

# The Savvy App Store Submission Checklist

This checklist is a resource from the team at [Savvy Apps](#). We use this checklist when we submit updates to the App Store. This checklist can be used digitally as an interactive, shareable document or printed for offline use. [Quip](#) users should copy this document to their own instance. Learn more about why we created this checklist and how we use it in [our announcement post](#). We also [update](#) about this document regularly through [feedback](#).

## APP NAME

## VERSION NUMBER

## TESTER NAME(S)

## DATE OF SUBMISSION

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## App Functionality

### TEXT / USER INPUTS

For other details, refer to Apple's [Text Programming Guide for iOS](#).

	Yes	Not Applicable
Text fields not hidden by keyboard on all screen sizes	<input type="checkbox"/>	<input type="checkbox"/>
Text selection (including disabled when appropriate)	<input type="checkbox"/>	<input type="checkbox"/>
Copy/paste	<input type="checkbox"/>	<input type="checkbox"/>
Editing when keyboard is hidden	<input type="checkbox"/>	<input type="checkbox"/>
Dictionary/Suggested Word hover	<input type="checkbox"/>	<input type="checkbox"/>
Return Key names ("Done" vs "Next" vs "Go") match the context	<input type="checkbox"/>	<input type="checkbox"/>
Default keyboard type	<input type="checkbox"/>	<input type="checkbox"/>
Email keyboard type	<input type="checkbox"/>	<input type="checkbox"/>
URL keyboard type	<input type="checkbox"/>	<input type="checkbox"/>
Phone keyboard type	<input type="checkbox"/>	<input type="checkbox"/>
Works with external keyboard	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Shake to undo</a>	<input type="checkbox"/>	<input type="checkbox"/>

### NETWORK CONNECTIVITY

For other details, refer to Apple's [Networking Overview](#).

	Yes	Not Applicable
WiFi Only	<input type="checkbox"/>	<input type="checkbox"/>
Cellular Only	<input type="checkbox"/>	<input type="checkbox"/>
Airplane Mode	<input type="checkbox"/>	<input type="checkbox"/>
No Network	<input type="checkbox"/>	<input type="checkbox"/>
GPRS	<input type="checkbox"/>	<input type="checkbox"/>
Network Interruption	<input type="checkbox"/>	<input type="checkbox"/>
Server Timeout	<input type="checkbox"/>	<input type="checkbox"/>
Resumed Connectivity	<input type="checkbox"/>	<input type="checkbox"/>
Support <a href="#">IPv6 DNS64/NAT64 Networks</a>	<input type="checkbox"/>	<input type="checkbox"/>

## LOCATION SERVICES

For other details, refer to Apple's [Location and Maps Programming Guide](#).

	Yes	Not Applicable
Accuracy	<input type="checkbox"/>	<input type="checkbox"/>
True GPS	<input type="checkbox"/>	<input type="checkbox"/>
Add GPS / location warning in App Store description	<input type="checkbox"/>	<input type="checkbox"/>
WiFi location	<input type="checkbox"/>	<input type="checkbox"/>
Cell tower location	<input type="checkbox"/>	<input type="checkbox"/>
Unable to find location	<input type="checkbox"/>	<input type="checkbox"/>
No results returned (e.g. too far from any searchable points of interest)	<input type="checkbox"/>	<input type="checkbox"/>
Location services turned off	<input type="checkbox"/>	<input type="checkbox"/>
Location services disabled for this app	<input type="checkbox"/>	<input type="checkbox"/>
Background location updates	<input type="checkbox"/>	<input type="checkbox"/>
LocationManager activity type	<input type="checkbox"/>	<input type="checkbox"/>
Location updates when the app is in the background	<input type="checkbox"/>	<input type="checkbox"/>

## CAMERA

For other details, refer to Apple's [Camera Programming Topics for iOS](#).

	Yes	Not Applicable
Photo taken with primary camera	<input type="checkbox"/>	<input type="checkbox"/>
Video captured with primary camera	<input type="checkbox"/>	<input type="checkbox"/>
Photo taken with user-facing camera	<input type="checkbox"/>	<input type="checkbox"/>
Video captured with user-facing camera	<input type="checkbox"/>	<input type="checkbox"/>
Video recording paused on received phone call	<input type="checkbox"/>	<input type="checkbox"/>
Video recording action on other interruption	<input type="checkbox"/>	<input type="checkbox"/>
Video recording runs out of storage space	<input type="checkbox"/>	<input type="checkbox"/>

## AUTHENTICATION

For other details, refer to Apple's [Authentication, Authorization, and Permissions](#).

	Yes	Not Applicable
Logging in with social apps via iOS settings	<input type="checkbox"/>	<input type="checkbox"/>
New user	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	Not Applicable
Return user	<input type="checkbox"/>	<input type="checkbox"/>
Forgot password	<input type="checkbox"/>	<input type="checkbox"/>
Terms of Service/Terms and Conditions	<input type="checkbox"/>	<input type="checkbox"/>
Privacy policy	<input type="checkbox"/>	<input type="checkbox"/>
Deep links	<input type="checkbox"/>	<input type="checkbox"/>

## AUDIO

For other details, refer to Apple's [Multimedia Programming Guide](#).

	Yes	Not Applicable
Routing for headphones and speaker	<input type="checkbox"/>	<input type="checkbox"/>
Routing for dock connector	<input type="checkbox"/>	<input type="checkbox"/>
Mute functionality	<input type="checkbox"/>	<input type="checkbox"/>
Audio pauses for a received phone call	<input type="checkbox"/>	<input type="checkbox"/>
Controls for background audio playback and multitasking bar	<input type="checkbox"/>	<input type="checkbox"/>
Audio art for the lock screen background	<input type="checkbox"/>	<input type="checkbox"/>
Audio starts playing when another app is already playing	<input type="checkbox"/>	<input type="checkbox"/>
Audio control for headphones	<input type="checkbox"/>	<input type="checkbox"/>
Audio control for multitasking	<input type="checkbox"/>	<input type="checkbox"/>
Streaming audio quality must ensure no more than 5MB is transferred over five minutes on cellular network	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Airplay</a> interactions	<input type="checkbox"/>	<input type="checkbox"/>

## VIDEO

For other details, refer to Apple's [Multimedia Programming Guide](#).

	Yes	Not Applicable
Video cancels before playback begins	<input type="checkbox"/>	<input type="checkbox"/>
Video cancels during playback	<input type="checkbox"/>	<input type="checkbox"/>
Video plays to the end	<input type="checkbox"/>	<input type="checkbox"/>
Video returns from full screen	<input type="checkbox"/>	<input type="checkbox"/>
Video output for dock connector	<input type="checkbox"/>	<input type="checkbox"/>
Video transitions between inline and fullscreen	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">HTTP Live Streaming</a> if the app streams video over 10 minutes long	<input type="checkbox"/>	<input type="checkbox"/>
192 kbps or below stream in the HLS manifest for cellular connectivity	<input type="checkbox"/>	<input type="checkbox"/>
Correct orientation is outputted after rotation for captured video	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Airplay</a> interactions	<input type="checkbox"/>	<input type="checkbox"/>

## LOCALE

For other details, refer to Apple's [Internationalization and Localization Guide](#).

	Yes	Not Applicable
12- and 24-hour clock	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Configure region formats</a>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Configure languages</a>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Timezones</a>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	Not Applicable
All times stored in GMT and formatted based on user's timezone	<input type="checkbox"/>	<input type="checkbox"/>

## SHARING

For other details, refer to Apple's [Sharing and Actions](#).

	Yes	Not Applicable
<a href="#">iOS Share Sheet</a> (SMS, Email, Twitter, FB, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">AirDrop</a>	<input type="checkbox"/>	<input type="checkbox"/>

## SETTINGS

	Yes	Not Applicable
Company / Developer Name	<input type="checkbox"/>	<input type="checkbox"/>
Company / Developer Website	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">App version number</a>	<input type="checkbox"/>	<input type="checkbox"/>
Support / contact information	<input type="checkbox"/>	<input type="checkbox"/>
Credits / attribution	<input type="checkbox"/>	<input type="checkbox"/>

## SECURITY

For other details, refer to Apple's [Security Overview](#).

	Yes	Not Applicable
All values stored in unencrypted app space (not in the keychain) are non-sensitive	<input type="checkbox"/>	<input type="checkbox"/>
Any data in the app, API Keys, etc. should be considered public information since apps can be de-compiled and that information can be read.	<input type="checkbox"/>	<input type="checkbox"/>
ACL used and only users can see their own data	<input type="checkbox"/>	<input type="checkbox"/>
Security best practices conducted on API	<input type="checkbox"/>	<input type="checkbox"/>
HTTPS connections always used for network traffic	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Cert pinning</a> used when possible to avoid MITM attacks	<input type="checkbox"/>	<input type="checkbox"/>
Cloud code functions handle any interactions that can leak user details (can be sanitized and returned to client after processing)	<input type="checkbox"/>	<input type="checkbox"/>

## App Visuals Review

### SCREEN SIZES & ORIENTATION

	Yes	Not Applicable
Double height status bar (e.g. in call)	<input type="checkbox"/>	<input type="checkbox"/>
Orientation change	<input type="checkbox"/>	<input type="checkbox"/>
Upside-down orientation	<input type="checkbox"/>	<input type="checkbox"/>
Orientation lock	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	Not Applicable
Usable by a new user with screen curtain enabled	<input type="checkbox"/>	<input type="checkbox"/>
Tested on 3.5-inch device (e.g., iPhone 4s)	<input type="checkbox"/>	<input type="checkbox"/>
Tested on 4-inch device (e.g., iPhone 5)	<input type="checkbox"/>	<input type="checkbox"/>
Tested on 4.7-inch device (e.g., iPhone 6s)	<input type="checkbox"/>	<input type="checkbox"/>
Tested on 5.5-inch device (e.g., iPhone 6 Plus)	<input type="checkbox"/>	<input type="checkbox"/>
Tested on iPad (e.g., iPad 3rd gen)	<input type="checkbox"/>	<input type="checkbox"/>
Tested on iPad Air (e.g., iPad Air)	<input type="checkbox"/>	<input type="checkbox"/>
Tested on iPad mini (e.g., iPad mini 2)	<input type="checkbox"/>	<input type="checkbox"/>
Rotation to/from Landscape & Portrait on iPad	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Multitasking</a> - As main app	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Multitasking</a> - In Slide Over	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Multitasking</a> - In Split View	<input type="checkbox"/>	<input type="checkbox"/>

## USER INTERFACE DESIGN STANDARDS

For other details, refer to Apple's [Human Interface Guidelines for iOS](#).

	Yes	Not Applicable
Primary content fits on the screen without zooming or horizontal scrolling	<input type="checkbox"/>	<input type="checkbox"/>
UI elements are designed for touch gestures	<input type="checkbox"/>	<input type="checkbox"/>
Tappable elements measure at least 44x44 points	<input type="checkbox"/>	<input type="checkbox"/>
Text is at least 11 points	<input type="checkbox"/>	<input type="checkbox"/>
There's enough contrast between the font and background colors to make text legible	<input type="checkbox"/>	<input type="checkbox"/>
Text does not overlap (increase line height or letter spacing if needed)	<input type="checkbox"/>	<input type="checkbox"/>
All image assets have 2x and 3x versions	<input type="checkbox"/>	<input type="checkbox"/>
All image assets are sized at the right aspect ratio to avoid distortion	<input type="checkbox"/>	<input type="checkbox"/>
Controls are placed near the content they modify	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Permissions requests are timed right and provide context</a>	<input type="checkbox"/>	<input type="checkbox"/>
Verify app meets <a href="#">human interface standards</a> if using 3D Touch	<input type="checkbox"/>	<input type="checkbox"/>

## ACCESSIBILITY

For other details, refer to Apple's [Accessibility Programming Guide for iOS](#).

	Yes	Not Applicable
User interface elements are accessible	<input type="checkbox"/>	<input type="checkbox"/>
Custom individual views are accessible	<input type="checkbox"/>	<input type="checkbox"/>
Content in custom container views is accessible	<input type="checkbox"/>	<input type="checkbox"/>
Attributes for elements are accurate and helpful	<input type="checkbox"/>	<input type="checkbox"/>
Default attribution information is enhanced	<input type="checkbox"/>	<input type="checkbox"/>
VoiceOver descriptions for user interface elements are useful	<input type="checkbox"/>	<input type="checkbox"/>
Provide hints via VoiceOver as needed	<input type="checkbox"/>	<input type="checkbox"/>
Table Views are accessible	<input type="checkbox"/>	<input type="checkbox"/>
Dynamic elements are accessible	<input type="checkbox"/>	<input type="checkbox"/>
Nontextual data are accessible	<input type="checkbox"/>	<input type="checkbox"/>
Tested with VoiceOver	<input type="checkbox"/>	<input type="checkbox"/>
Tested with Accessibility Inspector	<input type="checkbox"/>	<input type="checkbox"/>
Works with Accessibility Zoom turned on	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility font sizes	<input type="checkbox"/>	<input type="checkbox"/>

# App Store Listing

## ITUNES CONNECT APP INFORMATION

For other details, refer to the Apple's [iTunes Connect Properties](#).

	Yes	Not Applicable
Primary Language	<input type="checkbox"/>	<input type="checkbox"/>
Bundle ID	<input type="checkbox"/>	<input type="checkbox"/>
Bundle ID Suffix	<input type="checkbox"/>	<input type="checkbox"/>
Apple ID	<input type="checkbox"/>	<input type="checkbox"/>
SKU Number	<input type="checkbox"/>	<input type="checkbox"/>
Name	<input type="checkbox"/>	<input type="checkbox"/>
Privacy Policy URL	<input type="checkbox"/>	<input type="checkbox"/>
Primary Category	<input type="checkbox"/>	<input type="checkbox"/>
Secondary Category <i>(optional)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Subcategory <i>(optional)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>
Description	<input type="checkbox"/>	<input type="checkbox"/>
Keywords	<input type="checkbox"/>	<input type="checkbox"/>
Release Notes <i>(not for first version)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Version Number	<input type="checkbox"/>	<input type="checkbox"/>
Version Release Settings	<input type="checkbox"/>	<input type="checkbox"/>
Support URL	<input type="checkbox"/>	<input type="checkbox"/>
Marketing URL <i>(optional)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Copyright	<input type="checkbox"/>	<input type="checkbox"/>
Primary Contact Info	<input type="checkbox"/>	<input type="checkbox"/>
Routing App Coverage File <i>(optional)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Custom License Agreement <i>(optional)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Rating	<input type="checkbox"/>	<input type="checkbox"/>
Made for Kids <i>(optional)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Demo Account Login	<input type="checkbox"/>	<input type="checkbox"/>
App File Size	<input type="checkbox"/>	<input type="checkbox"/>
User Roles	<input type="checkbox"/>	<input type="checkbox"/>
Notes	<input type="checkbox"/>	<input type="checkbox"/>

## APP STORE ICON

	Yes	Not Applicable
Pixel dimensions are 1024 x 1024	<input type="checkbox"/>	<input type="checkbox"/>
Smaller artwork is not scaled up	<input type="checkbox"/>	<input type="checkbox"/>
72 dpi, RGB, flattened, no transparency, no rounded corners	<input type="checkbox"/>	<input type="checkbox"/>
High-quality JPEG or PNG	<input type="checkbox"/>	<input type="checkbox"/>

## SCREENSHOTS

For other details, refer to Apple's [Screenshot Properties](#).

	Yes	Not Applicable
App Preview <i>(optional)</i>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	Not Applicable
At least one 5.5-inch Retina Display screenshot	<input type="checkbox"/>	<input type="checkbox"/>
(If for iPad) at least one 12.9-inch iPad screenshot	<input type="checkbox"/>	<input type="checkbox"/>
(If an iMessage iPhone app) at least one 5.5-inch screenshot	<input type="checkbox"/>	<input type="checkbox"/>
(If an iMessage iPad app) at least one 12.9-inch screenshot	<input type="checkbox"/>	<input type="checkbox"/>
(If for OS X) at least one Mac screenshot	<input type="checkbox"/>	<input type="checkbox"/>
(If for tvOS) at least one tvOS screenshot	<input type="checkbox"/>	<input type="checkbox"/>
(If for Apple Watch) at least one WatchKit extension screenshot	<input type="checkbox"/>	<input type="checkbox"/>

## Don't Forget

Consider the following kinds of items as well.

	Yes	Not Applicable
Code signing certificate / provisioning profile correct	<input type="checkbox"/>	<input type="checkbox"/>
Re-prompt permission requests if denied	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Push notifications</a> especially for production app	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">Local notifications</a>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">In-app purchases</a>	<input type="checkbox"/>	<input type="checkbox"/>
Touch ID	<input type="checkbox"/>	<input type="checkbox"/>
Production API Key/ID in place	<input type="checkbox"/>	<input type="checkbox"/>
dSYM uploading for production crash reporting	<input type="checkbox"/>	<input type="checkbox"/>
Check upgrade against live App Store version	<input type="checkbox"/>	<input type="checkbox"/>
Check upgrade against older, non-live App Store version	<input type="checkbox"/>	<input type="checkbox"/>
Considerations around migration of local database data, keychain information, user settings	<input type="checkbox"/>	<input type="checkbox"/>
Analytics tool is set up and tested to make sure it's collecting data properly	<input type="checkbox"/>	<input type="checkbox"/>
Integrate SiriKit with your updated iOS 10 app (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>
Custom widgets display proper content, are formatted correctly, and function as intended (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>

*Last updated October 28, 2016.*

BUILT BY 

Available for download at [The Savvy App Store Submission Checklist](#).

## CHANGELOG

October 28, 2016

### NEW

- *iMessage app requirements for screenshots.*
- *Requirement to support IPv6 networks.*
- *Reminders for some iOS 10 features.*
- *Human Interface Guidelines reminder for 3D Touch.*

- *Considerations for custom widgets.*

## UPDATES

- *App Store listing category to reflect that now only one 5.5-inch display screenshot is required for an iPhone app instead of 4.7-inch, 4-inch, and 3-inch display screenshots.*
- *Now only one 12.9-inch display screenshot is needed for iPad apps.*