

Publishing a Windows Phone App

- ▶ Lecture will begin shortly
- ▶ Download class materials from university.xamarin.com

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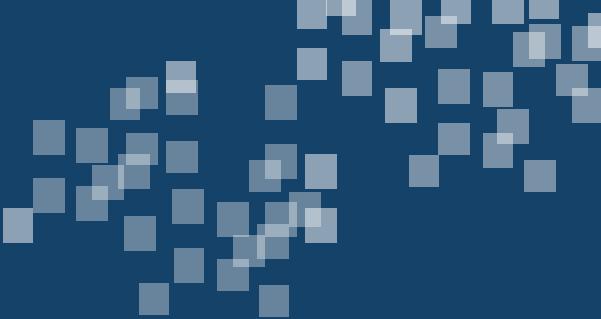
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Objectives

1. Prepare an application for publishing
2. Publish an application





Prepare an application for publishing

Tasks

1. Configure the build settings
2. Fill in the application meta data
3. Add application assets



Windows Phone versions

- ❖ Several versions of Windows Phone available today
 - Windows Phone 8 Silverlight
 - Windows Phone 8.1 Silverlight
 - Windows Phone 8.1 (WinRT)
 - Windows 10

- ❖ Xamarin.Forms supports Windows Phone 8 Silverlight and WinRT

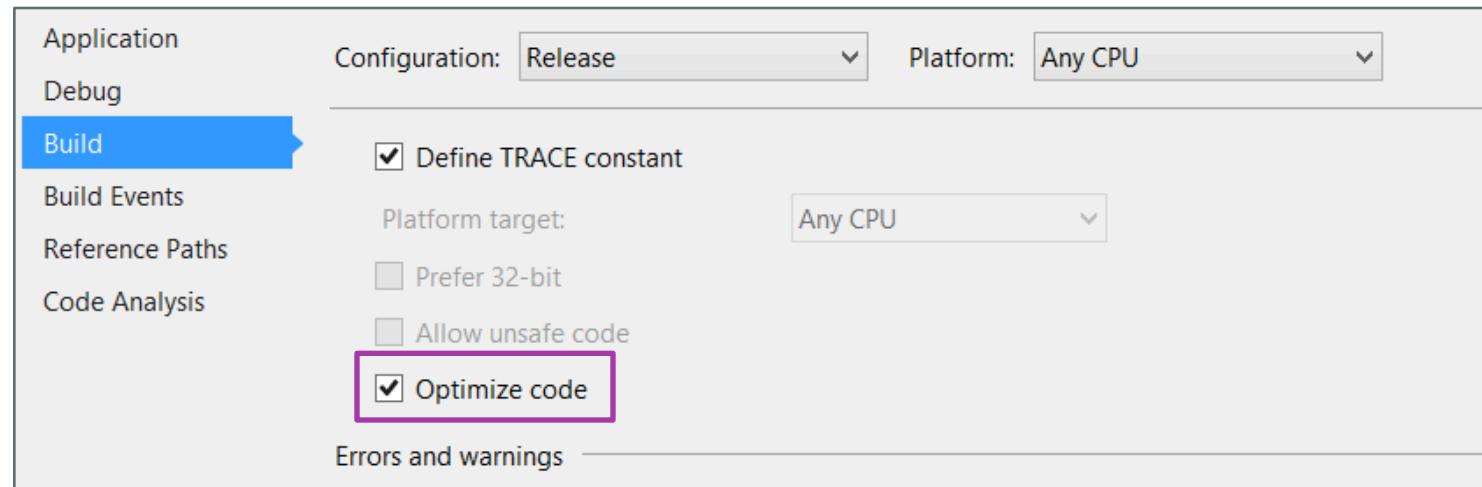


The Xamarin.Forms templates currently target Windows Phone 8 Silverlight



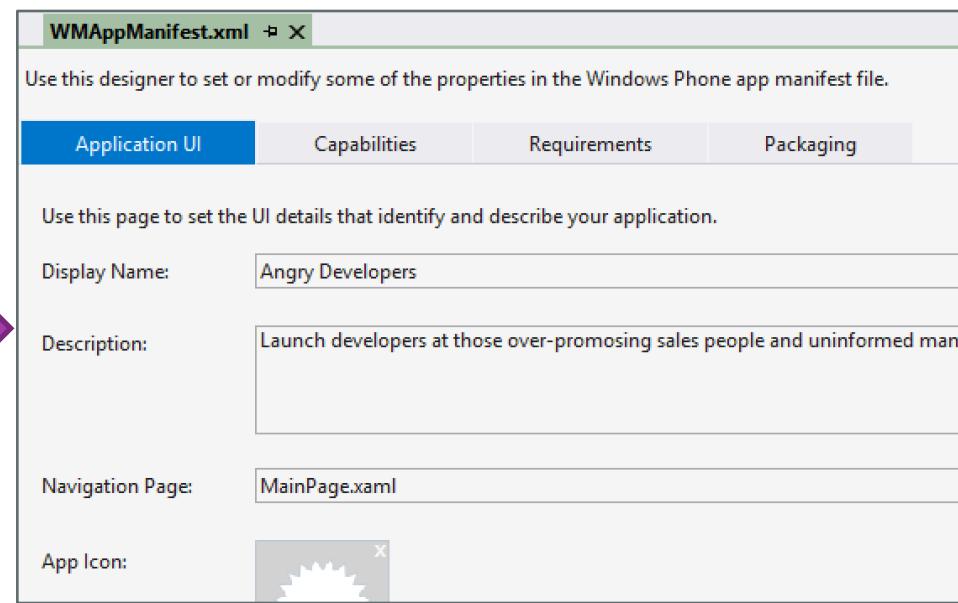
Build settings

- ❖ As with the other platforms, make sure you start with a release build and turn on compiler optimizations



Fill in app meta data

- ❖ Fill in the required application details in the **WPAppManifest.xml** file



The screenshot shows the Windows Phone App Manifest designer window titled "WMAAppManifest.xml". The window has tabs for Application UI, Capabilities, Requirements, and Packaging. The Application UI tab is selected. It contains fields for Display Name (set to "Angry Developers"), Description (set to "Launch developers at those over-promising sales people and uninformed man"), Navigation Page (set to "MainPage.xaml"), and App Icon (set to a sun icon). A large purple arrow points from the "WMAAppManifest.xml" item in the Solution Explorer to the designer window.

WMAAppManifest.xml X

Use this designer to set or modify some of the properties in the Windows Phone app manifest file.

| | Application UI | Capabilities | Requirements | Packaging |
|------------------|---|--------------|--------------|-----------|
| Display Name: | Angry Developers | | | |
| Description: | Launch developers at those over-promising sales people and uninformed man | | | |
| Navigation Page: | MainPage.xaml | | | |
| App Icon: |  | | | |

AngryDevelopers.WinPhone (Windows Phone Store Project)

- Properties
- AppManifest.xml
- AssemblyInfo.cs
- WMAAppManifest.xml

 These settings can also be found under Project > Store > Edit App Manifest

Windows Phone tiles & assets

- ❖ Supply both a single Icon image as well as Tile images which are used on the home screen



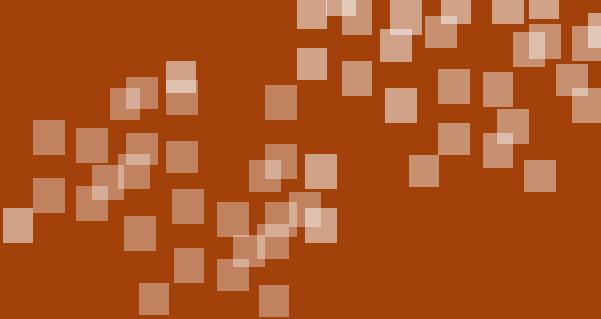
App icon
300x300



Small tile
159x159



Wide tile
(691x336)



Demonstration

Preparing your WP application for distribution



Summary

1. Configure the build settings
2. Fill in the application meta data
3. Add application assets

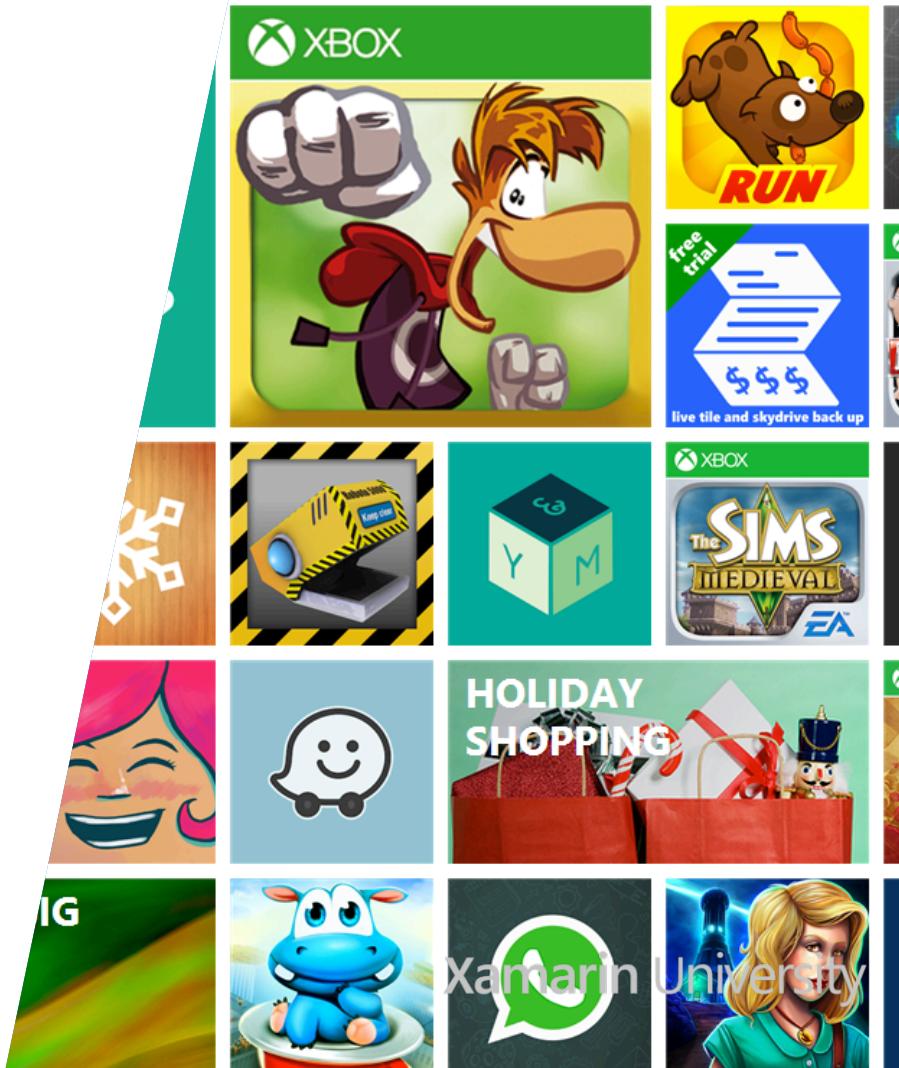




Publish a Windows Phone application

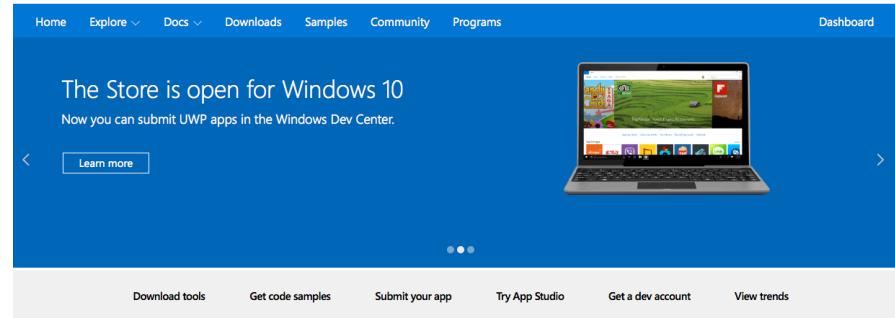
Tasks

1. Understand the ecosystem
 2. Beta test an application
 3. Validate an application
 4. Submit an app to the Windows Marketplace
 5. Explore Enterprise publishing



Windows Marketplace

- ❖ `dev.windows.com` is the developer portal for all Windows app store submissions



Get started

Ready to create your first Windows app? Our tutorials help you target all Windows devices from a single project, in the language you prefer.



Design and UI

User interface basics, design principles, layout guidelines, templates, and more.



Develop great apps

Guidance, reference, tutorials, and code snippets help you build your app, whether it's brand new or ported from another platform.



Publish apps

Learn how to get your app into the Store and get to know the new Windows Dev Center dashboard.



Monetize

Learn the best ways to use money-making options like ads, in-app products, and more.



Promote

Engage with customers and maximize your app's potential.

Developer License

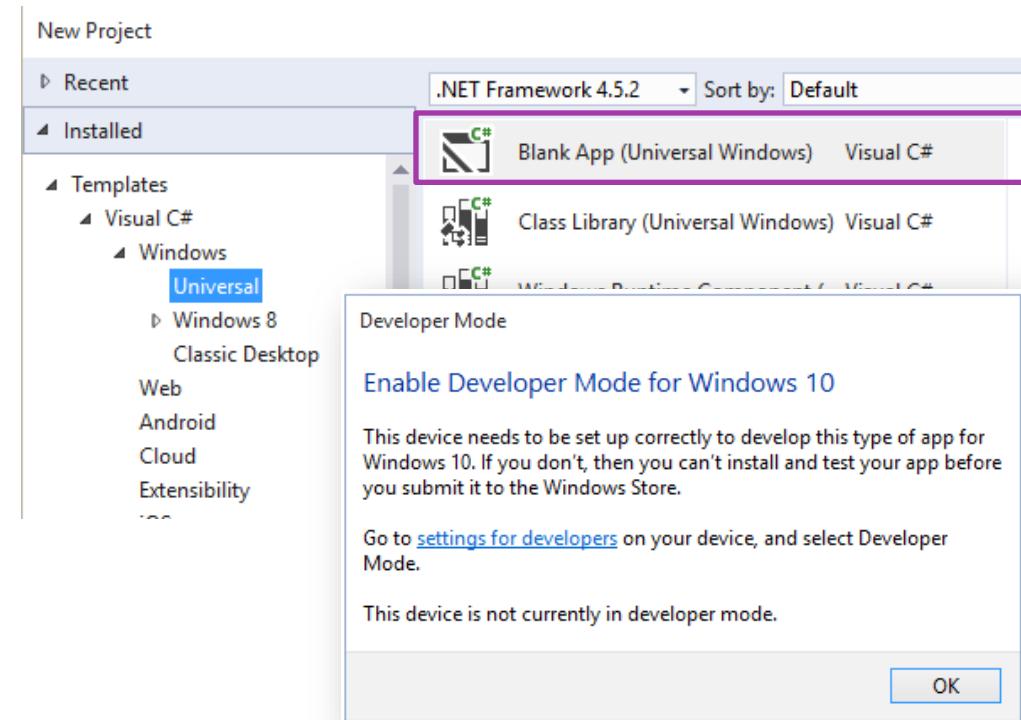
- ❖ To publish Windows Phone 8.x applications to the Windows Store, developers are required to purchase a developer license from Microsoft
 - One time fee
 - Approximately \$19/\$99 USD
 - Single license for publishing both Windows 8.x and Windows Phone 8.x applications
 - Now includes Windows 10



Building Windows 10 universal apps

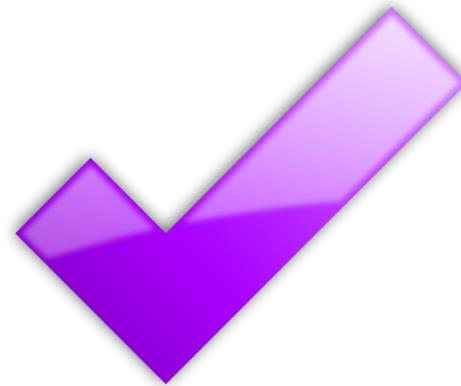
- ❖ You no longer need a developers license with Windows 10

- ❖ You will automatically be prompted to enable your device for development



Windows Store policies

- ❖ Your application must conform to Microsoft's certification requirements:
 - Provide a compelling reason to download your app
 - Don't mislead customers
 - Don't abuse the customers or the ecosystem
 - No offensive or illegal activity
 - App must be testable



Beta testing

- ❖ Microsoft supports two publishing styles that can be used for testing:

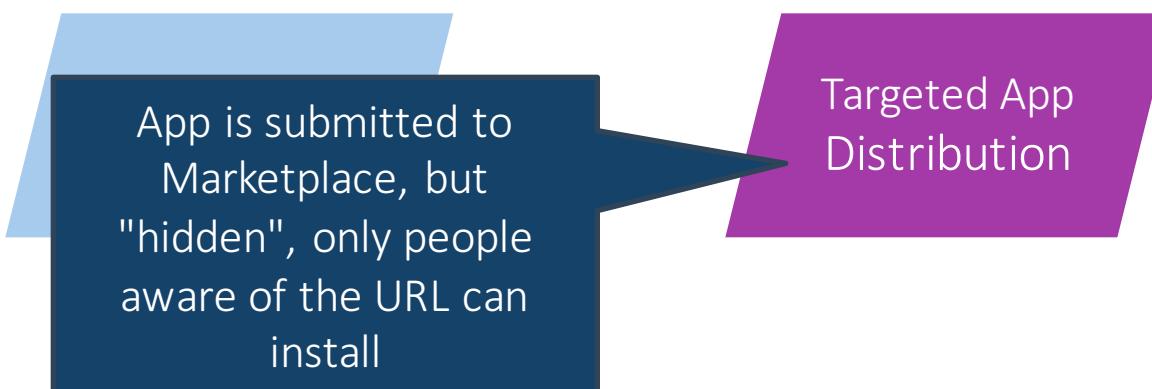


Beta
Publication

Specific devices (up to 10,000) can install your application by email invitation

Beta testing

- ❖ Microsoft supports two publishing styles that can be used for testing:

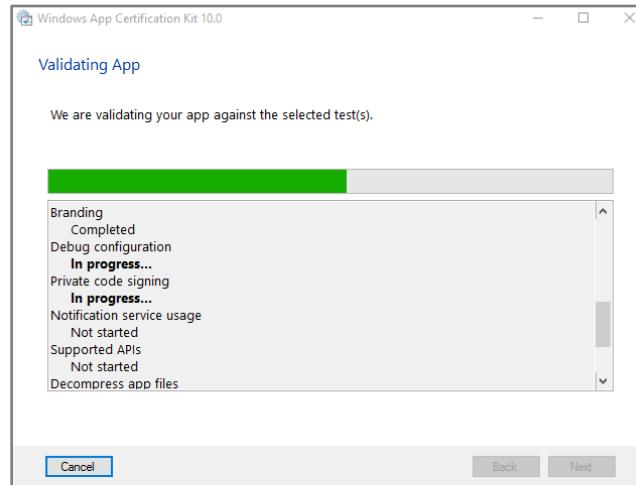


App is submitted to Marketplace, but "hidden", only people aware of the URL can install

Targeted App Distribution

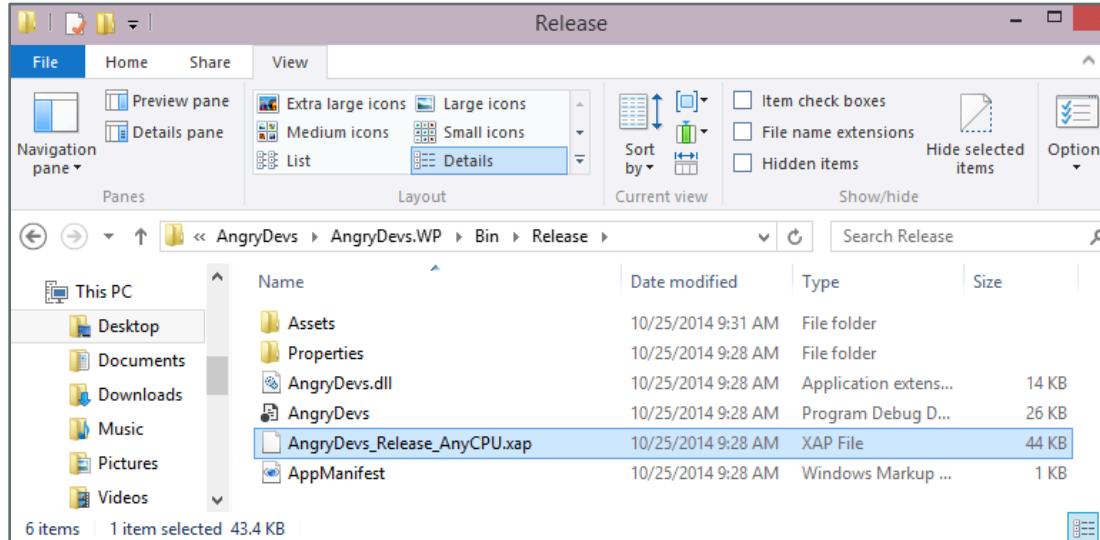
Windows App Certification Kit

- ❖ Use the Windows App Certification Kit to validate your app prior to submission to the store



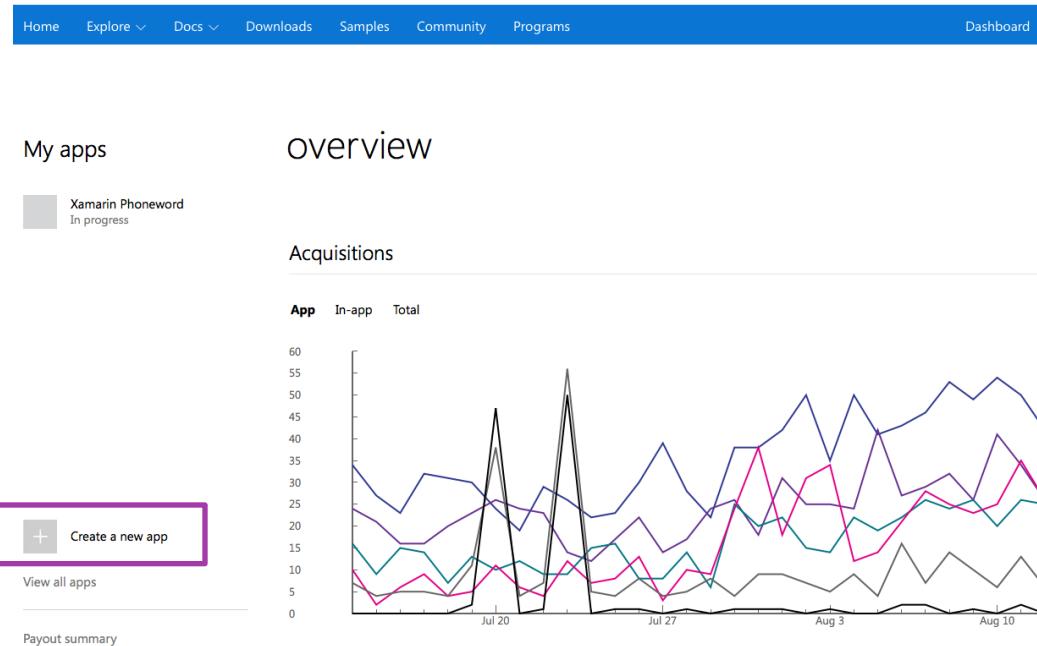
Building the app

- ❖ XAP file is built directly as part of a normal debug or release build – copy the release .xap file and upload it to the Windows Phone store



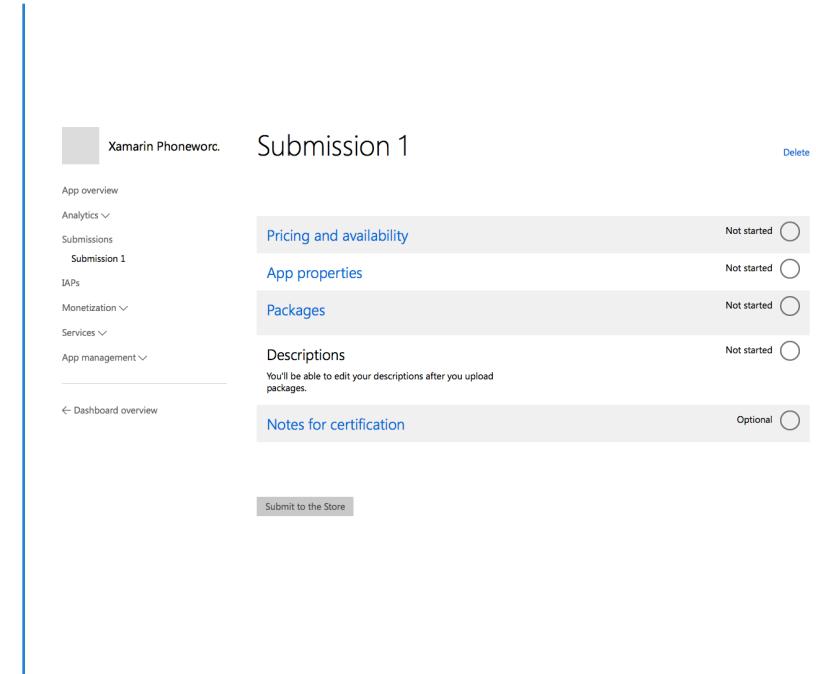
Submitting to the Marketplace

- ❖ Dashboard allows you to submit build packages to the marketplace



Publishing metadata

- ❖ You're required to provide complete metadata for your application when submitting your app for certification
 - name and version
 - description and keywords
 - pricing
 - icons and screenshots
 - categories
 - localized metadata*



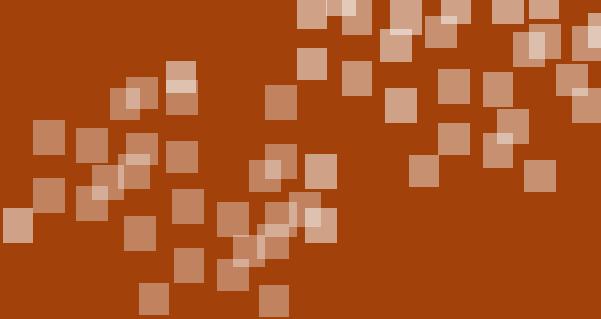
The screenshot shows the 'Submission 1' page for an app named 'Xamarin Phoneword'. The left sidebar includes links for App overview, Analytics, Submissions (with 'Submission 1' selected), IAPs, Monetization, Services, and App management. The main content area is titled 'Submission 1' and contains sections for Pricing and availability, App properties, Packages, Descriptions (with a note about editing after upload), and Notes for certification (labeled 'Optional'). A 'Submit to the Store' button is at the bottom.

| Section | Status | Notes |
|--------------------------|-------------|---|
| Pricing and availability | Not started | |
| App properties | Not started | |
| Packages | Not started | |
| Descriptions | Not started | You'll be able to edit your descriptions after you upload packages. |
| Notes for certification | Optional | |

The certification process

- ❖ When you submit your app to the store it enters the certification pipeline, this includes:
 - **Preprocessing** - to verify the app's package was uploaded
 - **Security tests** – checks for viruses and malware
 - **Technical compliance** – Windows Test Kit
 - **Content compliance** – tested by a real person to ensure it meets the certification and content guidelines

[Submit to the Store](#)



Demonstration

Submitting an app to the Windows Store

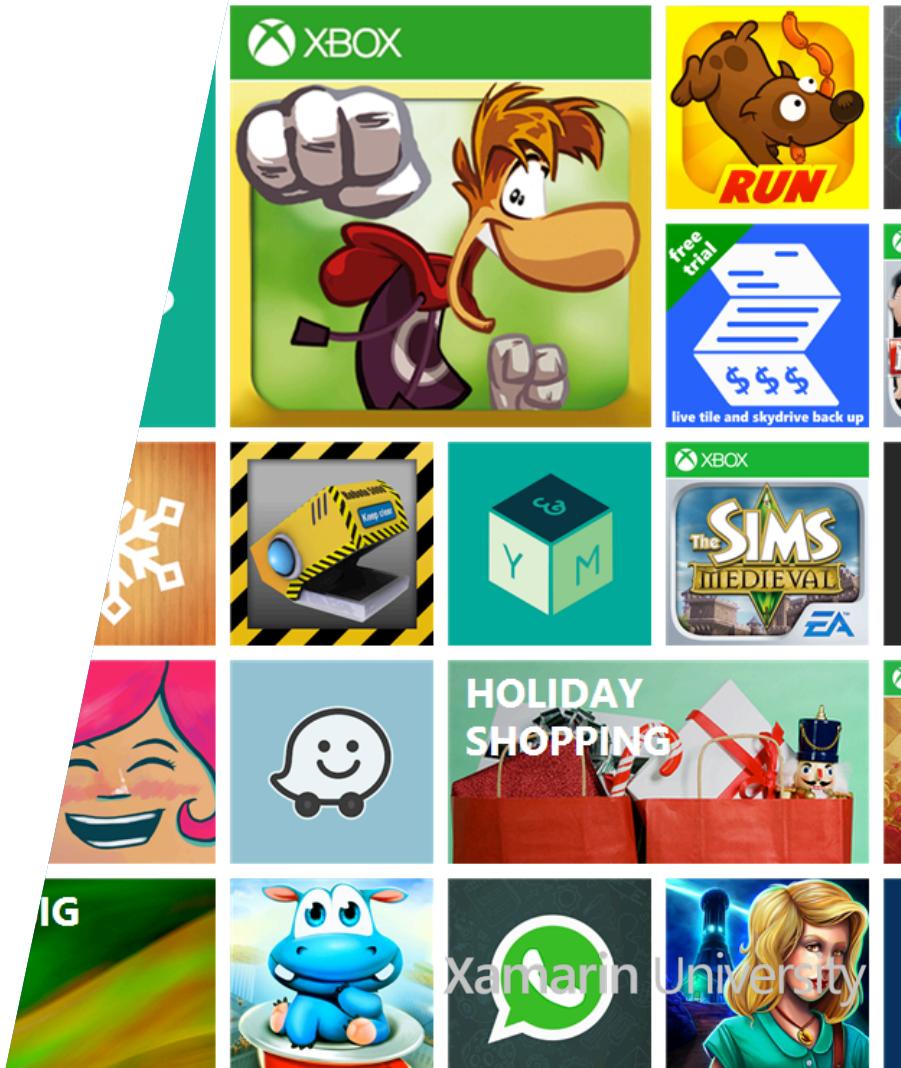
Enterprise deployment

- ❖ Microsoft supports an "enterprise" certificate which is tied to a company and used to sign internal XAPs
- ❖ Requires some command-line finesse to create signed XAP
- ❖ Companies can create a "Company Hub" app for internal app discovery and installation



Summary

1. Understand the ecosystem
2. Beta test an application
3. Validate an application
4. Submit an app to the Windows Marketplace
5. Explore Enterprise publishing



Thank You!

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