

# CrateQuiet Deployment Guide

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## Mobile App Deployment (iOS/Android)

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### Prerequisites

- Expo CLI installed globally
- Apple Developer Account (for iOS)
- Google Play Developer Account (for Android)

### iOS Deployment

#### 1. Build for iOS

```
cd /home/ubuntu/cratequiet-expo  
expo build:ios
```

#### 2. App Store Configuration

- **Bundle ID:** `com.cratequiet.app`
- **App Name:** "CrateQuiet: Stop Dog Whining"
- **Category:** Health & Fitness > Other
- **Keywords:** crate training, dog training, puppy training, stop whining, bark detection

#### 3. App Store Assets

- App Icon: 1024x1024 with dog/crate theme + cyan accent
- Screenshots: Following ASO strategy with feature highlights
- Preview Video: 15-30 seconds showing app in action
- Description: ASO-optimized with target keywords

### Android Deployment

#### 1. Build for Android

```
cd /home/ubuntu/cratequiet-expo  
expo build:android
```

#### 2. Google Play Configuration

- **Package Name:** `com.cratequiet.app`
- **App Title:** "CrateQuiet: Puppy Crate Training & Monitor"
- **Category:** Lifestyle > Pets
- **Target Audience:** Parents/Pet Owners

## App Store Optimization Assets

### iOS App Store

Title: CrateQuiet: Stop Dog Whining  
 Subtitle: Crate Training **with** Monitor  
 Keywords: crate training, puppy training, dog whining, bark detection, pet training, dog behavior, stop whining, crate monitor, puppy crate, dog training app

### Google Play Store

Title: CrateQuiet: Puppy Crate Training & Monitor  
 Short Description: Stop crate whining **with** smart monitoring & training responses

## Development Deployment

### Expo Go Testing

```
# Start development server
npm start

# Open Expo Go app on mobile device
# Scan QR code to test app
```

### Local Development

```
# iOS Simulator (macOS only)
npm run ios

# Android Emulator
npm run android

# Web (with compatibility issues)
npm run web
```

## Launch Strategy

### Phase 1: Soft Launch (Week 1)

- Deploy to both app stores simultaneously
- Launch with 50% off premium for first 48 hours
- Target ASA/Google UAC campaigns for primary keywords
- Activate beta tester reviews and ratings

### Phase 2: Marketing Push (Week 2-4)

- Influencer outreach to pet content creators
- PR outreach to pet industry publications
- Social media campaign with success stories
- Optimize based on initial user feedback

## Phase 3: Scale (Month 2+)

- Expand to international markets
- A/B test app store assets
- Implement user feedback features
- Scale paid acquisition campaigns

## Security & Privacy

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### App Store Review

- Privacy Policy: Emphasize local storage only
- Permission Justifications: Clear usage descriptions for microphone, camera
- Background Audio: Justify continuous monitoring necessity
- Data Collection: Minimal, no third-party sharing

### Compliance

- GDPR: Local storage, no data sharing, user control
- CCPA: No data sales, local processing only
- COPPA: Age-appropriate design, no child data collection

## Success Metrics

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### Launch KPIs

- Day 1: Featured in app store (goal)
- Week 1: Top 10 in “crate training” search
- Month 1: 10,000+ downloads
- Month 3: 4.5+ star rating, 60/40 organic/paid ratio

### Revenue Targets

- Month 1: 8%+ premium conversion rate
- Month 3: \$10k+ monthly recurring revenue
- Month 6: 5% market share in crate training niche

## Technical Deployment

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### Build Configuration

- **Platform Versions:** iOS 12+, Android API 21+
- **Bundle Size:** Optimized for <50MB download
- **Performance:** 60fps UI, <3s cold start
- **Battery:** Optimized background processing

### Monitoring Setup

- Crash reporting with built-in Expo tools
- Performance monitoring for app launch time
- User analytics for feature usage
- Subscription revenue tracking

## Updates & Maintenance

- **Release Cycle:** Every 2-3 weeks with new features
- **Hotfixes:** Critical bug fixes within 24 hours
- **Feature Updates:** Based on user feedback and analytics
- **OS Updates:** Support latest iOS/Android versions



## Post-Launch Support

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### Customer Support

- In-app support contact: support@cratequiet.com
- Response time: <2 hours for premium users, <24h for free users
- FAQ section with common setup issues
- Video tutorials for app setup and usage

### Community Building

- Facebook group for success stories
  - Email newsletter with training tips
  - User-generated content campaigns
  - Partner with dog training influencers
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### Ready for Production Deployment

The CrateQuiet app is fully configured and ready for iOS App Store and Google Play Store submission. All technical requirements, ASO optimization, and compliance measures are in place for a successful launch.