

App Store Publishing Process Documentation

1. Developer Account Setup

- Enroll in the **Apple Developer Program** (\$99/year)
- Ensure your **Apple ID** is added to the developer account with appropriate roles (Admin, App Manager, etc.)

2. Prepare in Xcode

A. Configure App Information

- 1 **Bundle Identifier** (e.g., `com.yourcompany.appname`)
 - Must be unique and match App Store Connect
- 2 **Version & Build Numbers** (e.g., `1.0.0`, `1`)
- 3 **Signing & Capabilities**
 - Enable **Automatically manage signing** or manually configure:
 - **Signing Certificate** (Development/Distribution)
 - **Provisioning Profile** (App Store)

B. App Icons & Launch Screen

- Add **AppIcon** in `Assets.xcassets` (all required sizes)
- Configure **LaunchScreen.storyboard** (static, no dynamic content)

C. Archive the App

- 1 Select **Generic iOS Device** or a real device (not Simulator)
- 2 **Product > Archive**
- 3 In the **Organizer**, validate and upload to App Store Connect

3. App Store Connect Setup

- 1 **Create a New App**
 - **Name** (as it will appear on the App Store)
 - **Primary Language**

- **Bundle ID** (must match Xcode)
- **SKU** (unique identifier, e.g., app-2024)

2 App Store Listing

- **Description, Keywords, Screenshots** (3-5 per device size)
- **Privacy Policy URL** (required)
- **Support URL**
- **App Category** (e.g., Productivity)

3 Set Pricing & Availability

- Free/Paid, territories, release date

4 App Store Review Information

- Demo account (if login required)
- Notes for reviewers

4. Certificates & Profiles (Manual Option)

A. Create Certificates

1 Development Certificate (for testing)

- Generated via **Keychain Access > Certificate Signing Request (CSR)**
- Download from [Apple Developer Portal](#)

2 Distribution Certificate (for App Store)

- Same process as Development

B. Create Provisioning Profiles

1 App Store Profile

- Links your App ID, Certificate, and Devices (if Ad Hoc)
- Download and install in Xcode

5. Submit for Review

- 1 In **App Store Connect**, go to **TestFlight** (optional for beta testing)
- 2 Under **App Store > App Information**, select **Request Review**

3 Wait for Apple's review (typically **24-48 hours**)

6. Post-Approval

- **Release Options:**
 - **Manual** (you control release)
 - **Automatic** (releases immediately after approval)
 - **Phased Rollout** (gradual release over 7 days)
- **Monitor** via App Store Connect Analytics