

Session 3b: Releasing an app and responding to Apple



Chris Price



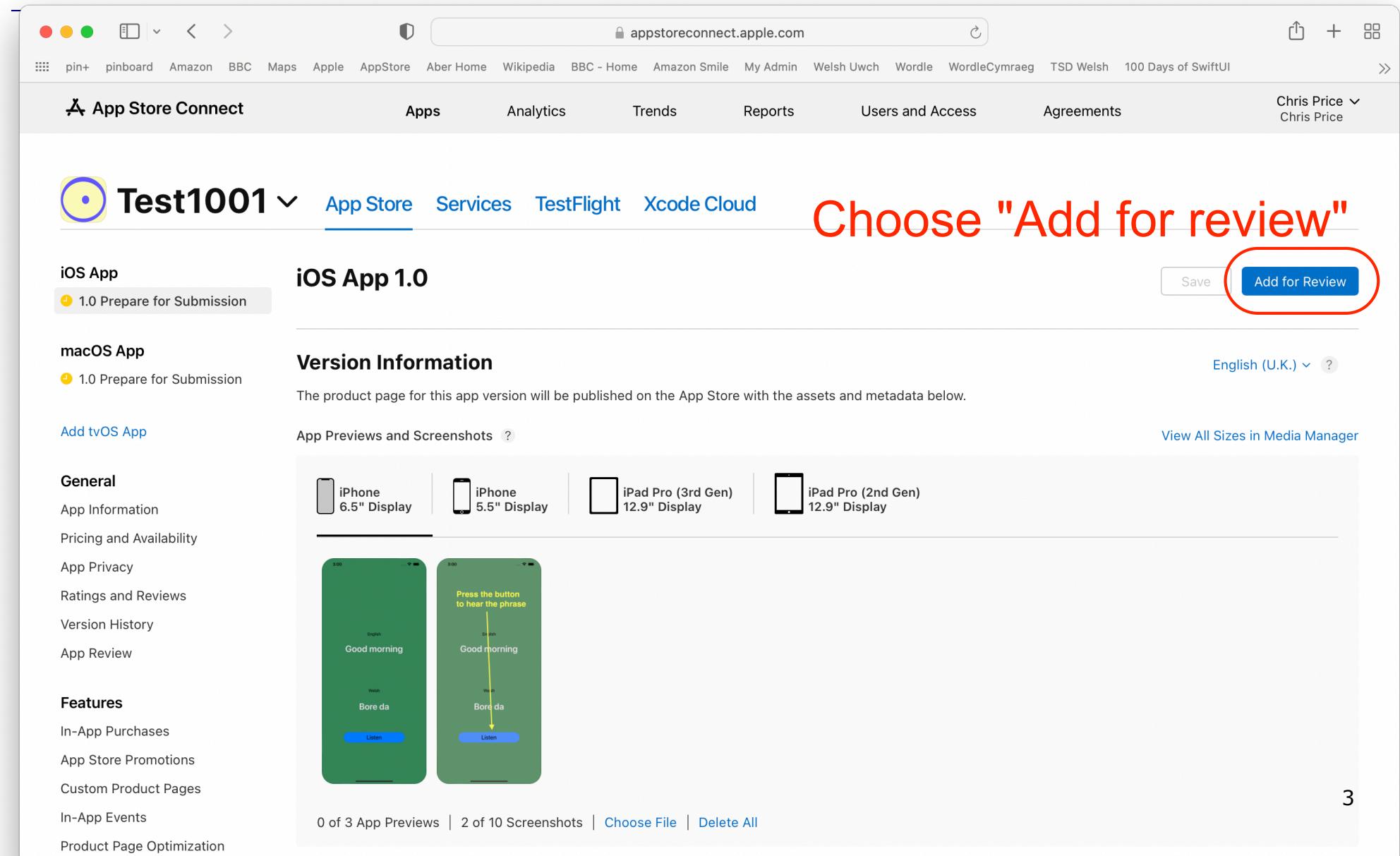
framework training
business value through education

Where are we

- The developers have made a build
- We have tested it in TestFlight and the developers have fixed any problems, and they have made a new build
- We have provided all the screenshots and videos and information that is needed in the App Store
- We have selected the build we want to release
- All we need to do is press the button...

Releasing an app

Choose "Add for review"



The screenshot shows the App Store Connect dashboard for the app '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, 100 Days of SwiftUI, and more. The main navigation bar has tabs for App Store Connect, Apps, Analytics, Trends, Reports, Users and Access, and Agreements. The user is logged in as Chris Price.

The left sidebar lists categories: iOS App (selected), macOS App, and Add tvOS App. Under iOS App, there is a note: '1.0 Prepare for Submission'. The main content area shows the app's version information, including device support for iPhone 6.5" Display, iPhone 5.5" Display, iPad Pro (3rd Gen) 12.9" Display, and iPad Pro (2nd Gen) 12.9" Display. Below this are two screenshots of the app's interface, which displays Welsh and English greetings ('Good morning' and 'Bore da'). A blue 'Add for Review' button is highlighted with a red oval.

0 of 3 App Previews | 2 of 10 Screenshots | Choose File | Delete All

3

Confirm the release

The screenshot shows the App Store Connect interface for the 'Test1001' 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. The main menu has options for App Store Connect, Apps, Analytics, Trends, Reports, Users and Access, and Agreements. The user is signed in as Chris Price. The app 'Test1001' is selected in the sidebar, and the 'App Store' tab is active. A red box highlights the 'Submit to App Review' button. A note below it states: 'You can add multiple items for review. Only one submission can be submitted to App Review at a time.' A large red box also highlights the text 'Choose "Submit to App review"'.

Choose "Submit to App review"

Submit to App Review

Ready for Review

You can add multiple items for review. Only one submission can be submitted to App Review at a time.

Items Ready for Review (1)

App Store Version



iOS App 1.0
1.0 (3)

Note that the account can only have one submission at any one time

Add In-App Event

Add Custom Product Page

Remove All Items

When we look at app status, it is now "Waiting for review"

Screenshot of the App Store Connect dashboard showing app statuses:

App	Status	Platform
Test1001	Waiting for Review	iOS 1.0, macOS 1.0
Welsh Lessons	Ready for Sale	iOS 5.0, macOS 5.0
Beibl365	Ready for Sale	iOS 1.2
Crossflow IES	Prepare for Submission	iOS 1.0
hAPus2	Ready for Sale	iOS v1.1
Welsh Vocab	Ready for Sale	iOS 2.1
Geirfa Eisteddfod	Developer Removed from Sale	iOS 2.5
Bible365	Ready for Sale	iOS 2.1
hAPus1	Ready for Sale	iOS v1.1
Aberaeron Town Walk	(Status Unknown)	(Status Unknown)
Start Welsh	(Status Unknown)	(Status Unknown)
GIG	(Status Unknown)	(Status Unknown)

What happens next

- We wait...
- Eventually we will be told either that the app is ready for sale, or that it has been rejected
- If Apple reject the app they will give a reason
- If it is rejected we have several choices
- Lets look at some rejections and reactions

What happens if we really submit our test app?



App Store Connect

We noticed an issue with your submission.

To: Chris Price

Inbox - Exchange

16:03

[RHYBUDD! E-BOST ALLANOL / CAUTION! EXTERNAL E-MAIL]



Hello,

Thank you for submitting your items for review. We noticed an issue with your submission that requires your attention.

Submission ID: 38b2095b-4825-4afd-8db4-299e8c112445

App Name: Test1001

We look forward to working with you to resolve the issues with the following items:

App Version

1.0 for iOS

Detail of the rejection:

Guideline 2.2 - Performance - Beta Testing

Your app appears to be a pre-release, test, or trial version with a limited feature set. Apps that are created for test or trial purposes are not appropriate for the App Store.

Next Steps

To resolve this issue, please complete, remove, or fully configure any partially implemented features. If there are references to "demo," "trial," "beta," or "test" in your app description, app icon, screenshots, previews, release notes, and binary, please remove them. If your app is not ready for public distribution, use TestFlight to test your app.

Resources

Test apps and invite users to provide feedback with [TestFlight Beta Testing](#).

You can also view this information and ask questions about these issues on the [App Review page](#) in App Store Connect.

Best regards,
App Store Review

Another example rejection:

▼ App Review 2020-06-03 12:35 AM



Guideline 3.2 - Business

During our review, we found that this app was designed for a specific business or organization, including its partners, clients or employees, and not for general distribution on the App Store. Business apps available on the App Store are meant for use by a wide variety of external customers around the world.

As this app is not intended for general distribution, it cannot be made available on the App Store. We encourage you to review the other ways to [distribute](#) your business app and choose one that better meets your business needs.

If you revise your app concept and features to provide substantial value to a wide variety of external customers around the world, we recommend that you also review our [App Store Review Guidelines](#), including, among others, guidelines 2.5.4 - Background Location, 3.2.2 - Unacceptable Business Models, 4.0 - Design, 4.2 - Minimum Functionality, and 4.3 - Spam, prior to resubmitting the app for general distribution on the App Store.

Please see attached screenshot for details.

Message Attachments:

Screenshot-0602-161648.png [Preview](#) [Download](#)

My response to that rejection:

▼ **Chris Price** 2020-06-03 8:23 AM

Thanks - you are correct. I will investigate other ways of making it available.

▼ **App Review** 2020-06-03 5:58 PM

Hello,

Thank you for your reply. We appreciate your efforts to comply with the App Store Review Guidelines.

Best regards,

App Store Review

Reasons I have had an app rejected:

- Screen had button labelled "Coming in next version"
 - App was called "iOSDevUK: UK Conference for Apple developers" and reviewer thought we were trading on Apple's name
 - App said it was for tracking the mental health of doctors treating Covid
-
- Talking to Apple often helps resolve problems
 - Following the guidelines also makes life much easier

Further information

- Apple have a long list of guidelines for what you can and cannot do in the App Store, and you need to conform to the guidelines
 - <https://developer.apple.com/app-store/review/guidelines/>
- It is worth reading through them at least once to get an idea for what Apple allow
- They also have a video giving advice on how to avoid rejection
 - <https://developer.apple.com/videos/play/tech-talks/10885/>
- Info on A-B testing of product pages
 - <https://developer.apple.com/app-store/custom-product-pages/>