

Publishing the app

- Preparing the app for release
- Signing your app
- Releasing the app
- Google Play
- Checklist
- Which app to develop?



Preparing the app for release

- remove **Log** calls → ProGuard / 3rd party logging
- remove the **android:debuggable** tag in the manifest
- If using gradle → **release** build type
- Check all network resources are available
- Sign your release app → **keytool**
- Testing the release version
- Add an application icon
- Add a EULA?



Signing your app

Behind the scenes,
keytool is used

In android Studio:

- In the menu bar, click **Build > Generate Signed APK**.
- Select the module you would like to release from the drop down, and click **Next**.
- If you want to create a new keystore, click **Create new**.
- On the **New Key Store** window, provide the following information for your keystore and key
- On the **Generate Signed APK Wizard** window, select a keystore, a private key, and enter the passwords for both.
- On the next window, select a destination for the signed APK(s), select the build type, (if applicable) choose the product flavor(s), and click **Finish**.

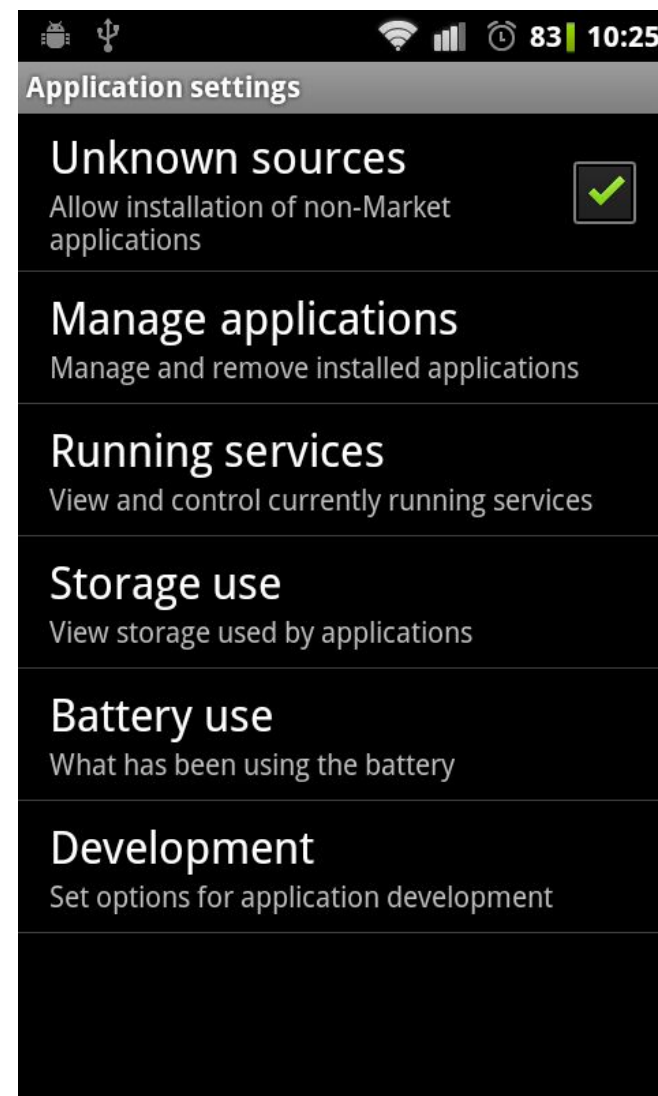


Release the app

Multiple ways of releasing:

- **Through email**
- **Through a website**
- **Through an app marketplace**
 - **Google play**

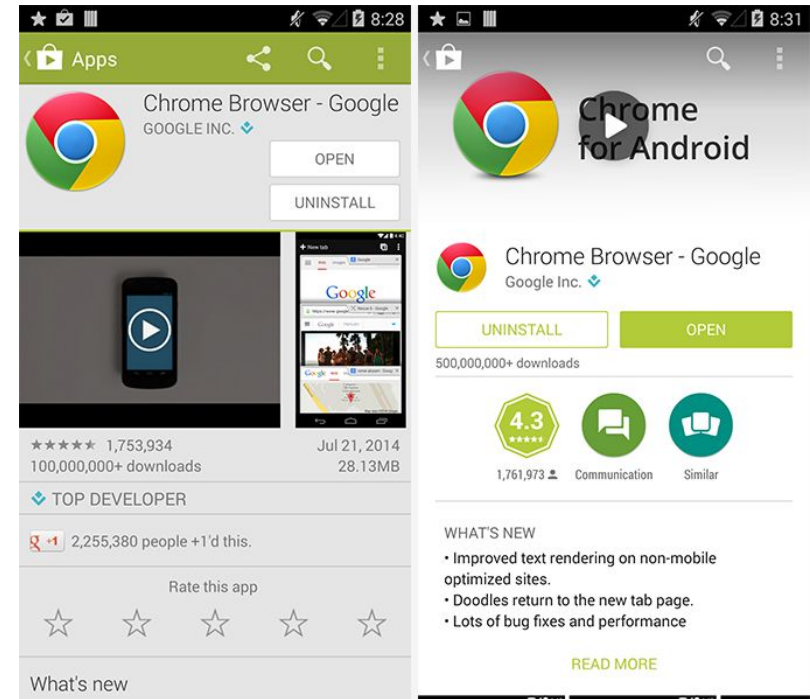
All other ways need
That the user accepts
unknown sources



Google Play

Steps

- **Prepare promotional materials:**
 - Screenshots
 - Videos
 - Promotional texts (localized!)
- **Configuring options and targets**
 - Choose the countries
 - Choose the languages
 - Prices (per country)
 - Content rating
- **Publish the app**
 - You can check your apps page in Google Play before publishing



Google Play

Requisites:

- Create a developer console account → **developer identity**
- Accept the **Developer Distribution Agreement**
- Pay **\$25 USD**
- Priced apps / in-app → set up a **Google Merchants Account**
- App size **<100MB** (optional APK expansion files)



Google Play

Features:

- **Alpha and beta tests:** Distribute your pre-release app to users as an open beta with a one-click, opt-in URL or as a closed beta using an email list, Google Group, or Google+ community
- **Statistics and reports:** Usages, crashes, selling in-app, installs...
- **Cloud test lab:** automated testing with typical devices
- **Optimization tips**
- ...



Publishing checklist

- 1) Understand the **publishing process**
- 2) Understand the Google Play **Policies** and **Agreements**
- 3) Test for **Quality**
- 4) Determine your app's **Content Rating**
- 5) Determine **country distribution**
- 6) Confirm the app's **size**
- 7) Confirm the app's API, Platform and Screen **compatibility**
- 8) Decide the **pricing policy** (free apps can not become priced apps)
- 9) If priced or in-app purchases, set the prices for each country
- 10) Check the correct **localization**
- 11) Prepare **promotional assets**
- 12) **Build** and **upload** the release APK
- 13) Plan an **Alpha/Beta release**
- 14) **Support** users after launch



Which app to develop?

- Develop **functional** apps. Enhance them later!
- Complex apps are worse than **useful apps**
- Users have not much time to spend in your app → make it easy to **use**
- **Presentation** is important → keep an eye on it!
- Test in **lots of devices!**
- It's impossible to know which app will success
Develop **many** of them!

