



Royal University of Bhutan

Unit V: Apps Publication & Business Issues

CTE308- AS2025

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Outlines

- App Deployment Preparation
- App Publishing Process
- Best Practices
- Monetization of Application

Deployment Strategies

- Deployment Environments: Development, Staging, and Production.
- Continuous Integration (CI) and Continuous Deployment (CD):
 - Automates the build, testing, and deployment processes.
 - Tools: Jenkins, GitHub Actions, Fastlane.

App Store Submission for Android and iOS

- **Android Play Store:**

- Developer Console Requirements
- Key steps: APK/AAB upload, metadata, and review process.

- **Apple App Store:**

- App Store Connect, Guidelines, and Review Policies
- Key steps: Building, provisioning, metadata, and binary upload.

iOS App Store Submission

- **Developer Account:** Enroll in the Apple Developer Program (\$99/year).
- **App Review Guidelines:** Familiarize with Apple's App Store Review Guidelines to avoid rejections.
- **Key Requirements:** App icon, screenshots, description, age rating, keywords, and privacy policy.

Preparing for iOS App Submission

- **Build and Code Signing:**
 - Use Xcode for building the app.
 - Code signing is required with a Distribution Certificate and Provisioning Profile.
- **App Information:**
 - Title, Subtitle, Description, Category, Keywords.
- **App Privacy:** Outline data collection practices in the Privacy Policy section on App Store Connect.

iOS App Store Submission Process

- **Archive and Validate:**
 - In Xcode, archive the app and validate the build for compatibility.
- **Upload Build:**
 - Upload the app to App Store Connect via Xcode.
- **App Store Connect Settings:**
 - Complete the App Information, Pricing, and Availability sections.
- **Submit for Review:**
 - Select the desired release method (automatic or manual).
 - Submit for Apple's app review.

Google Play Store Submission

- **Developer Account:** Sign up for Google Play Console (\$25 one-time fee).
- **Content Policy:** Review Google's Developer Program Policies.
- **Key Requirements:** App icon, feature graphic, screenshots, description, privacy policy.

Preparing for Google Play Store Submission

- **Build and Sign APK/AAB:**
 - Generate an Android App Bundle (AAB) or APK in Android Studio.
 - Sign the app with a Google Play App Signing Key.
- **App Information:** Title, Description, Category, Tags, Content Rating.
- **App Privacy:** Upload a privacy policy in the app's store listing on Google Play Console.

Google Play Store Submission Process

- **Create a New Release:**
 - In Google Play Console, go to “Create Release” and upload the signed AAB/APK.
- **Store Listing:**
 - Complete all fields: app name, description, graphic assets, etc.
- **Set Pricing & Distribution:**
 - Choose app pricing (free/paid) and select countries for distribution.
- **Submit for Review:**
 - Opt for production or a testing track.
 - Submit for Google’s app review.

App Store Review Processes for iOS & Android

- **iOS Review:**
 - Typically takes 24-48 hours.
 - App may be rejected for performance, legal, or UI issues.
 - Common rejections: crashes, user interface issues, lack of app content.
- **Google Play Review:**
 - Review time varies from hours to days.
 - Google may reject apps for policy violations, content issues, or stability.

Best Practices for App Store Submissions

- **Testing:** Thoroughly test the app on real devices.
- **App Content:** Ensure that all metadata and images comply with each platform's guidelines.
- **Version Control:** Use clear versioning and changelogs for updates.
- **Communication:** Be prepared to communicate with reviewers to clarify issues.

Best Practices for App Deployment and Updates

- **Deployment Best Practices:**
 - Plan regular updates and improvements.
 - Gather user feedback to inform future updates.
- **Rollback Strategies:**
 - Prepare for rapid fixes or retraction of updates if needed.
- **Update Best Practices:**
 - Communicate new features to users.
 - Ensure backward compatibility with previous app versions.
 - Optimize update frequency to balance stability and improvements.

Business: Monetizing Apps

- **Importance of App Monetization:**
 - Generates revenue to support ongoing app development.
- **Choosing the Right Monetization Strategy:**
 - Based on target audience and app type.

App Monetization Strategies

- **Paid Apps:**
 - One-time purchase or subscription-based models.
- **Ad-Supported Apps:**
 - Integrate ads through platforms like Google AdMob.
 - Types of ads: Banner, Interstitial, Video.
- **In-App Purchases (IAP):**
 - Additional content, features, or premium upgrades.
 - Requires compliance with App Store billing guidelines.

Summary

- Effective testing and debugging are foundational for app quality.
- Deploy with best practices for smooth and user-friendly updates.
- Choose monetization strategies based on audience needs and app goals.
- Successful app submission requires attention to detail, adherence to guidelines, and thorough testing.
- iOS and Android each have unique requirements but share common submission principles.
- Ongoing updates and feedback handling are key to maintaining app quality post-launch.

Thank you!