

A professional portrait of a man with short brown hair, wearing a dark suit jacket, a white shirt, and a light-colored tie. He is smiling and looking slightly to his right.

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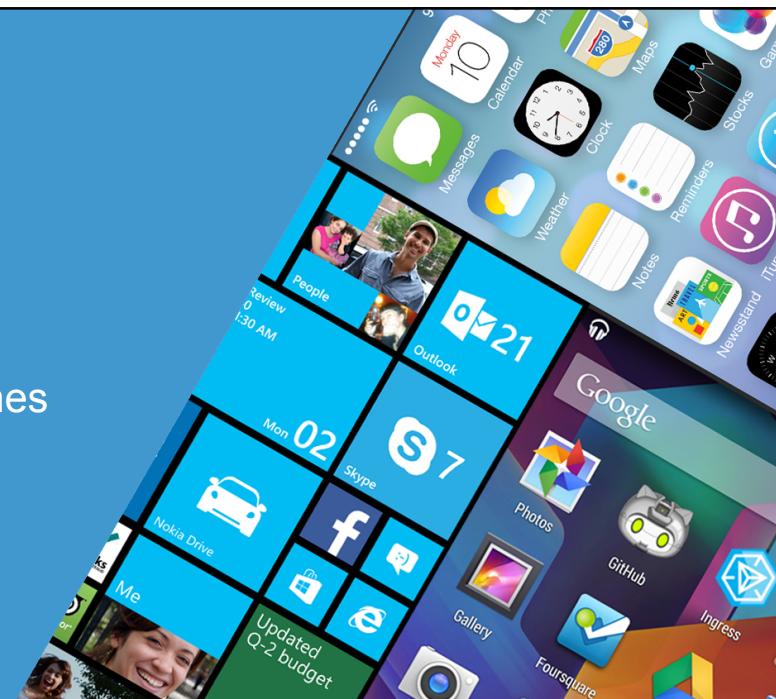
# Preparing your Mobile Apps for Publishing

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## Agenda

- Project Settings
- Adding Assets
- App Store Guidelines

A close-up photograph of a smartphone screen showing a grid of various mobile application icons. The icons include Calendar, Clock, Reminders, Notes, iTunes, Newsstand, Microsoft Office (Word, Excel, PowerPoint), People, Outlook, Skype, Google, Photos, GitHub, Ingress, Foursquare, and several social media and utility apps. The phone has a blue and white theme.

## Preparing your iOS App for the App Store

- Set Release Information
- Set Build Options
- Setup Icons
- Setup other App Resources



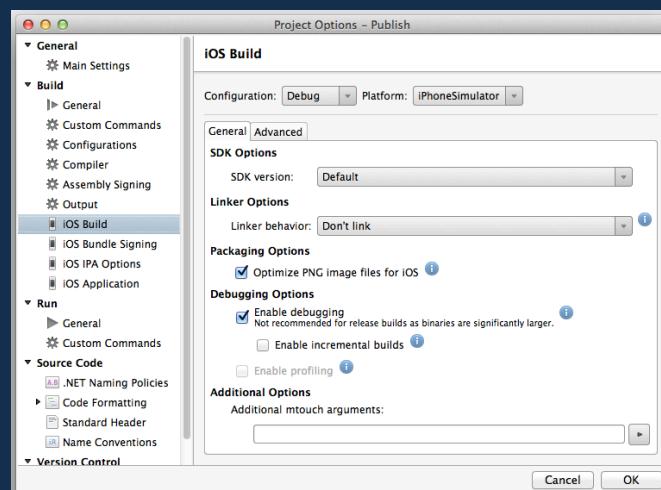
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## Project Settings

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## iOS Build Settings - General

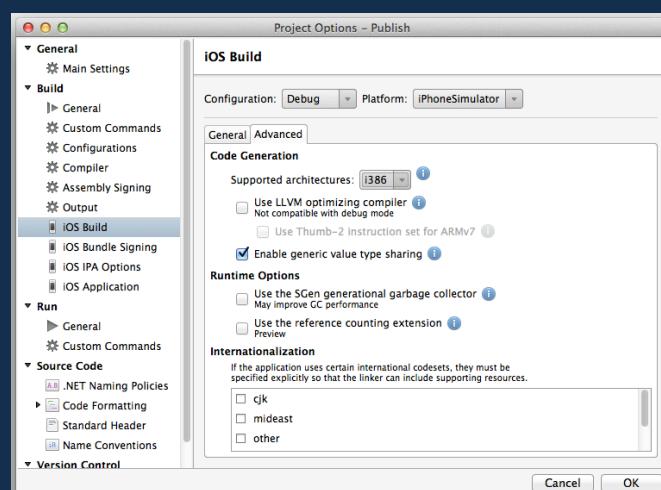
- Linker Options
- Packaging Options
- Debugging Options



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## iOS Build Settings - Advanced

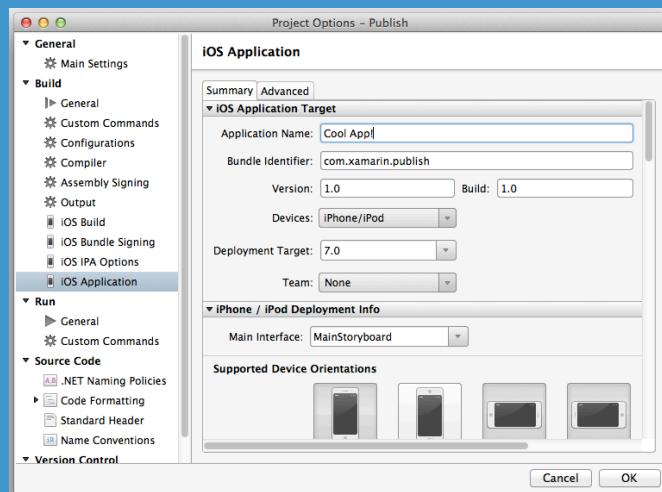
- LLVM Compiler
- SGen Garbage Collector



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## Application Settings

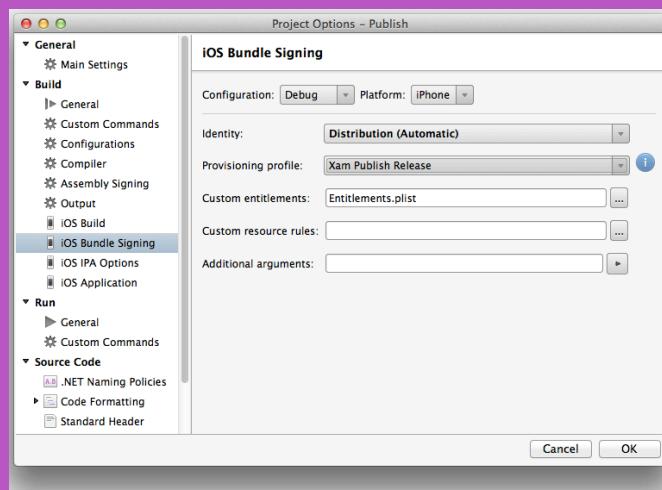
- Application Name
- Bundle Identifier



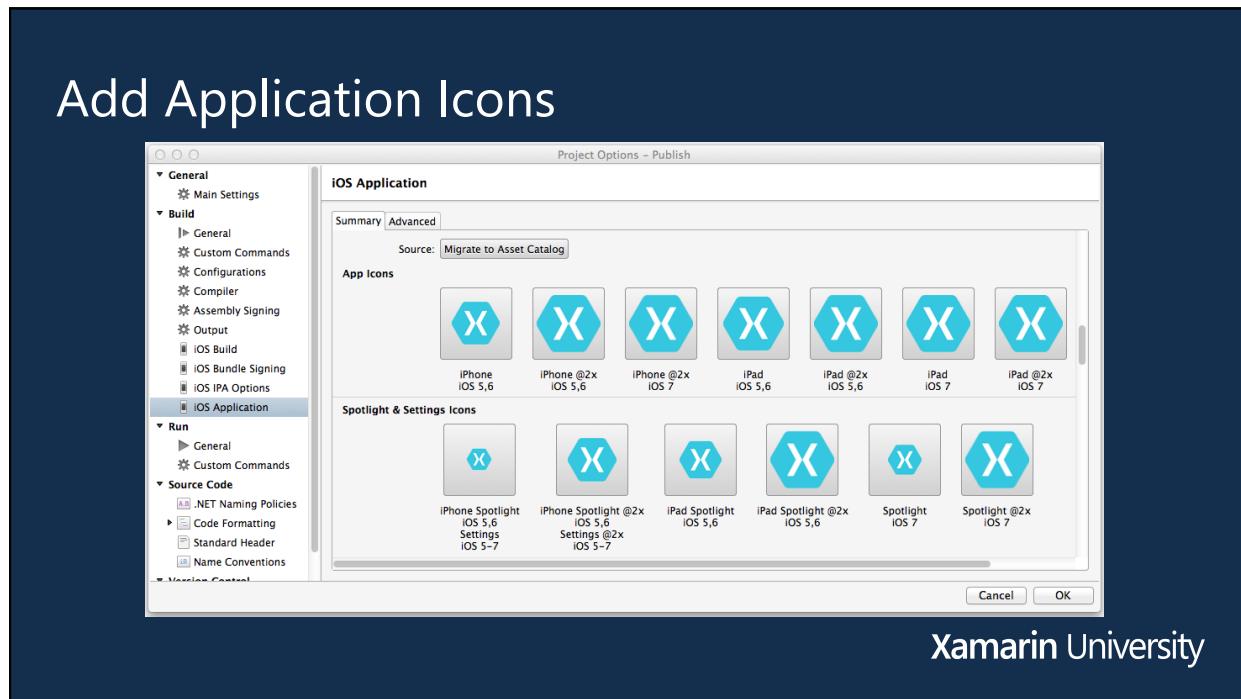
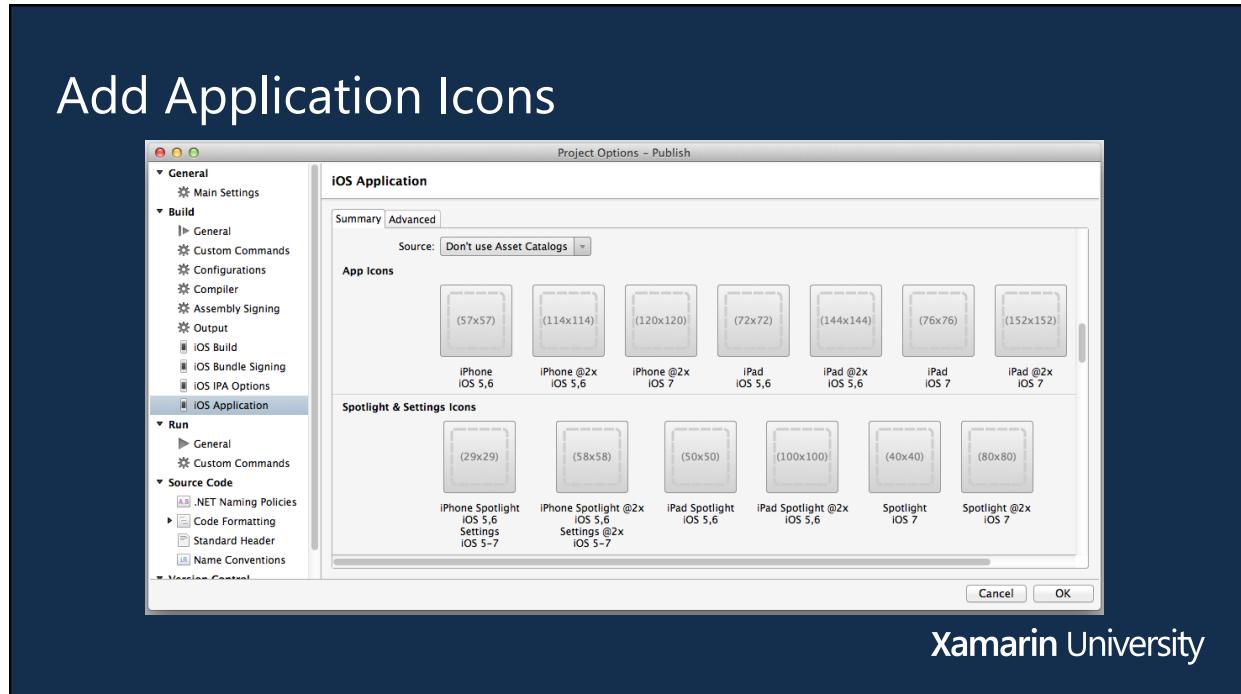
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## Application Signing

- Identity
- Provisioning profile



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## Support for a New Screen Scale

- new **@3x** screen scale
- Currently for iPhone 6 Plus only
- Will likely be used in future devices



icon.png icon@2x.png icon@3x.png

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Demo

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## iOS – Preflight Check

- Ensure that the App does not crash under \*normal usage for all devices
- Ensure that your App functionality matches your descriptions
- Ensure that your app meets the iOS Developer Guidelines



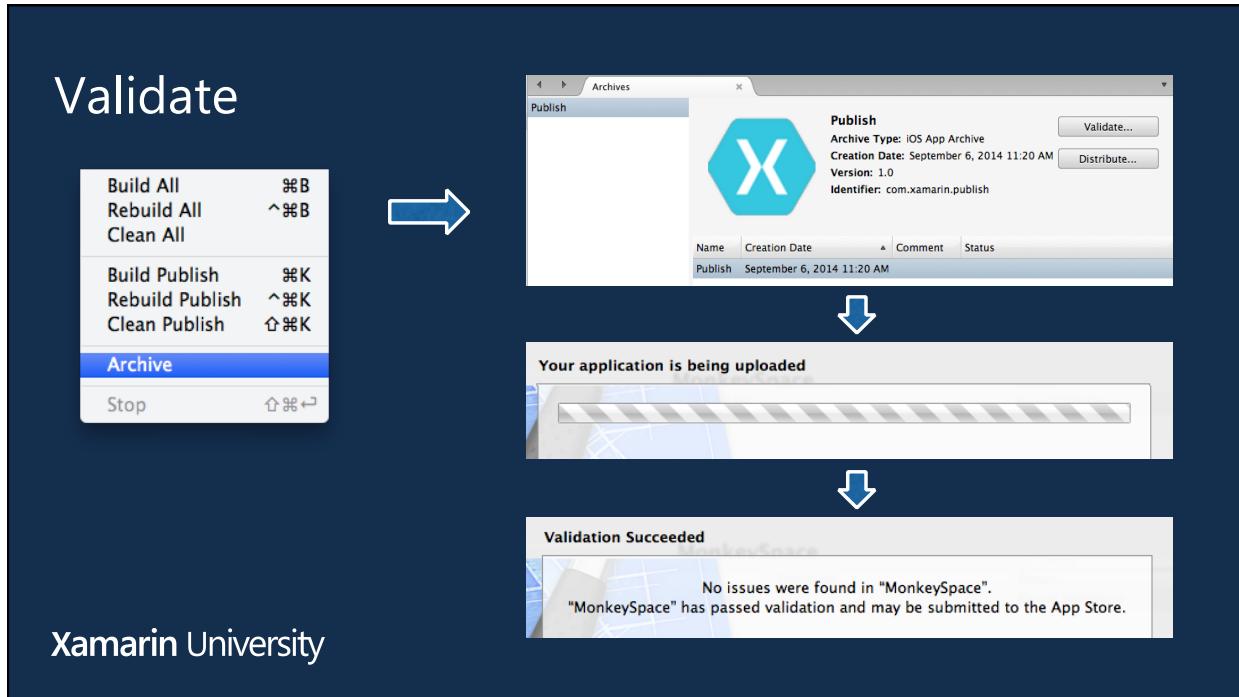
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## Common App Rejections

- Crashes and Bugs
  - Broken Links
  - Placeholder Content
  - Incomplete Information
  - Misleading Users
- <https://developer.apple.com/app-store/review/rejections/>



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## TestFlight Beta Testing

iTunes Connect My Apps ▾

My Apps < Xam Publish

Xam Publish iOS  
1 Prepare for Submission

Versions Prerelease Pricing In-App Purchases Game Center Reviews Newsstand More ▾

Builds Internal Testers Save

To start internal testing, upload your build using Xcode 5.1.1 or later, or Application Loader 2.9.1 or later. Ensure that you turn on TestFlight Beta Testing and invite at least one tester.

Internal testers can be added in [Users and Roles](#).  
Internal testers are iTunes Connect users with the Admin or Technical role.

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## Preparing your Android App for Google Play

- Set Release Configuration
- Setup Icons
- Setup App Resources



Google play

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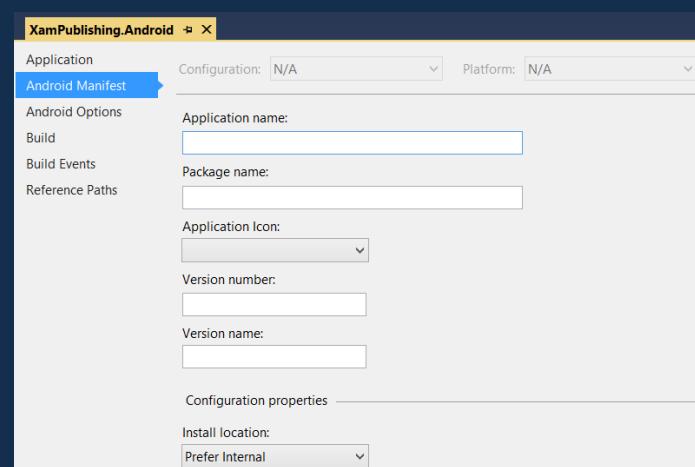
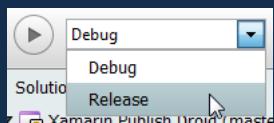
## Android App Stores



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## Android Manifest

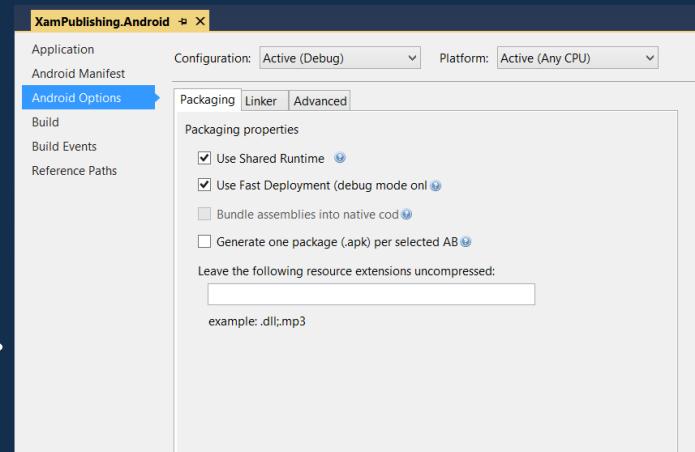
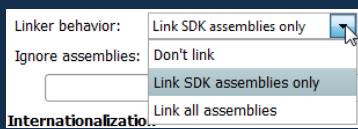
- Application Name
- Lower case Package Name
- Set your Icon



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## Android Packaging Options

- Bundle Assemblies into native code if possible
- Use the Linker



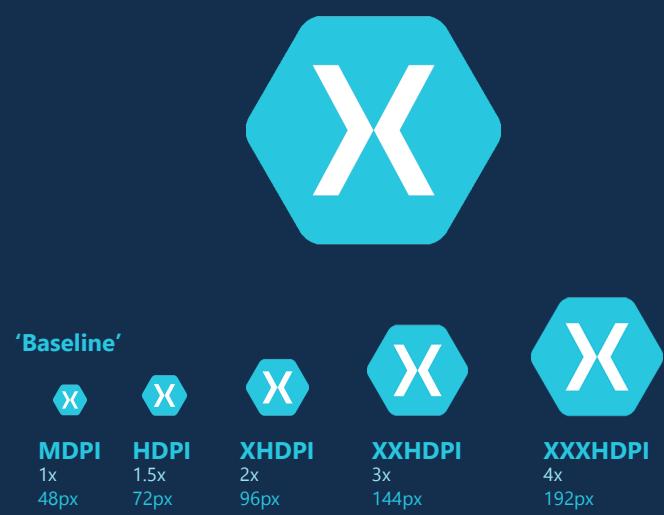
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# Demo

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## Icon Sizes

- Include multiple resolutions
- Ensure icons cover your supported devices
- 3<sup>rd</sup> party tools can help create multiple versions



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## Google Play Launch Checklist

- Test for Quality
- Content Rating
- Platform and Screen Compatibility



- <http://developer.android.com/distribute/tools/launch-checklist.html>

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## Alpha and Beta Testing

The screenshot shows the 'XAMARIN EXAMPLE CHANGE TO 2.3' publishing page. In the 'APK' section, there are three tabs: 'PRODUCTION' (with a link to 'Publish your app on Google Play'), 'BETA TESTING' (with a link to 'Set up Beta testing for your app'), and 'ALPHA TESTING' (which is currently selected, showing 'Version 2'). Below this, the 'ALPHA CONFIGURATION' section includes a button to 'Upload new APK to Alpha'. Under 'CURRENT APK' (uploaded on 20 Feb 2014 10:45:55), there are three boxes: 'Supported devices' (4873, with a 'See list' link), 'Excluded devices' (0, with a 'Manage excluded devices' link), and 'Alpha testers' (with a 'Manage list of testers' link).

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## Preparing your Windows Phone App for Distribution

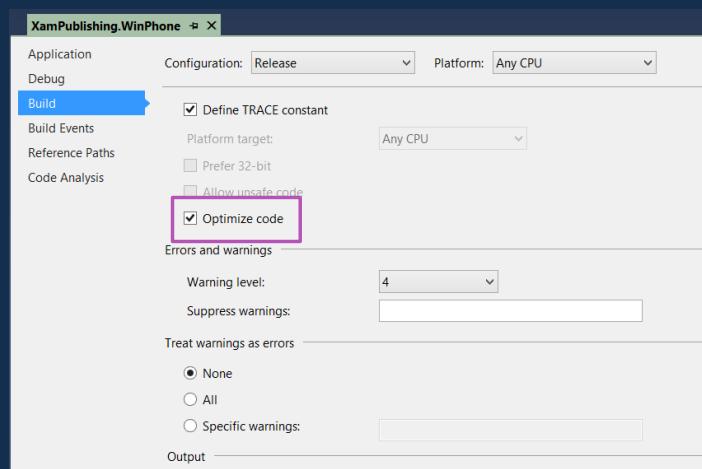
- Project Settings
- Windows Phone Tiles
- Windows Phone Test Kit



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## Windows Phone 8 Build settings

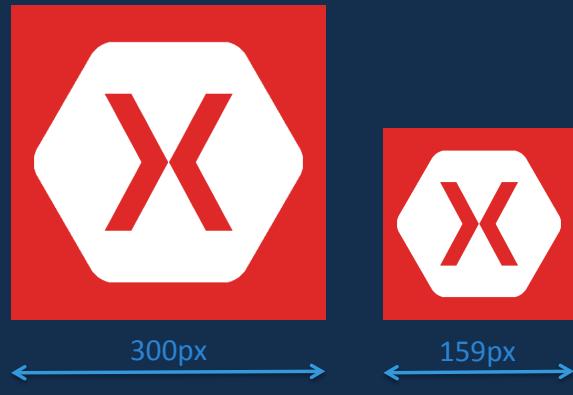
- Check "Optimize Code"



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## Windows Phone Tiles & Assets

- Main Application Icon (300x300)
- Tile Image Small (159x159)
- Tile Image Wide (691x336)



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## App Certification Requirements for WP8

- App Screenshots without Chrome
- Correct use of the Back Button
- Complete Localizations
- Support both Light and Dark Themes



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## Windows Phone Store Test Kit

- Test Execution
- Memory
- Application Resources

The screenshot shows the Windows Phone Store Test Kit interface. On the left, there's a sidebar with tabs: 'Application Details' (selected), 'Automated Tests' (highlighted in blue), and 'Manual Tests'. Below the tabs is a 'Run Tests' button. The main area has a heading 'Text cases have not been run yet.' followed by a table with three rows:

Result	Test Name	Test Description	Result Details
Pending	XAP Package Requirements	Validation of XAP file size and content files	
Pending	Iconography	Validation of Application Icons	
Pending	Screenshots	Validation of Screenshots	

Below the table, a note says: 'The app is evaluated against the Store submission requirements. Use App Analysis to further analyze the app's performance and readiness for Store. Click [here](#) for more details.' There's also a 'Start Windows Phone Application Analysis' button.

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## WACK Test

- Ensure that your App functionality matches your descriptions
- Ensure that the App does not crash under normal usage for all devices
- Ensure that your app meets the iOS Developer Guidelines

**Overall result: PASSED**

Package compliance test

PASSED	Application count
PASSED	App manifest
PASSED	Bundle manifest
PASSED	Package size

Windows security features test

PASSED	Binary analyzer
PASSED	Banned file analyzer
PASSED	Private code signing

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**Summary**

- Build settings
- Application Resources
- Know the app store guidelines



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A professional portrait of a man with short brown hair, smiling, wearing a dark grey suit jacket, a white collared shirt, and a white tie. He is positioned on the left side of the slide, partially cut off by a diagonal blue line.

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