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## Article

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# Publishing Applications On Windows Store

By [Kishore Chowdary](#) on Jan 09 2017

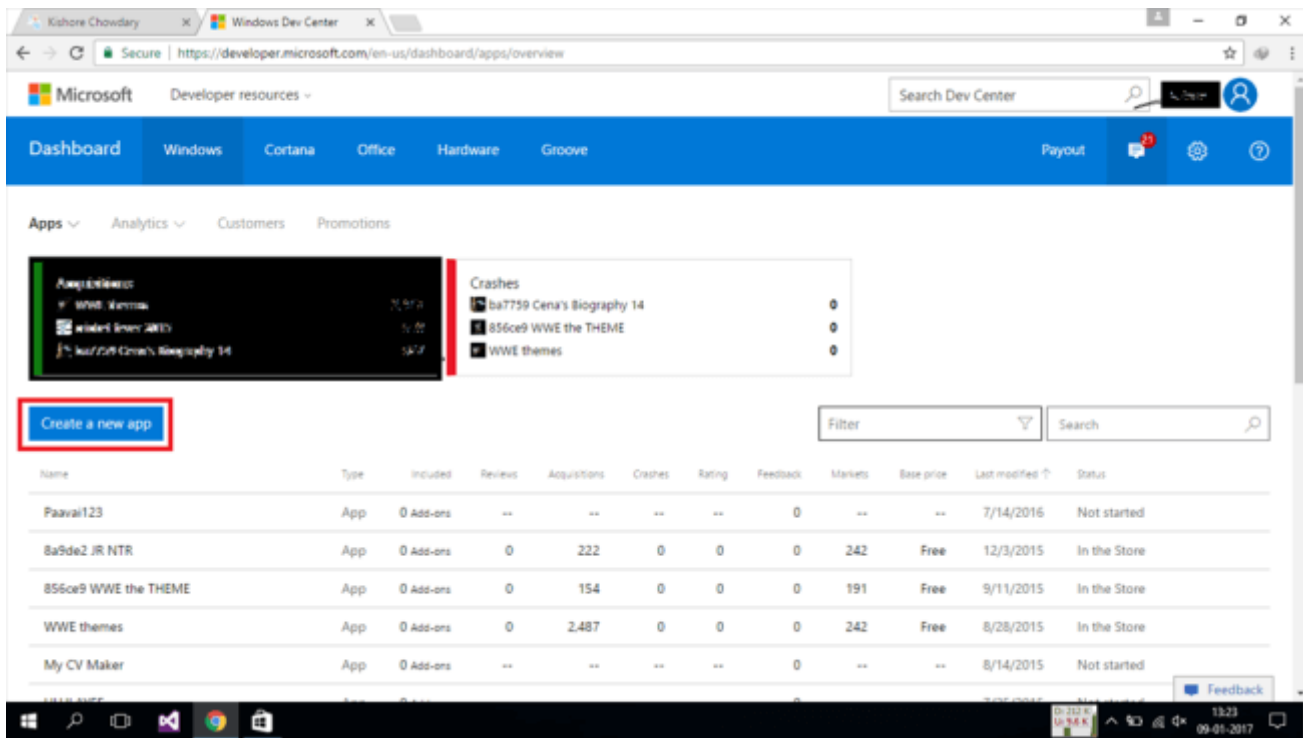
### Introduction

This article is the continuation of my previous article, [Creating App Packages in Visual Studio](#), in which I have explained the method of creating the packages for the application which can be developed to the Windows Store.

Here, you are going to sign into your Store account and submit your package. Let us see the whole process in detail. Before that, make sure you sign into your Windows Dev Center. Also, remember that you can publish applications on the store only if you have a subscription. If you don't have one, then you cannot publish your application on the Store. The following is the link for the [Windows Dev Center](#).

### Creating Submission in Store

Once you sign into the Store, in the homepage, you can find details of all the applications which you have already submitted on the store. If this is your first time, then you won't find them. Now, click on the "Create a new app" button on the homepage. This will direct you to new app creation page. There, you need to give a title for your application. Make sure that the title you give in there matches your application name. The name which you give must also be unique. If you give a unique name, you will be notified with a green tick. Once you finish the process, you will find "Start your submission" button. Click on the button to begin submission process of the application package. The screenshot gives an idea about all these.



Microsoft Developer resources

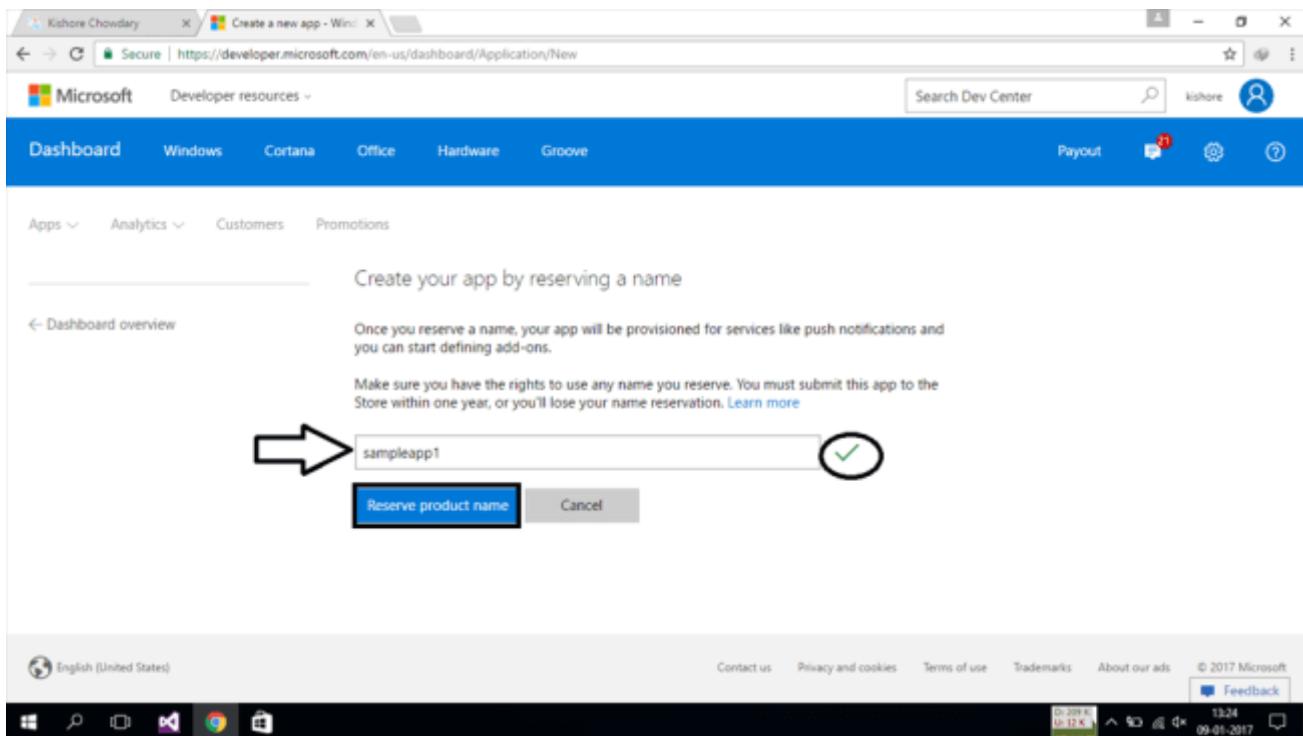
Search Dev Center

Dashboard Windows Cortana Office Hardware Groove Payout

Apps Analytics Customers Promotions

Create a new app

Name	Type	Included	Reviews	Acquisitions	Crashes	Rating	Feedback	Markets	Base price	Last modified	Status
Paavai123	App	0 Add-ons	--	--	--	--	0	--	--	7/14/2016	Not started
8a9de2 JR NTR	App	0 Add-ons	0	222	0	0	0	242	Free	12/3/2015	In the Store
856ce9 WWE the THEME	App	0 Add-ons	0	154	0	0	0	191	Free	9/11/2015	In the Store
WWE themes	App	0 Add-ons	0	2,487	0	0	0	242	Free	8/28/2015	In the Store
My CV Maker	App	0 Add-ons	--	--	--	--	0	--	--	8/14/2015	Not started



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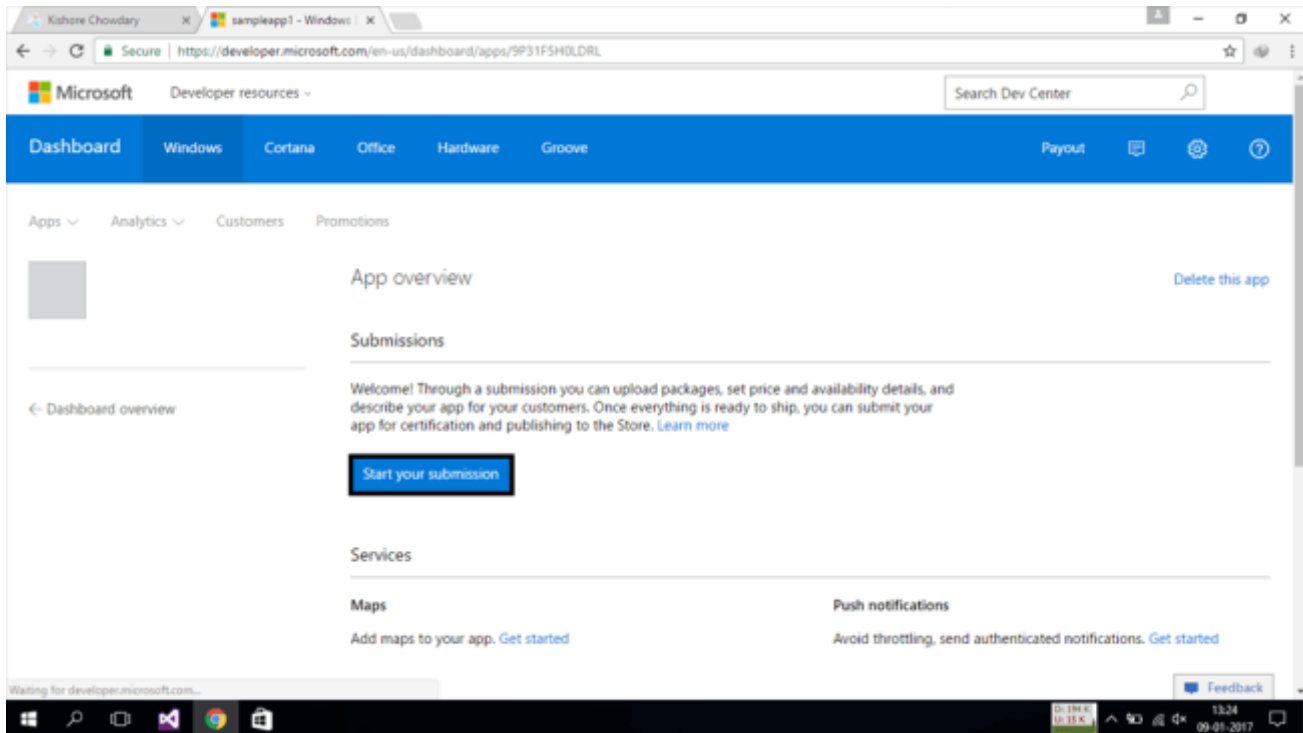
Create your app by reserving a name

Once you reserve a name, your app will be provisioned for services like push notifications and you can start defining add-ons.

Make sure you have the rights to use any name you reserve. You must submit this app to the Store within one year, or you'll lose your name reservation. [Learn more](#)

sampleapp1

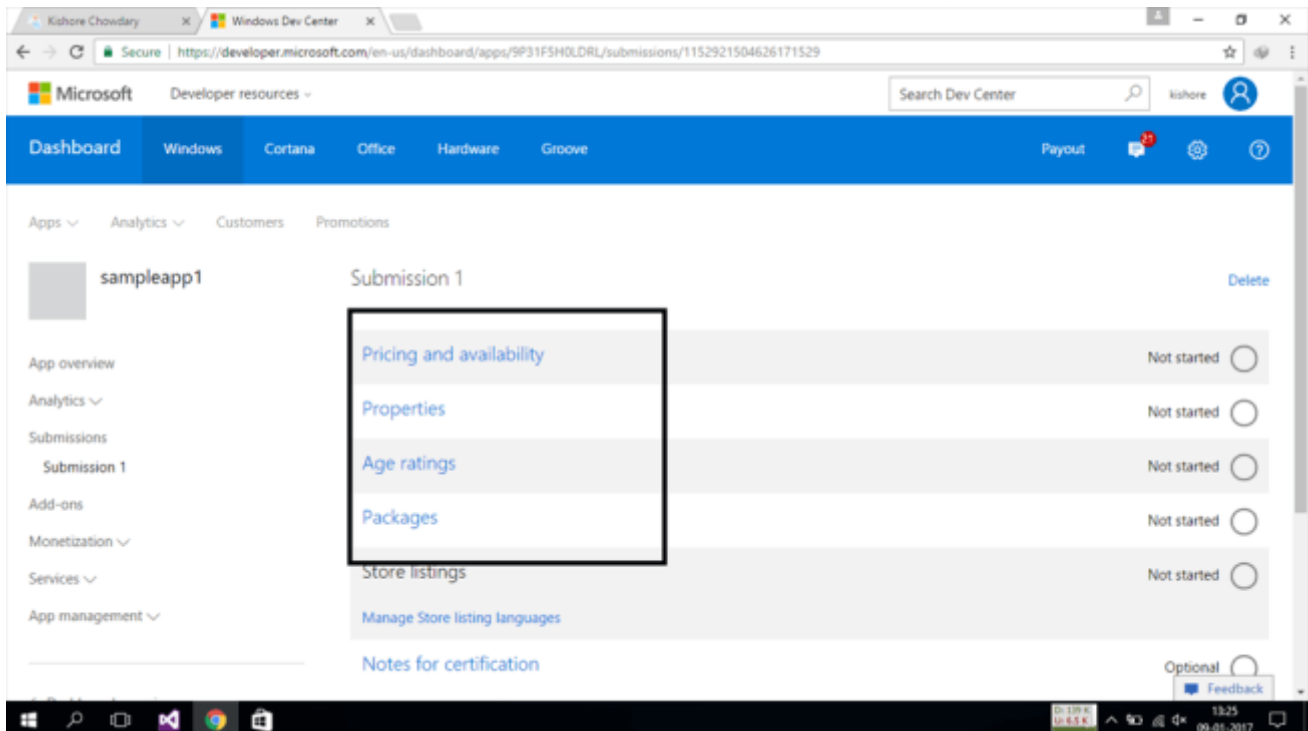
Reserve product name Cancel



Now, you will find a few options which you have to fill. Let us see each of them.

## Pricing and Availability

Click on the "Pricing and Availability". In the price tier, you can find details about the pricing of your application. Just select the price for your application based on your interest. You can also choose a specific date for releasing your application on the Store or you can release your application as soon as it is certified by the Store. Now, click on the "Save" button.



The image displays two screenshots of the Windows Dev Center interface for managing an application named 'sampleapp1'.

**Top Screenshot: Pricing and availability**

- Base price\*:** A dropdown menu labeled 'Pick a price tier'.
- Free trial:** A dropdown menu labeled 'No free trial'.
- Markets and custom prices:** A section indicating the app is available in 242 of 242 markets.
- Sale pricing:** A section with a 'New sale' button circled in red.
- Distribution and visibility:** A section with a 'Show options' link.

**Bottom Screenshot: Distribution and visibility**

- Organizational licensing:** A section with a 'Show options' link.
- Publish date:** A section with three radio button options:
  - ☒ Publish this submission as soon as it passes certification.
  - ☐ Publish this submission manually.
  - ☐ No sooner than   UTC
- Save:** A blue button circled in red at the bottom of the page.

## Properties

Now, click on the properties option. You will be directed to the properties page. There, you can choose your application's category and other specifications and internal permissions of your application. In this, you can also change your application permission to choose the required accessing permission and so on. You can also write small descriptions about the graphics, processors, and specifications for your application. Now, click the "Save" button.

The screenshot shows the 'Properties' page for an app submission in the Windows Dev Center. The page is divided into several sections: 'Category and subcategory\*', 'Product declarations', 'System requirements', and a hardware requirements table.

**Category and subcategory\***

Pick the category (and subcategory, if applicable) that best describes your product. [Learn more](#)

Pick a category: [dropdown menu] None: [dropdown menu]

**Product declarations**

Check any appropriate boxes below. This may affect the way your product is displayed or whether it is offered to certain users. [Learn more](#)

- ☐ This product allows users to make purchases, but does not use the Windows Store commerce system.
- ☐ This product has been tested to meet accessibility guidelines.
- ☒ Customers can install this product to alternate drives or removable storage.
- ☒ Windows can include this product's data in automatic backups to OneDrive.

**System requirements**

Specify any hardware features that are required or recommended in order for your app to run properly. [Learn more](#)

The info you provide here will appear in the System requirements section of your product's

**Hardware requirements table:**

Feature	Required	Recommended
Touch screen	<input type="checkbox"/>	<input type="checkbox"/>
Keyboard	<input type="checkbox"/>	<input type="checkbox"/>
Mouse	<input type="checkbox"/>	<input type="checkbox"/>
Camera	<input type="checkbox"/>	<input type="checkbox"/>
NFC HCE	<input type="checkbox"/>	<input type="checkbox"/>
NFC Proximity	<input type="checkbox"/>	<input type="checkbox"/>
Bluetooth LE	<input type="checkbox"/>	<input type="checkbox"/>
Telephony	<input type="checkbox"/>	<input type="checkbox"/>
Memory	Not Specified	Not Specified
DirectX	Not Specified	Not Specified

Telephony ☐ ☐

Memory

DirectX

Video memory

Processor

Graphics

## Age Ratings

The age rating is something which will help the Store to make your application reach the people for the related age groups. You can choose your required age group for your application based on the application's functionality and content. There, you also need to select the application type. Once all of these are done, click on the "Save" option.

sampleapp1

Age ratings

To publish an app in the Windows Store, you must provide accurate answers to the questions below and receive age ratings. [Learn more about content ratings.](#)

☒ I'm ready to complete the International Age Rating Coalition (IARC) questionnaire.

☐ I have already completed the questionnaire for this app in another storefront and have an IARC rating ID.

Rating questionnaire

Answer the following set of questions to obtain age and content rating information for your app. The ratings are administered by the International Age Rating Coalition (IARC). We will share your publisher display name and email address with IARC for correspondence.

App Type

Which of the below would best describe your app? Please note that when answering questions about your app, advertising content should not be considered.

☐ Reference, News, or Educational

The primary purpose of the app is to present factual information in a neutral way, alert users to current events, or educate users. Examples include: Wikipedia, BBC News, Dictionary.com, and Medscape. Apps that mainly focus on sexual advice or instruction (such as "Ikamasutra - Sex Positions" or "Best Sex Tips") should be categorized as "Entertainment" apps and not listed here. ⓘ

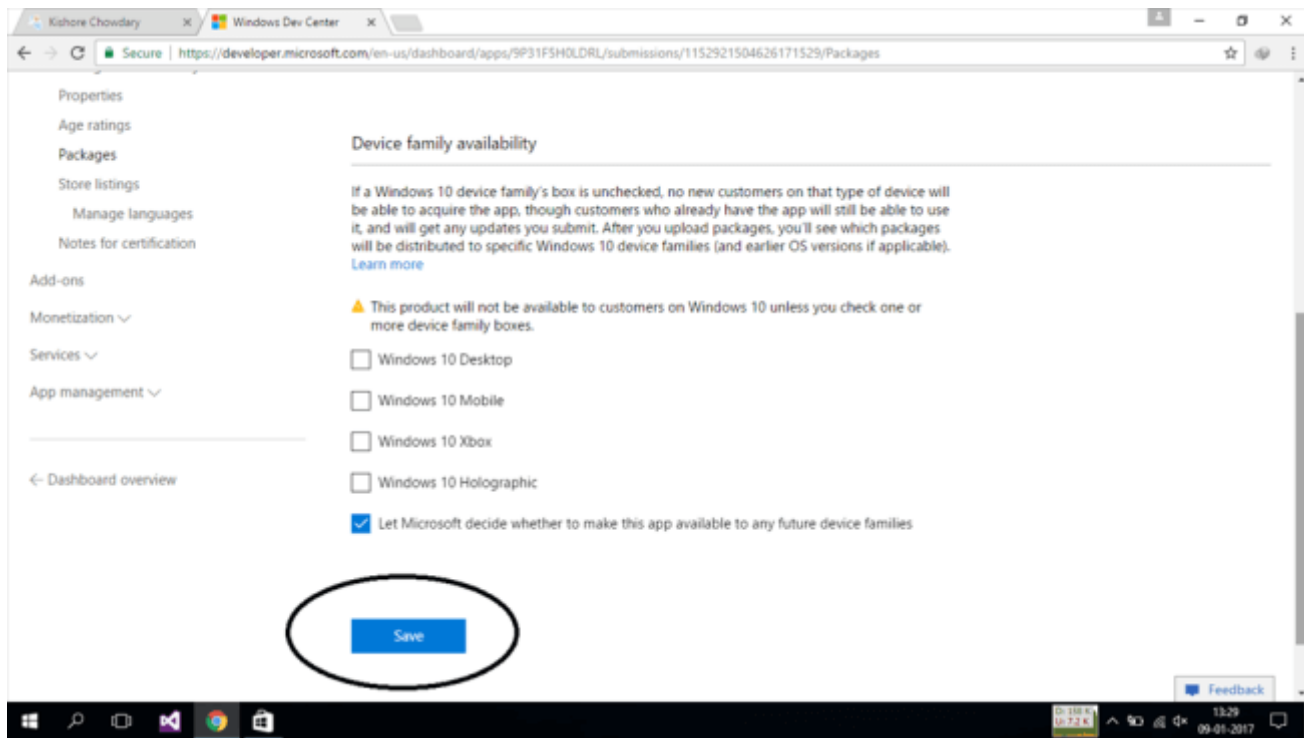
☐ Social Networking, Forums, Blogs, and UGC Sharing

A screenshot of a web browser showing the 'Amazon, Hulu+, eBay, Kindle' submission page in the Windows Dev Center. The page has three radio button options for app categories: 'Game', 'Entertainment', and 'Utility, Productivity, Communication, or Other'. The 'Game' option is selected and highlighted with a red rectangle. Below these options is a text box for 'GRB' (Game Rating Board) with a dropdown menu set to 'Choose an age' and a label 'Optional'. At the bottom, a blue 'Save' button is circled in red. The browser's address bar shows the URL: <https://developer.microsoft.com/dashboard/ageratings/application/9P31F5H0LDR/submissions/1152921504626171529/edit>. The Windows taskbar at the bottom shows the time as 13:28 on 09-01-2017.

## Packages

In the packages place, you have to upload your application packages which you have created using Visual Studio. Browse your package and upload it in this page. Now choose the supporting devices of the Windows. Once you finish all, simply click on the save button. That's it. You have submitted your application.

A screenshot of the 'Packages' submission page in the Windows Dev Center for an app named 'sampleapp1'. The page has a left sidebar with navigation links: 'App overview', 'Analytics', 'Submissions', 'Submission 1', 'Pricing and availability', 'Properties', 'Age ratings', 'Packages', 'Store listings', 'Manage languages', 'Notes for certification', 'Add-ons', 'Monetization', 'Services', and 'App management'. The main content area has a heading 'Packages' and a note about signing in with the same account. Below this is a large box with the text 'Drag your packages here (.xap, .appx, .appxbundle, .appxupload) or browse your files.' and a red rectangle around it. Further down is the 'Device family availability' section, which includes a warning message and three checkboxes: 'Windows 10 Desktop', 'Windows 10 Mobile', and 'Windows 10 Xbox'. The 'Windows 10 Desktop' checkbox is selected and highlighted with a red rectangle. The browser's address bar shows the URL: <https://developer.microsoft.com/en-us/dashboard/apps/9P31F5H0LDR/submissions/1152921504626171529/Packages>. The Windows taskbar at the bottom shows the time as 13:29 on 09-01-2017.



## Approval

This is how the packages are submitted on the Windows Store for approval. Once your application is approved by the Windows Store team, it will go live on the Windows Store. You will be notified through an email. The approval for your application will take a minimum of two days. Sometimes, this might even take a long time. I hope, you like the article. Feel free to comment with some suggestions. Thank you.

Thank you for using C# Corner