

30-Day Plan to Ship Radiant to App Stores

Goal: Launch Radiant on iOS (TestFlight/App Store) and Android (Google Play) within 30 days.

Current Status: MVP complete with all core features working

Week 1: Polish & Prepare (Days 1-7)

Day 1: Testing & Bug Fixing

Time: 3-4 hours

- **Test complete user flow**
 - Fresh install → Onboarding → Create journal → View journal
 - Test on iOS simulator
 - Test on Android emulator
 - Document any bugs or crashes
- **Test data persistence**
 - Add journal entries
 - Close app completely
 - Reopen and verify data is still there
 - Test with longer entries (stress test)
- **Create bug list**
 - Prioritize: Critical (blocks launch) vs Nice-to-fix
 - Focus only on critical bugs this week

Deliverable: List of critical bugs to fix

Day 2: Fix Critical Bugs

Time: 4-5 hours

- **Fix all critical bugs from Day 1**
 - Work through list one by one
 - Test each fix immediately
 - Don't add new features (tempting but stay focused!)
- **Test on real device if possible**
 - Use Expo Go app on your phone
 - Feels more real than simulator
 - Note any performance issues

Deliverable: All critical bugs resolved

Day 3: UI Polish & Consistency

Time: 3-4 hours

- **Visual consistency check**
 - All buttons same style?
 - Colors consistent across screens?
 - Spacing feels uniform?
 - Font sizes make sense?
- **Empty states**
 - What happens when journal is completely empty?
 - Clear messaging for new users
 - Helpful prompts to get started
- **Loading states**
 - Add loading indicators where needed
 - Smooth transitions between screens
 - No jarring jumps

Deliverable: Polished, consistent UI

Day 4: App Icons & Splash Screen

Time: 2-3 hours

- **Design app icon** (or use AI to generate)
 - 1024x1024px base image
 - Simple, recognizable at small sizes
 - Matches app aesthetic (peach/sage green theme)
 - Tools: Canva, Figma, or Midjourney/DALL-E
- **Create splash screen**
 - Simple logo or app name
 - Peach background matching brand
 - Update in app.json
- **Update app.json metadata**
 - App name: "Radiant"
 - Slug: "radiant-app"
 - Description (short and compelling)
 - Version: 1.0.0

Deliverable: Professional app icon and splash screen

Day 5: App Store Preparation - Research

Time: 3-4 hours

- **Create Apple Developer Account (\$99/year)**
 - Go to developer.apple.com
 - Sign up (takes 24-48 hours for approval)
 - Start this ASAP - don't wait!
- **Create Google Play Developer Account (\$25 one-time)**
 - Go to play.google.com/console
 - Sign up (usually approved within hours)
- **Research App Store requirements**
 - Screenshots needed (6.5" iPhone, 12.9" iPad for iOS)
 - Privacy policy requirements
 - Age rating questionnaire
 - Read App Store Review Guidelines
- **Research Google Play requirements**
 - Screenshots needed (phone, 7" tablet, 10" tablet)
 - Feature graphic (1024x500)
 - Privacy policy
 - Content rating questionnaire

Deliverable: Developer accounts created (or in progress), requirements documented

Day 6: Marketing Assets - Screenshots

Time: 3-4 hours

- **Take app screenshots**
 - Onboarding screens (show the value)
 - Journal input screens (show ease of use)
 - Journal view (show the beautiful result)
 - Use simulator "Save Screenshot" feature
- **Create promotional screenshots** (optional but recommended)
 - Add text overlays explaining features
 - "Track your affirmations"
 - "Build your morning routine"
 - "Visualize your goals"

- Tools: Canva, Figma, or screenshots.pro
- **Write app descriptions**
 - Short description (80 characters for Google Play)
 - Full description (4000 characters max)
 - Focus on benefits, not features
 - Include keywords: gratitude, journal, affirmations, self-improvement

Deliverable: Screenshots and app descriptions ready

Day 7: Privacy Policy & Legal

Time: 2-3 hours

- **Create Privacy Policy**
 - Required by both app stores
 - Use generator: app-privacy-policy-generator.firebaseio.com
 - Be honest about data collection (you're using AsyncStorage = local only)
 - Host on simple webpage or GitHub Pages
- **Review what data you collect**
 - User data: Journal entries (stored locally)
 - Analytics: None yet (keep it simple for MVP)
 - Third-party services: None yet
- **Create Terms of Service** (optional for MVP)
 - Can use template generator
 - Not strictly required but professional

Deliverable: Privacy policy live on a URL

Week 2: Build & Submit (Days 8-14)

Day 8: Build Configuration - iOS

Time: 3-4 hours

- **Update app.json for production**
 - Set correct bundle identifier: com.yourname.radiant
 - Set version: "1.0.0"
 - Set build number: 1
 - Add iOS-specific config
- **Install EAS CLI** (Expo Application Services)

```
npm install -g eas-cli  
eas login
```

- **Configure EAS Build**

```
eas build:configure
```

- Choose iOS and Android
- Creates eas.json

- **Run first iOS build** (this can take 20-30 minutes)

```
eas build --platform ios --profile preview
```

- Creates IPA file for testing
- Fix any build errors that come up

Deliverable: Successful iOS build

Day 9: Build Configuration - Android

Time: 3-4 hours

- **Configure Android build settings**

- Update package name in app.json
- Set version code and version name
- Add adaptive icon configuration

- **Create app signing key** (for Google Play)

```
eas build --platform android --profile preview
```

- EAS handles this automatically
- Keep credentials safe!

- **Run first Android build**

- Test the APK on a real device or emulator
- Fix any Android-specific issues

Deliverable: Successful Android build

Day 10: TestFlight Setup (iOS Beta)

Time: 2-3 hours

- **Create app in App Store Connect**
 - Go to appstoreconnect.apple.com
 - Click + to create new app
 - Fill in basic info (name, bundle ID, SKU)

- **Build for TestFlight**

```
eas build --platform ios --profile production
```

- **Upload to App Store Connect**
 - EAS can do this automatically with credentials
 - Or manual upload via Transporter app
- **Submit for TestFlight review** (usually 1-2 days)
 - Fill in beta review notes
 - Add test information

Deliverable: App submitted to TestFlight

Day 11: Internal Testing

Time: 2-3 hours

- **Test the TestFlight build yourself**
 - Install via TestFlight on your iPhone
 - Run through complete user flow
 - Document any issues
- **Invite 3-5 friends/family to test**
 - Add their emails in App Store Connect
 - They get TestFlight invite
 - Ask them to use it for 2-3 days
- **Create feedback form**
 - Google Form or Typeform
 - Questions: What's confusing? What's missing? Would you use this daily?
 - Share with testers

Deliverable: 3-5 people testing on real devices

Day 12: Google Play Console Setup

Time: 3-4 hours

- **Create app in Google Play Console**

- Go to play.google.com/console
 - Create new app
 - Fill in app details

- **Upload first build (Internal Testing)**

```
eas build --platform android --profile production
```

- Upload AAB file to Play Console
 - Set up internal testing track

- **Configure store listing**

- Upload screenshots
 - Add app description
 - Add icon and feature graphic
 - Fill in categorization
 - Set content rating (likely "Everyone")

Deliverable: Android app in internal testing

Day 13: Gather & Implement Feedback

Time: 4-5 hours

- **Review tester feedback**

- What are the top 3 complaints?
 - Any critical bugs?
 - Any confusing UX?

- **Prioritize fixes**

- Critical bugs: Must fix before launch
 - UX improvements: Fix if quick (< 2 hours)
 - Feature requests: Add to "post-launch" list

- **Implement critical fixes**

- Don't get distracted by "nice-to-haves"
 - Focus on what blocks a good first impression

Deliverable: Updated app with critical feedback implemented

Day 14: App Store Preparation - Final Details

Time: 3-4 hours

- **Write compelling app descriptions**
 - **Headline (iOS subtitle):** "Daily Gratitude & Self-Transcendence"
 - **Description:** Focus on transformation, not features
 - Include keywords naturally
 - Tell a story: Before (scattered) → After (aligned)
- **Prepare app preview video** (optional but powerful)
 - 15-30 second screen recording
 - Show onboarding → journal entry → view result
 - Add text overlays and music
 - Tool: CapCut (free, easy)
- **Fill in all metadata**
 - Keywords (iOS): gratitude, journal, affirmations, goals, habits
 - Category: Health & Fitness or Lifestyle
 - Age rating: 4+
 - Support URL (can be your email for now)
 - Marketing URL (optional)

Deliverable: All app store metadata complete

Week 3: Submit for Review (Days 15-21)

Day 15: Final Build - iOS

Time: 2-3 hours

- **Create production build**

```
eas build --platform ios --profile production
```
- **Test the production build thoroughly**
 - Install via TestFlight
 - Go through every screen
 - Test all features one final time
 - Check for any last-minute issues
- **Bump version number**
 - Update to 1.0.0 in app.json
 - Rebuild if you made any changes

Deliverable: Final iOS production build ready

Day 16: Submit iOS App for Review

Time: 2-3 hours

- **Submit to App Store Review**
 - In App Store Connect, click "Submit for Review"
 - Fill in App Review Information
 - Add demo account if needed (not needed for Radiant)
 - Add notes for reviewer explaining the app
- **Review submission checklist**
 - All screenshots uploaded
 - Description complete
 - Privacy policy linked
 - Age rating set
 - Pricing set (Free for now)
- **Wait for review** (typically 24-48 hours)
 - Apple will email you when it's "In Review"
 - Then when it's "Approved" or "Rejected"

Deliverable: iOS app submitted for review

Day 17: Final Build - Android

Time: 2-3 hours

- **Create production build**

```
eas build --platform android --profile production
```
- **Test production build**
 - Install AAB on test device
 - Complete user flow test
 - Check performance
- **Upload to Play Console**
 - Go to Production track (or Open Testing if you want beta first)
 - Upload AAB file
 - Fill in release notes

Deliverable: Final Android production build uploaded

Day 18: Submit Android App for Review

Time: 2-3 hours

- **Complete Play Console content rating**
 - Answer questionnaire honestly
 - Will likely be "Everyone" or "Everyone 10+"
- **Fill in pricing & distribution**
 - Free app
 - Available countries (all or select)
 - Distributed on Google Play
- **Submit for review**
 - Click "Send for Review"
 - Google review typically faster (few hours to 1 day)

Deliverable: Android app submitted for review

Day 19-21: Review Period & Preparation for Launch

Time: 2-3 hours/day

While waiting for app review approvals:

- **Prepare launch announcement**
 - Tweet draft
 - Reddit post draft (r/SideProject, r/IndieDev)
 - LinkedIn post
 - Personal network email
- **Create simple landing page** (optional)
 - Single page explaining the app
 - Screenshots
 - App Store badges
 - Can use Carrd.co (free, super easy)
- **Plan your launch strategy**
 - Who will you tell first?
 - What communities might care?
 - Friends/family launch party?
- **Monitor review status**
 - Check App Store Connect daily

- Check Play Console daily
- Respond quickly if reviewers ask questions

Common rejection reasons:

- Missing privacy policy (you have this!)
- Crash on launch (you tested this!)
- Incomplete functionality (you built a complete MVP!)
- Misleading screenshots (be honest!)

If rejected: Don't panic. Read feedback, fix issue, resubmit. Usually approved on 2nd try.

Deliverable: Launch content ready, apps in review

Week 4: Launch & Iterate (Days 22-30)

Day 22: App Approval & Release

Time: 2-4 hours

- **If approved - Release to App Store**
 - iOS: Click "Release this Version" in App Store Connect
 - Android: Usually auto-released after approval
- **Verify apps are live**
 - Search for "Radiant" in App Store
 - Search in Google Play Store
 - Install on your own device from the store
- **Test the public version**
 - Delete your dev version
 - Download from store
 - Make sure everything works!

Deliverable: Radiant live on both app stores!

Day 23: Launch Day!

Time: 3-4 hours

- **Announce to personal network**
 - Text/email close friends and family
 - Post on social media (Instagram, Twitter, LinkedIn)
 - Share in relevant communities
- **Post on Reddit** (carefully - follow subreddit rules)

- r/SideProject (great for indie makers)
- r/IndieDev
- r/Apps
- r/Productivity
- Be genuine, don't spam
- **Product Hunt launch** (optional)
 - Create account on producthunt.com
 - Submit your app
 - Engage with comments throughout the day
- **Share your journey**
 - Write a post about building it
 - "I built my first app with AI in 30 days"
 - People love these stories!

Deliverable: 50-100 people know about your app

Day 24-25: Monitor & Support Early Users

Time: 2-3 hours/day

- **Check reviews daily**
 - App Store reviews
 - Google Play reviews
 - Respond to every review (good or bad)
- **Monitor crash reports**
 - Check App Store Connect analytics
 - Check Google Play Console vitals
 - Fix any critical crashes immediately
- **Gather user feedback**
 - DM people who downloaded it
 - Ask: "What's missing? What's confusing?"
 - Take notes for next update
- **Track metrics**
 - Downloads per day
 - Active users (from store analytics)
 - Review ratings

Deliverable: Understanding of how users are using the app

Day 26-27: First Update Planning

Time: 3-4 hours

- **Prioritize user feedback**
 - What are the top 3 requests?
 - What bugs are people hitting?
 - What features would increase retention?
- **Plan version 1.1**
 - Pick 2-3 small improvements
 - Don't over-commit
 - Focus on polish, not new features
- **Create update roadmap**
 - Version 1.1: Bug fixes + 1-2 small features
 - Version 1.2: Next bigger feature
 - Keep it simple and achievable

Deliverable: Clear plan for next update

Day 28-29: Implement Quick Wins

Time: 4-5 hours

- **Fix reported bugs**
 - Prioritize crashes and blocking issues
 - Test thoroughly
- **Add one highly-requested feature**
 - Something quick (2-3 hours max)
 - Shows users you're listening
 - Examples: Export journal, dark mode toggle, custom colors
- **Improve onboarding**
 - If users are dropping off, make it clearer
 - Add tooltips or hints
 - Test with a new user

Deliverable: Version 1.1 ready to ship

Day 30: Reflection & Next Steps

Time: 2-3 hours

- **Submit version 1.1 update**

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 - Build new version
 - Upload to both stores
 - Write clear release notes

- **Review your metrics**

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 - Total downloads
 - Active users
 - Review rating (aim for 4.0+)
 - Retention (how many come back?)

- **Document lessons learned**

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 - What went well?
 - What would you do differently?
 - What surprised you?

- **Plan for next 30 days**

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 - Marketing strategy
 - Feature roadmap
 - Monetization exploration (if appropriate)

- **Celebrate!**

- **Celebrate!**
 - You shipped an app to production
 - Most people never get this far
 - This is a huge accomplishment!

Deliverable: Radiant v1.0 shipped, v1.1 in review, clear plan for growth

Success Metrics (What "Shipped" Means)

By Day 30, you should have:

Technical:

- App live on iOS App Store
- App live on Google Play Store
- No critical bugs
- 4.0+ star rating (if you have reviews)

Traction:

- 50-100 downloads minimum
- 10-20 active users
- At least 3 reviews or feedback comments
- Understanding of who your users are

Process:

- Know how to build, test, and deploy updates
- Comfortable with App Store Connect and Play Console
- Established update cadence (every 2-3 weeks)

Learning:

- Understand your code (even if AI wrote it)
- Can debug common issues
- Know what users want vs what you built

Common Roadblocks & Solutions

"I found a critical bug on Day 20"

Solution: Fix it immediately. Delay submission by 1-2 days. Better to ship late than ship broken.

"Apple rejected my app"

Solution: Read their feedback carefully. Usually fixable in 1 day. Resubmit. Don't give up.

"I don't know how to design screenshots"

Solution: Use Canva templates. Search "app store screenshots". Copy styles you like.

"No one downloads my app"

Solution: That's normal for Day 1. Focus on 10 engaged users, not 1000 downloads. Quality > quantity early on.

"I'm overwhelmed"

Solution: Pick the 3 most critical tasks each day. Skip optional items. Shipping > perfection.

Daily Time Commitment

Weekdays: 2-4 hours/day **Weekends:** 4-6 hours/day

Total: ~90-100 hours over 30 days

If you have less time:

- Extend to 45-day plan
- Focus on iOS only first (skip Android until Day 35-45)
- Cut optional tasks (video preview, landing page)

Emergency Contacts & Resources

If stuck on build issues:

- Expo forums: forums.expo.dev
- Expo Discord: chat.expo.dev

If stuck on App Store:

- Apple Developer Forums
- App Store Review Guidelines: developer.apple.com/app-store/review/guidelines/

If stuck on Google Play:

- Play Console Help Center
- Android Developers Slack

If stuck on code:

- Ask Claude Code (me!)
 - Stack Overflow
 - Reddit r/reactnative
-

The Most Important Rule

SHIP ON DAY 30. NO MATTER WHAT.

- Even if it's not perfect
- Even if you want to add one more feature
- Even if the icon isn't quite right

Done is better than perfect.

You can always update. You can't learn from users until you ship.

Post-Launch (Day 31+)

After shipping:

Week 5-8: Establish rhythm

- Update every 2-3 weeks
- Respond to all reviews
- Post weekly about your progress
- Aim for 200-500 downloads

Week 9-12: Add monetization

- Once you have 100+ active users
- Add premium features (\$3-5/month)
- Test what people will pay for

Week 13-24: Grow to \$1K/month

- Focus on user acquisition

- Improve retention
- Build sustainable business

But that's for another plan. For now:

Focus on Day 1. Then Day 2. Then Day 3.

One day at a time. You've got this.

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