

Module 11: App Deployment and Publishing

Theory Assignments:

1. Explain the app release process for both iOS and Android platforms.

Android (Google Play Store)

1. Develop & Test – Ensure the app is fully developed, tested, and free of critical bugs.
2. Generate a Signed APK or AAB – Create a signed APK or App Bundle using Android Studio.
3. Create a Developer Account – Sign up for a Google Play Developer Account (\$25 one-time fee).
4. Upload to Play Console – Submit the app via the Google Play Console, filling in details like app name, description, screenshots, and category.
5. Set Pricing & Distribution – Choose pricing (free/paid) and target audience.
6. Review & Compliance Check – Ensure compliance with Play Store policies (content, security, ads).
7. Publish & Monitor – After approval, monitor performance and user feedback for future updates.

iOS (Apple App Store)

1. Develop & Test – Ensure the app meets Apple's guidelines and runs smoothly on all target devices.
2. Create an Apple Developer Account – Requires an annual \$99 subscription.
3. Generate an iOS Build – Use Xcode to create an archive and sign it with a provisioning profile.
4. Upload via App Store Connect – Use Xcode or Transporter to submit the app.
5. Fill in App Information – Provide metadata (title, description, keywords, screenshots, category).
6. Review & Compliance – Apple manually reviews all apps for quality, security, and compliance.
7. Release & Monitor – Once approved, release the app and monitor performance and feedback.

2. Describe the steps involved in generating app bundles and APKs for deployment.

For Android:

1. Open Android Studio → Build → Generate APK/AAB.
2. Sign the APK using a **KeyStore**.
3. Optimize with ProGuard (optional).
4. Upload the signed APK/AAB to Google Play Console.

For iOS:

1. Open Xcode → Product → Archive.
2. Sign the app with an Apple Developer certificate.
3. Upload the build to App Store Connect.

3. Outline the best practices for submitting apps to the App Store and Google Play.

Follow Guidelines – Adhere to platform design and policy rules.

Optimize Performance – Ensure smooth, fast, and bug-free experience.

Test Thoroughly – Use real devices and beta testing tools (TestFlight, Firebase).

Ensure Security & Compliance – Encrypt data, follow privacy policies, and use permissions correctly.

Create a High-Quality Store Listing – Add clear descriptions, keywords, screenshots, and videos.

Maintain Regular Updates – Fix bugs, add features, and respond to user feedback.