**Exercise 2 - Filling in the App Store Entry**

We are releasing a very simple version of an app to learn the Welsh language. It just teaches us the one phrase in Welsh - Good morning.

The answers below are in the order that they appear in the different screens discussed In the slides.

There is a help page explaining what all the needed info is here:

https://help.apple.com/app-store-connect/#/devf29afbb74

If it moves from that link, search for "App Store Connect Help".

I also have some explanations in italics below.

On each screen, remember to press Save or Publish before moving to another screen.

**1. "Prepare for submission" screen**

**App previews and screenshots**

*There is a folder of screenshots and videos of the different sizes - they can be dropped onto the correct pages. Note that some of them have been annotated - it is perfectly acceptable to provide an explanation on your screenshots, and can be good marketing.*

**Promotional Text**

*This is optional and can be changed without approval from Apple (other changes mean the App needs to be reviewed again). Use text below*

Now with added sound!

**Description**

This app gives you your first brief experience of the Welsh language. It only has a single phrase, but maybe that is all the Welsh you want to learn.

**Keywords**

Welsh, language, phrase

**Support URL**

*Use* https://sites.google.com/view/welsh-apps/welsh-lessons-support

**Marketing URL**

*Use* https://sites.google.com/view/welsh-apps/welsh-lessons

**Version**

1.0

**Copyright**

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**Routing app coverage file**

*A geojson file that says where in the world this app can work. We will leave it blank.*

**App Clip, iMessage App, Apple Watch**

These only apply if you have these features in your app - as we have none of them, we ignore these fields.

**Build**

*If a build shows here, choose it. If not we will do this later.*

**Game Center**

*We are not a game, so ignore.*

**App Review Information**

*If a user needs to register, then you need to tick the" Sign in required" box and provide registration details. We don't have this, so we just untick "Sing in required".*

*We do have to fill in contact information, so put your details in there.*

*We don't have any review notes, so leave the Notes box blank.*

*We don't have any attachment either.*

*Both notes and attachment would be used to pass information to the review team at Apple.*

**Version Release**

This tells Apple what to do if the app passes review. The default is that it is automatically released. This will do for us, so leave as is.

**2. "App Information" screen**

**Localizable Information**

*Name* - this needs to be unique within the App Store. So if someone already has called their app "test01", you have to find a different name for your app.

*Subtitle* - a very short description of the app.

*Category*: use Educational as *Primary* and Travel as *Secondary*.

*Content rights*: Say it does not contain any third party material.

*Age rating*: Say it has None of the types of content mentioned. Say it has neither of the things mentioned on the second screen. Do not tick "Made for kids" or "Restrict to 17+". The app will be given an age rating of 4+.

*License Agreement*: Ignore - we don't want to get into legal discussions with Apple.

**3. "Pricing and availability" screen**

*Price schedule*: We will choose free.

*Tax category*: We can leave as it is a free app.

*Pre-order*: Leave blank as we are not interested.

*Availability*: Default is make available everywhere. If we just wanted to make it available in Saudi Arabia, we would click edit, then choose None, then choose Saudi Arabia.

*iPhone and iPad Apps on Apple Silicon*: iOS apps can be run on Apple Silicon Macs if they are built correctly. We have tested our app and it works, so we can tick "Make this app available". We also choose "verify" that it works.

*App Distribution Methods*: We want our app to be on the app store so we choose Public. (we will discuss other distribution methods later).

**4. "App Privacy" screen**

*Privacy policy:* Choose "edit".

Fill in the following for Privacy Policy URL:

https://sites.google.com/view/welsh-apps/welsh-lessons-privacy

Leave *User Privacy Choices URL* blank, as there are none.

When we give those answers, a "Get Started" button will appear to ask us about our data collection practices. Take a look at the full list of questions (there is a link). As we are not collecting data, we can just say "no", but if you are collecting data on the users, then you need to be prepared to answer quite a few questions.