

Module:11 App Deployment and Publishing

Q.1 Explain the app release process for both iOS and Android platforms.

Ans=> Android App Release

1. **Generate Signed APK/AAB** in Android Studio.
2. **Create Google Play Console Account** (one-time \$25).
3. **Create App Listing** → Name, Description, Screenshots, Icon.
4. **Upload AAB in Production** (or Internal testing).
5. **Fill Store Details** → App content rating, privacy policy, permissions.
6. **Review & Submit for Release.**
7. **Google Reviews the App** (few hours to few days).
8. **App Goes Live**

iOS App Release (Apple App Store)

1. **Create Apple Developer Account** (yearly \$99).
2. **Archive Build** using Xcode → Upload to **App Store Connect**.
3. **Create App Listing** → Name, Description, Screenshots, Icon.
4. **Add App Privacy Details + Permissions.**
5. **Submit Build for Review.**
6. **Apple App Review Process** (1–3 days usually).

7. **Approve & Release** → Manually or Automatically.
8. **App Goes Live on App Store.**

Q.2 Describe the steps involved in generating app bundles and APKs for deployment.

Ans=>Generate App Bundle (AAB) – Android Studio

1. Open your project in **Android Studio**.
2. Go to **Build > Build Bundle(s) / APK(s)**.
3. Select **Build Bundle(s)**.
4. Choose **Release** mode.
5. Wait for build → AAB is generated in:
app/build/outputs/bundle/release/

Generate APK – Android Studio

1. Open your project in **Android Studio**.
2. Go to **Build > Build Bundle(s) / APK(s)**.
3. Select **Build APK(s)**.
4. Choose **Release** mode.
5. APK generated in:
app/build/outputs/apk/release/

Q.3 Outline the best practices for submitting apps to the App Store and Google Play.

Ans=>Google Play Store – Best Practices

1. Use App Bundle (AAB)
2. Optimize App Performance
3. Add Proper App Metadata
4. Follow Google Policy
5. Add Privacy Policy
6. Run Pre-launch Report
7. Use Versioning Properly
8. Test In-app Purchases/Notifications

Apple App Store – Best Practices

1. Follow Apple's Human Interface Guidelines
2. Archive & Validate Build in Xcode
3. Prepare High-quality App Metadata
4. Fill App Privacy (App Tracking Transparency)
5. Test on Real Devices
6. Correct App Permissions
7. Follow Strict Review Guidelines
8. Use TestFlight