restriction. *

For info about how to evaluate compliance with encryption controls, see the [Bureau of Industry and Security website](#). The Windows Store uses the U.S. standards on encryption controls. Other jurisdictions have similar standards and requirements.

Save

7. Click Packages to [upload your app's packages](#).

Click on “*browse to files*” to upload App’s package,

Upload Packages

Use the control to upload the packages (the .appxupload file) that you created with Create App Packages in Visual Studio. Some parts of the package are specific to your Windows Store developer account. To build the .appxupload package correctly in Visual Studio, sign in with the Microsoft account that you use with your Windows Store developer account. [Learn more](#)

Drag your packages here or [browse to files](#).

Windows 8.1

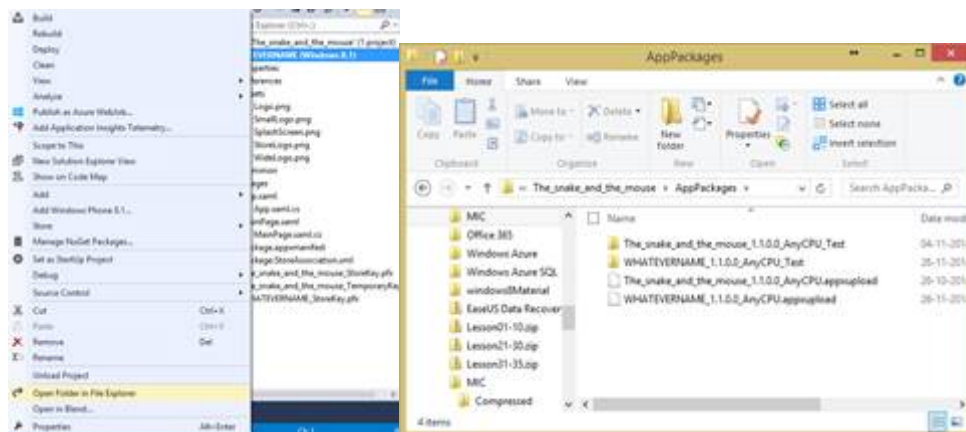
You haven't uploaded any packages for Windows 8.1. (Windows 8 packages will run on Windows 8.1 and will appear in the Windows Store for users running Windows 8.1.) [Learn more](#)

Windows 8


You haven't uploaded any packages for Windows 8. [Learn more](#)


Save

Your App Package is in your project folder (select .appxupload file),



8. Click *Description* to [enter your app's description](#).

Description *  (Plain text only, 10000 character limit)

App features  (Up to 20, 200 character limit each)

-
-

[Add more app features](#)

Screenshots *

Provide at least one image. Each image must have a caption that has no more than 200 characters. A screenshot that is at least 1366 x 768 or 768 x 1366 pixels and is not larger than 2 MB.

The first image may be a graphic of your choice that represents your app. All other images must be screenshots of your app. Visual Studio provides a tool to help you take screenshots. [Learn more](#)

Add Screenshots of Application,

Screenshots *

Provide at least one image. Each image must have a caption that has no more than 200 characters. A screenshot that is at least 1366 x 768 or 768 x 1366 pixels and is not larger than 2 MB.

The first image may be a graphic of your choice that represents your app. All other images must be screenshots of your app. Visual Studio provides a tool to help you take screenshots. [Learn more](#)

Add image

Add image

Add image

Add Keywords for your app,

The following fields will be the same on all versions of Windows:

Keywords ? (45 character limit)

Snake	Mouse	animal
story	book	

Copyright and trademark info * ? (200 character limit)

Not Applicable

Additional license terms ? (10000 character limit)

Example: "You can't reverse-engineer this software."

If your app doesn't contain any copyright and trademark information then just write "No Copyright and trademark info" or "Not Applicable".

9. Click *Notes to testers* to [provide the certification testers with info](#) that will help them test your app. If you don't have any instruction for tester then keep it blank and Save it.

Notes to testers

Provide any info that helps the testers understand and use this app, so that they can do their testing quickly and certify the app for the Windows Store. [See example](#)

Here are some examples of info that can help us test your app.

- If the app must log in to a service, provide the user name and password to a test account.
- If the app has features that might not be obvious to the testers, briefly describe how they can access those features. Apps that appear to be incomplete will fail certification.
- If the app uses background audio, provide a test case that lets us verify it. This test case needs to take less than a minute for a single tester to reproduce.

Customers won't see the info that you enter on this page.

Instructions for testers (4000 character limit)

Save

10. Click Submit for certification to submit your app.

We'll send you an email when the [certification process](#) is complete. You can also [check on your app's certification status](#) at any time.

Read more articles on **Universal Windows Platform**:

- [UWP Data Binding Using Microsoft Blend Without Writing Code](#)
- [Web Hosted UWP App](#)

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