

# Session 4: Monitoring App Deployment



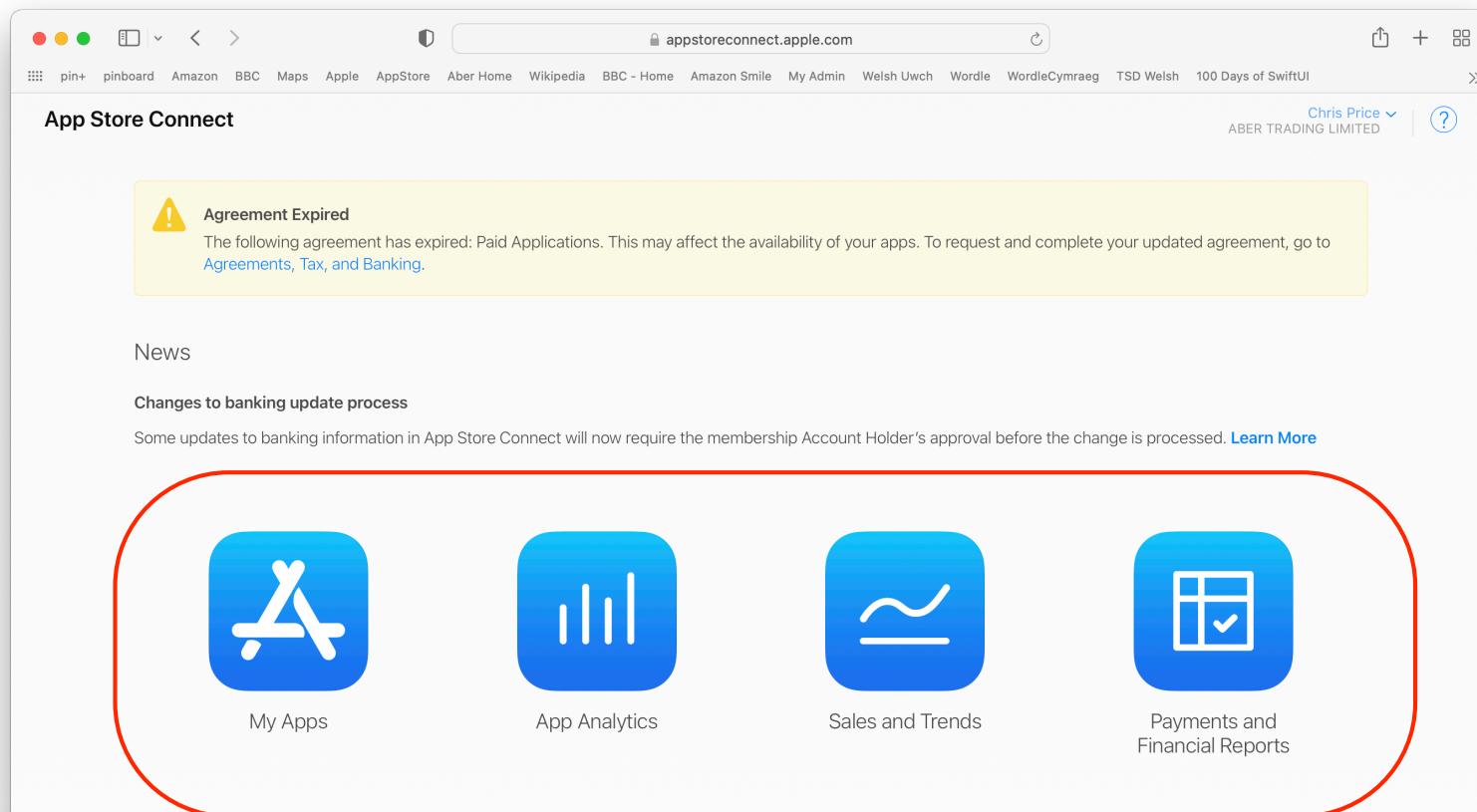
Chris Price



**framework training**  
business value through education

# App deployment is only the start

- We need to know if users have problems, how well the app is selling, what money Apple have paid to us
- All these tabs help:



# Ratings and Reviews under Apps

The screenshot shows the App Store Connect interface for the 'Cwrs Mynediad' app. 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. A red circle highlights the 'Cwrs Mynediad' logo and name in the top menu. Another red circle highlights the 'Ratings and Reviews' tab in the sidebar.

**iOS App +**  
2.0.2 Pending Agreement

[Add macOS App](#) [Add tvOS App](#)

**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](#)

**iOS App Ratings and Reviews**

**The best out there ★★★★☆**  
by cjenko87 – May 7, 2011

This is the best app on the store that I have come across. Great units introducing a great range of skills. Using listening, reading, speaking, translating to help you remember. They even provide a small script to practice. Separated grammar lists for each unit and universally. Very accomplished, comprehensive guide to learning welsh.

Version 1.1 | United Kingdom | 1 of 1 viewer found this review helpful | [Report a Concern](#) [Reply](#)

**The best app for Welsh Learnig ★★★★☆**  
by Boyo66 – Jan 15, 2011

I've been using this app now since it came out it's really useful to go back and work on the fundamentals. I'm on Cwrs Canolradd and hopefully the guys from Prifysgol Aberystwyth will complete the set. Another idea would be to get the Welsh Oxford dictionary on the iPhone. I didn't think this app could get any better but it has. The revision flash cards are outstanding, I get my wife testing me everywhere I go and its handy in work. Hope the next cwrs follows quickly!!!!!!

Version 1.1 | United Kingdom | [Report a Concern](#) [Reply](#)

**iPad version? ★★★★☆**  
by Yochanan40 – Dec 5, 2010

This is a great app. Any chance of an iPad version? Thanks.

**App Store Connect**

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# You can see when things go wrong And it is important to respond now you can

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Excellent ★★★★☆

Reply

by nikky monck – Dec 14, 2018

Excellent app to supplement the Cwrs mynediad

Version 2.0.2 | United Kingdom | [Report a Concern](#)

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£4-99 doesn't buy the whole course - Completely wasted my money. ★☆☆☆☆

Reply

by folky89 – Aug 14, 2016

It was not clear that only the first 10 units were included in the app. Subsequent units require additional purchases. I am not an absolute beginner, so wouldn't have purchased the app if this had been clearly stated. £4-99 completely wasted!

Version 1.3 | United Kingdom | [Report a Concern](#)

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Very disappointing ★☆☆☆☆

Reply

by Nia458 – Mar 23, 2016

Very disappointing. I have taken this course previously in a class room setting so this was my obvious choice for an app to help me out. However the voice was too quiet to hear there was no structure no explaining or guidance to what you were actually repeating. Defiantly a waste of money!!!!!!

# Short Apple video on responding to user reviews

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- <https://developer.apple.com/videos/play/insights/111/>
- Apple written material on responding to reviews:
  - <https://developer.apple.com/app-store/ratings-and-reviews/>

# App Analytics can give overview of activity and also allow deep dive

Screenshot of the App Store Connect Analytics dashboard.

The dashboard shows the following data for different apps:

NAME	IMPRESSIONS	UNITS	PROCEEDS	SESSIONS	CRASHES
Bryn Celli Ddu AR iOS	562 +3%	2 -50%	\$0 0%	5 -69%	0 0%
Cwrs Mynediad iOS	0 0%	2 0%	\$0 0%	109 +20%	0 0%
Cwrs Sylfaen iOS, tvOS	0 0%	1 0%	\$0 0%	165 +36%	0 0%
Face Transformer Ape Edition iOS	0 0%	0 0%	\$0 0%	0 0%	0 0%
FaceTransformer - Art Edition iOS	1 0%	0 0%	\$0 0%	0 0%	0 0%
farmGRAZE	0	0	\$0	0	0

A red box highlights the data for the Cwrs Mynediad app, showing 0 impressions, 2 units, \$0 proceeds, and 109 sessions (+20% growth). The text "People are still using the apps, but no-one is looking at them or buying them" is overlaid on this row.

# Sales allows you to track app adoption or earnings over time, filtered by different aspects

App Store Connect

Chris Price ▾  
ABER TRADING LIMITED

Overview

SALES

Units

**Sales**

Proceeds

Pre-Orders

SAVED +

Sales and Trends Reports

Payments and Financial Reports

Transaction Type ▾ Paid ✕ Add Filters + Clear All

\$41.3K Sales

Apr 7, 2014 - Mar 6, 2022 UTC ▾

Content Territory Device Category Content Type Transaction Type CMB Version Client

Sales per Week

Area ▾ Weeks ▾ ⌂

600  
400  
200  
0

Sep 21 - 27, 2015 May 22 - 28, 2017 Dec 24 - 30, 2018 Jul 27 - Aug 2, 2020 Feb 28 - Mar 6, 2022

• Sales \$560 100.0%

Name	Type	Platforms	Apple ID	Sales (USD)	Previous Range
1 Cwrs Mynediad Aber Trading Limited	App	iOS	395148889	\$23.2K	0 N/A
2 Cwrs Sylfaen Aber Trading Limited	App	iOS and tvOS	547298785	\$11.8K	0 N/A

# You can compare periods of time

\$5.65K Sales ▼ 20%

< Year: 2017 > UTC ▾

Content | Territory | Device | Category | Content Type | Transaction Type | CMB | Version | Client

Sales per Day

Area ▾ Days ▾ ⌂



	Name	Type	Platforms	Apple ID	Sales (USD)	Previous Year	Change
1	Cwrs Mynediad Aber Trading Limited	App	iOS	395148889	\$3.38K	\$3.70K	▼ 8.5%
2	Cwrs Sylfaen Aber Trading Limited	App	iOS and tvOS	547298785	\$1.52K	\$1.91K	▼ 20%
3	Cwrs Mynediad Units 11 to 20 (Cwrs Mynediad)	In App		395148930	\$340	\$500	▼ 32%
4	Cwrs Mynediad Units 21 to 30 (Cwrs Mynediad)	In App		395149222	\$225	\$355	▼ 37%

# Payments shows you what Apple have paid you each month

The screenshot shows the 'Payments and Financial Reports' section of the App Store Connect website. A red box highlights the 'Payments and Financial Reports' link in the top navigation bar. Another red box highlights the total amount '78.12 GBP' and the number of units sold '15'.

**App Store Connect Payments and Financial Reports**

ABER TRADING LIMITED Vendor # 86009699

September, 2021

Create Reports

**78.12 GBP**  
BARCLAYS BANK PLC - \*\*\*\*9930

**15**  
Total Units Sold

**October 28, 2021**  
Transaction ID: 169897805 Paid

Country or Region	Units Sold	Earned	Taxes and Adjustments	Total Owed	Exchange Rate	Proceeds
Australia (AUD)	1	9.54	0	9.54 (AUD)	0.543	5.18 GBP
United Kingdom (GBP)	14	72.94	0	72.94 (GBP)	1	72.94 GBP

# There are things that can be done within the app to improve ratings, usage, feedback

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- Onboarding - what guidance does the user need when they first use the app
- Encouraging good reviews - are there points in using the app when the user will be happy? These are good times to encourage a review
- Responding to feedback on App Store
- Direct feedback - let them send email from within the app and make sure someone responds to it

# Discussion

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- Who decides on what actions we take to keep users happy?
- How does that fit in with the development of the apps?
- Who is responsible for monitoring apps and responding to users?
- How do they interact with the developers?