

15.09.2025

David Elias

Zero to Store: Achieving continuous delivery on native apps

Lisbon |> LisboaJS #3

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Hello I'm David Elias

Full-stack engineer at Bounce
DevEx & AI Engineering team



Where did we start?

back in 2018...



THE MOBILE RELEASE HORROR STORY

Some bugs never die

The Old Way

The Old Way

Manual Release Hell

Manual Release Hell

```
$ git checkout production  
$ npm run build:ios  
$ npm run build:android  
# Wait a long time...  
# Build failed at 99%  
$ fastlane deliver
```

The Vision



The Vision Zero to Store

Zero to Store

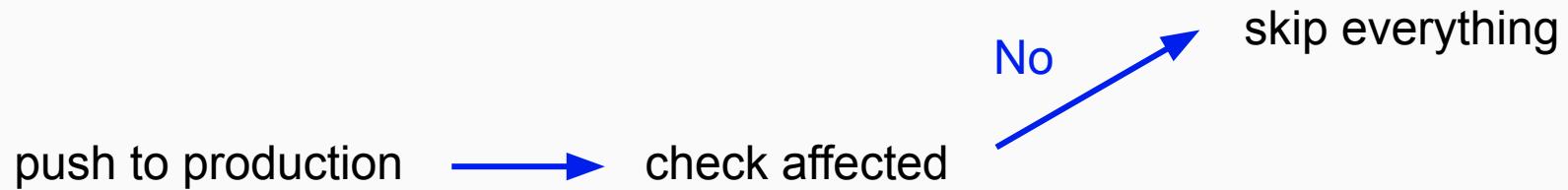
```
$ git checkout production  
$ git commit -m "feat: awesome modal"  
$ git push origin production
```

Zero to Store

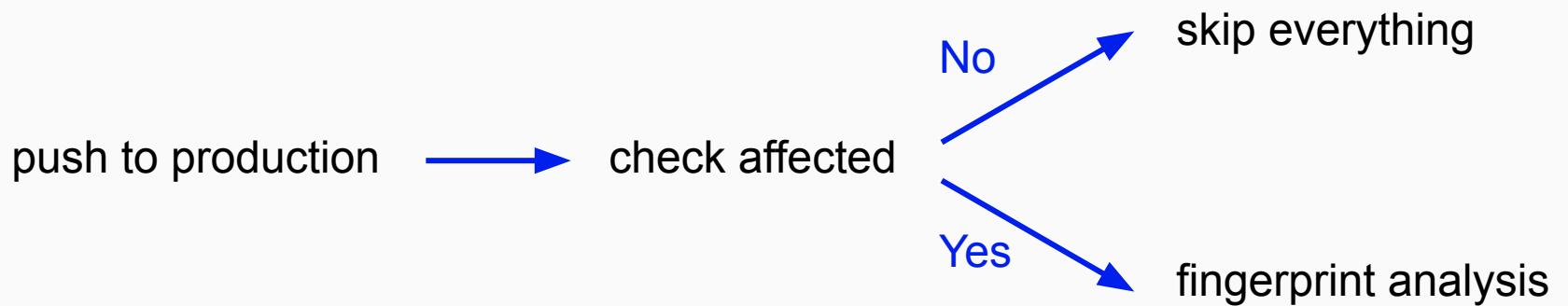
- **Migrate to Expo and build native apps using EAS**
- **Automatically detect native changes**
- **Runs E2E tests on real devices**
- **Builds for iOS and Android**
- **Submits to both stores**
- **Submit latest build for review on both stores**
- **Sends Slack notification to team**

Architecture Overview

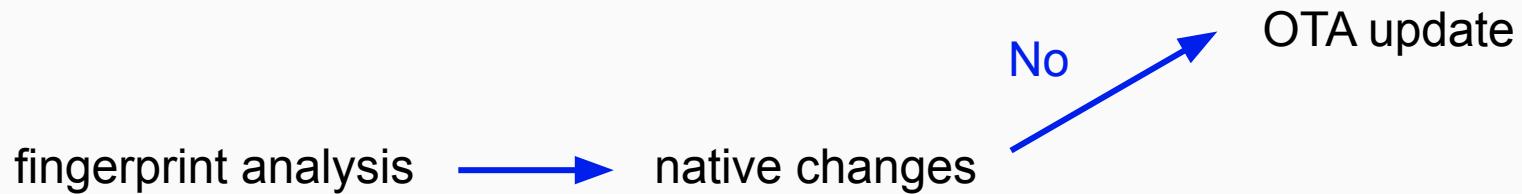
Architecture Overview



Architecture Overview



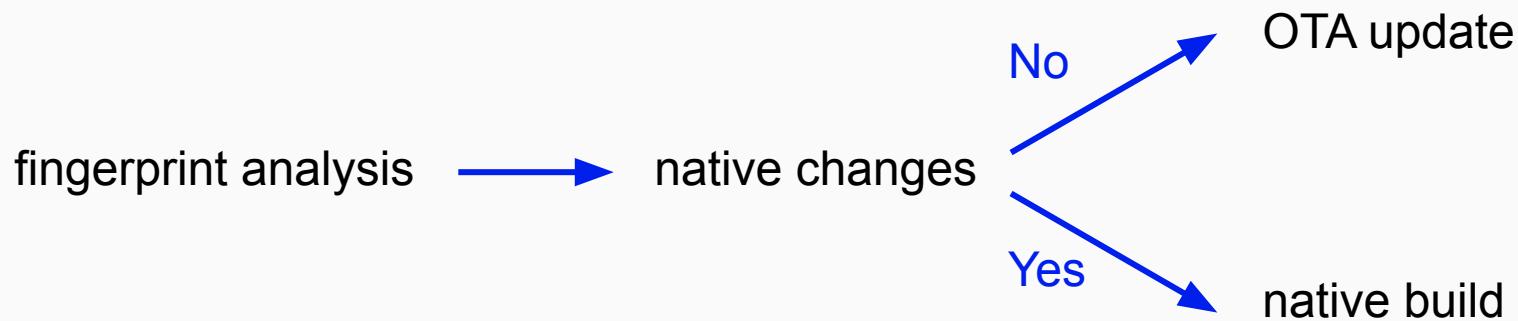
Architecture Overview



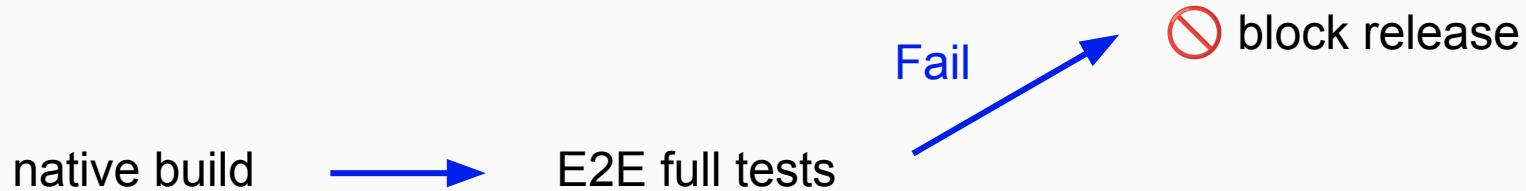
Architecture Overview

OTA update → E2E smoke tests

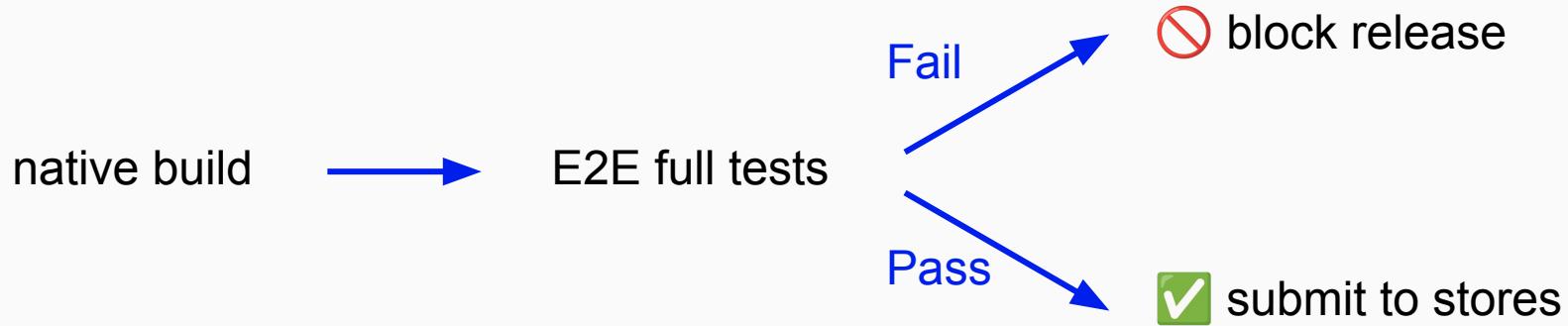
Architecture Overview



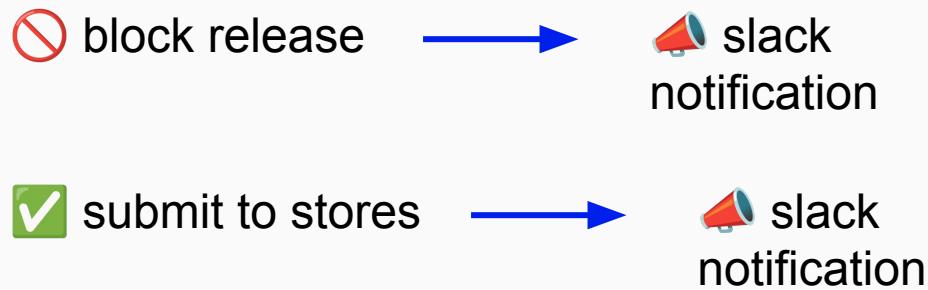
Architecture Overview



Architecture Overview



Architecture Overview



The Game Changer

The Game Changer **Fingerprint Detection**

Fingerprint detection

```
$ npx expo prebuild
```

Fingerprint detection

```
$ npx @expo/fingerprint . > ./fingerprint.json
```

Fingerprint detection

```
$ git checkout target-branch
$ npx @expo/fingerprint . > ./fingerprint.json
$ git add ./fingerprint.json
$ git checkout current-commit
$ npx @expo/fingerprint . > ./fingerprint.json
$ git diff
```

Visual Feedback

Visual Feedback

Smart PR Labeling

Labels



Customer

Libs

Marketing

Native update (customer)

OTA update (kiosk)

OTA update (packages)

OTA update (partner)

Partner

Quality Gates

Quality Gatekeepers

E2E Tests

E2E Tests

- **BrowserStack integration - Real devices, real conditions**
- **WebdriverIO - Cross platform mobile automation**
- **Suite of tests for business critical paths in our apps**
- **Failure = blocked release - No exceptions**

E2E Tests

E2E Tests

The SimpleSteps™ Revolution

SimpleSteps™

```
$(isAndroid  
    ? `android=newUiSelector().resourceId("search-bar")`  
    : `~search-bar`  
).tap()
```

```
$(isAndroid  
    ? `android=new UiSelector().resourceId("input")`  
    : `~search-bar`  
).addValue("NYC")
```

SimpleSteps™

```
describe("Place booking", () => {
  ...
  itSimple("complete booking", [
    { tapOn: { testID: "search-bar" } },
    { inputText: "NYC" },
    { tapOn: { testID: "book-button" } },
    { waitFor: "Booking confirmed" }
  ])
})
```

Submitting Releases

Submitting Releases For Review

Submitting Releases - For Review

name: Expo - Submit for Review

on:

schedule:

At 00:00 on Monday and Thursday.

- cron: "0 0 * * 1,4"

Submitting Releases - For Review

```
name: Expo - Submit for Review  
on:  
  schedule:  
    ...  
  workflow_dispatch:  
    inputs:  
      app:  
        type: choice  
        default: "all"
```

Today ▾



Bouncian APP 12:32

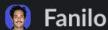
- ✓ [kiosk] Successfully created a new native build ([kiosk/1.94.0](#)). See details.
- ✓ [partner] Successfully created a new native build ([partner/3.294.0](#)). See details.
- ✓ [customer] Successfully created a new native build ([customer/4.317.0](#)). See details.
- ✓ [packages] Successfully created a new native build ([packages/1.270.0](#)). See details.



dAnlel 12:35

I will release the customer version when it's built 

Context: <https://justbounce.slack.com/archives/C04UMTX6G2F/p1757928811234769>



Fanilo

@dAnlel  Are you guys aware of this new crash related to Appflyers ?

[https://console.firebaseio.google.com/u/0/project/winter-rider-178920/crashlytics/app/ios:co\[...\].ey=501b5f27e7b24e8f9b25cbb0e87ad0cb_2128625869727640679](https://console.firebaseio.google.com/u/0/project/winter-rider-178920/crashlytics/app/ios:co[...].ey=501b5f27e7b24e8f9b25cbb0e87ad0cb_2128625869727640679) (edited)

Thread in # pod-conversion | Today at 10:33 | [View message](#)



2



Bouncian APP 13:47

- 🤖 [partner] Version 3.294.0 has been submitted to the Play Store for review.
- 🤖 [packages] Version 1.270.0 has been submitted to the Play Store for review.
- 🤖 [customer] Version 4.317.0 has been submitted to the Play Store for review.
- 🍎 [packages] Version 1.270.0 has been submitted to the App Store for review.
- 🍎 [partner] Version 3.294.0 has been submitted to the App Store for review.
- 🍎 [kiosk] Version 1.94.0 has been submitted to the App Store for review.
- 🍎 [customer] Version 4.317.0 has been submitted to the App Store for review.

Expo - Submit for Review

[expo-review.yml](#)

Filter workflow runs

...

127 workflow runs

Event ▾

Status ▾

Branch ▾

Actor ▾

This workflow has a `workflow_dispatch` event trigger.

[Run workflow ▾](#)

Expo - Submit for Review

Expo - Submit for Review #224: Manually run by [DReigada](#)

production

 3 hours ago

 3m 48s

...

Demo

Obrigado
thank you



we are hiring

.....

Come help us give people the freedom to experience more of what they love by being freed from their physical belongings! ❤️

Check our open roles at bounce.com/careers

