LabW13 – App Analytics and Publishing

Objectives:

1. Understand how to use Google Analytics
2. Understand the basic steps to publish an Android app to Google Play

Tasks:

1. Use Google Analytics for Android
2. Publish app to Google Play

Task 1: Use Google Analytics for Android

The detailed analytics of your published app would enable further refinement of your software design and user experience. Google Analytics for Android library is part of the Google Play Services. It tracks many events and provides useful insight, including app opening, session duration, button clicking, in-app purchases, other types of user behaviours, etc.

1. Use Google Play Services as a library of your own project. You should have done this in LabW05 when using the Google Maps API. To recap, read through the "Set up Google Play Services" article on this link: https://developers.google.com/android/guides/setup

2. Register for a Google Analytics account. You can use your Google/Gmail account to login - https://analytics.google.com

3. After logging in to Google Analytics, go to the Admin tab on the left-hand side menu, click "+ Create Account" to create a new account, input an "Account name", click Next, and enter a "Property name". Change the "Reporting time zone" to Australia (GMT+10:00) Sydney Time, leave the other options as default, and click Create.

4. Accept the Google Analytics Terms of Service Agreement for your country / region by first selecting Australia as your country / region.

5. Set up a data stream to start collecting data from your Android App. Click Android app. When you add an app data stream, Analytics creates a corresponding Firebase project and app data stream, and automatically links the Firebase project to your property if your project and property are not already linked. You can link to an existing Firebase project, however you have to do this from Firebase.

6. Follow the beginner's tutorial "Add Analytics to Your Android App" found on this link: https://developers.google.com/analytics/devguides/collection/android/v4/. The guide shows how to add Google Analytics to your Android app and send a named screen view to Analytics to measure user activity, whenever a user opens or changes screens on your app.

7. If you just want to see how Google Analytics works, you can take a look at the sample application provided by the tutorial.

https://developers.google.com/analytics/devguides/collection/android/v4/start

8. Explore the items on the left sidebar of the above tutorial for more advanced topics. There are some other good alternative analytic tools besides Google Analytics for Android apps.

   Please check out the following alternatives (and Google search for more):
   Flurry Analytics - https://www.flurry.com/analytics/
   App Annie Intelligence - https://www.appannie.com/en/product/intelligence/

   Different analytics tools can provide different insights, such as user behaviour, user acquisition, etc. Google Analytics is always the safest bet. Try the different tools and try using multiple of them at the same time. The analytics reporting page currently shows no exciting insights or statistics. Let's publish your app to the Google Play Store.

Task 2: Publish app to Google Play

Before you publish your app to Google Play and distribute them to prospective users, you need to get the app ready, test it, and prepare your marketing and promotional materials.

Please follow the launch checklist to test your app and to get it ready for publishing: https://developer.android.com/distribute/best-practices/launch/launch-checklist. This checklist brings together the processes you should follow to ensure your app is launched successfully.

You are more than encouraged to publish your COMP5216 Group Project to Google Play. If you manage to publish your app before the group assignment submission deadline, please include the link in your report.