

# Customer experience best practices for apps

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Guidelines for creating an app that will be easy to use and understand.

**Note:** This article applies to publishing GitHub Apps in GitHub Marketplace only. For more information about publishing GitHub Actions in GitHub Marketplace, see "[Publishing actions in GitHub Marketplace](#)."

If you follow these best practices it will help you to provide a good customer experience.

## Customer communication

- Marketing materials for the app should accurately represent the app's behavior.
- Apps should include links to user-facing documentation that describe how to set up and use the app.
- Customers should be able to see what type of plan they have in the billing, profile, or account settings section of the app.
- Customers should be able to install and use your app on both a personal account and an organization account. They should be able to view and manage the app on those accounts separately.
- Apps should provide customers with a way to delete their account, without having to email or call a support person. Apps should delete all GitHub user data within 30 days of receiving a request from the user, or within 30 days of the end of the user's legal relationship with GitHub.

## Plan management

- Customers who cancel a paid plan purchased from GitHub Marketplace should be automatically downgraded to the app's free plan if it exists. When a customer cancels a GitHub Marketplace subscription, GitHub does not automatically uninstall the app, so the customer can expect that free features will continue to function. It's highly recommended to allow customers to re-enable their previous plan.
- Customers should be able to upgrade from your app's user interface if you provide an [upgrade URL](#) in this format:  

```
https://www.github.com/marketplace/<LISTING_NAME>/upgrade/<LISTING_PLAN_NUMBER>/<CUSTOMER_ACCOUNT_ID>
```
- Customers should be able to modify which users have access to your app from your app's website if they purchased seats (per-unit pricing plan) or the plan offers unlimited collaborators.

- Customers should be able to see the following changes to their account immediately in the billing, profile, or account settings section of the app's website:
  - Current plan and price.
  - New plans purchased.
  - Upgrades, downgrades, cancellations, and the number of remaining days in a free trial.
  - Changes to billing cycles (monthly or yearly).
  - Usage and remaining resources for flat-rate and per-unit plans. For example, if the pricing plan is per-unit, your app's site should show units used and units available.

## Further reading

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- ["Best practices for creating a GitHub App"](#)
- ["Best practices for creating an OAuth app"](#)
- ["Security best practices for apps on GitHub Marketplace"](#)

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