Free to Play

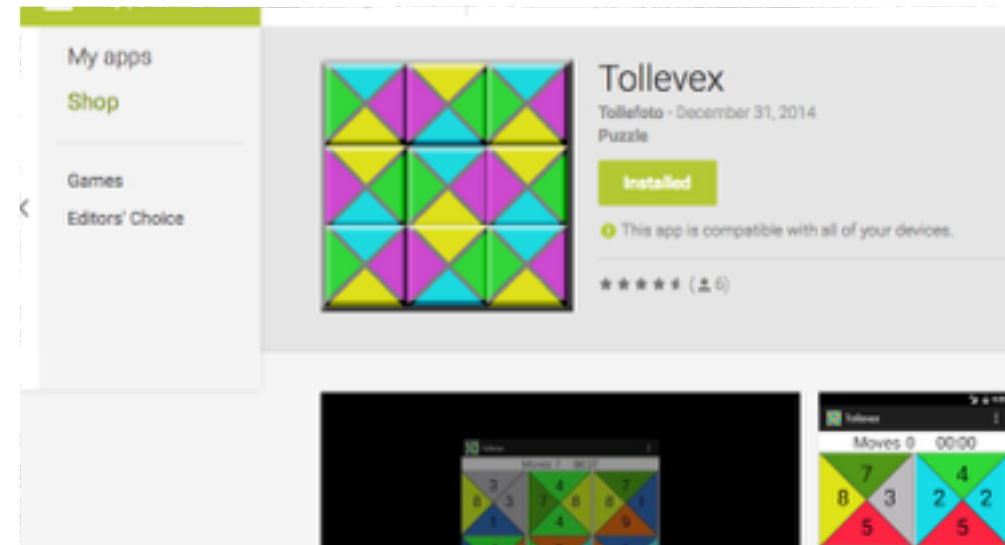*Publishing a Free App in the Google Play Store*
by Jon Tollefson
on May 14, 2015

Write an App

Publish in Google Play Store

http://play.google.com/store/apps/details?id=com.tollefoto.tetravex

*"Substitute 'damn' every time you're inclined to write 'very';
the editor will delete it and the writing will be just as it
should be."*

–Mark Twain

How Do We Get There?

Google's Launch Checklist

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

✳ 18 Items

✳ Roughly in order

✳ Skip steps as needed

1a. Understand the Publishing Process

- ❖ Remove Log calls in code and debuggable attribute in manifest

- ❖ Set the version code and version name in manifest

- ❖ Build and sign your application

- ❖ Test the release version

Prepare remote servers your app depends on

1b. Understand the Publishing Process

- ❖ Send APK file via e-mail

- ❖ Make available on web site

- ❖ Settings: Security -> Unknown Sources

Publishing outside of the Google Play Store
Not able to use in-app billing
Not able to use licensing service

2. Understand Google Play Policies and Agreements

* Register for a Google Publisher Account

* http://developer.android.com/distribute/googleplay/start.html

* $25 registration fee

3. Test for Quality

❖ Core App Quality Checklist

❖ Google for Education guidelines

❖ Tablet Quality checklist

e.g. tablet apps should have a minimum API level of 11

Core App Quality

- List of things to test **-** a test plan

    - test common hardware

    - test navigation to all screens

    - design guidelines

- strict mode to test responsiveness

4. Determine App's Rating

- E-mail in March about new content rating system

- Age based system that starts in May 2015

- Apps marked as unrated will be blocked in certain areas and to certain people

- https://support.google.com/googleplay/android-developer/answer/188189?hl=en

5. Determine Country Distribution

❖ Localization

❖ Time zone support

❖ Legal requirements

6. Confirm the App's Overall Size

- Max size is 50MB

- Two expansion files each up to 2GB

- Proguard tool shrinks, optimizes, and obfuscates your code

- http://developer.android.com/tools/help/proguard.html

7. Confirm App's Screen and Platform Compatibility

❖ Confirm the minimum SDK version

❖ Test on a variety screen sizes/resolutions

❖ http://developer.android.com/about/
dashboards/index.html

8. Decide on the Price

- Free for tollevex

- Once published as Free can not price it

  - Can still use in-app purchases and subscriptions

9. Consider in-app Billing

❖ Not used in tollevex

❖ Sell one time purchases inside your app

❖ Sell subscriptions (i.e. recurring) inside your app

10. Set Prices

- ❖ Not used by tollevex

- ❖ Set prices in a variety of currencies

11. Localization

- Resources in the app

- Store listing details

- App's and store's graphic and video assets

- http://developer.android.com/distribute/tools/localization-checklist.html

Demo strings.xml

12. Promotional Graphics and Video

❖ Graphics and videos to highlight the app

❖ Demo

❖ screenshots

❖ video of app in action

Apps to capture screen
icecream, Android 4.0 hold power and volume down at the same time
IDE has screen capture

13. Build and Upload APK

❖ http://developer.android.com/tools/publishing/ preparing.html

❖ Creating signature

    ❖ http://developer.android.com/tools/ publishing/app-signing.html

14. Beta Release

❖ Google Play can help you manage beta releases

❖ In APK tab of Developer Console

15. Store Listing

- https://play.google.com/apps/publish/ (this link only works if you have a developer account)

- Title, Summary, Description

- Screenshots and Videos

- Rating

- Contact details

16. Google Badges and Links

- Badge Generator

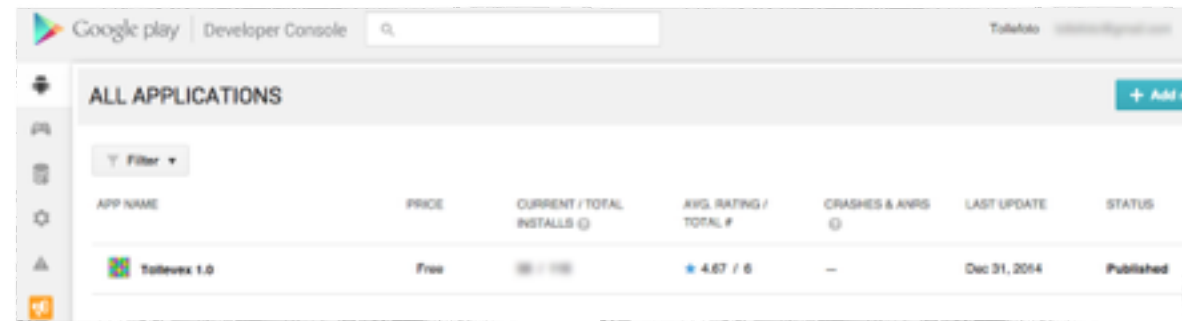 - http://developer.android.com/distribute/tools/
    promote/badges.html

- http://tollefoto.com/tollevex/

17. Final Checks

❖ Double check items that should already be set

  ❖ Developer profile

  ❖ Correct version uploaded

  ❖ Content guidelines

If updating an existing app
https://support.google.com/googleplay/android-developer/answer/113476?hl=en&topic=2365760&ctx=topic

18. Support Users

- ❖ Unpublished Apps are still available to existing customers

- ❖ Updating an existing app

  - ❖ Increment version

  - ❖ Use same key to sign it

Google Play Developer Console

https://play.google.com/apps/publish/
(this link only works if you have a developer account)

Crashes and ANRs

https://support.google.com/googleplay/android-developer/answer/6083203?hl=en

https://www.flickr.com/photos/kniht/4766232022/lightbox/

The End