

Session 2a: Preparing App Information



Chris Price



framework training
business value through education

Where are we?

- We have set up an app, and we have a build of the app that we want to release
- We now have to give lots of information about the app - some of it for Apple to review, and some of it to tell potential customers about the app
- Note: While we will look at TestFlight later, all this info is not needed to do TestFlight - all you need is the build of the app

Step 1: Choose the app you want to prepare

Click on "My apps", then choose your "ElmTestxx" app

The screenshot shows the App Store Connect interface. At the top, there's a navigation bar with links like pin+, 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 a user dropdown for Chris Price. Below the navigation is a main menu with sections for Apps, Analytics, Trends, Reports, Users and Access, and Agreements. The 'Apps' section is currently selected. A large red circle highlights the first app in the list, 'Test1001'. Other visible apps include 'Welsh Lessons', 'Beibl365', 'Crossflow IES', 'hAPus2', 'Welsh Vocab', 'Geirfa Eisteddfod', 'Bible365', and 'hAPus1'. Each app entry includes its icon, name, status (e.g., 'Ready for Sale'), and a note about its version.

App Name	Status	Notes
Test1001	iOS 1.0	Prepare for Submission
Welsh Lessons	iOS 5.0, macOS 5.0	Ready for Sale
Beibl365	iOS 1.2	Ready for Sale
Crossflow IES	iOS 1.0	Prepare for Submission
hAPus2	iOS v1.1	Ready for Sale
Welsh Vocab	iOS 2.1	Ready for Sale
Geirfa Eisteddfod	iOS 2.5	Developer Removed from Sale
Bible365	iOS 2.1	Ready for Sale
hAPus1	iOS v1.1	Ready for Sale

Step 2: You see all the options for that app

The screenshot shows the App Store Connect dashboard for an app named "Test1001". 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 sections for App Store Connect, Apps, Analytics, Trends, Reports, Users and Access, and Agreements. The user is logged in as Chris Price.

The central content area shows the "iOS App 1.0" page. A red circle highlights the "iOS App" section, which contains a button for "1.0 Prepare for Submission". Another red circle highlights the "General" section, which includes "App Information", "Pricing and Availability", and "App Privacy". A third red circle highlights the "Features" section, which includes "In-App Purchases", "App Store Promotions", "Custom Product Pages", and "In-App Events".

Below these sections, there is a "Version Information" section with a "Save" button and a "Add for Review" button. A large red box covers the entire right side of the screen, containing the text:

Section you must fill in for each version

General sections may not change each version

Optional items

At the bottom, there is a note: "Drag up to 3 app previews and 10 screenshots here. We'll use these for all iPhone display sizes and localizations you select."

What do you need to provide?

1. "Prepare for submission" screen

- App previews and screenshots
- Text describing the app
- URLs for support, marketing
- Version number, copyright
- "Extra" features (optional)
- Build
- App review info / Version release

You can localise the info for different countries

How do you make previews and screenshots?

- You need to provide screenshots and optional videos in four sizes
- They can be captured on phone or simulator
- You can annotate them

6.5 inch iPhone	5.5 inch iPhone	iPad Pro 2nd gen	iPad Pro 3rd gen
iPhone 12/13 Pro Max iPhone 11 Pro Max	iPhone 8 Plus	iPad Pro 5th gen 12.9 is fine	iPad Pro 5th gen 12.9 is fine
1284x2778 2778x1284 1242x2688 2688x1242	1242x2208 2208x1242	2408x2732 2732x2408	2408x2732 2732x2408

What do you need to provide?

2. "App Information" screen

- ❑ Name / subtitle
- ❑ Primary and secondary category
- ❑ Content rights (optional - needed if you use other people's content)
- ❑ Age rating
- ❑ License agreement
- ❑ View of what it looks like on the App Store (after it is released)
- ❑ Declaration of which of our team can see this app,⁷

What do you need to provide?

3. "Pricing and availability" screen

- ❑ Price schedule
- ❑ Whether preorders are allowed
- ❑ Availability in which countries
- ❑ Silicon Mac availability for iOS apps
- ❑ Whether public or private app
- ❑ Whether old versions of the app are available to users of old devices

What do you need to provide?

4. "App Privacy" screen

- ❑ URL with privacy statement
- ❑ URL for user's privacy choices (optional)
- ❑ Data collection practices
 - ❑ If you say that you collect data from the app, then there is a long list of types of data to choose from

Where information entered is used in App Store

17:43 Fri 25 Feb

23%

Name / subtitle

Age rating **Category**

What's New

Completely rewritten to run on Mac as well.
New lessons - learn the words to the Welsh National Anthem and to the Lord's Prayer in Welsh.

What's new in this version

1mo ago
Version 5.0

Preview

Screen pics and videos

Promotional Text

NEW! - Time to learn the National Anthem
This is a first Welsh phrase book perfect for learning a little Welsh to use on your visit to Wales, or to practice what you are learning between

AberProgs

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The image shows a screenshot of the App Store page for the 'Welsh Lessons' app. Several sections are highlighted with red boxes and arrows pointing to specific parts of the interface:

- Name / subtitle:** Points to the title 'Welsh Lessons' and its subtitle 'A first Welsh Phrasebook'.
- Age rating:** Points to the age rating '4+' and 'Years Old'.
- Category:** Points to the category 'Education'.
- What's New:** Points to the 'What's New' section containing the text about rewriting for Mac and adding new lessons for the Welsh National Anthem and the Lord's Prayer.
- What's new in this version:** Points to the 'What's new in this version' section with the date '1mo ago' and 'Version 5.0'.
- Screen pics and videos:** Points to four screenshots showing different screens of the app, including a lesson list, a single lesson page, a practice screen, and a purple-tinted screen.
- Promotional Text:** Points to the promotional text at the bottom of the page.

Where things go in App Store

17:44 Fri 25 Feb

OPEN

< Search

NEW! - Time to learn the National Anthem

This is a first Welsh phrase book perfect for learning a little Welsh to use on your visit to Wales, or to practice what you are learning between Welsh lessons.

Promotional Text

Marketing URL

AberProgs Developer

App description

Ratings & Reviews

See All

Tap to Rate:

★ ★ ★ ★ ★ Write a Review

Support URL

App Support

Brilliant 8y ago No1breese

★★★★★

This app is fantastic for helping to learn basic welsh, having a clear voice saying the words is really helpful. Being a non welsh speaking welsh girl, this app is giving me a lot of confidence in my ability to have a small conversation in welsh.

Brilliant, love it! Bendegedi?!? 7y ago Igwit

★★★★★

I've been trying so hard to learn Welsh but getting enough practice in early stages n checking pronunciation has been a problem. This app is my answer, diolch!!!!

Works great for me 9y ago ChrisInAber

★★★★★

Downloaded on to iPhone 5 running iOS 6, to iPhone 4S running iOS 5.1 and to iPad 2 running iOS 6.1 - all are working fine.

Works grand

★★★★★

Been using this for weeks problems. Works great or

App Privacy

See Details

The developer, AberProgs, indicated that the app's privacy practices may include handling of data as described below. For more information, see the [developer's privacy policy](#).

Data Not Collected

The developer does not collect any data from this app.

Privacy details

Privacy practices may vary based, for example, on the features you use or your age. [Learn More](#)

Finally - we need to provide a build

The screenshot shows the 'Build' section of the App Store Connect interface for an app titled 'Test1001'. On the left, there's a sidebar with links for 'macOS App', 'tvOS App', and sections for 'General', 'App Information', and 'Pricing and Availability'. The main area has tabs for 'App Store', 'Services', 'TestFlight', and 'Xcode Cloud', with 'App Store' currently selected. A large button labeled 'Build +' is prominent. Below it, a red circle highlights a call-to-action button that says 'Select a build before you submit your app'. To the right of this button, text reads 'Upload your builds using one of several tools. See Upload Tools'. The top of the screen shows a standard browser header with the URL 'appstoreconnect.apple.com'.

Click to get a list of available builds

Still providing a build

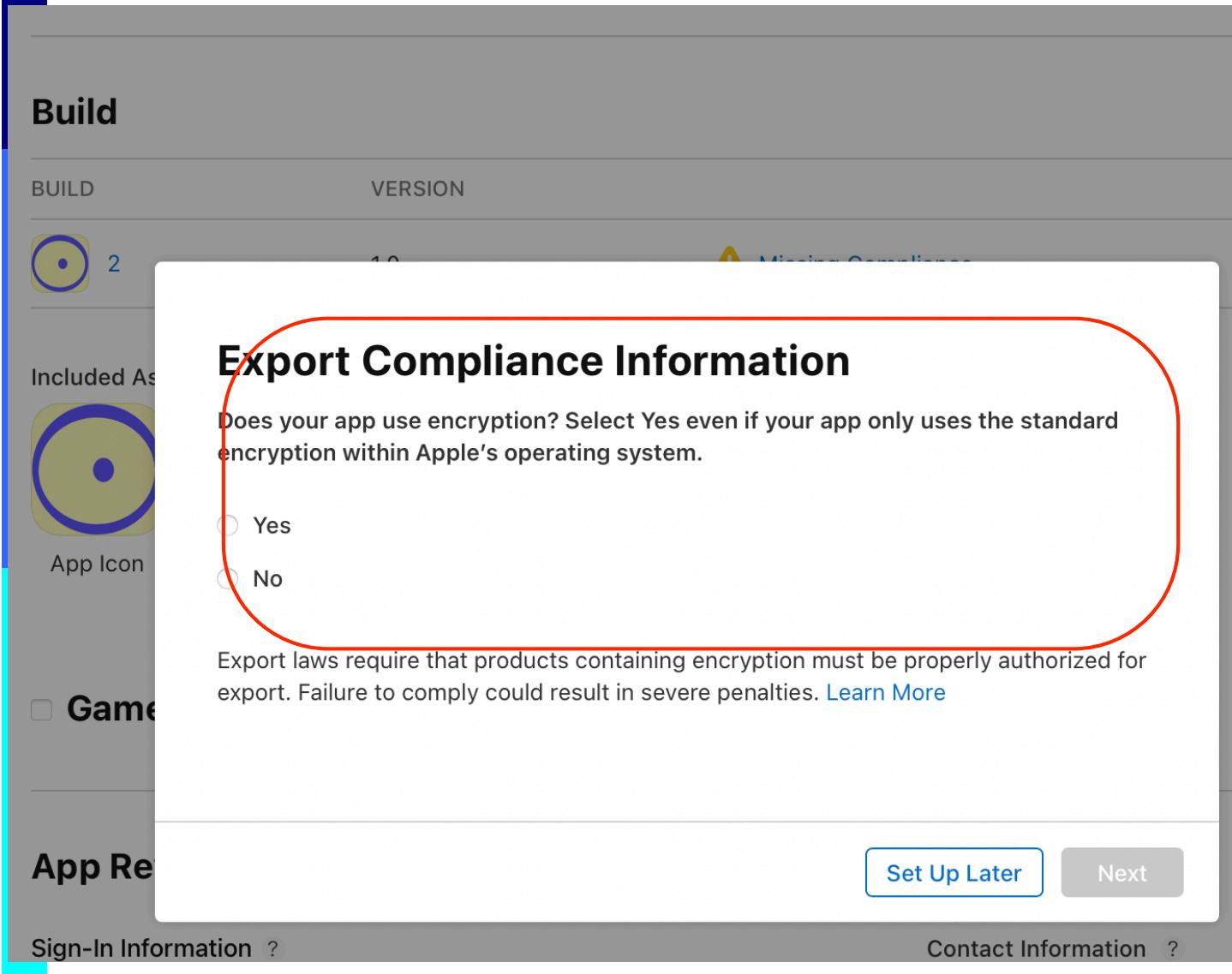
The screenshot shows a mobile application interface for managing builds. A modal dialog titled "Add Build" is displayed in the foreground. The dialog contains a table with three columns: "BUILD", "VERSION", and "HAS APP CLIP". There is one row of data: BUILD 2, VERSION 1.0, and HAS APP CLIP NO. A red circle highlights the entire row. In the background, the main screen shows sections for "Games" (with a checkbox), "App Review", "Sign-In Info" (with a note about providing a user ID), and a "Sign-in" checkbox.

BUILD	VERSION	HAS APP CLIP
2	1.0	NO

Select the correct build (only one available here) and click Done

Cancel Done

You will be prompted for export compliance



If you don't use any encryption, say no. However, if you access https pages, you need to say "Yes" and make a report annually to the U.S.

Further reading

- Short Apple video on the importance of some of this information
 - <https://developer.apple.com/videos/play/insights/110/>
- Further reading on the different aspects of the Product Page:
 - <https://developer.apple.com/app-store/product-page/>
- Info on Apple help for marketing your product:
 - <https://developer.apple.com/app-store/promote/>

Exercise - we'll try doing this

- All the answers needed for our test app are in folder "Extra material", file "App answers for section 2a" in the handouts
- Try filling in the answers for the app you are assigned
- The app contains a Build that you can select