

Session 1b: Setting up the App Store



Chris Price



framework training
business value through education

What we need to do

- **1. Register a development account with Apple**
 - This costs USD 99 per year, and allows you to release Apps to the App Store
- **2. Set up people in the different roles in our team**
- **3. Declare we have a new app.** When we have done this, the developers can upload their archived app into our account
- **4. Provide all the info that is needed in order to release a new app.**

Roles in the Apple Release Team

- Account Holder.**
- Admin.**
- App manager.**
- Developer.**
- Finance.**
- Marketing.**
- Sales.**
- Customer Support.**

Why so many roles?

- Different roles have access to different parts of the process
- **Account holder** is most important role - they have access to all parts of the process and can add more people with other roles
- When I release apps in my personal account, I do everything as the account holder
- Apple explain the different roles and their access here:
 - <https://developer.apple.com/support/roles/>

Details of account holder

- Whoever opens the account is the account holder - it can be changed, e.g. when someone leaves, but is tedious
- Items that the account holder must do:
 - Accept legal agreements
 - Renew the membership for the account annually
 - Create developer ID certificates
- Many of the other day to day administrative tasks can be delegated to an **Admin**
- Many of the tasks related to an individual app can be delegated to a **App Manager** or a **Developer**

Account holder has to deal with things regularly to keep the account running

appstoreconnect.apple.com

App Store Connect

Chris Price

Review the updated Paid Applications Schedule.

In order to update your existing apps, create new in-app purchases, and submit new apps to the App Store, the user with the Legal role (Account Holder) must review and accept the Paid Applications Schedule (Schedule 2 to the Apple Developer Program License Agreement) in the [Agreements, Tax, and Banking](#) module.

To accept this agreement, they must have already accepted the latest version of the Apple Developer Program License Agreement in their [account on the developer website](#).

My Apps

App Analytics

Finance, Marketing

- Finance can do Finance related things such as give account details, tax info, monitor income
- Marketing have quite a lot of access to appropriate items:
 - sales info
 - access to reviews
 - ability to add/change app info
 - control over testers

Sales, customer support

- ❑ Sales can monitor app analytics and sales and trends
- ❑ Customer support can respond to customer reviews

How would I set up access in large team?

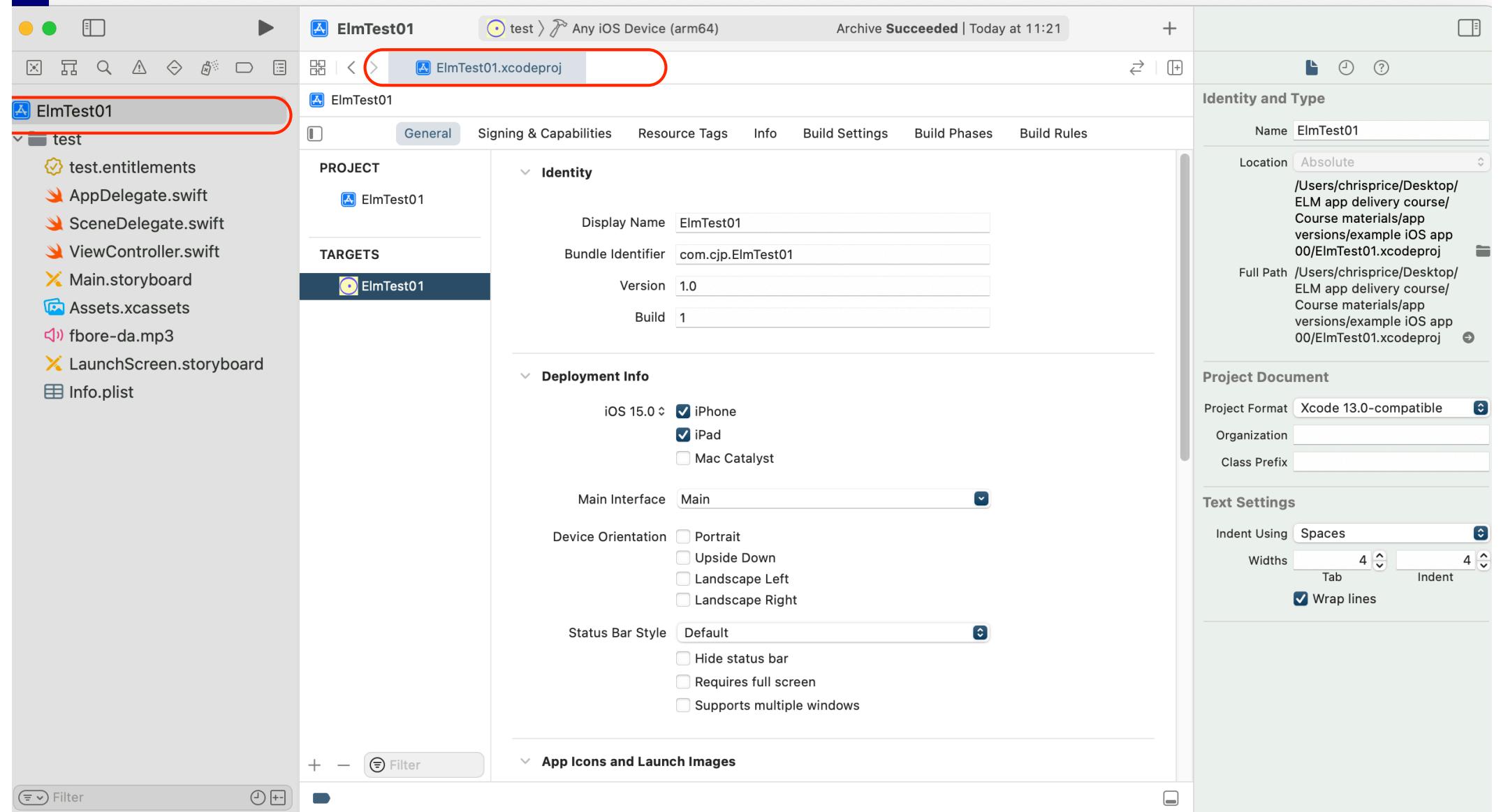
- I'd have an account holder and at least one admin
- I'd have someone from Finance to be responsible for all apps (maybe with a backup)
- I'd have someone from Ops as App Manager (this can be done on an app by app basis)
- Programmers who create the new version of a specific app can be added as Developers for that app
- Marketing would be assigned Marketing access and possibly Customer Support (if they make response to customer reviews). Also done for each app.

Making a new app (changed yesterday!)

- This session originally had the Admin doing the original setting up of the app
- This has been updated to have the developer create the app from Xcode and upload the built app
- The Admin can then add all of the details of the app to the App Store
- This describes what the developer would do

What developer does:

1/ Check name is correct and choose "any device"



What developer does:

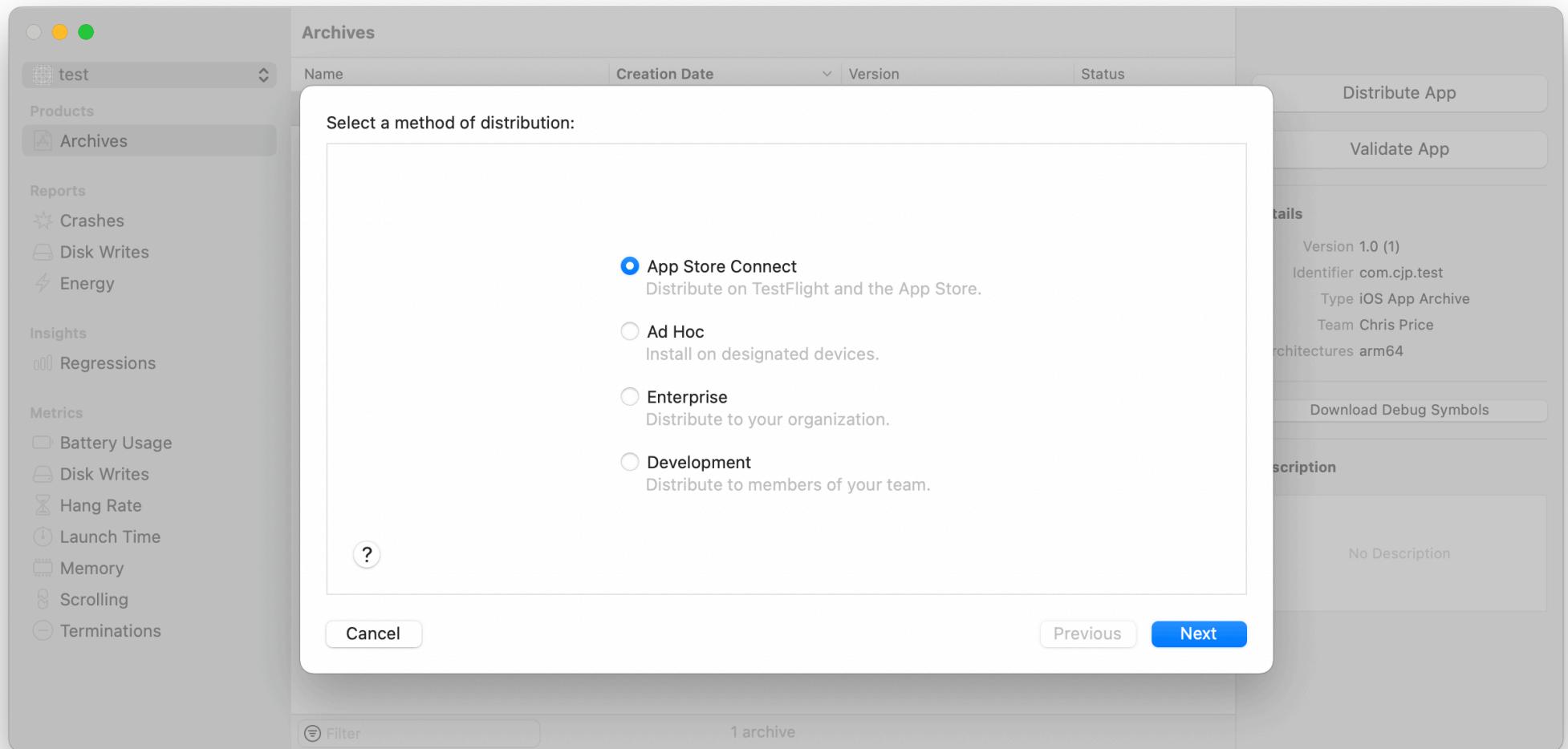
2/ Choose Archive from Product menu and then click Distribute App on this screen

The screenshot shows the Xcode interface with the 'Archives' tab selected. On the left, the sidebar includes 'Products', 'Archives' (which is selected), 'Reports', 'Crashes', 'Disk Writes', 'Energy', 'Insights', 'Regressions', 'Metrics', 'Battery Usage', 'Disk Writes', 'Hang Rate', 'Launch Time', 'Memory', 'Scrolling', and 'Terminations'. The main area displays a table titled 'Archives' with one entry:

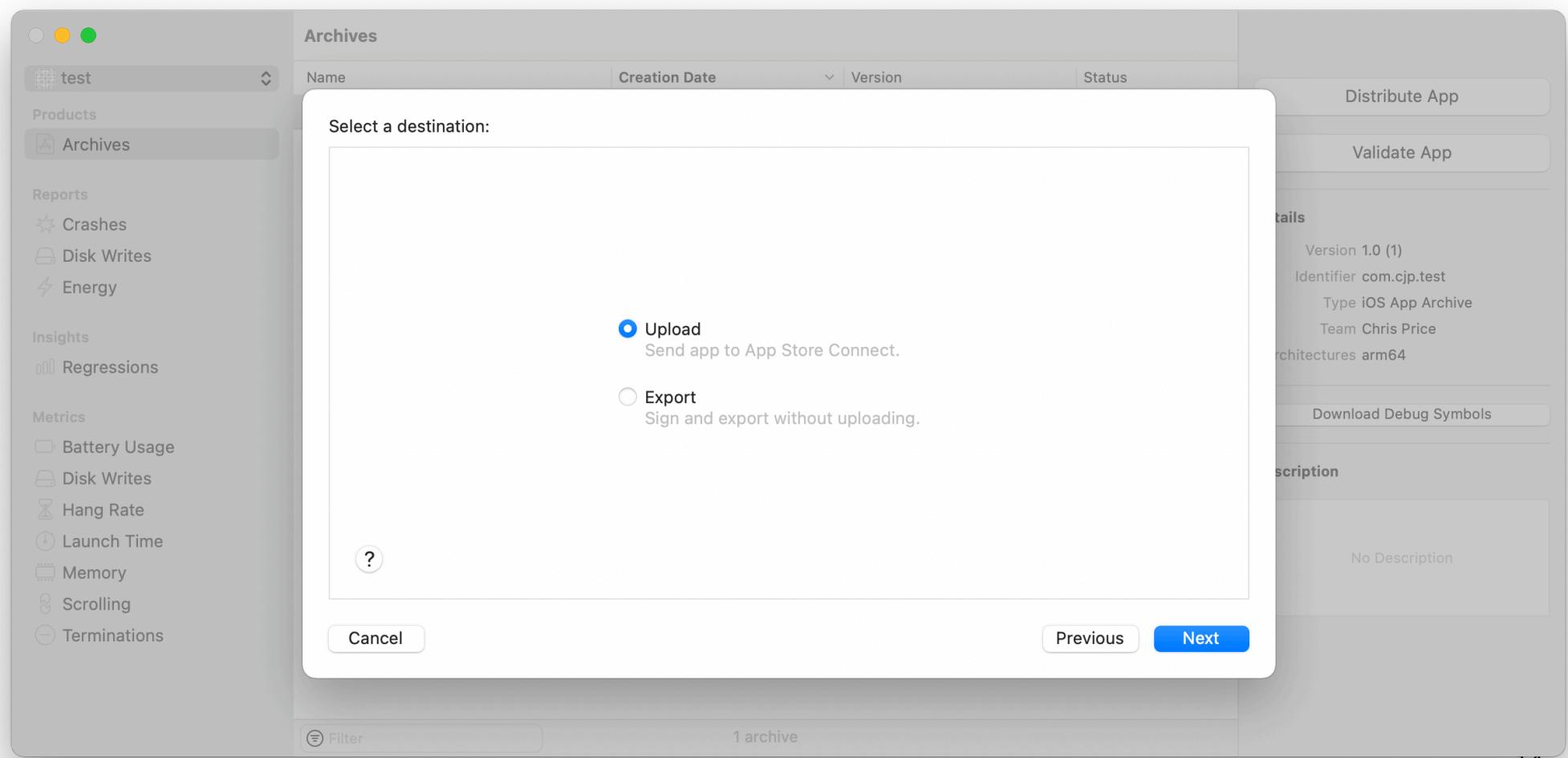
Name	Creation Date	Version	Status
test	21 Feb 2022 at 11:26	1.0 (1)	-

To the right of the table, there are buttons for 'Distribute App' (blue) and 'Validate App' (white). Below these are sections for 'Details' (Version 1.0 (1), Identifier com.cjp.test, Type iOS App Archive, Team Chris Price, Architectures arm64) and 'Description' (No Description). At the bottom, there is a 'Filter' field and the text '1 archive'.

What developer does: 3/ Choose App Store Connect

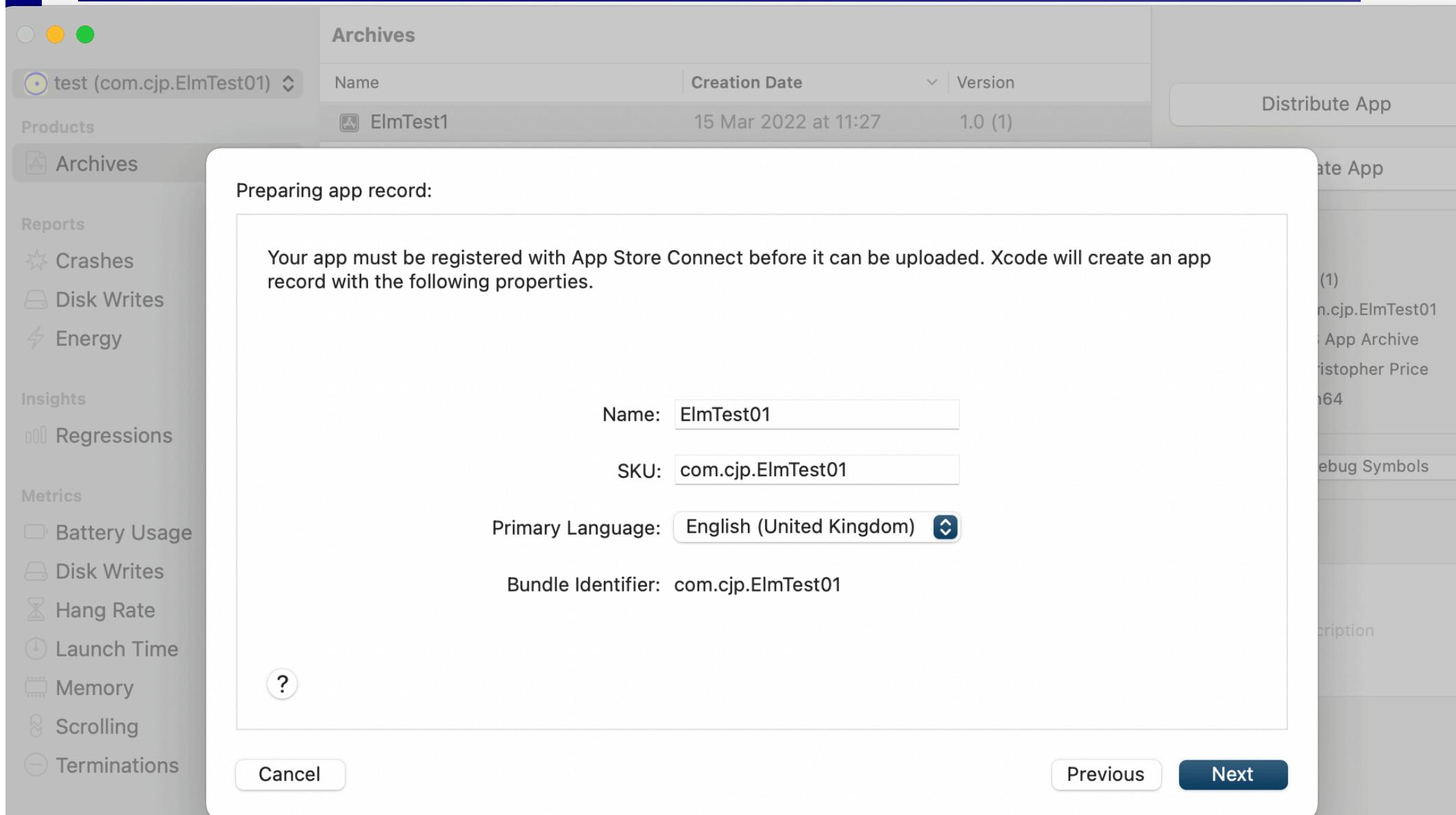


What developer does: 4/ Chooses Upload (to App Store Connect)

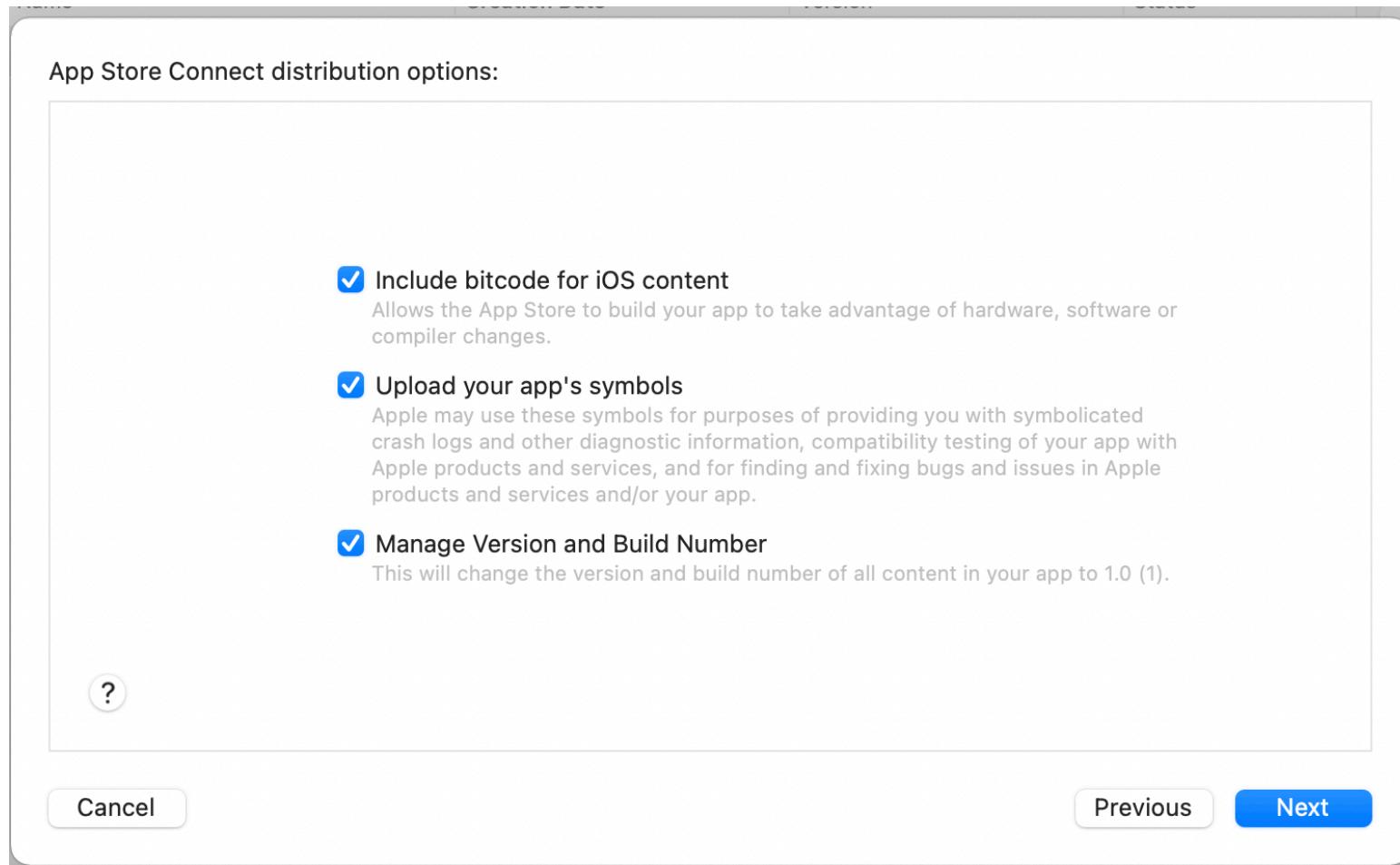


What developer does:

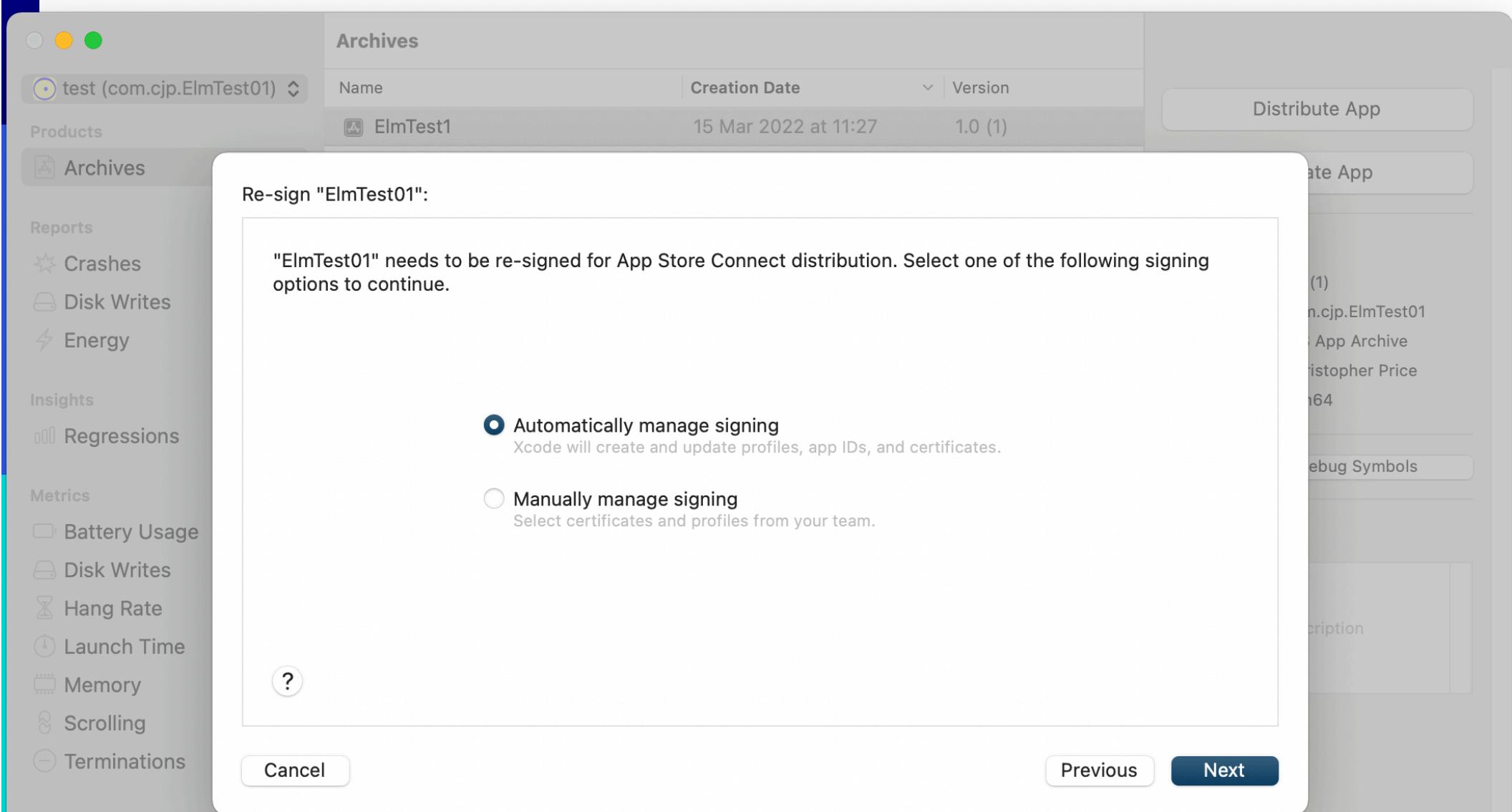
5/ If the app has not been created in App Store Connect yet, you see this screen - saying Next will create the app in App Store Connect



What developer does: 6/ Choose distribution options



What developer does: 5/ Sort signing (may not happen if already done)



What developer does: 6/ Set Upload going

The screenshot shows the Xcode interface with the "Archives" tab selected. A modal window titled "Review ElmTest01.ipa content:" is displayed, showing details about the app bundle "ElmTest01.app".

ElmTest01.app

Symbols: Included

Bitcode: Included

Architectures: arm64

Version: 1.0 (1)

ENTITLEMENTS

application-identifier
R8M72UCW4J.com.cjp.ElmTest01

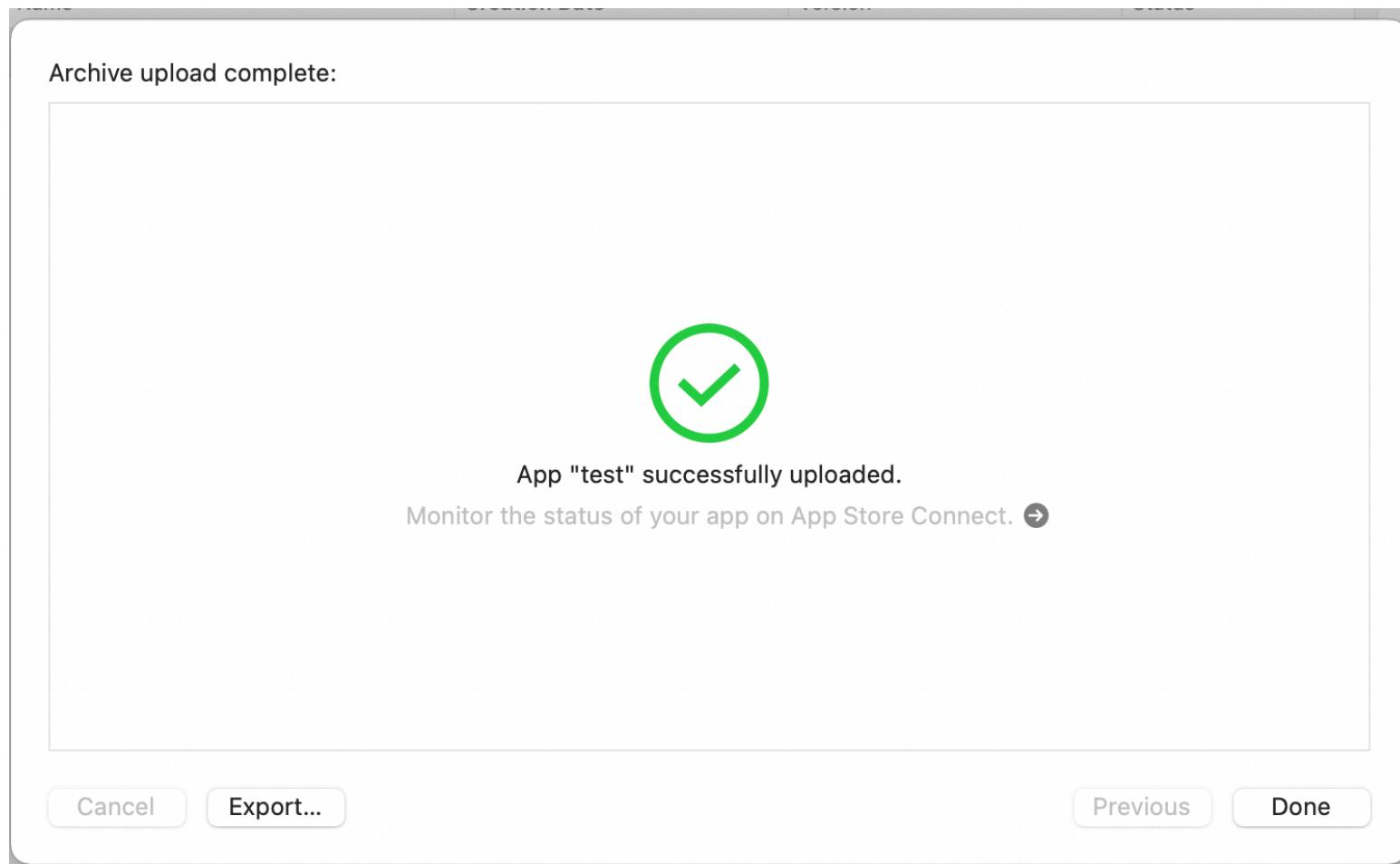
beta-reports-active
true

get-task-allow
false

com.apple.developer.team-identifier
R8M72UCW4J

Cancel **Previous** **Upload**

What developer does: 7/ Success! (Possibly)



There is a pause before the build is available to use (maybe 10 minutes) while further checks are done



App Store Connect

Inbox - Exchange 22 February 2022 at 23:20

App Store Connect: Your app "Test1001" (Apple ID: 1611008039 Version: 1.0 Build: 1) has one or more issues

To: Chris Price,

Reply-To: noreply@apple.com

[RHYBUDD! E-BOST ALLANOL / CAUTION! EXTERNAL E-MAIL]

App Store Connect

Dear Developer,

We identified one or more issues with a recent delivery for your app, "Test1001" 1.0 (1). Please correct the following issues, then upload again.

ITMS-90713: Missing Info.plist value - A value for the Info.plist key 'CFBundleIconName' is missing in the bundle 'com.cjp.test'. Apps built with iOS 11 or later SDK must supply app icons in an asset catalog and must also provide a value for this Info.plist key. For more information see <http://help.apple.com/xcode/mac/current/#/dev10510b1f7>.

Best regards,

The App Store Team

Lots more to do to release the app

- We have lots of other app information to fill in before we can release the app
- For the most part, that information is not the responsibility of the developers - although they may need to be consulted on some issues