

Session 5c: Other features of the Google Play Store



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framework training
business value through education

Setting up your Play Store developer account

- **Register a development account with Google**
 - This costs USD 25 (one off payment), and allows you to release Apps to the Play Store
 - [https://play.google.com/apps/publish/
signup/](https://play.google.com/apps/publish/signup/)

Roles in an Android deployment team

- Account holder
 - Similar to iOS
- Admin
 - Similar to iOS
- User
 - Covers other roles in iOS
 - Can choose whether access all apps or specific ones
 - Can choose which permissions to give

Choosing what roles to allow (1)

The screenshot shows the Google Play Console interface. The left sidebar includes links for All apps, Inbox (22 notifications), Policy status, Users and permissions, Order management, Download reports (Reviews, Statistics, Financial), Account details, Developer page, Associated developer accounts, Activity log, and Setup. The main area is titled 'Create permission group' and shows a list of permissions for the app 'AgriAdvice'. The 'View app information (read-only)' permission is checked. Other available permissions include Admin (all permissions), Edit and delete draft apps, View financial data, Manage orders and subscriptions, and Release to production, exclude devices, and use Play App Signing.

Internal testing | Google Play Console

Search Play Console

Google Play Console

All apps

Inbox 22

Policy status

Users and permissions

Order management

Download reports

Reviews

Statistics

Financial

Account details

Developer page

Associated developer accounts

Activity log

Setup

AgriAdvice + Add app

Create permission group

App access

Admin (all permissions)
Users with this permission get all other permissions for this app. They can also invite new users to your developer account, and add and remove permissions for other users who have access to the same apps.

View app information (read-only)
View all information for this app, including any associated Play Games Services projects - but not financial data.
This permission does not allow users to edit information, or make any changes in Play Console. To grant access to financial data, give users the 'View financial data' permission.

Edit and delete draft apps
This permission does not allow users to publish apps on Google Play

View financial data
View financial and sales reports; view buyer metrics on the User acquisition page; access the Purchases API; and view revenue information for any associated Play Games Services projects

Manage orders and subscriptions
View orders, refund orders, and cancel subscriptions. Users also need the 'View financial data' permission to view aggregate financial reports.

Releases

Release to production, exclude devices, and use Play App Signing

Choosing what roles to allow (2)

The screenshot shows the Google Play Console interface with a sidebar on the left and a main content area on the right.

Left Sidebar:

- All apps
- Inbox (22)
- Policy status
- Users and permissions
- Order management
- Download reports
 - Reviews
 - Statistics
 - Financial
- Account details
- Developer page
- Associated developer accounts
- Activity log
- Setup

Top Bar:

- play.google.com
- Create permission group

Main Content Area:

Create permission group

Releases

- Release to production, exclude devices, and use Play App Signing

Create, edit, and roll out releases to production; unpublish and republish apps; exclude devices in the device catalog; and use app signing by Google Play to sign APKs.

Users with this permission can publish apps to users on Google Play.
- Release apps to testing tracks

Upload draft apps; create, edit, and rollout releases to testing tracks; unpublish and republish apps that have already been published to a testing track; upload and modify .obb files; edit release notes for apps which are not active in production; and upload app bundles for internal sharing.

This permission does not allow users to publish apps to production on Google Play.
- Manage testing tracks and edit tester lists

Manage users, groups, and domains on tester lists; disable testing tracks; update country targeting for testing tracks; and set up uploaders and testers for internal app sharing.

This permission does not allow users to publish apps to production on Google Play.

Store presence

- Manage store presence

Edit your store listing and run store listing experiments; edit pricing; manage in-app products; edit distribution information and content ratings; create and edit promotions; manage your public developer page on Google Play; and create and save filters to sort the device catalog.

This permission does not allow users to exclude devices in the device catalog.

User feedback

- Reply to reviews

Bottom Buttons:

- Discard changes
- Create group

Activity log shows who did what (Apple needs one of these)

Screenshot of the Google Play Console Activity log page.

The page title is "Activity log" and the subtitle is "View changes that team members have made to your apps and account. [Learn more](#)".

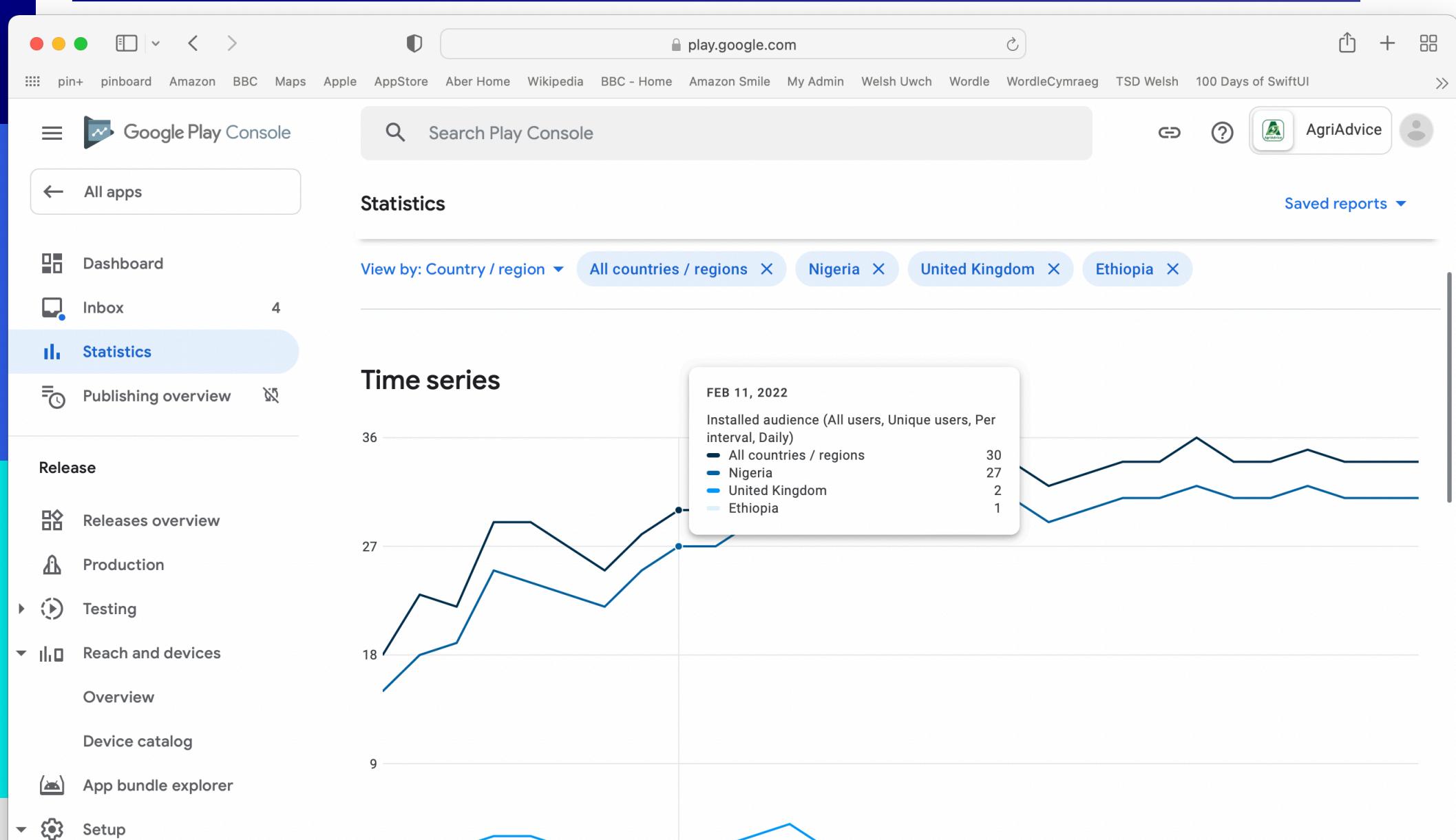
The table displays the following data:

| App / Developer Account | Item | Change | User | Date / Time |
|-------------------------------|--|----------|-----------------------|--------------------|
| AgriAdvice com.cjp.agriadvice | Store listing Hi-res icon | 1 change | chrisinaber@gmail.com | Feb 28, 2020 21:47 |
| AgriAdvice com.cjp.agriadvice | App releases Release rollout started | 1 change | chrisinaber@gmail.com | Feb 28, 2020 20:50 |
| AgriAdvice com.cjp.agriadvice | App releases Release rollout started | 1 change | chrisinaber@gmail.com | Nov 23, 2019 15:28 |
| AgriAdvice com.cjp.agriadvice | Advanced settings Publish status | 1 change | chrisinaber@gmail.com | Jul 11, 2019 00:45 |
| AgriAdvice com.cjp.agriadvice | Pricing and distribution Content guidelines | 1 change | chrisinaber@gmail.com | Jul 11, 2019 00:40 |
| AgriAdvice com.cjp.agriadvice | Pricing and distribution | 1 change | chrisinaber@gmail.com | Jul 11, 2019 00:40 |

Release/testing controls exist similar to App Store

- Release to up to 100 internal testers
- Release to named outside testers
- Release in test, but available to anyone
- Release to general public

Usage statistics exist similar to App Store



Further reading

- Info on all of these aspects of using the Play Store is available on:
 - <https://support.google.com/googleplay/android-developer/>
- Dom Elliott has a nice tour of the Play Store:
 - <https://medium.com/googleplaydev/a-guide-to-the-google-play-console-1bdc79ca956f>