

# App Store Training Course

## Welcome & Introductions

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framework training  
business value through education

# Introductions - me

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- ❑ Course Instructor: Chris Price
  - ❑ Professor at Aberystwyth University, Wales
  - ❑ Teach courses in Software Engineering and in App Development in Swift
  - ❑ Been developing apps since 2009
  - ❑ Shipped apps to around 200,000 users in that time
  - ❑ Released apps to both Apple App Store and Google Playstore

# Introductions - you

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- Course attendees
  - You...
    - Name
    - Professional Position
    - What you would like from this course

# Releasing Apps on Apple and Google

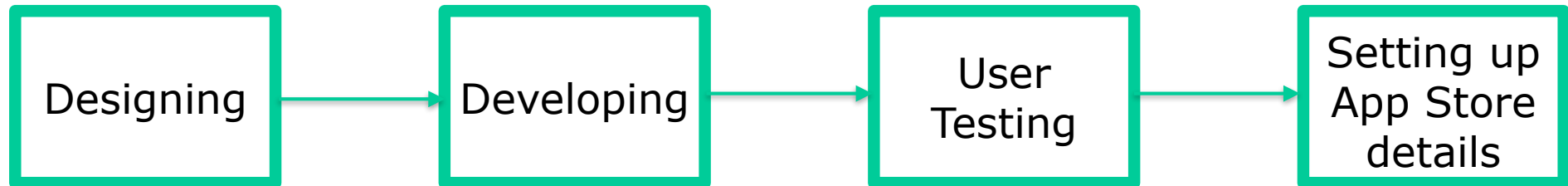
## Session 1a: Overview of the process

Chris Price

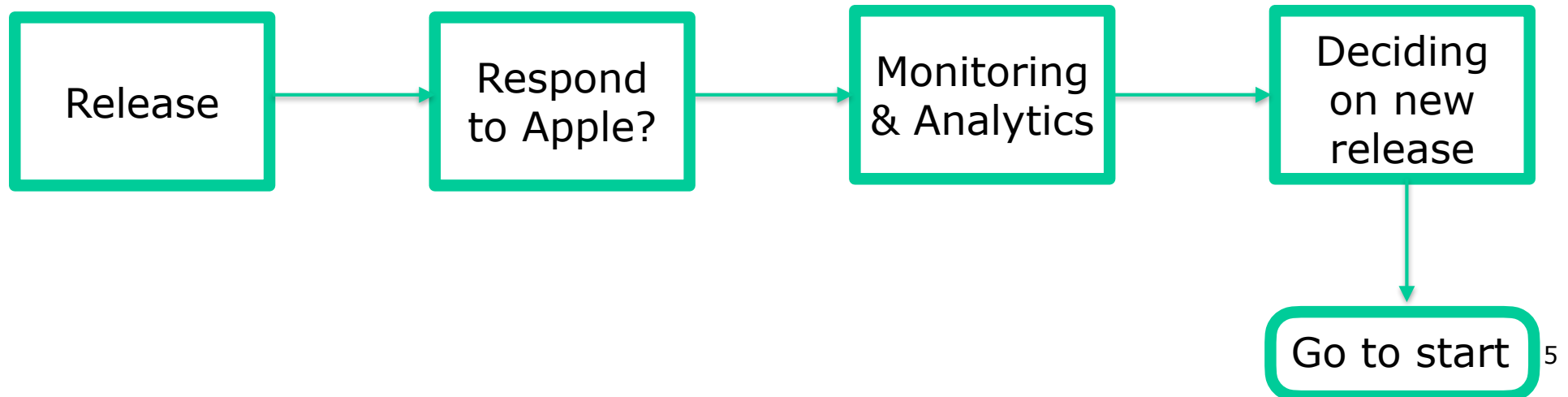
# Tasks involved in making an app

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## Pre-release

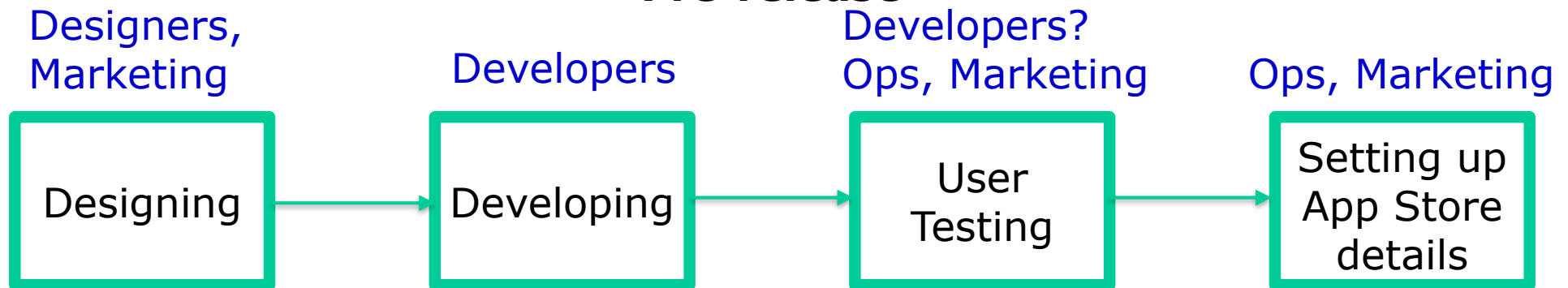


## Release and afterwards

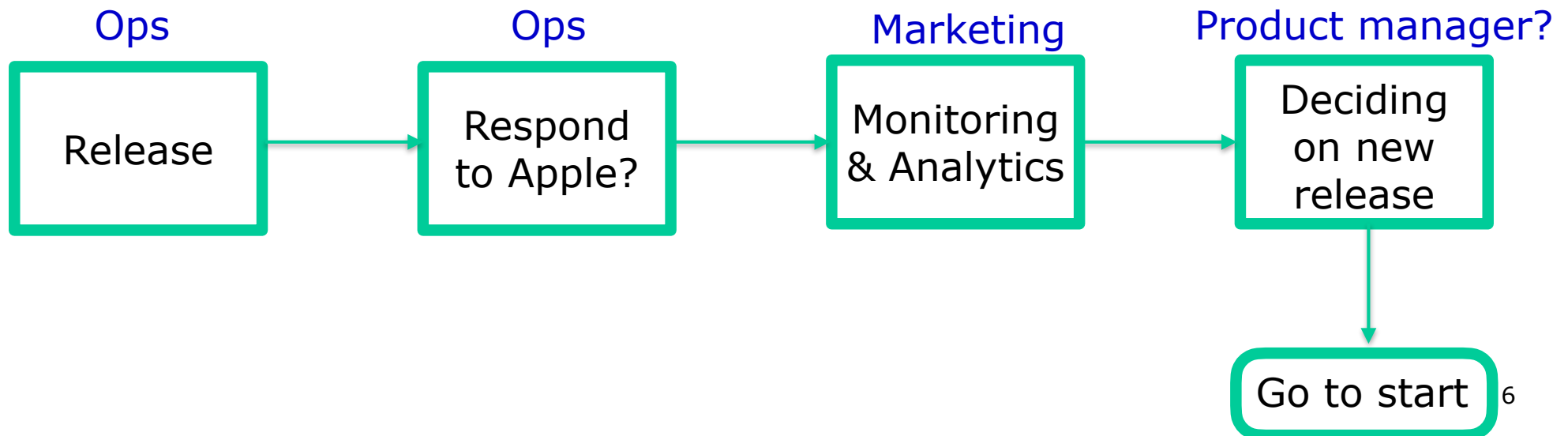


# Who does the different tasks?

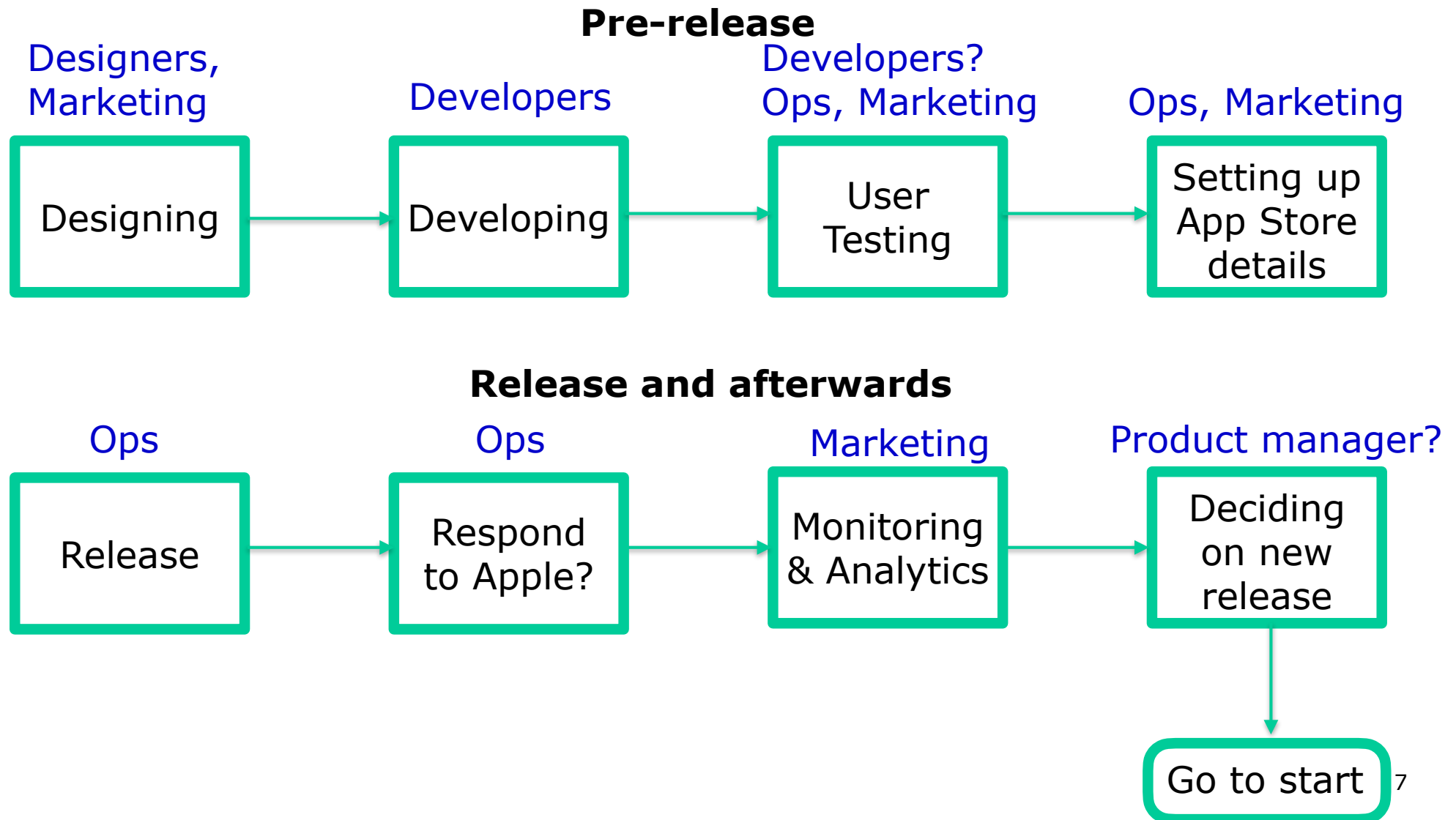
## Pre-release



## Release and afterwards

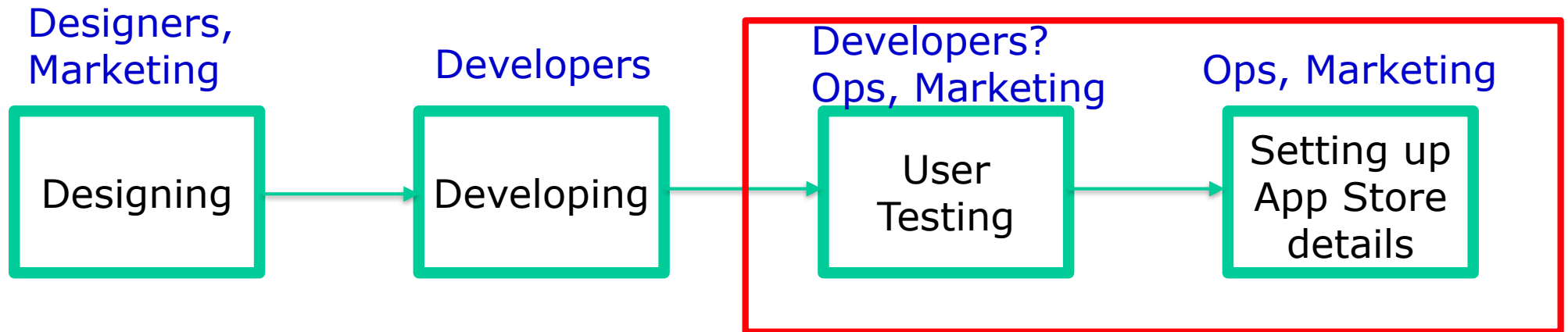


# Does this match your view of the process?

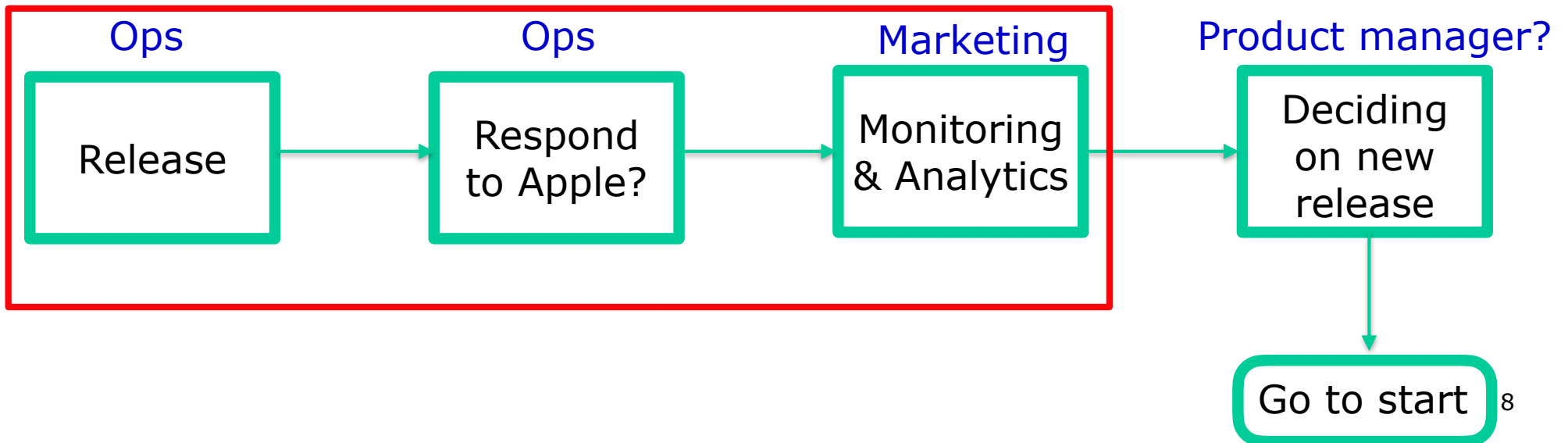


# What we will cover today

## Pre-release



## Release and afterwards





# We'll start with iOS - why?

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- Process for iOS and Android are very similar
- iOS is more constrained - there are more challenges to get an App on the App Store
- iOS is first choice with many developers
  - In UK and US, iOS sales for many apps are 10-20 times as large on iOS

# What the developers do (iOS)

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- ▣ Build the app using Xcode (development environment)
- ▣ Run on the iOS simulator (on the Mac)
- ▣ Run directly on devices
- ▣ Release a signed app to the App Store
- ▣ Lets see that in action

# Putting an App on the App Store

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- Once the developers have archived the app, and it has passed the basic automated checks (e.g. that it does not run hidden libraries), it can be uploaded to the App Store
- For this to work, the App Store must "know about" the app - this must be made ready by whoever runs the app store account
- We will now look at configuring an account and adding an app to the App Store from that account