

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.

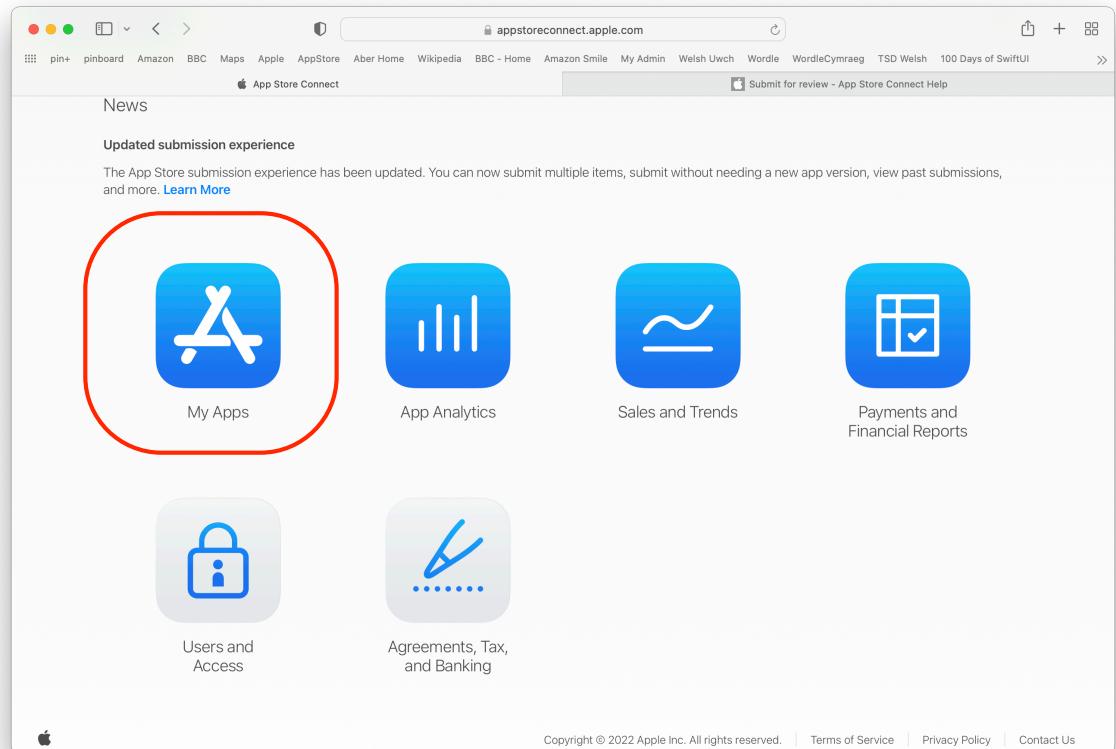
We are going to try making a new app

- ❑ I am the account holder
- ❑ In order to do this, I have made you all Admins and App Managers on all apps
- ❑ You should be able to make a new app
- ❑ We will each make a different app called testxx
- ❑ I have assigned you numbers 01 to 12
- ❑ If your number is 01, then your app will be called com.cjp.test01, and so on

Step 1: Log into App Store Connect

- Click on this link and log in with the account you gave me:
 - <https://appstoreconnect.apple.com/login>
- You should see:

Click on "My apps"



Step 2: Creating a new app

- My personal "My apps" page looks like this
- Yours will probably not have any apps yet

The screenshot shows the 'App Store Connect' interface at appstoreconnect.apple.com. The top navigation bar includes links for pin+, pinboard, Amazon, BBC, Maps, Apple, AppStore, Aber Home, Wikipedia, BBC - Home, Amazon Smile, My Admin, Welsh Uwch, Wordle, WordleCymraeg, TSD Welsh, and 100 Days of SwiftUI. The main menu has options for Apps, Analytics, Trends, Reports, Users and Access, and Agreements. A user profile for 'Chris Price' is visible.

The 'Apps' section displays several existing apps:

- AberProgs**: Status: Ready for Sale. Icons: Red dragon, green shield.
- Beibl365**: Status: Ready for Sale. Icons: Circular grid, book.
- Crossflow IES**: Status: Prepare for Submission. Icons: Grid pattern.
- hAPus2**: Status: Ready for Sale. Icons: Blue and yellow logo, red dragon.
- Welsh Vocab**: Status: Ready for Sale. Icons: Green 'WV' logo.
- Geirfa Eisteddfod**: Status: Developer Removed from Sale. Icons: Purple 'E' logo.

A red circle highlights the 'New App' button in the 'Apps' section, which is part of a dropdown menu. The text 'Click on the blue plus sign and choose New App' is overlaid in red on the right side of the screen.

Step 3: Start to fill in form that appears

New App

Platforms ?
 iOS macOS tvOS

Name ?

Primary Language ?

Bundle ID ?

Register a new bundle ID in [Certificates, Identifiers & Profiles](#).

SKU ?

User Access ?
 Limited Access Full Access

1. Tick iOS box
2. Type "com.cjp.testxx" where xx is your number
3. Choose English from drop down list
4. Click on Certificates, Identifiers and Profiles link.
You will be taken to the Apple Developer site

Step 4: Register an app ID for new app

developer.apple.com

App Store Connect Remove an app - App Store Connect Help Certificates, Identifiers & Profiles - Apple Developer

Chris Price Chris Price - Y48AZMY2V2

Certificates, Identifiers & Profiles

< All Identifiers

Register an App ID

Platform: iOS, macOS, tvOS, watchOS

Description is used to identify the certificate - maybe put your "testxx" here

Description: This is just a test app

Bundle ID: com.cjp.test

Enter your "com.cjp.testxx" for BundleID

When you click on "Continue", you will see the next screen

Back Continue

5C8962ULNU

Explicit Wildcard

com.cjp.test

We recommend using a reverse-domain name style string (i.e., com.domainname.appname). It cannot contain an asterisk (*).

Capabilities App Services

ENABLED NAME

- Access WiFi Information
- App Attest
- App Groups

Step 5: Your details are checked - click on "Register" to complete

The screenshot shows a web browser window for developer.apple.com. The address bar displays 'developer.apple.com'. The page title is 'Certificates, Identifiers & Profiles - Apple Developer'. The user is logged in as 'Chris Price' with the identifier 'Chris Price - Y48AZMY2V2'. The main content area is titled 'Certificates, Identifiers & Profiles' and shows a sub-section titled 'Confirm your App ID'. The 'Back' and 'Register' buttons are highlighted with a red oval. The 'Platform' section lists 'iOS, macOS, tvOS, watchOS'. The 'App ID Prefix' field contains '5C8863ULNU'. The 'Description' section notes 'This is just a test app'. The 'Bundle ID' is listed as 'com.cjp.test (explicit)'. The 'Capabilities' tab is selected, showing a list of enabled services: 'Access WiFi Information', 'App Attest', 'App Groups', and 'Apple Pay Payment Processing'. The 'App Services' tab is also visible.

developer.apple.com

App Store Connect Remove an app - App Store Connect Help Certificates, Identifiers & Profiles - Apple Developer

Chris Price Chris Price - Y48AZMY2V2

Certificates, Identifiers & Profiles

< All Identifiers

Confirm your App ID

Platform: iOS, macOS, tvOS, watchOS

App ID Prefix: 5C8863ULNU

Description: This is just a test app

Bundle ID: com.cjp.test (explicit)

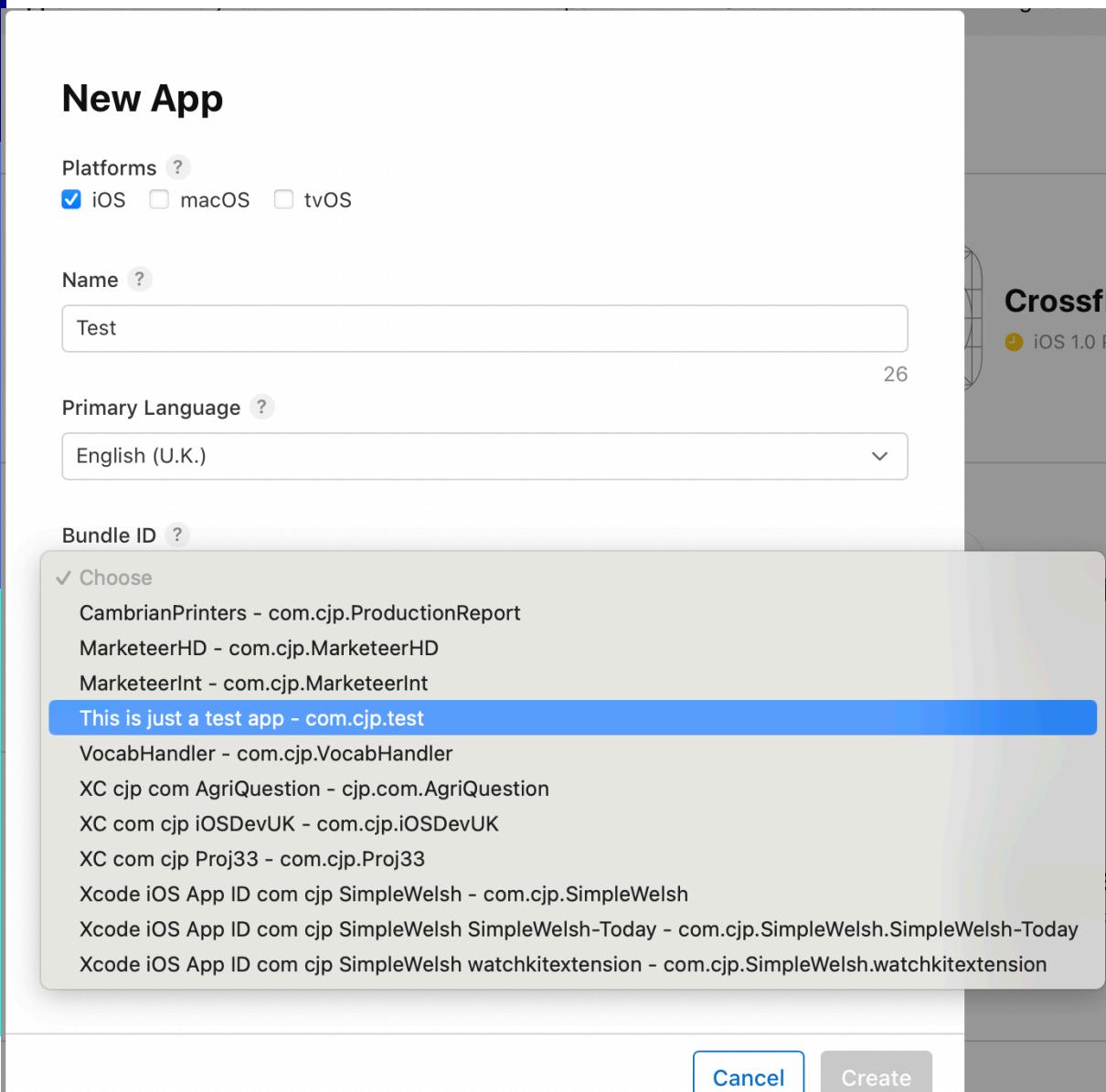
Capabilities

ENABLED	NAME
<input type="checkbox"/>	Access WiFi Information ⓘ
<input type="checkbox"/>	App Attest ⓘ
<input type="checkbox"/>	App Groups ⓘ
<input type="checkbox"/>	Apple Pay Payment Processing ⓘ

App Services

Back Register

Step 6: Add correct bundle ID in new app form



Click on the drop down menu next to Bundle Id - your certificate should be there (along with everyone else's)

Step 7: Complete the form

New App

Platforms ?

iOS macOS tvOS

Name ?

Test

26

Primary Language ?

English (U.K.)

Bundle ID ?

This is just a test app - com.cjp.test

SKU ?

com.cjp.test

User Access ?

Limited Access

Full Access

SKU is a identifier chosen by you - I just repeat the "com.cjp.testxx"

User access - tick Full
(In practice, you may want to limit it to some of your team)

Cancel

Create

Click on "Create" ¹⁷

Step 8: Make the name unique and try again

It should create a new app

The screenshot shows the Apple App Store Connect interface. The top navigation bar includes links for pin+, pinboard, Amazon, BBC, Maps, Apple, AppStore, Aber Home, Wikipedia, BBC - Home, Amazon Smile, My Admin, Welsh Uwch, Wordle, WordleCymraeg, TSD Welsh, 100 Days of SwiftUI, and more. The main navigation bar has tabs for App Store Connect, Apps, Analytics, Trends, Reports, Users and Access, and Agreements. A user profile for 'Chris Price' is visible.

The main content area shows the app 'Test1001' under the 'App Store' tab. It's identified as an 'iOS App'. The current step is '1.0 Prepare for Submission'. There are buttons for 'Save' and 'Add for Review'.

On the left, a sidebar lists sections: General (App Information, Pricing and Availability, App Privacy, Ratings and Reviews, Version History, App Review), Features (In-App Purchases, App Store Promotions, Custom Product Pages, In-App Events, Product Page Optimization), and Promotional Text.

The central 'Version Information' section displays the app's metadata. It includes a 'Version Information' summary, a note about publishing assets and metadata, and a 'View All Sizes in Media Manager' link. Below this, there are icons for iPhone 6.5" Display, iPhone 5.5" Display, iPad Pro (3rd Gen) 12.9" Display, and iPad Pro (2nd Gen) 12.9" Display. A placeholder text 'Drag up to 3 app previews and 10 screenshots here.' is present, along with a note that we'll use these for all iPhone display sizes and localizations selected.

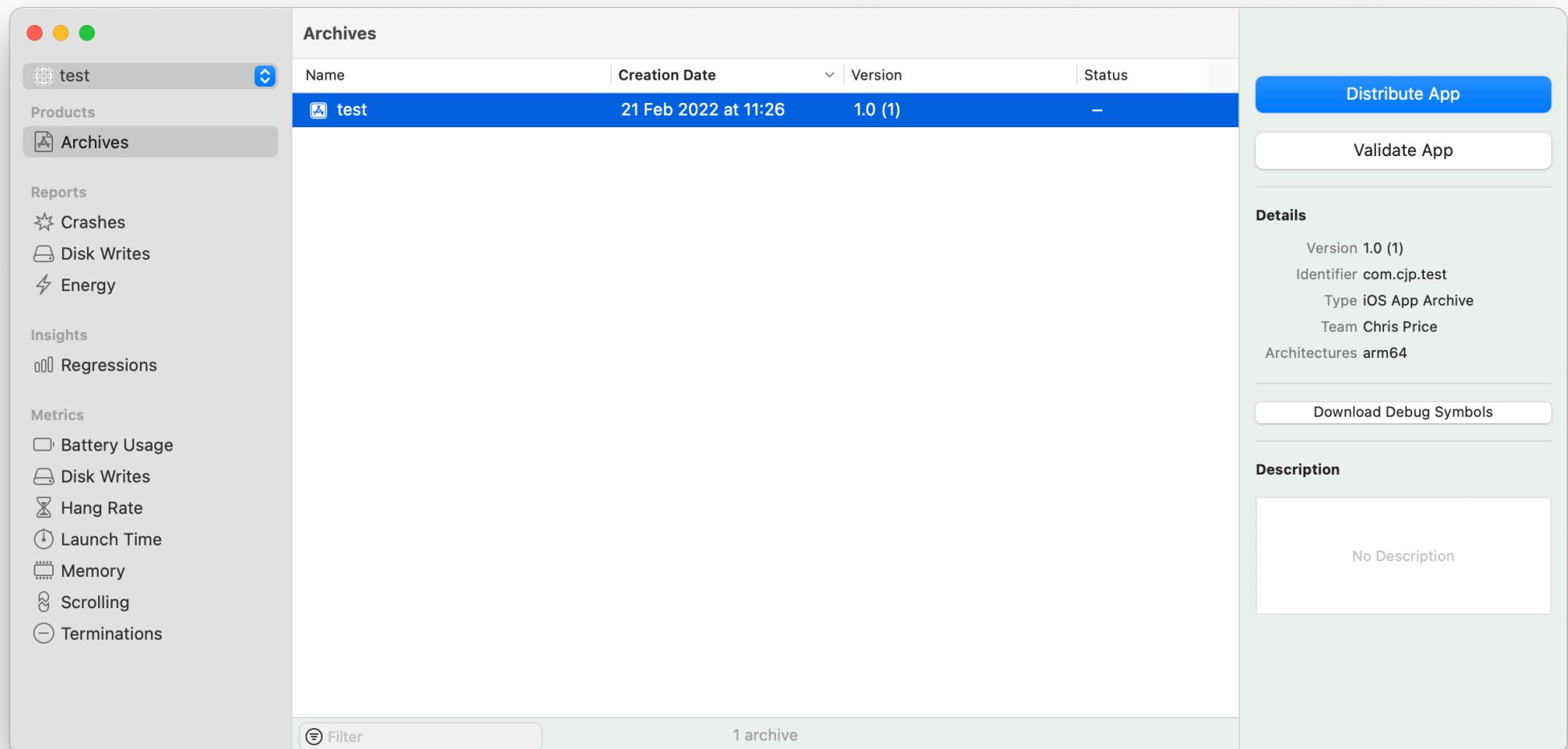
At the bottom, there are links for '0 of 3 App Previews | 0 of 10 Screenshots | Choose File | Delete All'.

Congrats - you have started a new app

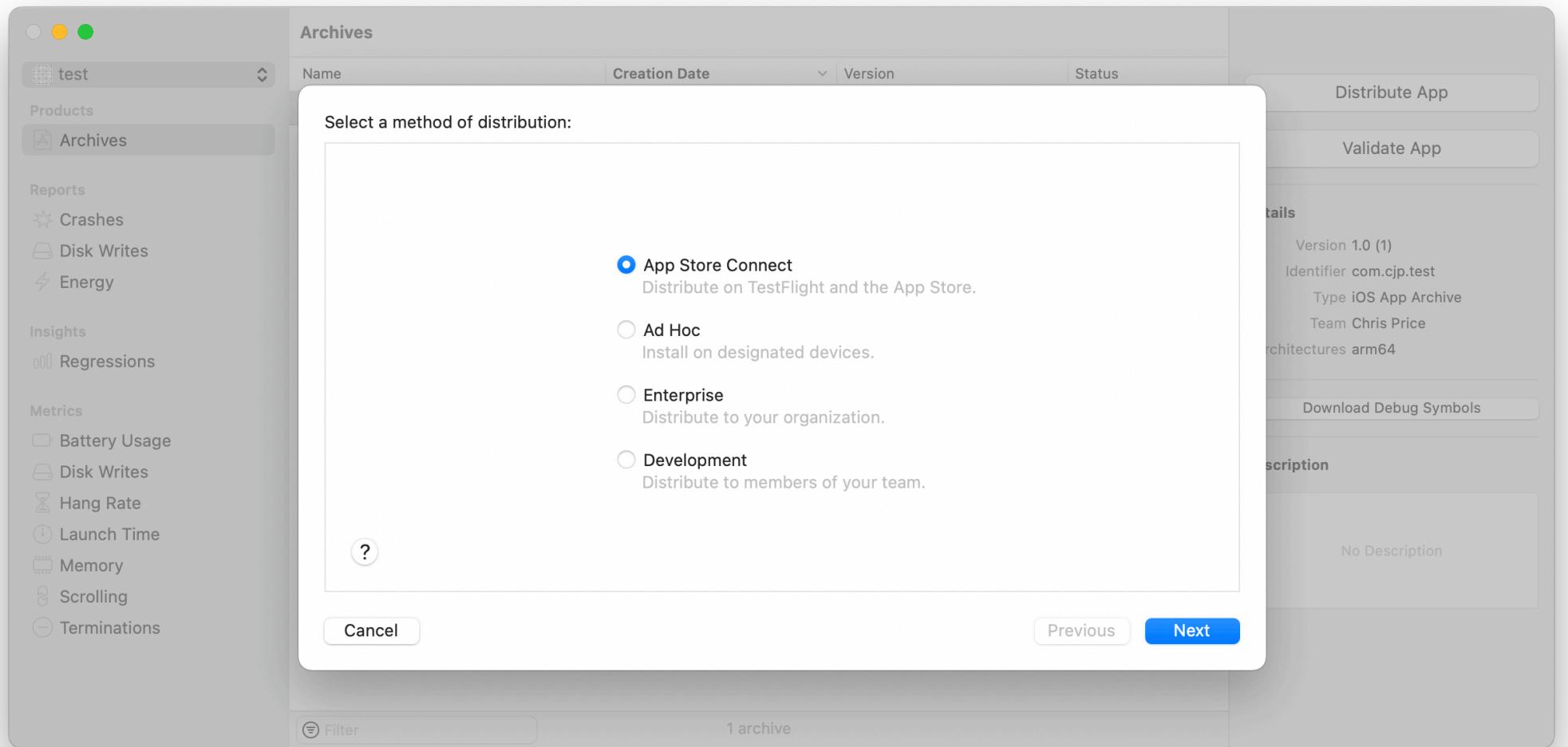
- If we only wanted people to see the apps they are involved with, we can limit the access to new apps to the involved people
- If your app ID is com.cjp.testxx, then an app build can get added to it, by putting that ID in the app
- Now you have created the app, the developer can upload a build of the app

What developer does:

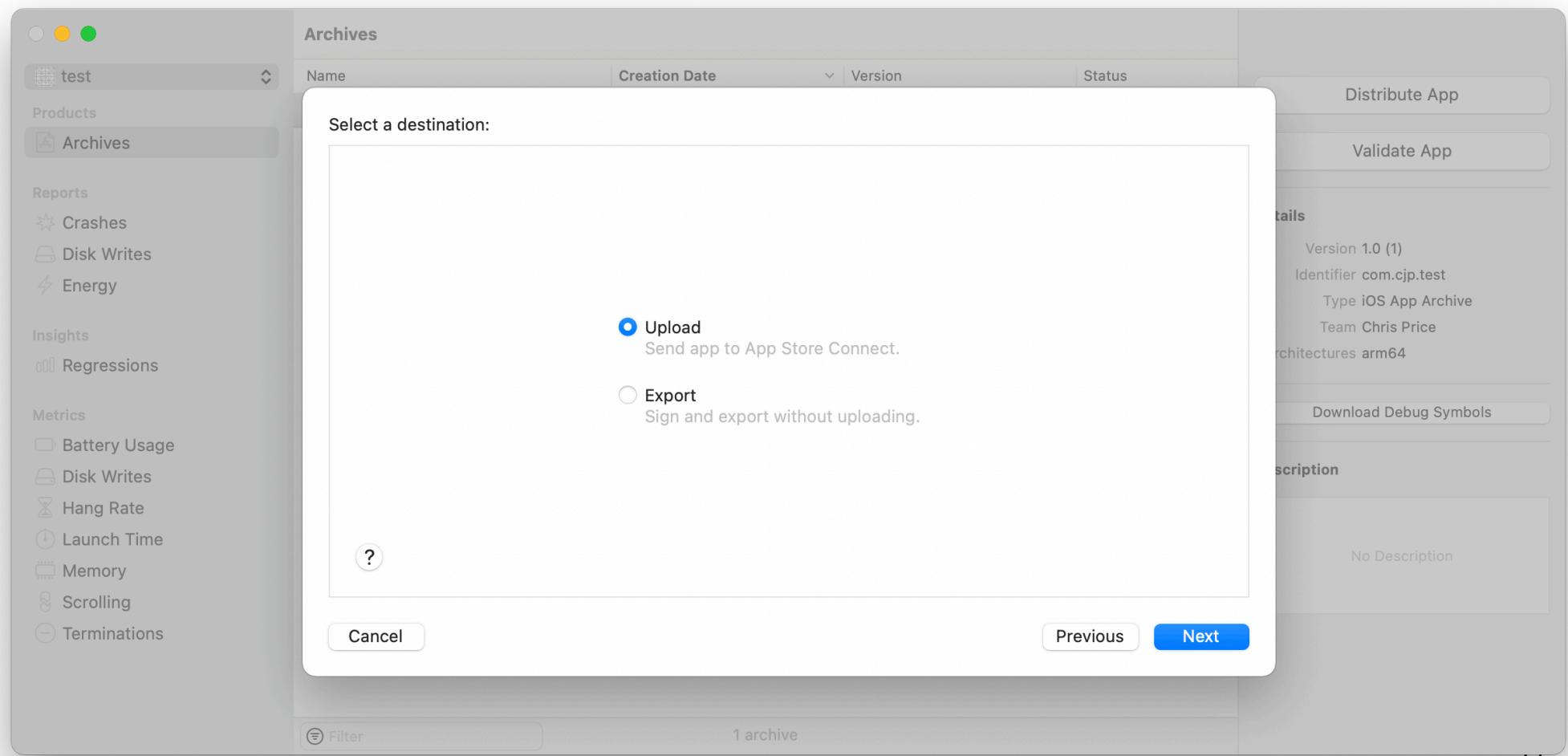
1/ Chooses Distribute App



What developer does: 2/ Chooses App Store Connect

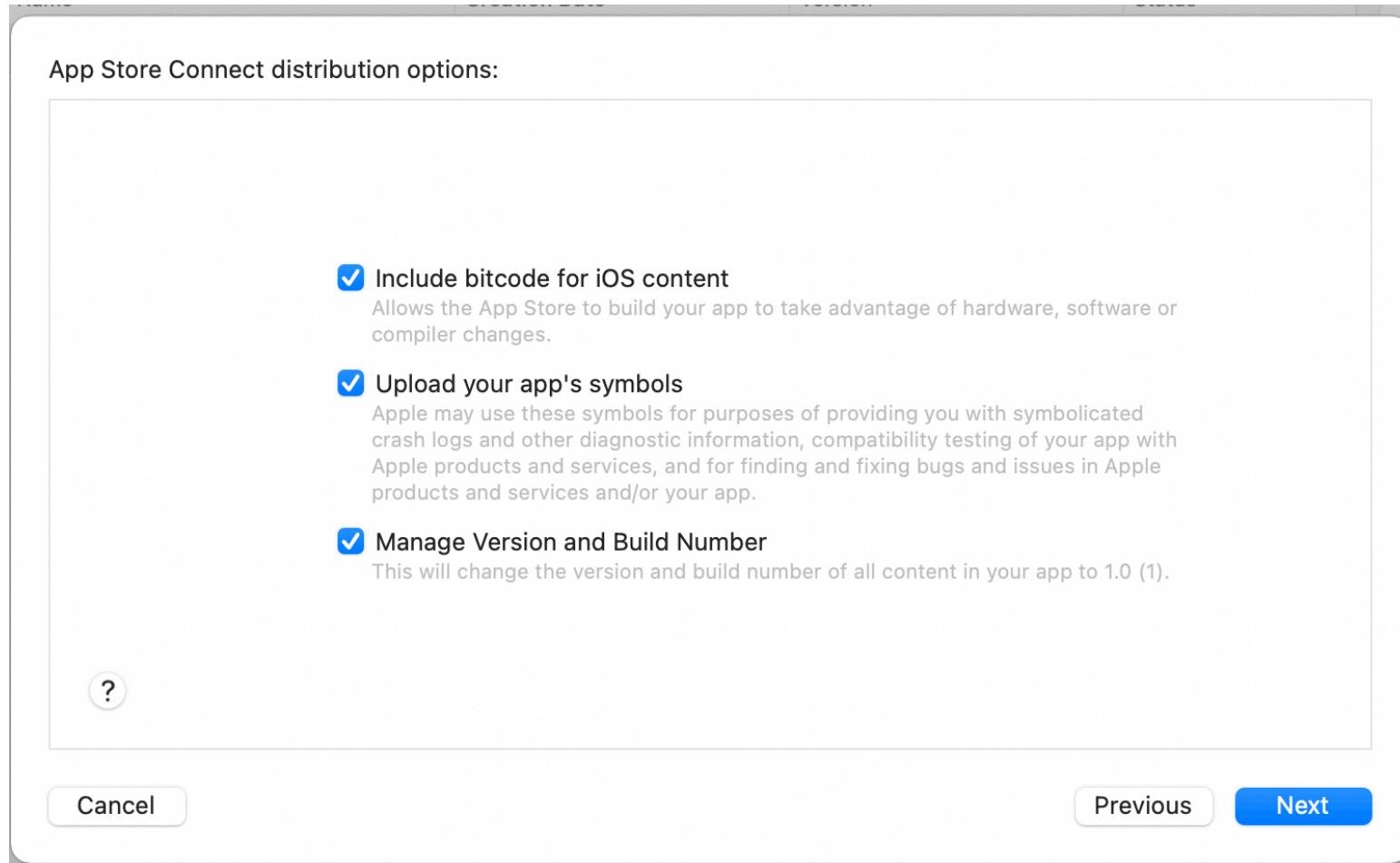


What developer does: 3/ Chooses Upload (to App Store Connect)



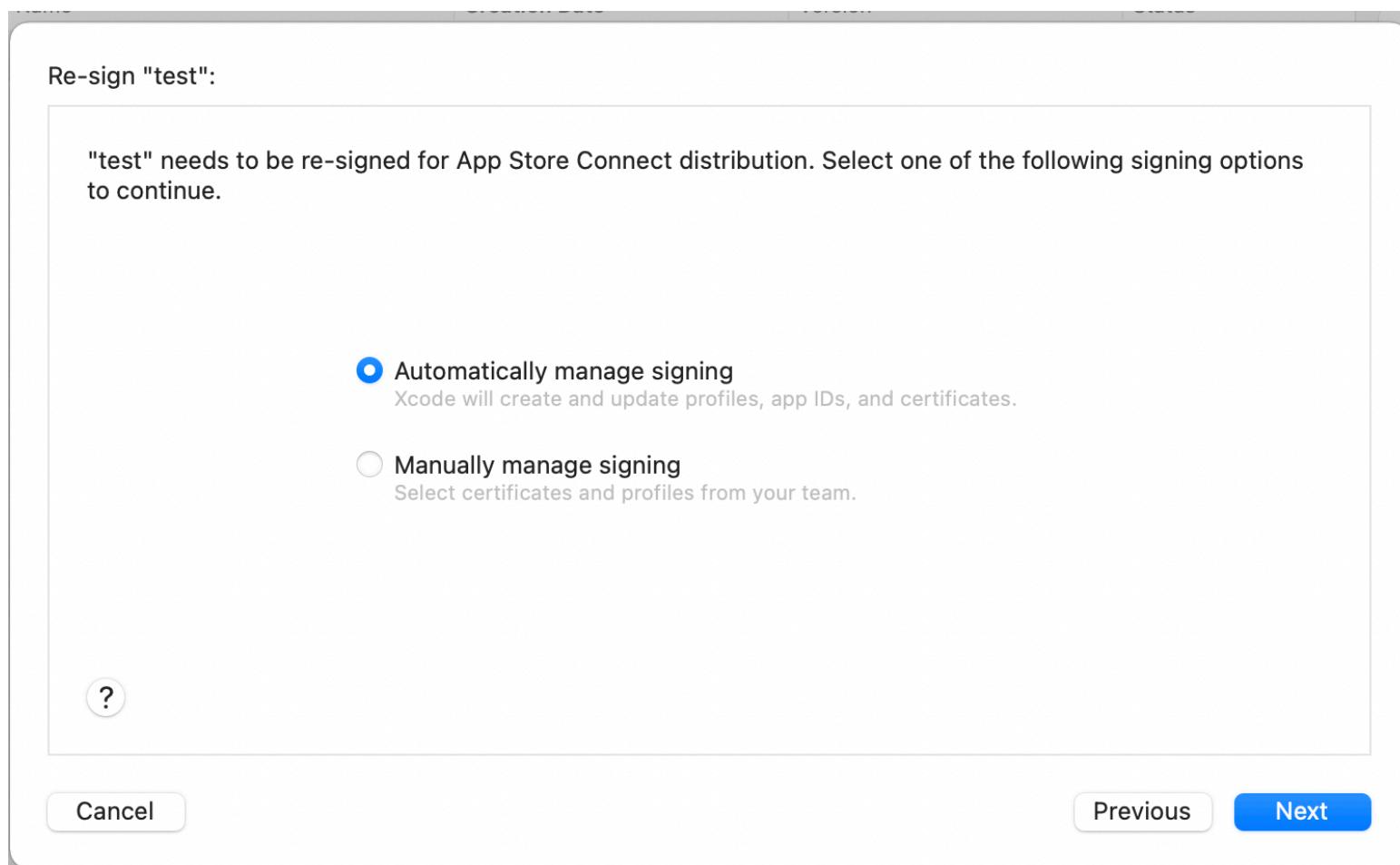
What developer does:

4/ Choose distribution options

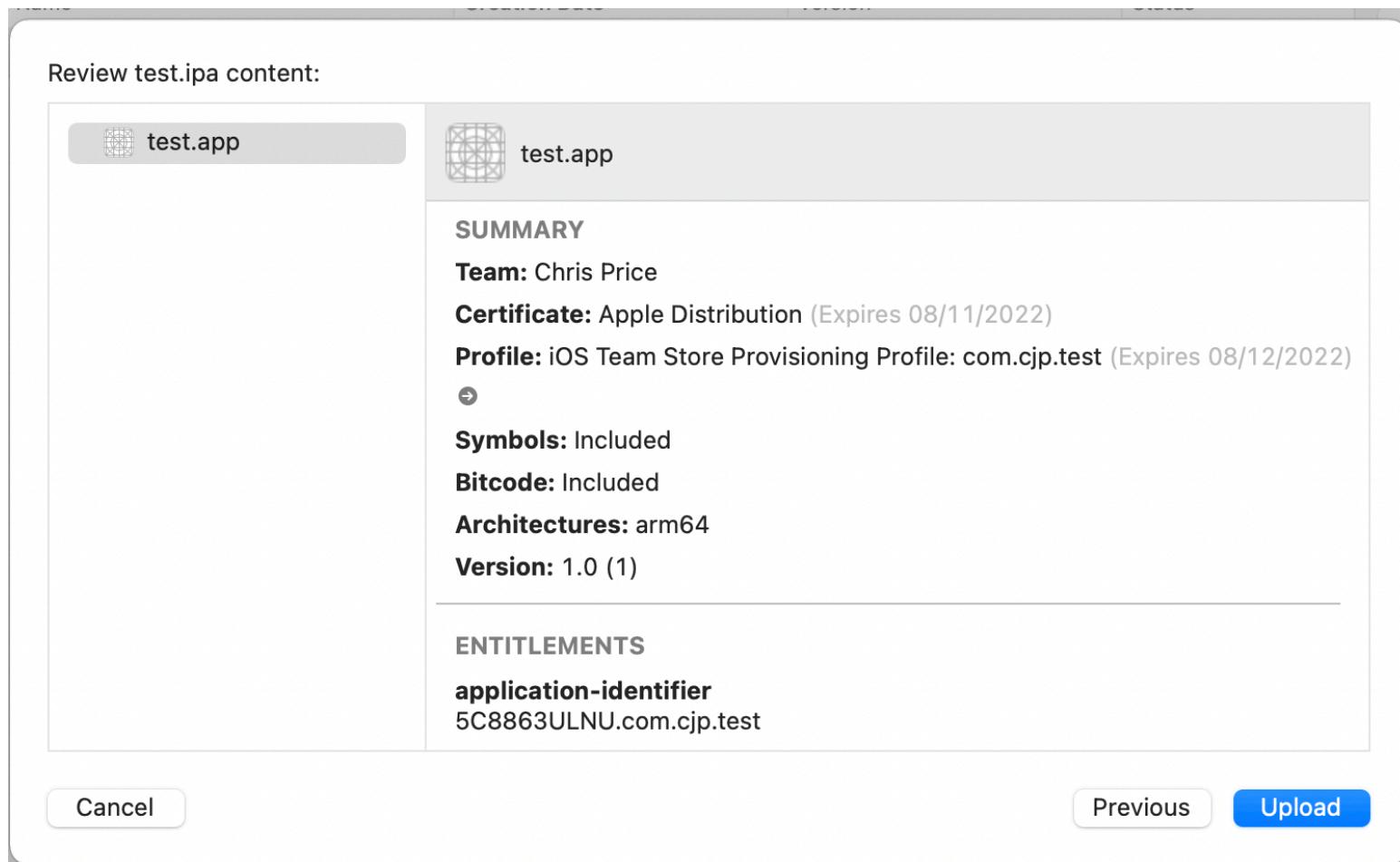


What developer does:

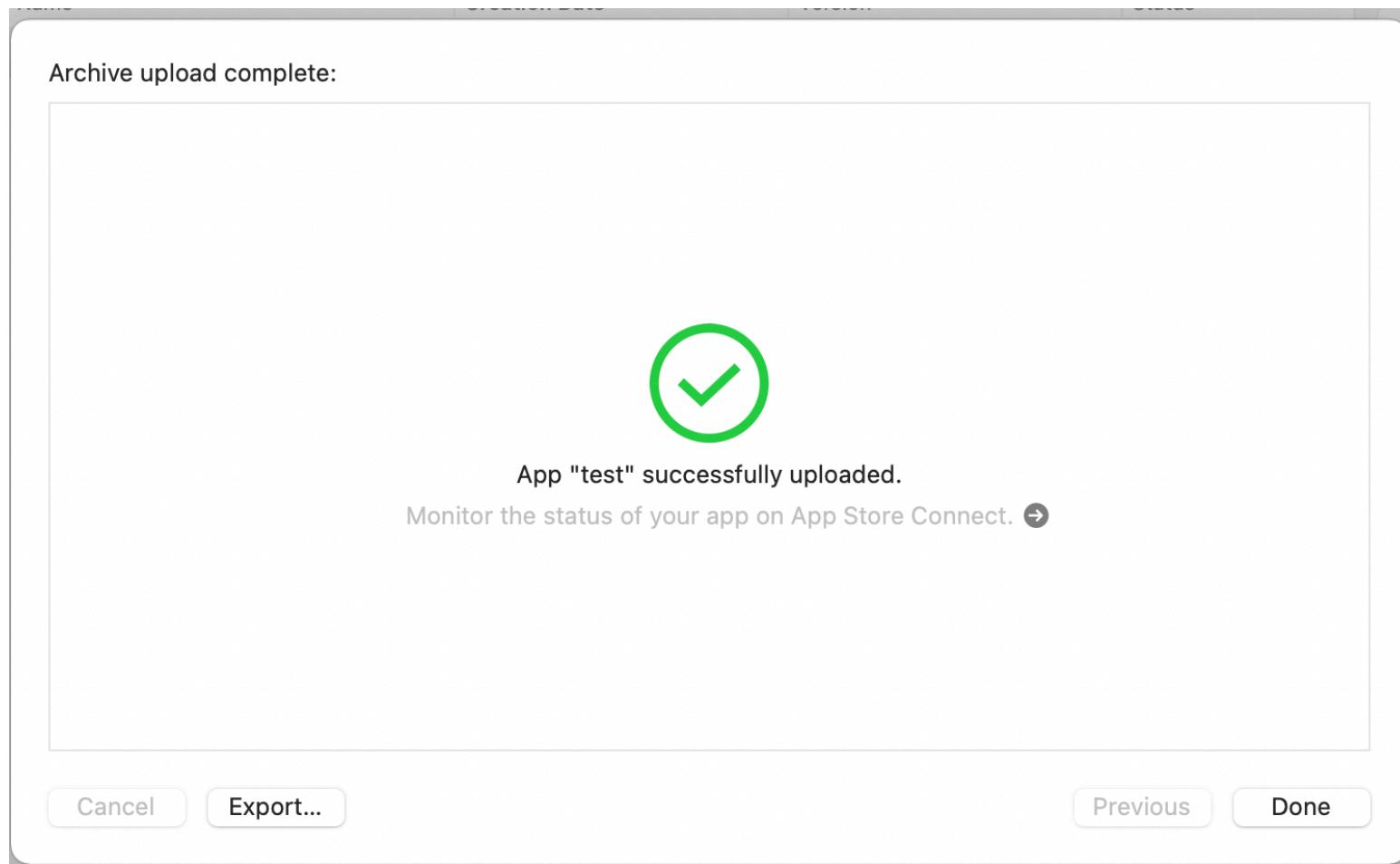
5/ Sort signing (may not happen if already done)



What developer does: 6/ Set Upload going



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

- Apple run some automated tests on your upload at this point
- There will be a pause before the new upload appears under "Build" in your app information
- We have lots of other app information to fill in before we can release the app anyway - we will look at this next, and after we have done that we will add the Build to our app store entry