

Delivering iOS and Android Apps v1.1

1 x 6-hour session



Overview

This course will cover the issues involved in delivering apps for testing and deployment in the Apple App Store and the Google Play Store. It will assume that the relevant app has been built by other people, and will cover

- Overview of deployment to an app store
- The information needed for deployment (marketing, privacy etc.)
- The mechanics of deploying to each store
- The information available from the store (sales, reviews etc.)
- Role choices in the stores, and managing staff working on the store
- Rules of the app stores, and dealing with rejections from the store
- More complex deployment choices (b2b, internal apps etc.)

Timing

The course will begin at 9:30am Saudi Arabia time.

There will a 45 minute break at 12 midday, and a 30 minute break at 3:15pm.

The course will finish before 4:45pm.

Syllabus

Session 1: Overview of deployment to an app store

- Trainer and Delegate Introductions / Intro to course
- How the app stores work
- What to expect from the developer / App certification
- Planning an app store release
- Team members for releasing and monitoring an app
- Logging activities of team members
- *Lab 1: Setting up a team for an app*

Session 2: Supplying the information needed for iOS deployment

- Information needed to release an iOS app
- Choosing a version of the app to deploy
- Getting an app ready for release
- *Lab 2: Setting up all the information for an app*

Session 3: Releasing an app to the Apple App store

- Timescale
- Common problems with releasing apps
- Dealing with Apple
- *Lab 3: Example release to TestFlight*

Session 4: Monitoring app deployment

- Monitoring sales

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- Looking at / responding to reviews
- Monitoring crashes
- Onboarding / encouraging good reviews / direct feedback
- *Exercise: how should marketing team and development staff work together to improve this part of the process?*

Session 5: Releasing an app to the Google Play store

- Information needed to release an Android app (differences)
- Supplying a signed app to the store
- Monitoring app deployment (differences)
- *Lab 5: Example release*
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Session 6: Final issues

- Other types of releases (b2b, internal deployment)
- Questions that arose during the course