

# Session 5b: Preparing Android app for the Google Play Store



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**framework training**  
business value through education

# Where are we

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- The developers have made a build
- It can be tested by loading it directly on phones or through the Play Store
- The details needed and the process for releasing the app is very similar to the App Store

Google Play Console

Search Play Console

# Create app

## App details

App name: Test1001  
This is how your app will appear on Google Play 8 / 30

Default language: English (United Kingdom) – en-GB

App or game: You can change this later in Store settings

Free or paid: You can edit this later on the Paid app page

Free (selected)

Paid

*(i) You can edit this until you publish your app. Once you've published, you can't change a free app to paid.*

Cancel Create app

# Declarations

## Developer Program Policies



### Confirm app meets the Developer Program Policies

The application meets [Developer Program Policies](#). Please check out [these tips on how to create policy compliant app descriptions](#) to avoid some common reasons for app suspension. If your app or store listing is [eligible for advance notice](#) to the Google Play App Review team, [contact us](#) prior to publishing.

## Play App Signing



### Accept the Play App Signing Terms of Service

To publish [Android App Bundles](#) on Google Play you need to accept the [Play App Signing Terms of Service](#). You will be able to choose your app signing key when creating a release. [Learn more](#)

## US export laws



### Accept US export laws

I acknowledge that my software application may be subject to United States export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any requirements for software with encryption functions. I hereby certify that my application is authorized for export from the United States under these laws. [Learn more](#)



### Release your app early for internal testing without review

Share your app with up to 100 internal testers to identify issues and get early feedback

[View tasks](#) ▾

## Set up your app



### Provide information about your app and set up your store listing

Let us know about the content of your app, and manage how it is organized and presented on Google Play

[View tasks](#) ▾

## Release your app



### Test your app with a larger group of testers that you control

With closed testing, you can test your app with larger groups of testers. You can control access using email addresses or Google Groups.

Complete the initial setup tasks first [View tasks](#) ▾



### Let anyone sign up to test your app on Google Play

With open testing, anyone can join your tests on Google Play. Users can provide feedback without it affecting your public rating.

Complete the initial setup tasks first [View tasks](#) ▾



### Build excitement for your app with pre-registration

With pre-registration, you can publish your store listing before you launch so that users can register their interest. When you launch, any users who have pre-registered will receive a notification to download your app.

Complete the initial setup tasks first [View tasks](#) ▾

## Set up your app



### Provide information about your app and set up your store listing

Let us know about the content of your app, and manage how it is organized and presented on Google Play

Hide tasks ^

#### LET US KNOW ABOUT THE CONTENT OF YOUR APP

- o App access >
- o Ads >
- o Content rating >
- o Target audience >
- o News apps >
- o COVID-19 contact tracing and status apps >
- o Data safety >

#### MANAGE HOW YOUR APP IS ORGANIZED AND PRESENTED

- o Select an app category and provide contact details >
- o Set up your store listing >

They want answers for all these areas

[← Dashboard](#)

## App access

If parts of your app are restricted based on login credentials, memberships, location, or other forms of authentication, provide instructions on how to access them. Make sure this information is kept up to date.

Google may use this information to review your app. It won't be shared, or used for any other reason. [Learn more](#)

- All functionality is available without special access
- All or some functionality is restricted

[← Dashboard](#)

## Ads

Let us know whether your app contains ads. This includes ads delivered by third party ad networks. Make sure this information is accurate and is kept up to date. [Learn more](#)

### Ads

Does your app contain ads? Check the [Ads policy](#) to make sure your app is compliant.

Yes, my app contains ads

The 'Contains ads' label will be shown next to your app on Google Play. [Learn more](#)

No, my app does not contain ads

[← Dashboard](#)

## Content ratings

1 Category — 2 Questionnaire — 3 Summary

### Category

Email address

chrisinaber@gmail.com

This will be used to contact you about your content ratings. It may be shared with rating authorities and IARC.

Category

Game

The app is a game or betting app. Examples include: Candy Crush Saga, Temple Run, Mario Kart, The Sims, Angry Birds, casino games, or daily fantasy sports.

Social or Communication

The primary purpose of this app is to meet or communicate with people. Examples include Facebook, Twitter, Skype, and SMS.

All Other App Types

Any app that isn't a game, social networking app, or communication app. Examples include entertainment products, consumer stores, news apps, lifestyle apps, streaming services, utilities, tools, emoji sets, fitness apps, magazines, and customizations.

## Content ratings

 Category —  Questionnaire —  Summary

### All Other App Types

#### Downloaded App Completed

Does the app contain any ratings-relevant content (e.g., sex, violence, language) downloaded as part of the app package (code, assets)? [Learn more](#)

Yes  No

#### User Content Completed

Does the app natively allow users to interact or exchange content with other users through voice communication, text, or sharing images or audio? [Learn more](#)

Yes  No

#### Online Content Completed

Does the app feature or promote content that isn't part of the initial app download, but can be accessed from the app? [Learn more](#)

Yes  No

#### Promotion or Sale of Age-Restricted Products or Activities Completed

Does the app focus on promoting or selling items or activities that are typically age-restricted such as cigarettes, alcohol, firearms, or gambling?

Yes  No

## Miscellaneous Completed

Does the app share the user's current and precise physical location with other users? [Learn more](#)

Yes  No

Does the app allow users to purchase digital goods? [Learn more](#)

Yes  No

Is the app a web browser or search engine? [Learn more](#)

Yes  No

Is the app primarily a news or educational product? [Learn more](#)

Yes  No

# Content ratings

 Category —  Questionnaire —  Summary

## Summary

Ratings shown below may differ from the ratings shown to users on Google Play.

- Google may reject your app or app update for misrepresentation of your app's content
- Google may use your questionnaire responses to generate ratings for specific territories as required by local law
- Rating authorities participating in IARC may change your app's rating after they review it

Google and IARC will share your contact information, questionnaire responses, ratings, developer support requests, and app details with rating authorities. [Learn more](#)

Category All Other App Types

## Your ratings

### Brazil

Rating authority: Classificação Indicativa (ClassInd)

Rating  All ages

Content descriptors -

### North America

Rating authority: Entertainment Software Rating Board (ESRB)

Rating  Everyone

Content descriptors -

### Europe

Rating authority: Pan-European Game Information (PEGI)

[← Dashboard](#)

# Content ratings

Receive content ratings for your app from official rating authorities. [Show more](#)

Submit a new questionnaire if you've made changes to your app that would affect previous responses

## Your current ratings

IARC status  Completed

[View details](#)

Email address chrisinaber@gmail.com

[Edit](#)

IARC certificate ID -

Submitted March 4, 2022, 2:16 PM

Your ratings



## Previous questionnaires

Submitted

IARC Certificate ID

Email address

March 4, 2022, 2:16 PM

-

chrisinaber@gma

# Target audience and content

1 Target age — 2 App details — 3 Ads — 4 Store presence — 5 Summary

## Target age

Target age group

What are the target age groups of your app?

Based on your response we'll highlight any actions that you may need to take, and the policies you may need to comply with.

Make sure you review the [Developer Policy Center](#) before publishing your app. Apps that don't comply with these policies may be removed from Google Play. [Learn more](#)

 You must add a privacy policy if your target audience includes children under 13

- 5 and under
- 6-8
- 9-12
- 13-15
- 16-17
- 18 and over

# Target audience and content

 Target age —  App details —  Ads —  Store presence —  Summary

## Store presence

You've declared your target audience doesn't include children under 13. Google will review your store listing to make sure that it doesn't unintentionally appeal to children under 13.

The following question asks if you think your store listing could unintentionally appeal to children. [Learn more](#)

Answer 'Yes' if you think certain elements of your store listing may appeal to children, for example young characters or animations. The 'Not designed for children' label may be shown next to your app on Google Play.

Answer 'No' if you're unsure, prefer not to answer, or think your store listing doesn't unintentionally appeal to children.

Appeal to children

Could your store listing unintentionally appeal to children?

Yes

The 'Not designed for children' label may be shown next to your app on Google Play. [Learn more](#)

No

If Google disagrees with your answer, you won't be able to update your app.

[← Dashboard](#)

## News apps

Let us know whether your app is a news app. This helps us make sure you comply with the Google Play News policy. [Learn more](#)

News apps

Is your app a news app?

No

Yes

I confirm my app complies with the [Google Play News policy](#)

← Dashboard

## COVID-19 contact tracing and status apps

To help us understand whether your app is a COVID-19 contact tracing or status app, select all of the statements below that apply to your app.

- My app is a publicly available COVID-19 contact tracing app

For example, an app that tracks or monitors infected or exposed individuals for the purpose of COVID-19 response or mitigation
- My app is a publicly available COVID-19 status app

For example, an app that verifies an individual's current infection status, vaccination status, or history of infection for the purposes of determining the individual's eligibility for travel or entry into public spaces. [Learn more](#)
- My app is not a publicly available COVID-19 contact tracing or status app

## Data safety

### Help users understand how your app collects and shares their data

To help users better understand your app's privacy, security, and data handling practices before they download it, provide information about your app's safety. The information you provide is shown on your store listing so that users can learn how you collect and share their data.

Hide

- 1 Overview
- 2 Data collection and security
- 3 Data types
- 4 Data usage and handling
- 5 Preview

Thank you for helping to keep Google Play a safe and trusted space for users.

In this questionnaire, you'll be asked to provide information about the user data collected or shared by your app. The information you provide will be shown on your store listing to help users better understand your app's privacy, security, and data handling practices before they download it.

Before you start, read the following information about the questions you'll be asked, and the information you'll need to provide. The information you provide will be reviewed by Google as part of the app review process.

## Definitions

On the next screen, you'll be asked whether your app collects or shares any of the required user data types. [View required data types](#)

'Collected' means data that is transmitted off the user's device, either to you or a third party. Some types of data collection are exempt. [View exemptions](#)

'Processed ephemerally' means data that is only stored in memory, and is retained for no longer than necessary to service the specific request in real-time, and not used for any other purpose. Data collected in this way must still be disclosed, but will not be shown to users on your store listing. [Learn more](#)

'Shared' means data that is transferred to a third party, either on or off the user's device. Some types of data transfers are exempt. [View exemptions](#)

## What you need to disclose

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## What you need to disclose

You must disclose:

- Any of the required user data types that are collected and/or shared. [Learn more](#)
- Any user data sent off the user's device by libraries or SDKs used in your app, regardless of whether this information is transmitted to you (the developer) or a third party. [Learn more](#)
- Any user data transferred from your server to a third party, or transferred to another third party app on the same device. [Learn more](#)
- Any user data collected or transferred through a webview which can be opened from your app - unless users are navigating the open web. [Learn more](#)

To get started, select Next.

← Dashboard

## Data safety

Help users understand how your app collects and shares their data. [Show more](#)

 Overview —  **Data collection and security** —  Data types —  Data usage and handling —  Preview

### Data collection and security

Review the list of required user data types that you need to disclose. [View required data types](#)

Does your app collect or share any of the required user data types?

Yes

No

[← Dashboard](#)

## Data safety

Help users understand how your app collects and shares their data. [Show more](#)

 Overview —  Data collection and security —  Data types —  Data usage and handling —  [Preview](#)

### Store listing preview

Based on what you've told us, the following information will be shown to users on Google Play

#### No data collection declared

The developer says this app doesn't collect user data

#### No data shared with third parties

The developer says this app doesn't share user data with other companies or organizations

### Privacy policy

 To submit, provide a link to your privacy policy on the Privacy policy page

[Go to Privacy policy](#)

← App content

## Privacy Policy

Add a privacy policy to your store listing to help provide transparency about how you treat sensitive user and device data. [Learn more](#)

You must add a privacy policy if your target audience includes children under 13. Check the [User Data policy](#) to avoid common violations.

`https://sites.google.com/view/welsh-apps/welsh-lessons-privacy|`

Enter a URL, for example `https://example.com/privacy`

← App content

## Data safety

Help users understand how your app collects and shares their data. [Show more](#)

 Overview —  Data collection and security —  Data types —  Data usage and handling —  Preview

### Store listing preview

Based on what you've told us, the following information will be shown to users on Google Play

#### No data collection declared

The developer says this app doesn't collect user data

#### No data shared with third parties

The developer says this app doesn't share user data with other companies or organizations

### Privacy policy

<https://sites.google.com/view/welsh-apps/welsh-lessons-privacy>

# Store settings

Manage how your app is organized on Google Play, and how users can contact you

\* – Required fields

## App category

Choose an application type, category, and tags that best describe the content or main function of your app. These help users discover apps on Google Play.

App or game \*

Category \*

Tags

Language education

[Manage tags](#)

## Store listing contact details

This information is shown to users on Google Play

Email address \*

Phone number

Website

## External marketing

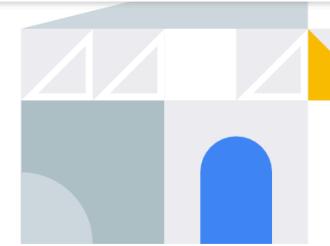
Turn off external marketing if you don't want your app to be advertised outside of Google Play

## Main store listing

Make a great first impression and help users find and engage with your app through your store listing. Edit information like your app's name, icon, description, screenshots, and video to increase discoverability and drive downloads.

[Learn more](#)

Hide



Default – English (United Kingdom) – en-GB [Manage translations](#) ▾

\* – Required fields. Enter all fields in English (United Kingdom) – en-GB

### App details

Check the [Metadata policy](#) and [Help Center guidance](#) to avoid common issues with your store listing. Review all [program policies](#) before submitting your app.

If you're eligible to [provide advance notice](#) to the app review team, contact us before publishing your store listing.

App name \*

Test1001

This is how your app will appear on Google Play

8 / 30

Short description \*

Lear a Welsh phrase

A short description for your app. Users can expand to view your full description.

19 / 80

Full description \*

This app gives you your first brief experience of the Welsh language. It only has a single phrase, but maybe that is all the Welsh you want to learn.

149 / 4000

## Graphics

Manage your app icon, screenshots, and videos to promote your app on Google Play. Review the [content guidelines](#) before uploading new graphics. If you add translations for your store listing without localized graphics, we will use the graphics from your default language.

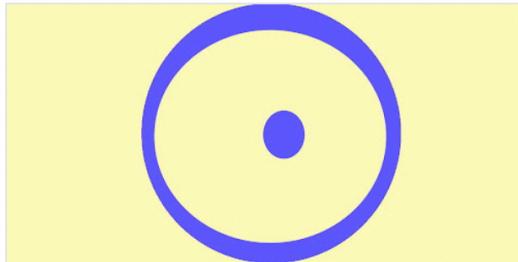
App icon \*



Replace

Your app icon must be a transparent PNG or JPEG, up to 1 MB, 512 px by 512 px, and meet our [design specifications](#) and [metadata policy](#)

Feature graphic \*



Replace

Your feature graphic must be a PNG or JPEG, up to 1MB, and 1,024 px by 500 px

Video

`https://www.youtube.com/watch?v=`

Add a video by entering a YouTube URL. This video must be public or unlisted, ads must be turned off, it must not be age restricted, and it should be landscape.

## Main store listing

Default – English (United Kingdom) – en-GB Manage translations ▾

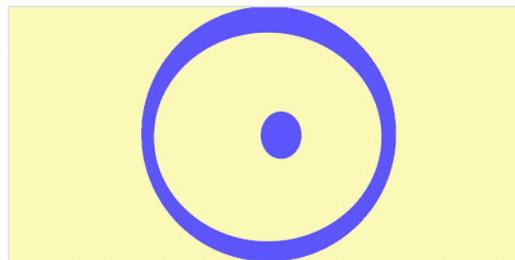
App icon \*



Replace

Your app icon must be a transparent PNG or JPEG, up to 1 MB, 512 px by 512 px, and meet our [design specifications](#) and [metadata policy](#)

Feature graphic \*



Replace

Your feature graphic must be a PNG or JPEG, up to 1MB, and 1,024 px by 500 px

Video

Add a video by entering a YouTube URL. This video must be public or unlisted, ads must be turned off, it must not be age restricted, and it should be landscape.

## Phone

Phone screenshots \*



# Production

[Create new release](#)

Create and manage production releases to make your app available to all users in your chosen countries. [Learn more](#)

## Track summary

Inactive

[Release dashboard](#)[Releases](#)[Countries / regions](#)

## Countries / regions ?

[Available \(2\)](#)[Remove countries / regions](#)[Add countries / regions](#)

Country / region	Status
Saudi Arabia	Available
United Kingdom	Available

# Create production release

Production releases are available to all users in your chosen countries

Your app signing key choice will be fixed once you publish to an open track

**1** Prepare — **2** Review and release

[Discard release](#)

## App integrity

Releases signed by Google Play

Google will generate and protect an app signing key for your releases

## App bundles

.AAB

Drop app bundles here to upload

Upload Add from library

app-release.aab

File type	Version	API levels	Target SDK	Screen layouts	ABIs	Required features
App bundle	1 (1.0)	23+	32	4	All	1

## Release details

Release name \*

1 (1.0)

7 / 50

This is so you can identify this release, and isn't shown to users on Google Play. We've suggested a name based on the first app bundle or APK in this release, but you can edit it.

Release notes

[Copy from a previous release](#)

```
<en-GB>
Test version
</en-GB>
```

## Create production release

 We found some problems with your release

 Prepare —  Review and release

[Discard release](#)

### Errors, warnings and messages

 1 Warning

[Show more](#) ▾

### New app bundles

File type	Version	API levels	Target SDK	Screen layouts	ABIs	Required features
App bundle	1 (1.0)	23+	32	4	All	1 →

### Release notes

Default language - en-GB

Test release



Search Play Console



Test1001

## Production

[Create new release](#)

Create and manage production releases to make your app available to all users in your chosen countries. [Learn more](#)

### Track summary

Active • Release 1 (1.0) in review • 2 countries / regions • 0 installs

[Release dashboard](#)

[Releases](#)

[Countries / regions](#)

## Releases

1 (1.0)

[View release details](#)

In review • 1 version code

[Hide summary ^](#)

Version codes [1](#)

Countries / regions [2](#)

Supported Android devices [15,844](#)

[Go to device catalog](#)

## Release history

Show ▾



# Further online reading

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- Google have a good page on issues to think about when releasing:
  - <https://play.google.com/console/about/releasewithconfidence/>
- Google also have training for all aspects of releasing an app
  - <https://playacademy.exceedlms.com/student/catalog#>
- Ray Wenderlich has a nice tutorial on releasing your first Play Store app
  - <https://www.raywenderlich.com/28238259-android-app-distribution-tutorial-from-zero-to-google-play-store>