# Microsoft App Store Guide

I. Developer Account

Submit Apps ke App Store bisa dilakukan lewat halaman dashboard **Windows Dev Center**. Untuk mengakses dashboard tersebut, diperlukan akun developer yang terdiri dari dua macam:

* Individual Account ($19)
* Company Account ($99)

Keduanya adalah one-time fee (hanya diperlukan sekali pembayaran untuk selamanya) dan tidak ada expiration. Kelebihan dari ‘Company Account’ adalah izin untuk mensubmit Apps yang memerlukan *advanced capabilities*, such as :

* Enterprise Authentication (for accessing corporate intranet)
* Shared User Certificates (verification with hardware certificates, e.g Smart Cards)
* Akses langsung ke Documents di device user

Jika memutuskan untuk memakai Company Account, dibutuhkan proses **verifikasi** (dari beberapa hari sampai beberapa minggu) yang akan mencocokkan Nama Perusahaan dengan lokasi alamat yang disubmit sebelumnya saat proses registrasi, serta pengecekan personel atau PIC yang didaftarkan.

‘Company Account’ juga mengizinkan shared access ke Dev Center ke beberapa user. Pembagian role juga dimungkinkan supaya tiap2 anggota tim hanya dapat melihat report dan/atau melakukan perubahan terbatas sesuai dengan rolenya. Role yang tersedia adalah sbb:

* Account Owner (highest privilege)
* Manager
* Developer
* Business Contributor
* Finance Contributor
* Marketer

Pemberian akses bisa lewat email invitation, atau di-sync dengan account Azure AD (Active Directory) jika menggunakan layanan Office 365 di corporate.

I.b Windows Store for Business

Only available for Windows 10, Windows Store for Business is a web-based portal that **IT decision makers, purchasers and administrators** use to find, acquire, manage, and distribute Windows Store apps across their organization’s Windows 10 devices.

Membutuhkan Azure AD atau Office 365 organization’s account. (<https://docs.microsoft.com/en-us/microsoft-store/sign-up-windows-store-for-business>)

Microsoft Azure Active Directory (AD) accounts for your employees:

* Admins need Azure AD accounts to sign up for the Store for Business, and then to sign in, get apps, distribute apps, and manage app licenses.
* Employees need Azure AD account when they access Store for Business content from Windows devices.
* If you use a management tool to distribute and manage online-licensed apps, all employees will need an Azure AD account
* For offline-licensed apps, Azure AD accounts are not required for employees.
* Admins can add or remove user accounts in the Office 365 admin center, even if you don’t have an Office 365 subscription.

I.c Line-of-Business (LOB) Apps

Custom made by 3rd party Developer assigned by Microsoft Store for Business account owner.

II. Reserving App name

Setelah mendapat akses Dev Center, disarankan untuk me-reserve nama Apps yang ingin digunakan. Meskipun Apps belum dalam tahap ready-to-launch, proses reserve ini tetap bisa dilakukan, dan menjamin nama Apps tidak digunakan pihak lain selama 1 tahun sejak tanggal reserve. Demikian juga sebaliknya ­–seandainya developer lain telah mereserve nama yang ingin kita pakai, akan ada notifikasi bahwa kita tidak dapat menggunakan nama tersebut.

Max. panjang nama Apps adalah **256** karakter.

III. Submission

**App Description**

Proses submit App harus disertai dengan beberapa deskripsi yang akan ditampilkan di App Store Listing.

|  |  |  |
| --- | --- | --- |
|  | Required? | Description |
| Description | Yes | Deskripsi Apps |
| Release Notes | No | Deskripsi Apps |
| Screenshots | Yes  (at least one) | Deskripsi Apps |
| Store Logos | No  (but highly recommended) | Bisa overwrite icon from App Package |
| Promotional  Images | No | Deskripsi Apps |
| Opt. Promotional Images | No | Deskripsi Apps |
| Trailers | No | Deskripsi Apps |
| App features | No | *Max.* 20 features, 200 karakter per fitur. |
| Additional system requirements | No | Hardware-wise |
| Search Terms | No  (but recommended) | Keywords yang akan membantu pada saat user lakukan pencarian. *Max.* 7 search-terms*, max.* 30 character each*.* |
| Privacy Policy | Required in some apps | If the Apps:   1. Akses/simpan/distribute Personal Info to 3rd Party 2. Enable *App-Analytics & Error Reporting Data* |
| Copyright and Trademark | Yes | 200 karakter limit |

**Categorization**

Setelah info tentang Apps dientri, Apps perlu dimasukkan ke dalam satu kategori (atau sub-kategori, kalau tersedia) untuk memudahkan User menelusuri dan menemukan Apps yang di-submit.

Sub-kategori yang tersedia utk Kategori **Business:**

* *Accounting + finance*
* *Collaboration*
* *CRM*
* *Data + analytics*
* *File management*
* *Inventory + logistics*
* *Legal + HR*
* *Project management*
* *Remote desktop*
* *Sales + marketing*
* *Time + expenses*

IV. Pre-Submission

**Packaging Apps**

If you're using Microsoft Visual Studio as your development environment, you already have built-in tools that make creating an app package a quick and easy process. For more info, see [Packaging apps](https://msdn.microsoft.com/library/windows/apps/mt270969).

**Note** Be sure that all your filenames use ANSI.

When you create your package in Visual Studio, make sure you are signed in with the same account associated with your developer account. Some parts of the package manifest have specific details related to your account. This info is detected and added automatically.

Steps:

   
In **Solution Explorer**, open the solution for your UWP app project.

 Right-click the project and choose **Store**->**Create App Packages**. If this option is disabled or does not appear at all, check that the project is a UWP project.

IV.b Sideloading Apps

Tanpa memiliki account Dev Center, Apps dapat diinstal di device manapun tanpa lewat Windows Store.

The following list provides requirements for sideloading your app.+

* You must [enable your device for development](https://msdn.microsoft.com/library/windows/apps/Dn706236).
* To sideload your app on a Windows 10 Mobile device, you must use the[WinAppDeployCmd.exe](https://docs.microsoft.com/en-us/windows/uwp/packaging/install-universal-windows-apps-with-the-winappdeploycmd-tool) tool.

**Steps**

1. Copy the folders for the version that you want to install to the target device.

If you've created an app bundle, then you will have a folder based on the version number and a \_test folder. For example these two folders (where the version to install is 1.0.2):

* + C:\Projects\MyApp\MyApp\AppPackages\MyApp\_1.0.2.0
  + C:\Projects\MyApp\MyApp\AppPackages\MyApp\_1.0.2.0\_Test

If you don't have an app bundle, then you can just copy the folder for the correct architecture and the corresponding test folder. For example these two folders.

* + C:\Projects\MyApp\MyApp\AppPackages\MyApp\_1.0.2.0\_x64
  + C:\Projects\MyApp\MyApp\AppPackages\MyApp\_1.0.2.0\_x64\_Test

1. On the target device, open the test folder. For example, C:\Projects\MyApp\MyApp\AppPackages\MyApp\_1.0.2.0\_Test
2. Right-click on the **Add-AppDevPackage.ps1** file, then choose **Run with PowerShell** and follow the prompts.