Tamkang University

Social Media Apps Programming

Case Study on Social Media Apps Programming and Marketing in Google Play and App Store

1051SMAP09
TLMXM1A (8648) (M2143) (Fall 2016)
(MIS MBA) (2 Credits, Elective) [Full English Course]
Wed 8,9 (15:10-17:00) B310

Min-Yuh Day, Ph.D.
Assistant Professor
Department of Information Management
Tamkang University

http://mail.tku.edu.tw/myday

2016-11-23

Course Schedule (1/3)

Week	Date	Subject/Topics
1	2016/09/14	Course Orientation and Introduction to Social Media and Mobile Apps Programming
2	2016/09/21	Introduction to Android / iOS Apps Programming
3	2016/09/28	Developing Android Native Apps with Java (Eclipse) (MIT App Inventor)
4	2016/10/05	Developing iPhone / iPad Native Apps with Swift (XCode)
5	2016/10/12	Mobile Apps using HTML5/CSS3/JavaScript
6	2016/10/19	jQuery Mobile

Course Schedule (2/3)

Week	Date	Subject/Topics
7	2016/10/26	Create Hybrid Apps with PhoneGap
8	2016/11/02	jQuery Mobile/PhoneGap
9	2016/11/09	jQuery Mobile/PhoneGap
10	2016/11/16	Midterm Exam Week (Midterm Project Report)
11	2016/11/23	Case Study on Social Media Apps Programming and Marketing in Google Play and App Store
12	2016/11/30	Invited Speaker: Prof. Yoshinobu Kano, Associate Professor, Faculty of Informatics, Shizuoka University

Course Schedule (3/3)

Week	Date	Subject/Topics
13	2016/12/07	Google Cloud Platform
14	2016/12/14	Google App Engine and Google Map API
15	2016/12/21	Facebook API (Facebook JavaScript SDK) (Integrate Facebook with iOS/Android Apps)
16	2016/12/28	Twitter API
17	2017/01/04	Final Project Presentation
18	2017/01/11	Final Exam Week (Final Project Presentation)

Outline

- Case Study on Social Media Apps Programming and Marketing in Google Play and App Store
  - Business Model
  - Apps Development Life Cycle
  - Programming
  - Marketing

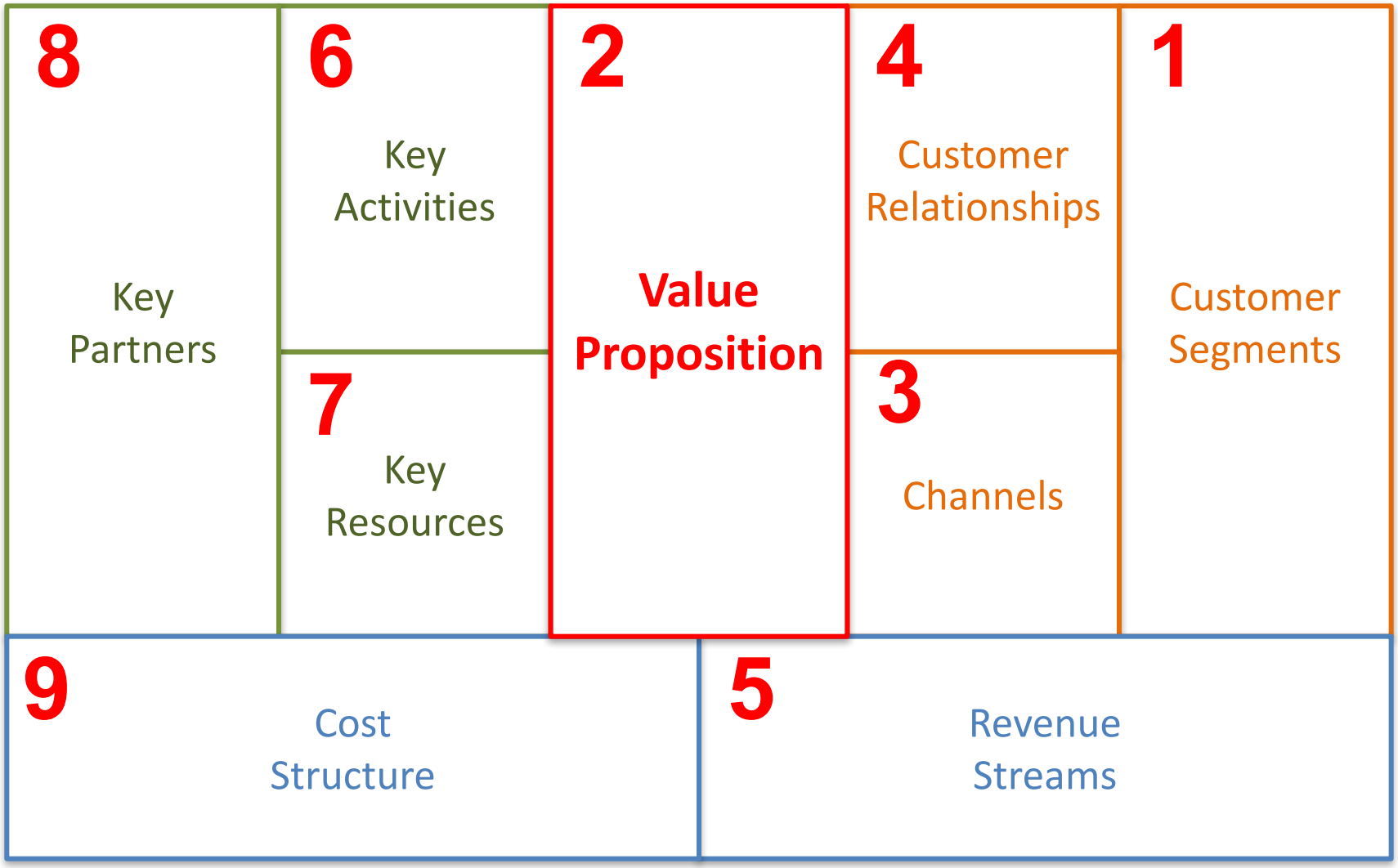
Android /iOS Apps Programming

Native Apps

Hybrid Apps

Mobile Web Apps

Business Model



Source: Alexander Osterwalder & Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley, 2010.

How Airbnb Works?

Insights into

Business Model

&

Revenue Model

Source: http://nextjuggernaut.com/blog/airbnb-business-model-canvas-how-airbnb-works-revenue-insights/

Airbnb Business Model Canvas

Key Partners

- Hosts (People who rent their space)
- Guests (People who book spaces)
- Photographers (Freelance)
- Investors
- Payment Processors

Key Activities

- Product Development & Management
- Building Host network and Managing hosts
- Building travelers network and managing guests

Key Resources

- Local Hosts
- Skilled Employees
- Technology

Value Propositions

Hosts
- Hosts can earn money by renting their space.
- Airbnb offers insurance to house owners.
- Free photo shoots for property listings through photographers.

Guests
- Guests can book a homestay instead of hotel.
- Prices are often less as compared to hotels.

Customer Relationships

- Customer Service
- Social Media
- Promostional Offers
- Home Insurance

Channels

- Website
- Mobile App for Android
- Mobile App for iOS

Customer Segments

Hosts
- People who own a house and want to earn extra money.
- People who want to meet new people.

Guests
- People who love to travel.
- People who want to stay comfortably at a cheap price.

Cost Structure

- Technological Set up & running costs
- Salaries to permanent employees
- Payments to freelance photographers

Revenue Streams

- Commission from Hosts upon every booking
- Commission from Guests upon every booking

Source: http://nextjuggernaut.com/blog/airbnb-business-model-canvas-how-airbnb-works-revenue-insights/

startupbizmodel.com

airbnb

29 mar - 2012

Key Partners

- Local Photographers

- Main Investors

YOUNIVERSITY VENTURES

SEQUOIA CAPITAL

Y Combinator

greylockpartners.

- Online and international payment

PayPal

WESTERN UNION

Key Activities

- Platform development and maintenace
- Community management
- Marketing
- Online and international payment
- Photographers management

Key Resources

- Base of places announced
- Community of travellers and hosts
- Platform
- Brand

Value Proposition

- Great places to stay all around the world for low prices
- Rent out extra place effortlessly for a worldwide audience

Customer Relationships

- Self-service on site with a support team, SMS, iPhone App
- Self-service on site with a support team, SMS, iPhone App

Channels

- Site, Youtube, iPhone App, Blog, Facebook and Twitter
- Site, Youtube, iPhone App, Blog, Facebook and Twitter

Customer Segments

- Travelers that are looking for a good experience with a low price
- People with extra place that want to rent

Cost Structure

- Photographers
- Marketing
- Insurance
- Servers
- Human Resources
- Online and international payment

Revenue Steams

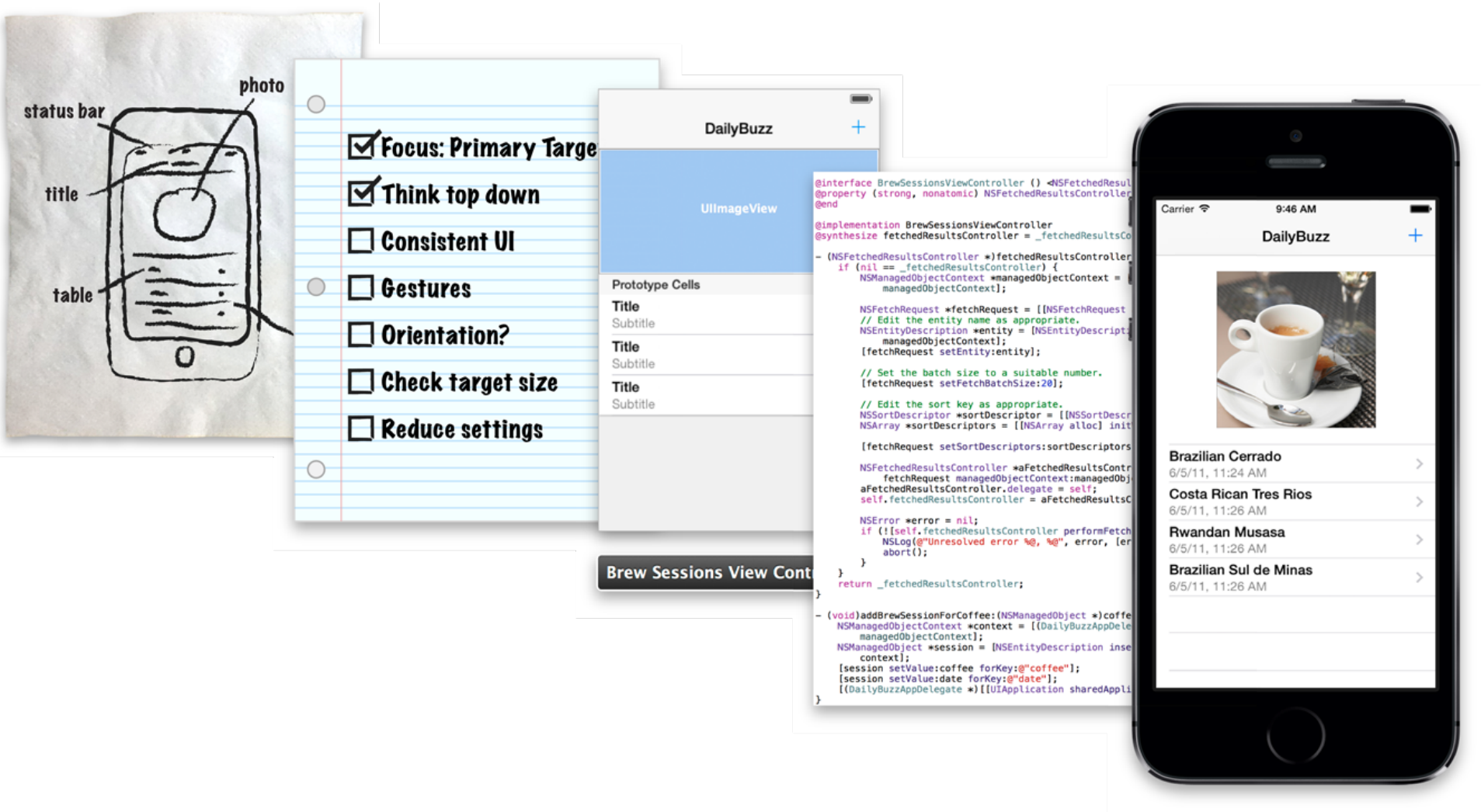
- 6-12% of booking fee
- 3% of each successfully booking

Source: http://www.slideshare.net/ThiagoPaiva/airbnb-12210879

Mobile Apps Marketing

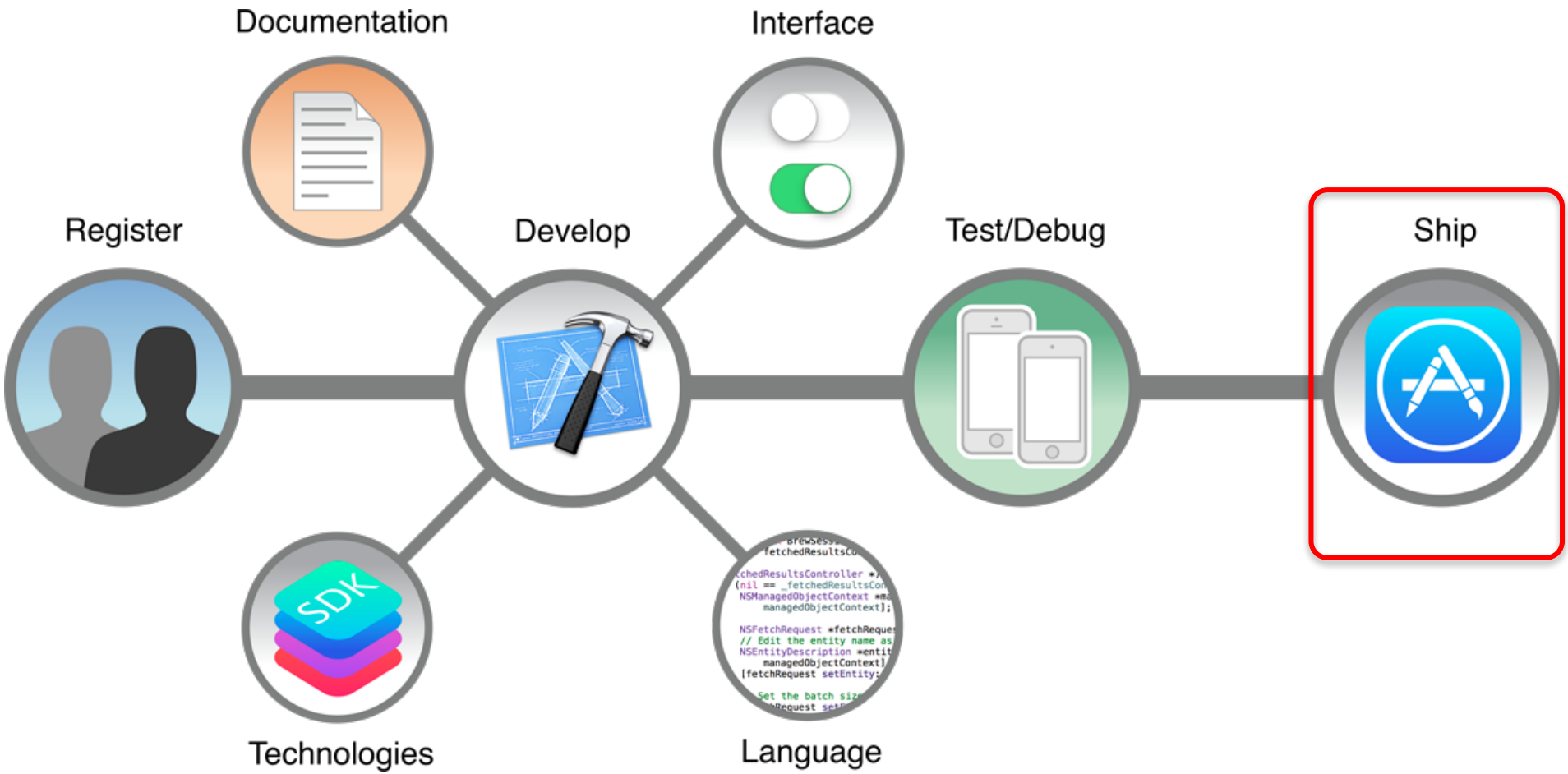
- Push Notifications
- Loyalty Cards
- Click to Call
- GPS Coupons and Deals
- QR Code Coupons
- GPS Directions
- Check-In Rewards

iOS App Development Process



Source: https://developer.apple.com/library/ios/referencelibrary/GettingStarted/RoadMapiOS/AppDevelopmentProcess.html

Apps Development Life Cycle



Source: https://developer.apple.com/library/ios/referencelibrary/GettingStarted/RoadMapiOS/WhereToGoFromHere.html

App Distribution on App Store

App Distribution Guide: Ab

Apple Inc. [US] https://developer.apple.com/library/ios/documentation/IDEs/Conceptual/AppDistributionGuide/Introduction/Introduction.html

iOS Developer Library Developer

App Distribution Guide PDF

Table of Contents

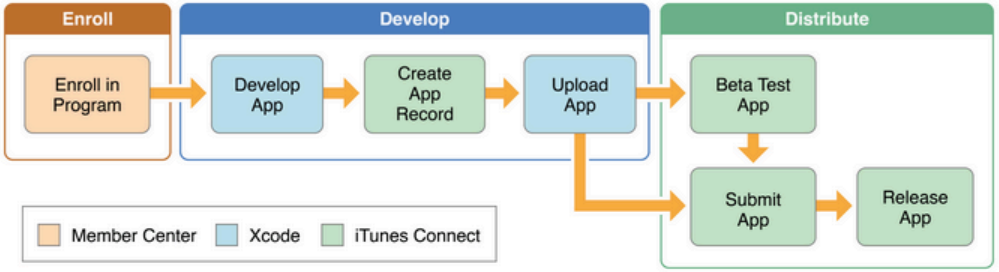
- Introduction
- Managing Accounts
- Configuring Your Xcode Project for Distribution
- Adding Capabilities
- Configuring Push Notifications
- Launching Your App on Devices
- Beta Testing Your iOS App
- Analyzing Crash Reports
- Submitting Your App to the Store
- Releasing and Updating Your App on the Store
- Managing Your App in iTunes Connect
- Managing Your Team in Member Center
- Maintaining Your Signing Identities and Certificates
- Maintaining Identifiers, Devices, and Profiles
- Distributing iOS Developer Enterprise Program Applications
- Distributing Applications Outside the Mac App Store
- Troubleshooting
- Revision History
- Glossary

Next

About App Distribution

This guide contains everything you need to know to distribute an app through the App Store or Mac App Store.

- Get step-by-step guidance for enrolling in an Apple Developer Program and building, testing, and submitting your app.
- Configure services that are available only to apps submitted to the App Store or Mac App Store.
- Test your app on multiple devices and system versions, or offer testers a preview of your next release.
- Upload metadata about your app so the store can present it to customers.
- Verify that you've prepared your app correctly, and submit it to the store.
- Learn how to release and maintain your app after submission.



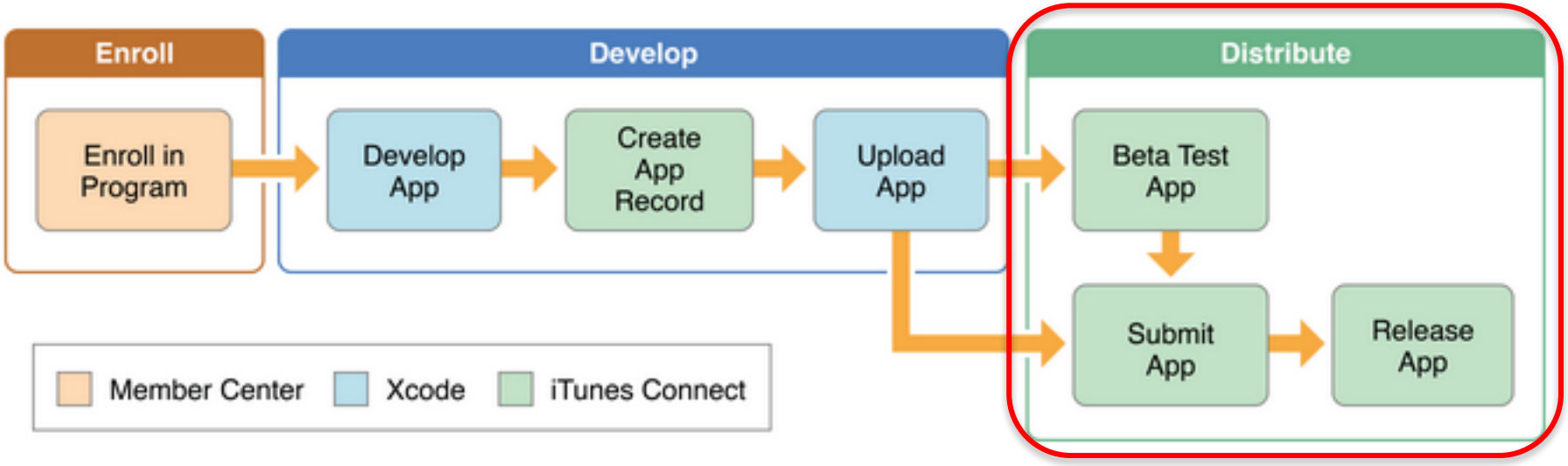
You perform these tasks using Xcode features and several web tools available only to members of an Apple Developer Program. Before you use certain app services, such as iCloud and Game Center, you must join an Apple Developer Program. You should join a program even if you distribute an application outside of the store so that customers know your application comes from a known source.

Note: If you just want to use Xcode to run an app on a device or write code that uses a service, read *App Distribution Quick Start* first and then return to this document for additional tasks you'll perform throughout the lifetime of your app.

Feedback

https://developer.apple.com/library/ios/documentation/IDEs/Conceptual/AppDistributionGuide/Introduction/Introduction.html

App Distribution on App Store



Source: https://developer.apple.com/library/ios/documentation/IDEs/Conceptual/AppDistributionGuide/Introduction/Introduction.html

App Store Marketing

App Store Marketing Guide

Apple Inc. [US] https://developer.apple.com/app-store/marketing/guidelines/

App Store Marketing Guidelines

Thousands of developers around the world have helped make the App Store a success. We've created these guidelines so developers can benefit from the Apple identity and contribute to its strength. We believe that powerful marketing communications will help bring continued success for your apps.

Overview and Requirements

1 Download on the App Store Badge

2 Apple Product Images

3 Custom Photography and Video

4 Messaging and Writing Style

5 Apps with Accessories and Product Packaging

6 App Store Icon

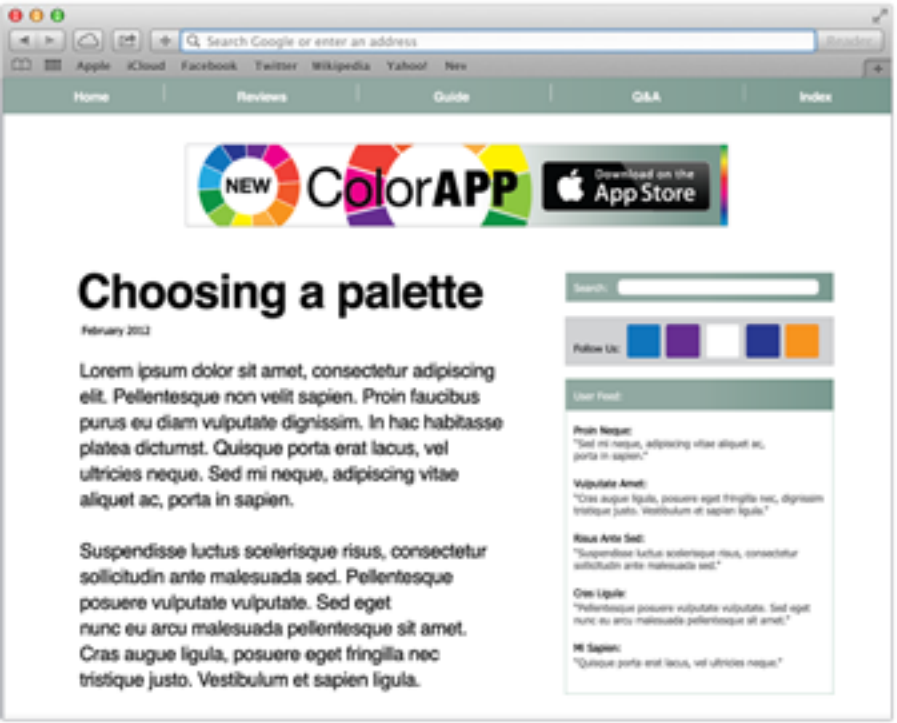
7 Legal Requirements

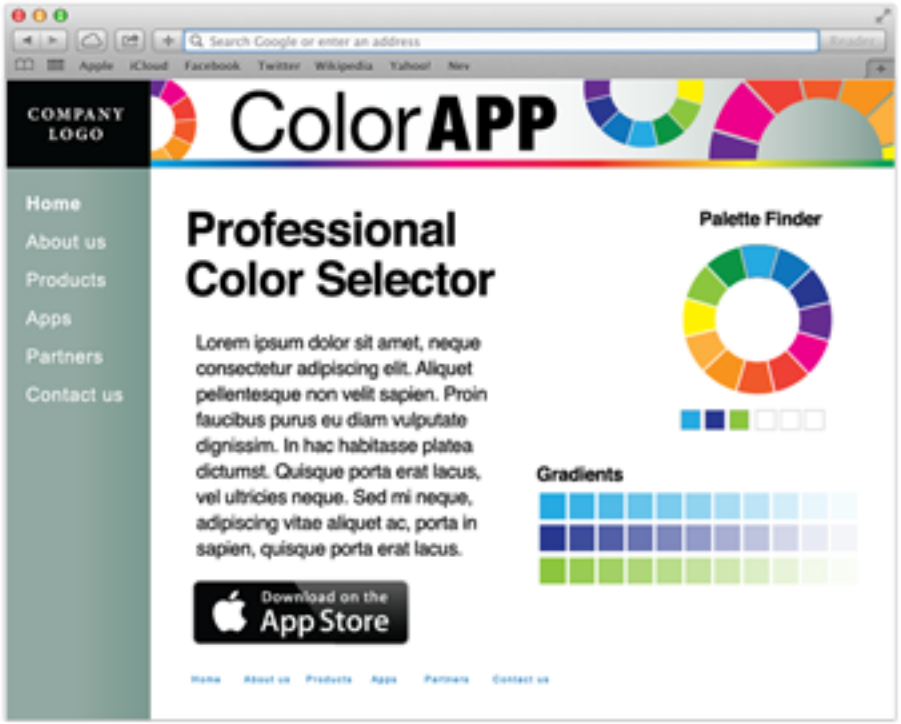
https://developer.apple.com/app-store/marketing/guidelines/

App Marketing

https://developer.apple.com/app-store/marketing/guidelines/

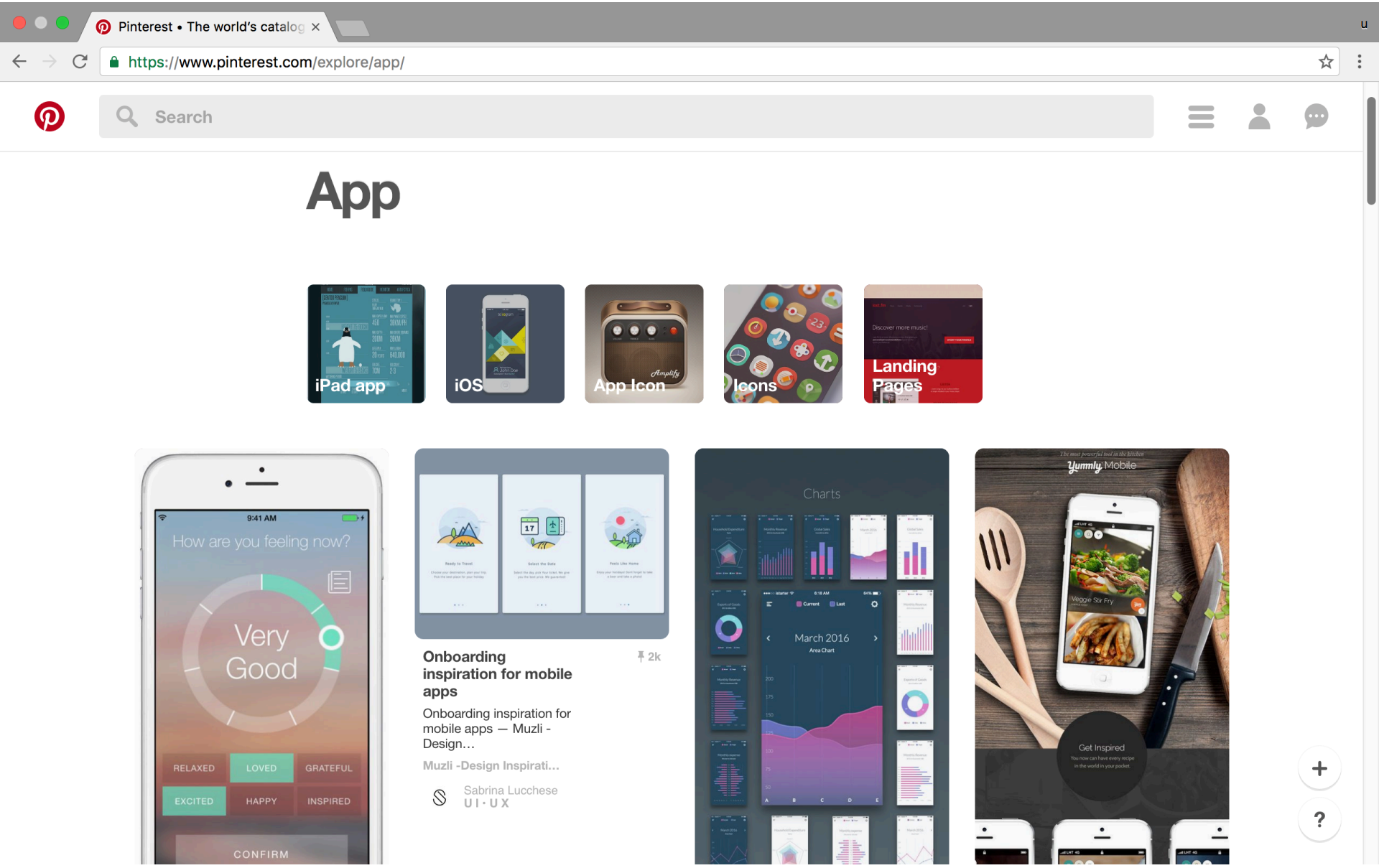
Web Marketing





https://developer.apple.com/app-store/marketing/guidelines/

Pinterest App Design



https://www.pinterest.com/explore/app/

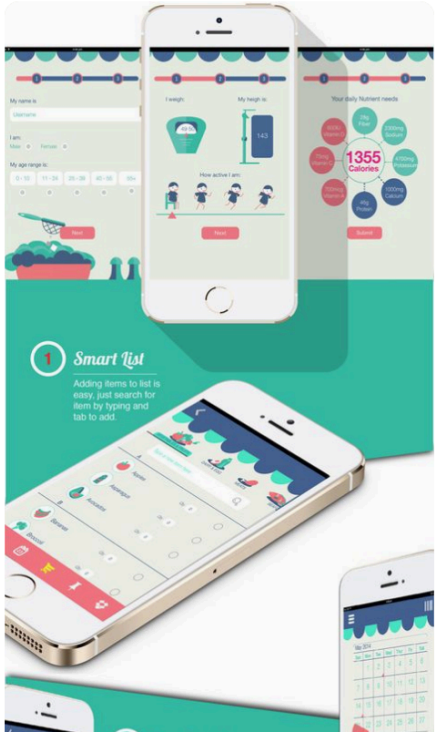
Pinterest App Design

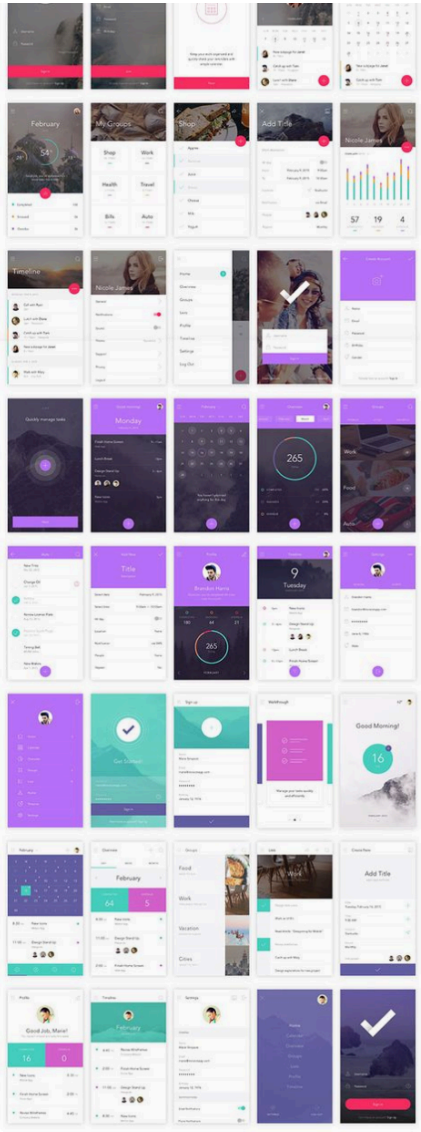
Live Happier. Daily tools for stress and anxiety based on… 1.1k

Wonderful app, user friendly, with easy cognitive therapy…

Pacifica

RumbleRings
Denmark Coin Rings





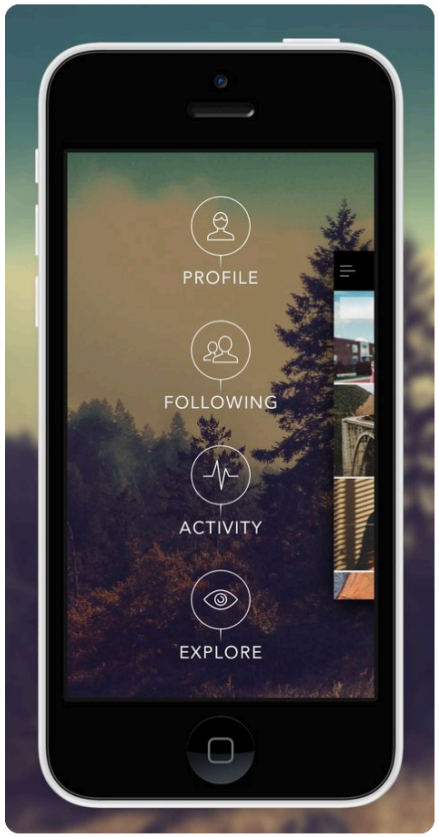
Free Download : DO App UI Kit (130 3k

Kama - Mobile UI Kit 450

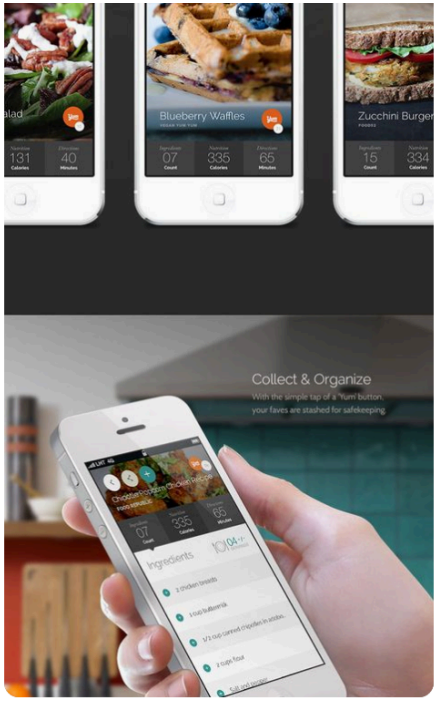
Kama - Mobile UI Kit by

Creative Market

Sofia Dalponte
Gráficos



statt Karteikarten oben machen (mit Bildunterschriften) … 2.5k



Mobile App Design Inspiration – Yummly (FREE – available on… 273

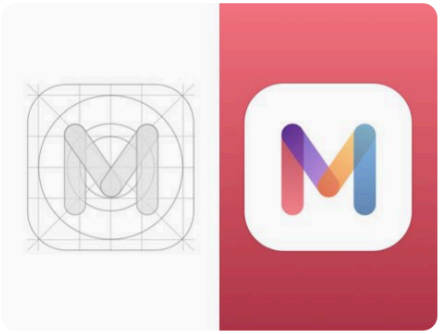
Yummly Mobile - this recipe app is AWESOME. I use it all the…

Designbeep

Lena Karton
app

https://www.pinterest.com/explore/app/

Pinterest App Icon Design



App Icon for iOS 160

App Icon for iOS …

dribbble.com

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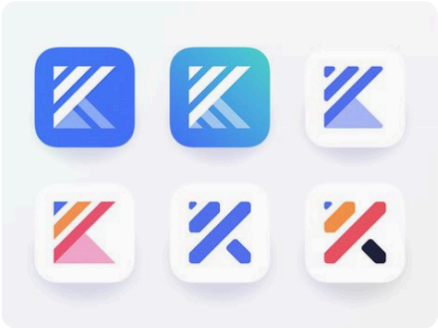
logo



K Icons 121

Hey guys, I'm working on fitness related app, and got stuck…

dribbble.com

Angélique Viedma
Logos / Pictos / Identité Gra…

Inspiration Mobile #15 : 30 icones originales et finement… 277

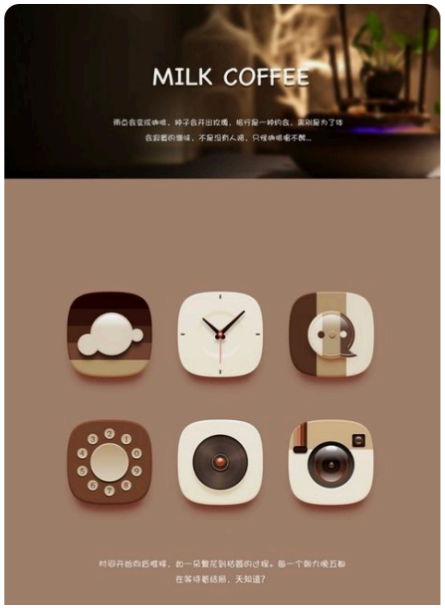
Similar shape to the R I posted here recently.

BlogDuWebdesign

Anaïs E.
Blue

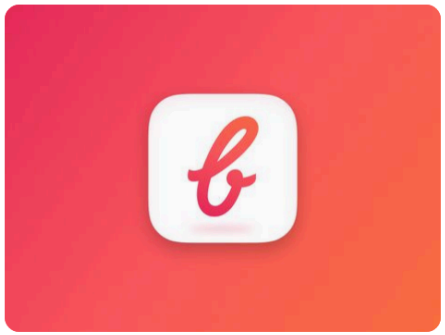
Dingo App Icon … 143

Camille Ferrari
Icônes application



App Icon for Mac OS … 60

UpLabs
iOS Icons



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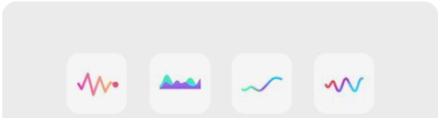
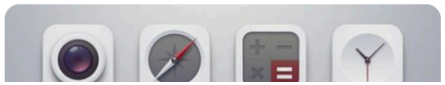
Bengees App Icon… …

dribbble.com

Aqeela DAT ASS I EAT Karriem
App Icons





https://www.pinterest.com/explore/app-icon/

Iconion Icon Generator

iconion.com

ICONION

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Iconion: awesome icon creator

Iconion allows you to convert any icon font into fantastic-looking png icons by adding color, shadow, background, gradient, stroke and many other fancy elements.

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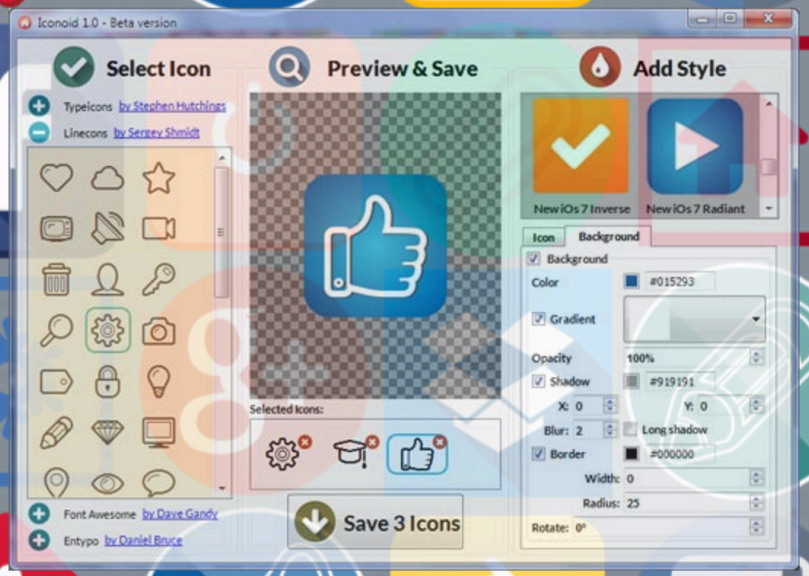
FOR WINDOWS AND MAC



Iconion Icon Generator

Icon fonts are an exciting method that gives web designers the scalability, flexibility, and performance to manipulate the icons. But what if you need to use these icons in a desktop or mobile application? Or create a website favicon or multi-colored icon?
The only answer is old-fashioned image icons in png or ico format. Iconion converts your favorite icon fonts to modern, colorful image icons.

http://iconion.com/

Google Play Brand Guidelines

Brand Guidelines | Androi

developer.android.com/distribute/googleplay/promote/brand.html

Developers | Design | Develop | Distribute

- Google Play
- Publishing
- Promoting
  - Linking to Your Products
  - Google Play Badges
  - Device Art Generator
  - Brand Guidelines
- App Quality
- Policies
- Spotlight
- Google Play for Education
- Open Distribution

Brand Guidelines

We encourage you to use the Android and Google Play brands with your Android app promotional materials. You can use the icons and other assets on this page provided that you follow the guidelines described below.

Android

The following are guidelines for the Android brand and related assets.

Android in text

- Android™ should have a trademark symbol the first time it appears in a creative.
- Android should always be capitalized and is never plural or possessive.
- "Android" cannot be used in names of applications or accessory products, including phones, tablets, TVs, speakers, headphones, watches, and other devices. Instead use "for Android".
  - Incorrect: "Android MediaPlayer"
  - Correct: "MediaPlayer for Android"

  If used with your logo, "for Android" needs to be smaller in size than your logo. First instance of this use should be followed by a TM symbol, "for Android™".
- Android may be used as a descriptor, as long as it is followed by a proper generic term.
  - Incorrect: "Android MediaPlayer" or "Android XYZ app"
  - Correct: "Android features" or "Android applications"

MediaPlayer
for Android™

XYZ
for Android™

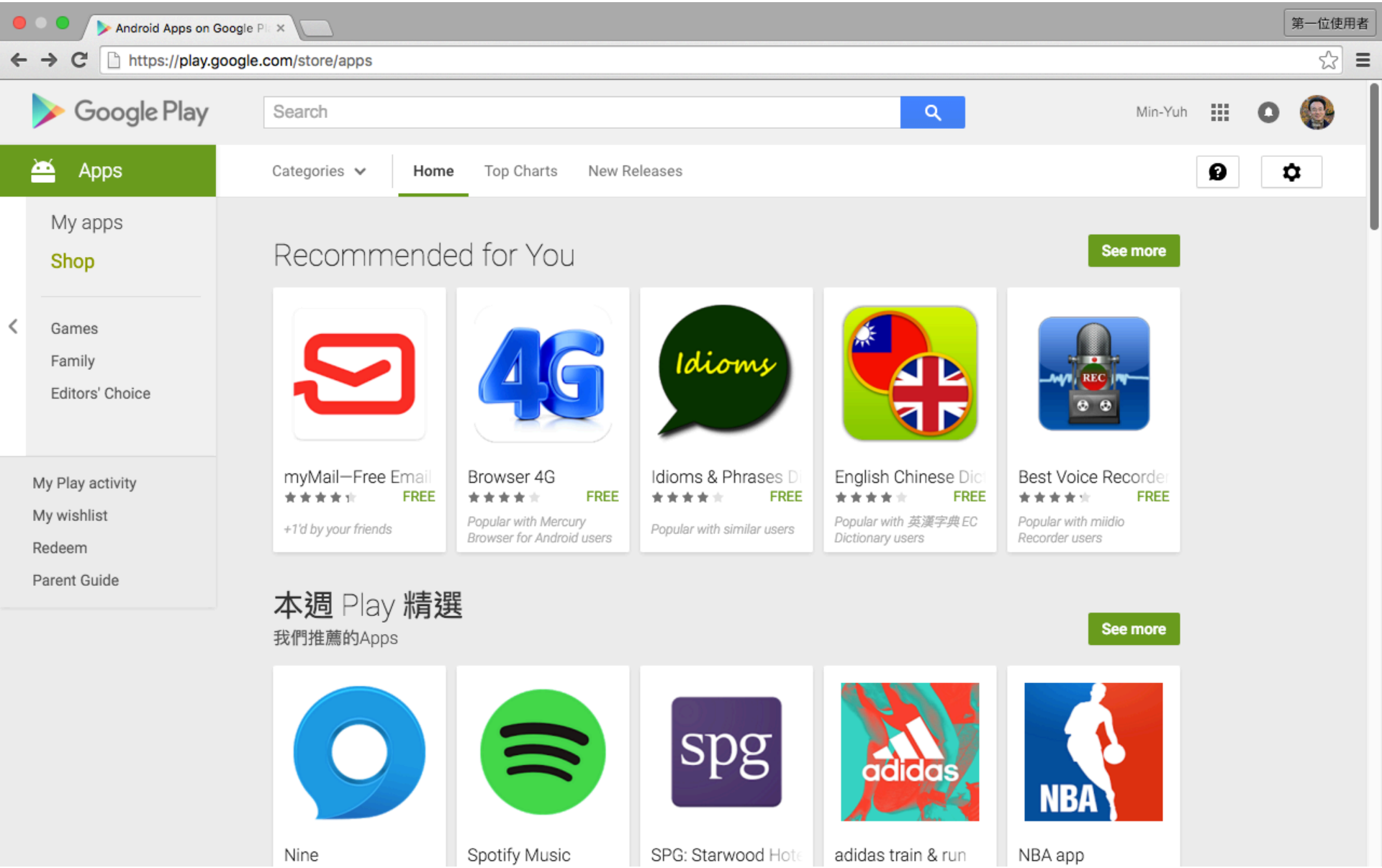
Any use of the Android name needs to include this attribution in your communication:

Android is a trademark of Google Inc.

Android robot

http://developer.android.com/distribute/googleplay/promote/brand.html

Case Study on Google Play



https://play.google.com/store

Stanford

stanford - Android Apps

https://play.google.com/store/search?q=stanford&c=apps

Google play

stanford

+Min-Yuh Share

Apps

My apps

Shop

Games

Editors' Choice

Search Android Apps All prices

Apps

Stanford Continuing
GTxcel
FREE

Stanford Business
GTxcel
FREE

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Stanford Magazine
FREE

Tappats NFC for St
Tappem
FREE

Stanford Lawyer
GTxcel
FREE

Stanford Keyboard
2Thumbz, Inc
NT$88.00

Stanford Ticket Offi
InstantEncore.com
FREE

Stanford Jazz Work
InstantEncore.com
FREE

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Finaapps
NT$30.00

[MBA 정보] Stanford
RIDI Corp.
FREE

Stanford

stanford - Android Apps

https://play.google.com/store/search?q=stanford&c=apps

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StatSheet, Inc.
FREE

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Gather Digital
FREE

MediaX at Stanford
KitApps, Inc.
FREE

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Adam Adler
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Stanford Connected
Concursive Corporatior
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appmachine.com
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Kevin Koleckar
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Stanford Cardinal F
The Football Schedule
NT$30.00

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Gather Digital
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iStanford
iStanford
FREE

Strobe Lyte Stanfor
CapedCriminal
NT$30.00

Stanford Football
Conjugo LLC
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The Stanford Inn
One Mobile Media LLC
FREE

RadLex
MantasCode
FREE

iStanford

iStanford – Android Apps

https://play.google.com/store/apps/details?id=com.blackboard.android.central.stanford

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Editors' Choice

iStanford

iStanford - December 6, 2013

Education

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(54)

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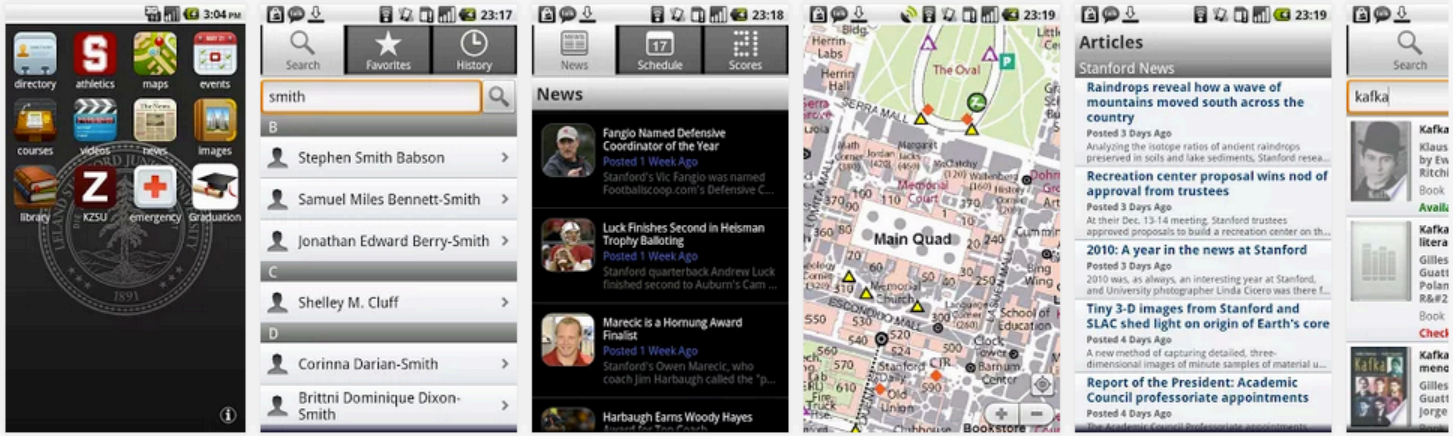

Description

iStanford

iStanford - Android Apps

https://play.google.com/store/apps/details?id=com.blackboard.android.central.stanford

Apps

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Games

Editors' Choice

Description

iStanford brings campus life to your smartphone: Athletics (get Cardinal news, scores, and schedules), Courses (find courses), Directory (looking for someone? View the public directory), Library (search the library), Maps (explore our 8,000+ acre campus), News (read all about us!), Links to iTunesU, and more!

Reviews

Write a Review

4.0

54 total

★ 5	32
★ 4	6
★ 3	6
★ 2	4
★ 1	6

Would be a good app if the info were correct. It would be a great app if the information provided was correct. For

Joseph Churnside ★★☆☆☆

The best is Stanford NO BODY CAN COMMENT UPON STANFORD

ISHAAN DEB ★★★★★

What's New

Version 3.0 includes new updated map, fixed images module, and added Omlet app.

Additional information

Updated	Size	Installs	Current Version	Requires Android
December 6, 2013	6.6M	10,000 - 50,000	3.0	2.3 and up

Content Rating	Contact Developer
Low Maturity	Visit Developer's Website

iStanford

iStanford - Android Apps

https://play.google.com/store/apps/details?id=com.blackboard.android.central.stanford

Apps

My apps

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Editors' Choice

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Similar

Stanford Continuing
GTxcel
FREE

Stanford Business
GTxcel
FREE

Campus Life @ UW
PulseTec Solutions
FREE

Virt U: The Virtual U
Irynsoft
FREE

HT Campus Calling
HT Mobile Solutions Lir
FREE

Tamkang

Tamkang - Android Apps

https://play.google.com/store/search?q=Tamkang&c=apps

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+Min-Yuh

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Apps

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All prices

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realtouchapp (Real Tou
FREE

TKU Bus Informatio
carhou331
FREE

淡江i生活
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FREE

TKU Wi-Fi
Sparks Lab
FREE

淡江公車通
skystar
FREE

平溪遊記
realtouchapp (Real Tou
FREE

玩捷運
realtouchapp (Real Tou
FREE

淡水遊
realtouchapp (Real Tou
FREE

大學城吃甚麼?
CILab
FREE

Myday Mobile App
iMyday
FREE

https://play.google.com/store

iTKU

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淡江i生活

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Tools

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(199)

+72

Translate the description into English using Google Translate?

Translate

iTKU

淡江i生活 - Android Apps

https://play.google.com/store/apps/details?id=hsd.hsd

Apps

My apps

Shop

Games

Editors' Choice

Description

淡江i生活專為淡江大學的學生及教職員設計的App，目前的功能有：
1.淡江Wi-Fi：自動登入tku無線網路。
2.我是學生：有我的課表、考試小表和期中期末成績查詢。
3.我是老師：有我的授課表和修課學生(可察看學生資料的PDF檔)。
4.即時影像：即時查看等公車或商館三樓電梯的人潮及運動場的使用情況，還有郵局、五虎崗停車場實況等等。
5.圖書館資訊：借閱相關資料查詢和提醒、開放時間及電子資源新訊。
6.淡江時報：最新一期(中、英文版)、演講看板、活動看板及近期圖輯。
7.公車動態：查看淡江大學附近公車到站情形。
8.實習室機位：即時查詢學校電腦實習室的空位。
9.淡水天氣：查詢淡水即時溫度、天氣概況及一週天氣預報。
10.本日訊息：本日要結束及首發的校園公告和報名活動之資訊。
11.近期消息：本校近期公告消息之資訊。
12.近期活動：本校近期報名活動之資訊。
13.行事曆：查詢本學年度的行事曆。
14.校園分機：查詢校園各單位的分機號碼。
15.我有話說：想對此App開發團隊說的話。
16.節次對照表：簡單查詢節次的時間。

Read more

Reviews

Write a Review

4.5

199 total

★5	150
★4	24
★3	6
★2	9
★1	10

超方便實用！
Allison Wang ★★★★★

Great App I'm an international student of computer engineering and even with my bag Chinese speaking this
Vernon Frederick ★★★★★

iTKU

淡江i生活 - Android Apps

https://play.google.com/store/apps/details?id=hsd.hsd

Apps

My apps

Shop

Games

Editors' Choice

What's New

1.支援「淡江時報」中、英文最新一期之內容可用雙指縮放。
2.修正「我是老師」和「我是學生」登入錯誤的問題。
3.改善淡江Wi-Fi常會登入不成功之問題。
4.支援「協助工具」之語音功能。
5.持續改善系統穩定性及效能等等。
（在蘭陽校園使用淡江Wi-Fi功能時，請更新至1.7.2以上版本）

Additional information

Updated	Size	Installs	Current Version	Requires Android
November 27, 2013	1.3M	10,000 - 50,000	1.7.4	2.2 and up

Content Rating	Contact Developer
Low Maturity	Email Developer

Similar

TKU Wi-Fi
Sparks Lab

大學城吃甚麼?
CILab

桌面小課表
skystar

GPS Parking Locato
LKE TECH

Statistics Portable (
行政院主計總處

iTKU

Tamkang - Android Apps

https://play.google.com/store/search?q=Tamkang&c=apps

Google play

Tamkang

+Min-Yuh

Share

Apps

My apps

Shop

Games

Editors' Choice

Search

Android Apps

All prices

Apps

Tamkang University
realtouchapp (Real Tou
FREE

TKU Bus Informatio
carhou331
FREE

淡江i生活
淡江大學資訊處
FREE

TKU Wi-Fi
Sparks Lab
FREE

淡江公車通
skystar
FREE

平溪遊記
realtouchapp (Real Tou
FREE

玩捷運
realtouchapp (Real Tou
FREE

淡水遊
realtouchapp (Real Tou
FREE

大學城吃甚麼?
CILab
FREE

Myday Mobile App
iMyday
FREE

https://play.google.com/store

iMyday

imyday - Google Play

https://play.google.com/store/search?q=imyday

Google play

imyday

+Min-Yuh

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All results

Apps

iMyday

Myday Mobile App

iMyday

iMyday Mobile App for Prof. Min-Yuh Day, Department of Information Management

FREE

https://play.google.com/store

iMyday

Myday Mobile App – Andro

https://play.google.com/store/apps/details?id=com.imtku.smap.mydaymobileapp

Google play

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+Min-Yuh

Share

Apps

My apps

Shop

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Editors' Choice

iMyday

Myday Mobile App

iMyday - December 11, 2013

Education

Install

Add to Wishlist

You don't have any devices

g+1 Recommend this on Google

iMyday iMyday iMyday

Description

iMyday

Myday Mobile App – Andro

https://play.google.com/store/apps/details?id=com.imtku.smap.mydaymobileapp

Apps

My apps

Shop

Games

Editors' Choice

Description

iMyday Mobile App for Prof. Min-Yuh Day, Department of Information Management, Tamkang University.
* Research
* Teaching
* People

Reviews

Write a Review

0.0

0 total

5 0
4 0
3 0
2 0
1 0

What's New

2013/12/12 iMyday 1.0 Myday Mobile App for Android

Additional information

Updated	Size	Current Version	Requires Android	Content Rating
December 11, 2013	4.4M	1.0.0	2.1 and up	Everyone

PhoneGap
iOS: App Store
Android: Google Play

- provide the correct certificates
- signing keys to allow distribution

https://build.phonegap.com/faq

iOS App Distribution on App Store

Apple Inc. developer.apple.com/library/ios/documentation/IDEs/Conceptual/AppDistributionGuide/Introduction/Introduction.html — App Distribution Guide: About A... Reader

iOS Developer Library Developer

App Distribution Guide PDF

Table of Contents

- Introduction
- Managing Accounts
- Configuring Your Xcode Project for Distribution
- Adding Capabilities
- Launching Your App on Devices
- Beta Testing Your iOS App
- Analyzing Crash Reports
- Submitting Your App
- Releasing and Updating Your App
- Managing Your App in iTunes Connect
- Managing Your Team
- Maintaining Your Signing Identities and Certificates
- Maintaining Identifiers, Devices, and Profiles
- Distributing Applications Outside the Mac App Store
- Troubleshooting
- Revision History
- Glossary

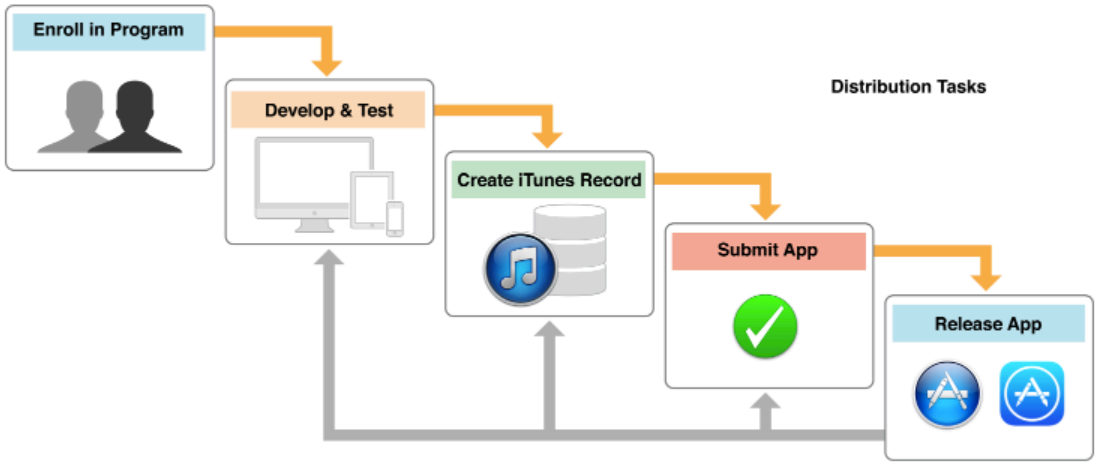
Next

About App Distribution

Note: This guide describes Xcode 5. If you're using Xcode 4, read *App Distribution Guide for Xcode 4* in the Retired Documents Library.

This guide contains everything you need to know to distribute an app through the App Store or Mac App Store.

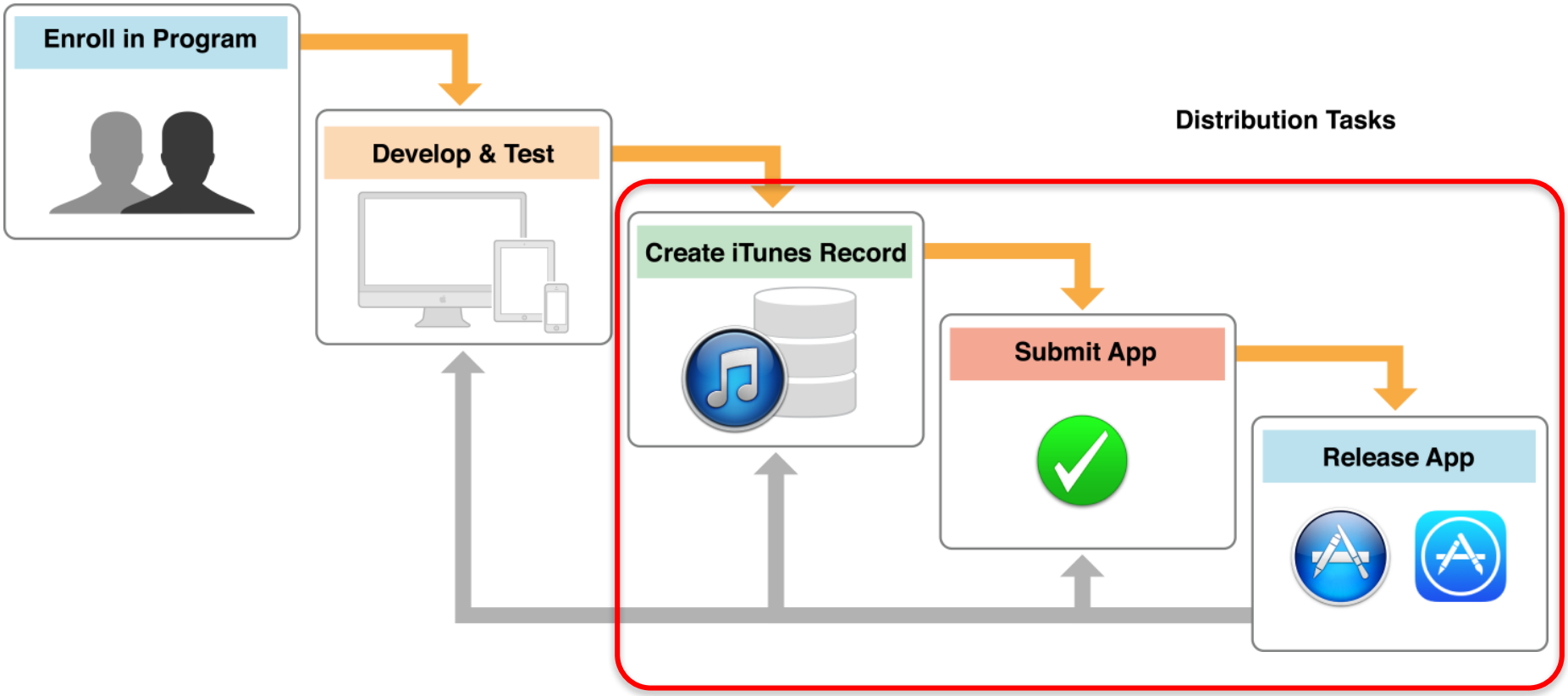
- Get step-by-step guidance for enrolling in an Apple Developer Program and building, testing, and submitting your app.
- Configure technologies that are available only to apps submitted to the App Store or Mac App Store.
- Test your app on multiple devices and system versions, or offer testers a preview of your next release.
- Upload metadata about your app so the store can present it to customers.
- Verify that you've prepared your app correctly, and submit it to the store.
- Learn how to release and maintain your app after submission.



Provide Feedback

https://developer.apple.com/library/ios/documentation/IDEs/Conceptual/AppDistributionGuide/Introduction/Introduction.html

Submit and Release iOS App on App Store



https://developer.apple.com/library/ios/documentation/IDEs/Conceptual/AppDistributionGuide/Introduction/Introduction.html

App Metadata

- Upload metadata about your app so the store can present it to customers.

Submit App to App Store

- Verify that you've prepared your app correctly, and submit it to the store

Release App

- release and maintain your app after submission

Choosing an iOS Developer Program

iOS Developer Program ($99/year)
Select this program if you would like to distribute apps on the App Store as an individual, sole proprietor, company, organization, government entity or educational institution.
Learn more ▸

Enroll Now

iOS Developer Enterprise Program ($299/year)
Select this program if you would like to develop proprietary apps for internal distribution within your company, organization, government entity or educational institution.
Learn more ▸

Enroll Now

iOS Developer University Program (Free)
Select this program if you are a degree granting, higher education institution that would like to introduce iOS development into your curriculum.
Learn more ▸

Enroll Now

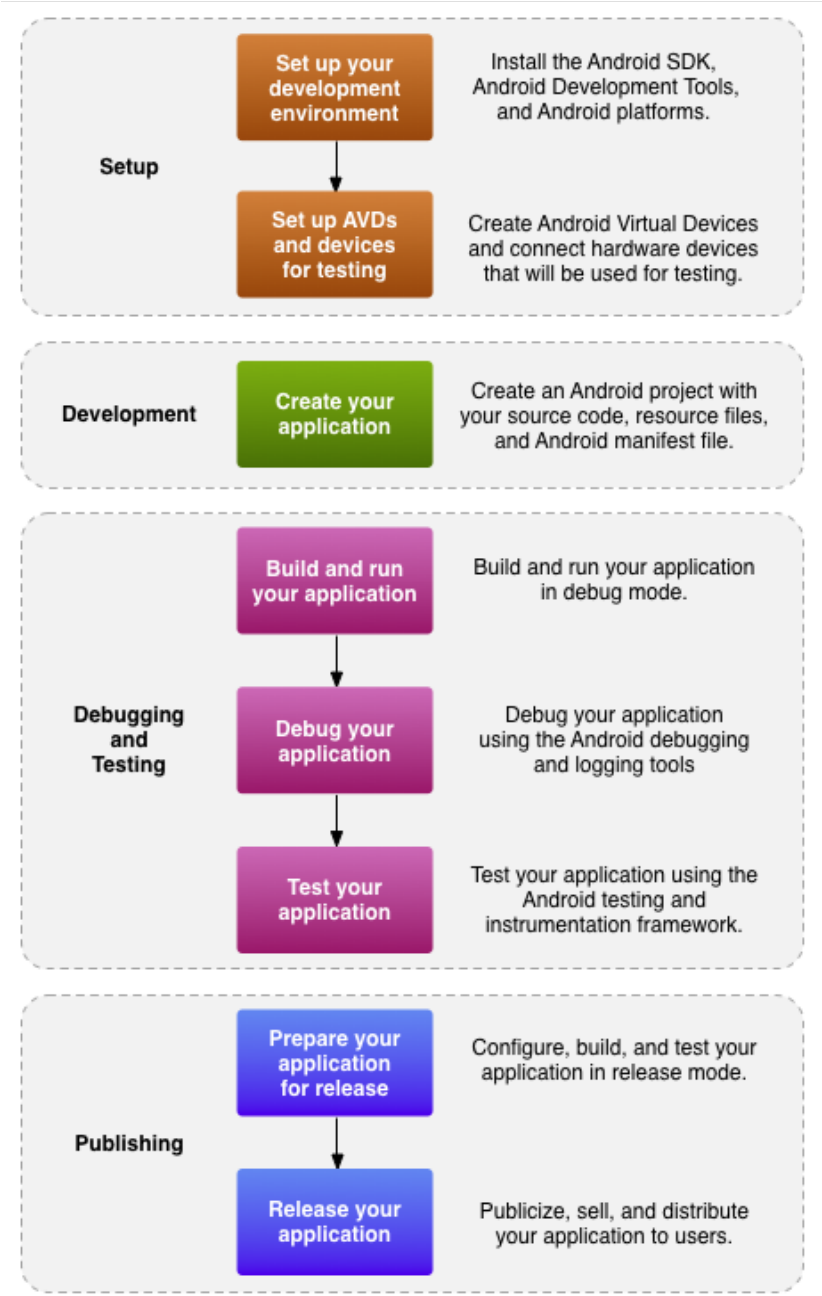
https://developer.apple.com/programs/start/ios/

Compare iOS Developer Programs

	iOS Developer For individuals and organizations creating apps for distribution on the App Store. Learn more ▸	**iOS Developer Enterprise** For companies and organizations distributing proprietary apps for internal use. Learn more ▸	**iOS Developer University** For higher education institutions introducing iOS app development into their curriculum. Learn more ▸
iOS SDK	✓	✓	✓
iOS SDK (Pre-release)	✓	✓	N/A
Test apps on iOS devices	✓	✓	✓
Code-level Technical Support	✓	✓	N/A
Ad Hoc Distribution	✓	✓	N/A
App Store Distribution	✓	N/A	N/A
Custom B2B App Distribution	✓	N/A	N/A
iAd Network	✓	N/A	N/A
In-house Distribution	N/A	✓	N/A
Cost	$99 year	$299 year	Free
Requirements	If you're enrolling as an organization, a D-U-N-S Number registered to your legal entity is required.	A D-U-N-S Number registered to your legal entity is required.	The University Program is only available to qualified, degree granting, higher education institutions.

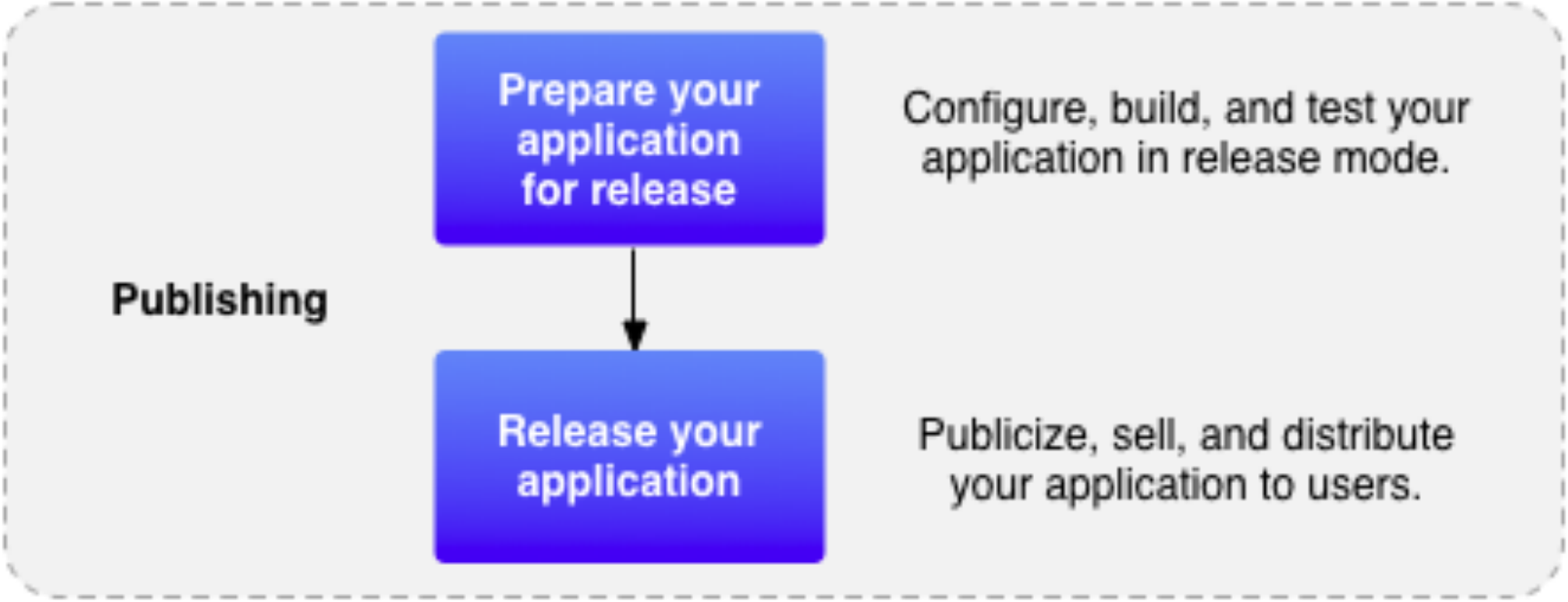
https://developer.apple.com/programs/start/ios/

The development process for Android applications



http://developer.android.com/tools/workflow/index.html

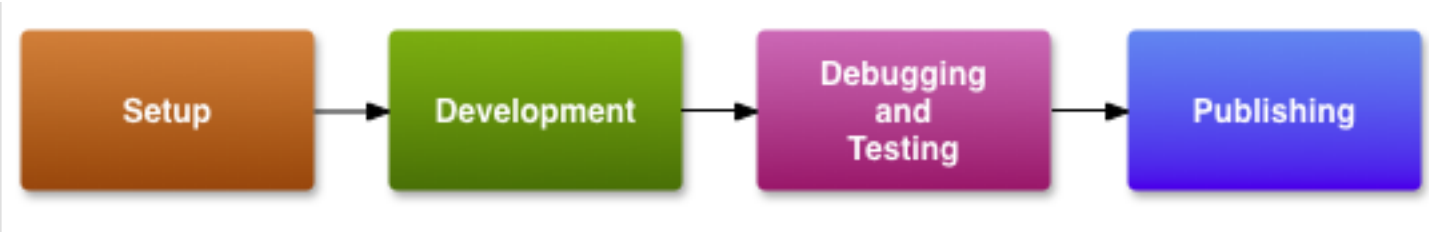
Publishing process for Android applications



ANDROID APP ON Google play

http://developer.android.com/tools/workflow/index.html

Publishing is the last phase of the Android application development process



http://developer.android.com/tools/publishing/publishing_overview.html

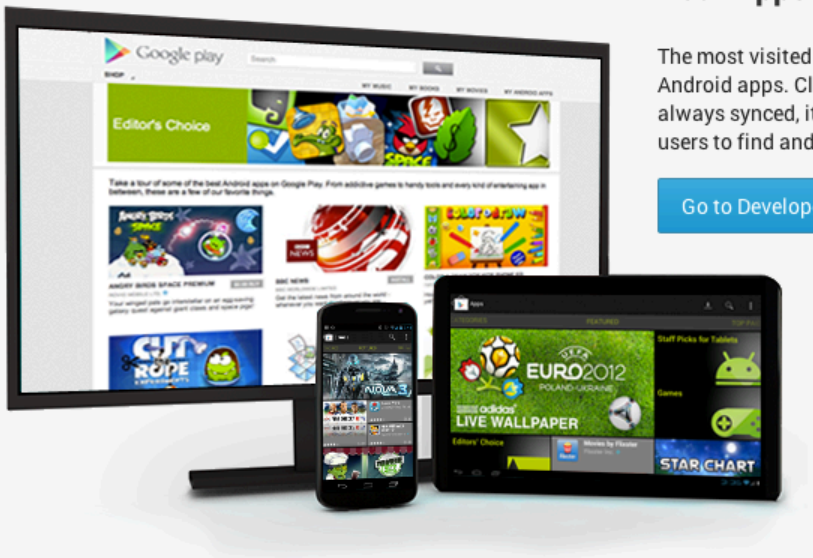
Distribute Your Apps on Google Play

Distribute Apps | Android

developer.android.com/distribute/index.html

Developers | Design | Develop | Distribute

- Google Play
  - Visibility
  - Monetizing
  - Distribution
- Publishing
- Promoting
- App Quality
- Policies
- Spotlight
- Google Play for Education
- Open Distribution



Your Apps on Google Play

The most visited store in the world for Android apps. Cloud-connected and always synced, it's never been easierfor users to find and download your apps.

Go to Developer Console »

Growth Engine

A billion downloads a month and growing. Get your apps in front of millions of users at Google's scale.
Read More ›

Build Your Business

Sell your app in over 130 countries. Flexible monetization options with in-app purchase, subscriptions, and more.
Read More ›

Distribution Control

Deliver your apps to the users you want, on the devices you want, on *your* schedule.
Read More ›

http://developer.android.com/distribute/index.html

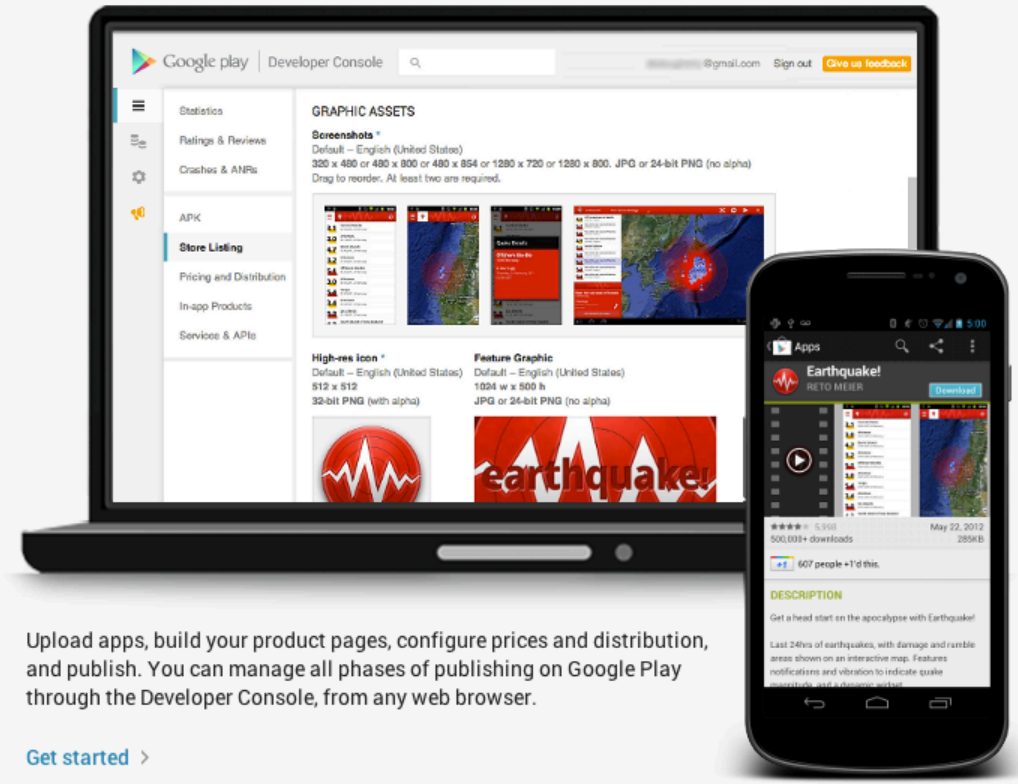
Google Play Publishing

Publishing on Google Play

developer.android.com/distribute/googleplay/publish/index.html

Developers | Design | Develop | Distribute

- Google Play
- Publishing
  - Get Started
  - Developer Console
  - Localization Checklist
  - Launch Checklist
- Promoting
- App Quality
- Policies
- Spotlight
- Google Play for Education
- Open Distribution



Upload apps, build your product pages, configure prices and distribution, and publish. You can manage all phases of publishing on Google Play through the Developer Console, from any web browser.

Get started ›

http://developer.android.com/distribute/googleplay/publish/index.html

Launch Checklist
for publish your app on Google Play

1. Understand the publishing process
2. Understand Google Play policies
3. Test for core app quality
4. Determine your content rating
5. Determine country distribution
6. Confirm the app's overall size
7. Confirm app compatibility ranges

Source: http://developer.android.com/distribute/googleplay/publish/preparing.html

Launch Checklist
for publish your app on Google Play

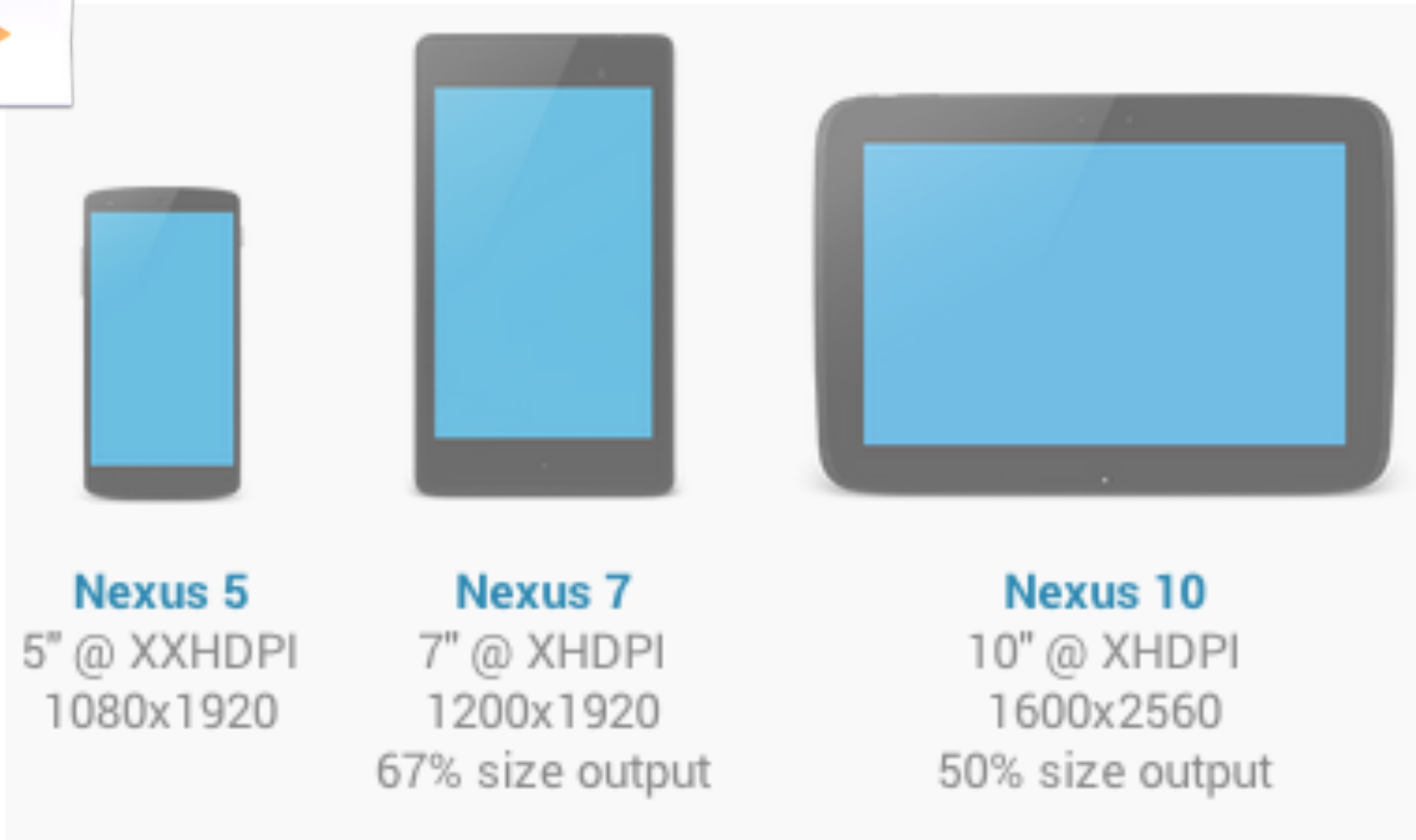
8. Decide on free or priced
9. Consider In-app Billing
10. Set prices for your apps
11. Start localization early
12. Prepare promotional graphics
13. Build the release-ready APK
14. Plan a beta release

Source: http://developer.android.com/distribute/googleplay/publish/preparing.html

Launch Checklist
for publish your app on Google Play

15. Complete the product details
16. Use Google Play badges
17. Final checks and publishing
18. Support users after launch

Source: http://developer.android.com/distribute/googleplay/publish/preparing.html


Nexus 5
5" @ XXHDPI
1080x1920
Nexus 7
7" @ XHDPI
1200x1920
67% size output
Nexus 10
10" @ XHDPI
1600x2560
50% size output

Google Play Badges | Andr

developer.android.com/distribute/googleplay/promote/badges.html

Developers | Design | Develop | Distribute

- Google Play
- Publishing
- Promoting
  - Linking to Your Products
  - Google Play Badges
  - Device Art Generator
  - Brand Guidelines
- App Quality
- Policies
- Spotlight
- Google Play for Education
- Open Distribution

Google Play Badges

Google Play badges allow you to promote your app with official branding in your online ads, promotional materials, or anywhere else you want a link to your app.

In the form below, input your app's package name or publisher name, choose the badge style, click *Build my badge*, then paste the HTML into your web content.

If you're creating a promotional web page for your app, you should also use the Device Art Generator, which quickly wraps your screenshots in real device artwork.

For guidelines when using the Google Play badge and other brand assets, see the Brand Guidelines.

Language: English

Package name: com.example.android

or

Publisher name: Example, Inc.

ANDROID APP ON Google play | ANDROID APP ON Google play

GET IT ON Google play | GET IT ON Google play

Build my badge

http://developer.android.com/distribute/googleplay/promote/badges.html

Keytool

- Keytool
  - To generate a keystore and private key, used to sign your .apk file.
  - Keytool is part of the JDK.
- Jarsigner (or similar signing tool)
  - To sign your .apk file with a private key generated by Keytool.
  - Jarsigner is part of the JDK.

http://developer.android.com/tools/workflow/index.html

Signing Your Applications

developer.android.com/tools/publishing/app-signing.html

Developers | Design | Develop | Distribute

Training | API Guides | Reference | Tools | Google Services | Samples

Developer Tools

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Workflow

Setting Up Virtual Devices

Using Hardware Devices

Setting Up Projects

Building and Running

Testing

Debugging

Publishing

Preparing for Release

Versioning Your Apps

Signing Your Apps

Support Library

Tools Help

Revisions

Signing Your Applications

The Android system requires that all installed applications be digitally signed with a certificate whose private key is held by the application's developer. The Android system uses the certificate as a means of identifying the author of an application and establishing trust relationships between applications. The certificate is not used to control which applications the user can install. The certificate does not need to be signed by a certificate authority: it is perfectly allowable, and typical, for Android applications to use self-signed certificates.

The important points to understand about signing Android applications are:

- All applications *must* be signed. The system will not install an application on an emulator or a device if it is not signed.
- To test and debug your application, the build tools sign your application with a special debug key that is created by the Android SDK build tools.
- When you are ready to release your application for end-users, you must sign it with a suitable private key. You cannot publish an application that is signed with the debug key generated by the SDK tools.
- You can use self-signed certificates to sign your applications. No certificate authority is needed.
- The system tests a signer certificate's expiration date only at install time. If an application's signer certificate expires after the application is installed, the application will continue to function normally.
- You can use standard tools — Keytool and Jarsigner — to generate keys and sign your application `.apk` files.
- After you sign your application for release, we recommend that you use the `zipalign` tool to optimize the final APK package.

QUICKVIEW

- All Android apps *must* be signed
- You can sign with a self-signed key
- How you sign your apps is critical — read this document carefully
- Determine your signing strategy early in the development process

IN THIS DOCUMENT

Signing Process

Signing Strategies

Basic Setup for Signing

Signing in Debug Mode

Signing Release Mode

Obtain a suitable private key

Compile the application in release mode

Sign your application with your private key

Align the final APK package

Compile and sign with Eclipse

Android: Signing in Release Mode

1. Obtain a suitable private key
2. Compile the application in release mode
3. Sign your application with your private key
4. Align the final APK package

```
$ keytool -genkey -v -keystore
my-release-key.keystore
-alias alias_name -keyalg RSA -keysize
2048 –validity 20000
```

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

Android: Signing in Release Mode

```
keytool -genkey -v -keystore
my_release_key.keystore
-alias my_android -keyalg RSA
—validity 20000
```

```
keytool -genkey -v -keystore
my-release-key.keystore
-alias alias_name -keyalg RSA -keysize
2048 —validity 20000
```

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

Applications/Utilities/Terminal.app

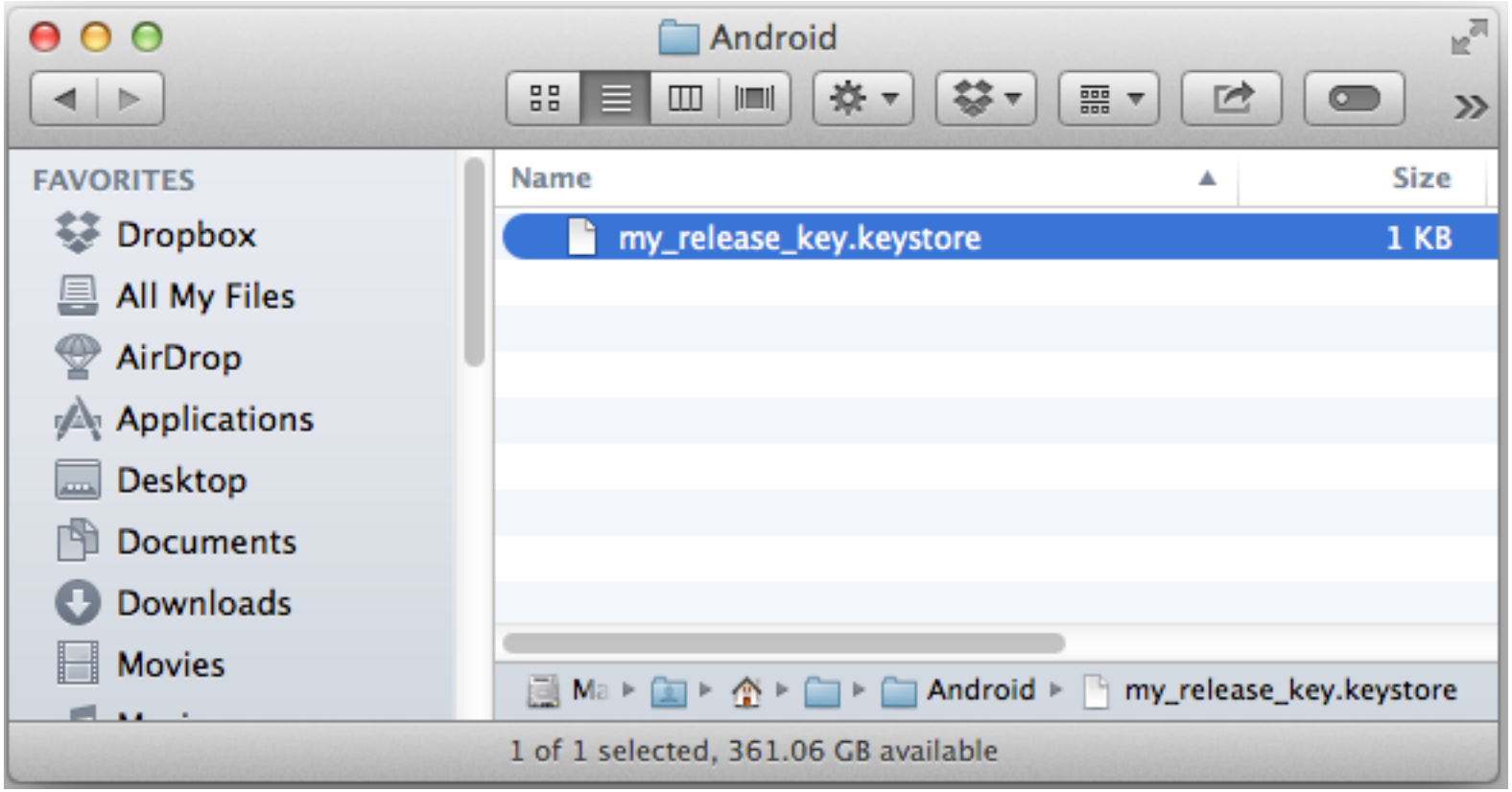
Macintosh HD ▸ Applications ▸ Utilities ▸ Terminal.app

imyday — bash — 132×24

```
iMydaytekiMacBook-Pro:~ imyday$ keytool -genkey -v -keystore my_release_key.keystore -alias my_android -keyalg RSA -validity 20000
Enter keystore password:
Re-enter new password:
What is your first and last name?
  [Unknown]:  Min-Yuh Day
What is the name of your organizational unit?
  [Unknown]:  IMTKU
What is the name of your organization?
  [Unknown]:  TKU
What is the name of your City or Locality?
  [Unknown]:  Taipei
What is the name of your State or Province?
  [Unknown]:  Taiwan
What is the two-letter country code for this unit?
  [Unknown]:  TW
Is CN=Min-Yuh Day, OU=IMTKU, O=TKU, L=Taipei, ST=Taiwan, C=TW correct?
  [no]:  y

Generating 1,024 bit RSA key pair and self-signed certificate (SHA1withRSA) with a validity of 20,000 days
        for: CN=Min-Yuh Day, OU=IMTKU, O=TKU, L=Taipei, ST=Taiwan, C=TW
Enter key password for <my_android>
        (RETURN if same as keystore password):
[Storing my_release_key.keystore]
iMydaytekiMacBook-Pro:~ imyday$
```

keytool -genkey -v
-keystore my_release_key.keystore
-alias my_android
-keyalg RSA -validity 20000

my_release_key.keystore



Keytool

- Keytool OptionDescription
- -genkeyGenerate a key pair (public and private keys)
- -v Enable verbose output.
- -alias <alias_name> An alias for the key. Only the first 8 characters of the alias are used.
- -keyalg <alg> The encryption algorithm to use when generating the key. Both DSA and RSA are supported.
- -keysize <size> The size of each generated key (bits). 2048 bits or higher.
- -validity <valdays>The validity period for the key, in days. Note: A value of 10000 or greater is recommended.
- -keystore <keystore-name>.keystoreA name for the keystore containing the private key.

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

Keytool Option	Description
`-genkey`	Generate a key pair (public and private keys)
`-v`	Enable verbose output.
`-alias <alias_name>`	An alias for the key. Only the first 8 characters of the alias are used.
`-keyalg <alg>`	The encryption algorithm to use when generating the key. Both DSA and RSA are supported.
`-keysize <size>`	The size of each generated key (bits). If not supplied, Keytool uses a default key size of 1024 bits. In general, we recommend using a key size of 2048 bits or higher.
`-dname <name>`	A Distinguished Name that describes who created the key. The value is used as the issuer and subject fields in the self-signed certificate. Note that you do not need to specify this option in the command line. If not supplied, Jarsigner prompts you to enter each of the Distinguished Name fields (CN, OU, and so on).
`-keypass <password>`	The password for the key. As a security precaution, do not include this option in your command line. If not supplied, Keytool prompts you to enter the password. In this way, your password is not stored in your shell history.
`-validity <valdays>`	The validity period for the key, in days. **Note:** A value of 10000 or greater is recommended.
`-keystore <keystore-name>.keystore`	A name for the keystore containing the private key.
`-storepass <password>`	A password for the keystore. As a security precaution, do not include this option in your command line. If not supplied, Keytool prompts you to enter the password. In this way, your password is not stored in your shell history.

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

Modify config.xml: icon.png

config.xml

```
14    <preference name="fullscreen" value="true" />
15    <preference name="webviewbounce" value="true" />
16    <preference name="prerendered-icon" value="true" />
17    <preference name="stay-in-webview" value="false" />
18    <preference name="ios-statusbarstyle" value="black-opaque" />
19    <preference name="detect-data-types" value="true" />
20    <preference name="exit-on-suspend" value="false" />
21    <preference name="show-splash-screen-spinner" value="true" />
22    <preference name="auto-hide-splash-screen" value="true" />
23    <preference name="disable-cursor" value="false" />
24    <preference name="android-minSdkVersion" value="7" />
25    <preference name="android-installLocation" value="auto" />
26
27    <icon src="icon.png" />
28
29    <icon gap:density="ldpi" gap:platform="android" src="res/icon/android/icon-36-ldpi.png" />
30    <icon gap:density="mdpi" gap:platform="android" src="res/icon/android/icon-48-mdpi.png" />
31    <icon gap:density="hdpi" gap:platform="android" src="res/icon/android/icon-72-hdpi.png" />
32    <icon gap:density="xhdpi" gap:platform="android" src="res/icon/android/icon-96-xhdpi.png" />
33
34    <icon gap:density="ldpi" gap:platform="android" src="res/icon/android/icon-36-ldpi.png" />
35    <icon gap:density="mdpi" gap:platform="android" src="res/icon/android/icon-48-mdpi.png" />
36    <icon gap:density="hdpi" gap:platform="android" src="res/icon/android/icon-72-hdpi.png" />
37    <icon gap:density="xhdpi" gap:platform="android" src="res/icon/android/icon-96-xhdpi.png" />
38
39    <icon gap:platform="blackberry" src="res/icon/blackberry/icon-80.png" />
40    <icon gap:platform="blackberry" gap:state="hover" src="res/icon/blackberry/icon-80.png" />
41
42    <icon gap:platform="ios" height="57" src="res/icon/ios/icon-57.png" width="57" />
43    <icon gap:platform="ios" height="72" src="res/icon/ios/icon-72.png" width="72" />
44    <icon gap:platform="ios" height="114" src="res/icon/ios/icon-57-2x.png" width="114" />
45    <icon gap:platform="ios" height="144" src="res/icon/ios/icon-72-2x.png" width="144" />
46
47    <icon gap:platform="webos" src="res/icon/webos/icon-64.png" />
48    <icon gap:platform="winphone" src="res/icon/windows-phone/icon-48.png" />
49    <icon gap:platform="winphone" gap:role="background" src="res/icon/windows-phone/icon-173.png" />
50
51    <gap:splash gap:density="ldpi" gap:platform="android" src="res/screen/android/screen-ldpi-portrait.png" />
52    <gap:splash gap:density="mdpi" gap:platform="android" src="res/screen/android/screen-mdpi-portrait.png" />
53    <gap:splash gap:density="hdpi" gap:platform="android" src="res/screen/android/screen-hdpi-portrait.png" />
54    <gap:splash gap:density="xhdpi" gap:platform="android" src="res/screen/android/screen-xhdpi-portrait.png"
55    <gap:splash gap:platform="blackberry" src="res/screen/blackberry/screen-225.png" />
56    <gap:splash gap:platform="ios" height="480" src="res/screen/ios/screen-iphone-portrait.png" width="320" />
57    <gap:splash gap:platform="ios" height="960" src="res/screen/ios/screen-iphone-portrait-2x.png" width="640" />
58    <gap:splash gap:platform="ios" height="1024" src="res/screen/ios/screen-ipad-portrait.png" width="768" />
59    <gap:splash gap:platform="ios" height="768" src="res/screen/ios/screen-ipad-landscape.png" width="1024" />
```

app

FAVORITES: Dropbox, All My Files, AirDrop, Applications, Desktop, Documents, Downloads, Movies, Music, Pictures, imyday

DEVICES: iMyday的..., Macintos...

TAGS: Red, Orange, Yellow, Green, Blue, Purple, Gray

Name

- config.xml
- css
- icon.png
- img
  - icon
    - android
      - iMyday_36x36.png
      - iMyday_48x48.png
      - iMyday_72x72.png
      - iMyday_96x96.png
    - ios
      - iMyday_57x57.png
      - iMyday_72x72.png
      - iMyday_114x114.png
      - iMyday_144x144.png
      - iMyday_512x512.png
      - iMyday_1024x1024.png
  - iPhoneIcon_Big.png
  - iPhoneIcon_Medium.png
  - iPhoneIcon_Small.png
  - logo.png
  - Myday_Photo_220.jpg
  - Myday_Photo.jpg
  - pg_logo.png
  - PhotoDavid.jpg
  - PhotoKevin.jpg
  - PhotoLucy.jpg
  - PhotoMyday.jpg

config.xml

1 of 90 selected, 364.73 GB available

Modify config.xml: icon.png

config.xml

```xml
<?xml version='1.0' encoding='utf-8'?>
<widget id="com.imtku.smap.mydaymobileapp" version="1.0.0" xmlns="http://www.w3.org/ns/widgets" xmlns:gap="http://phonegap.com/ns/1.0">
    <name>Myday Mobile App</name>
    <description>
        Myday Mobile App for Prof. Min-Yuh Day, Department of Information Management, Tamkang University
    </description>
    <author email="myday@mail.tku.edu.tw" href="http://mail.tku.edu.tw/myday">
        Min-Yuh Day
    </author>
    <feature name="http://api.phonegap.com/1.0/device" />
    <preference name="permissions" value="none" />
    <preference name="orientation" value="default" />
    <preference name="target-device" value="universal" />
    <preference name="fullscreen" value="true" />
    <preference name="webviewbounce" value="true" />
    <preference name="prerendered-icon" value="true" />
    <preference name="stay-in-webview" value="false" />
    <preference name="ios-statusbarstyle" value="black-opaque" />
    <preference name="detect-data-types" value="true" />
    <preference name="exit-on-suspend" value="false" />
    <preference name="show-splash-screen-spinner" value="true" />
    <preference name="auto-hide-splash-screen" value="true" />
    <preference name="disable-cursor" value="false" />
    <preference name="android-minSdkVersion" value="7" />
    <preference name="android-installLocation" value="auto" />

    <icon src="icon.png" />

    <icon gap:density="ldpi" gap:platform="android" src="img/icon/android/iMyday_36x36.png" />
    <icon gap:density="mdpi" gap:platform="android" src="img/icon/android/iMyday_48x48.png" />
    <icon gap:density="hdpi" gap:platform="android" src="img/icon/android/iMyday_72x72.png" />
    <icon gap:density="xhdpi" gap:platform="android" src="img/icon/android/iMyday_96x96.png" />

    <icon gap:platform="ios" height="57" src="img/icon/ios/iMyday_57x57.png" width="57" />
    <icon gap:platform="ios" height="72" src="img/icon/ios/iMyday_72x72.png" width="72" />
    <icon gap:platform="ios" height="114" src="img/icon/ios/iMyday_114x114.png" width="114" />
    <icon gap:platform="ios" height="144" src="img/icon/ios/iMyday_144x144.png" width="144" />

    <icon gap:platform="blackberry" src="res/icon/blackberry/icon-80.png" />
    <icon gap:platform="blackberry" gap:state="hover" src="res/icon/blackberry/icon-80.png" />
    <icon gap:platform="webos" src="res/icon/webos/icon-64.png" />
    <icon gap:platform="winphone" src="res/icon/windows-phone/icon-48.png" />
    <icon gap:platform="winphone" gap:role="background" src="res/icon/windows-phone/icon-173.png" />

    <gap:splash gap:density="ldpi" gap:platform="android" src="img/screen/android/iMyday_200x320.png" />
    <gap:splash gap:density="mdpi" gap:platform="android" src="img/screen/android/iMyday_320x480.png" />
```

app

FAVORITES
- Dropbox
- All My Files
- AirDrop
- Applications
- Desktop
- Documents
- Downloads
- Movies
- Music
- Pictures
- imyday

DEVICES
- iMyday的...
- Macintos...

Name
- config.xml
- css
- icon.png
- img
  - icon
    - android
      - iMyday_36x36.png
      - iMyday_48x48.png
      - iMyday_72x72.png
      - iMyday_96x96.png
    - ios
      - iMyday_57x57.png
      - iMyday_72x72.png
      - iMyday_114x114.png
      - iMyday_144x144.png
      - iMyday_512x512.png
      - iMyday_1024x1024.png

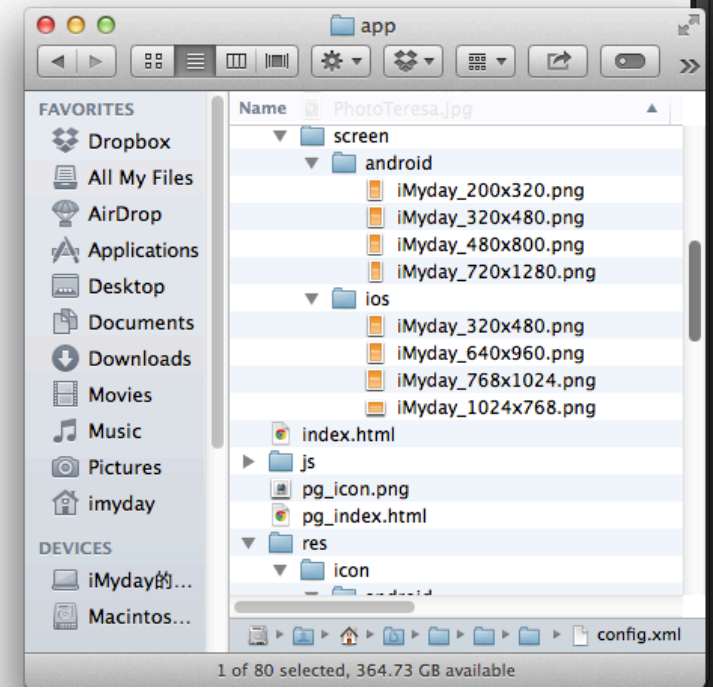
config.xml

1 of 90 selected, 364.73 GB available

Modify config.xml: screen.png

config.xml

```
    <preference name="fullscreen" value="true" />
    <preference name="webviewbounce" value="true" />
    <preference name="prerendered-icon" value="true" />
    <preference name="stay-in-webview" value="false" />
    <preference name="ios-statusbarstyle" value="black-opaque" />
    <preference name="detect-data-types" value="true" />
    <preference name="exit-on-suspend" value="false" />
    <preference name="show-splash-screen-spinner" value="true" />
    <preference name="auto-hide-splash-screen" value="true" />
    <preference name="disable-cursor" value="false" />
    <preference name="android-minSdkVersion" value="7" />
    <preference name="android-installLocation" value="auto" />

    <icon src="icon.png" />

    <icon gap:density="ldpi" gap:platform="android" src="img/icon/android/iMyday_36x36.png" />
    <icon gap:density="mdpi" gap:platform="android" src="img/icon/android/iMyday_48x48.png" />
    <icon gap:density="hdpi" gap:platform="android" src="img/icon/android/iMyday_72x72.png" />
    <icon gap:density="xhdpi" gap:platform="android" src="img/icon/android/iMyday_96x96.png" />

    <icon gap:platform="ios" height="57" src="img/icon/ios/iMyday_57x57.png" width="57" />
    <icon gap:platform="ios" height="72" src="img/icon/ios/iMyday_72x72.png" width="72" />
    <icon gap:platform="ios" height="114" src="img/icon/ios/iMyday_114x114.png" width="114" />
    <icon gap:platform="ios" height="144" src="img/icon/ios/iMyday_144x144.png" width="144" />

    <icon gap:platform="blackberry" src="res/icon/blackberry/icon-80.png" />
    <icon gap:platform="blackberry" gap:state="hover" src="res/icon/blackberry/icon-80.png" />
    <icon gap:platform="webos" src="res/icon/webos/icon-64.png" />
    <icon gap:platform="winphone" src="res/icon/windows-phone/icon-48.png" />
    <icon gap:platform="winphone" gap:role="background" src="res/icon/windows-phone/icon-173.png" />

    <gap:splash gap:density="ldpi" gap:platform="android" src="img/screen/android/iMyday_200x320.png" />
    <gap:splash gap:density="mdpi" gap:platform="android" src="img/screen/android/iMyday_320x480.png" />
    <gap:splash gap:density="hdpi" gap:platform="android" src="img/screen/android/iMyday_480x800.png" />
    <gap:splash gap:density="xhdpi" gap:platform="android" src="img/screen/android/iMyday_720x1280.png" />

    <gap:splash gap:platform="ios" height="480" src="img/screen/ios/iMyday_320x480.png" width="320" />
    <gap:splash gap:platform="ios" height="960" src="img/screen/ios/iMyday_640x960.png" width="640" />
    <gap:splash gap:platform="ios" height="1024" src="img/screen/ios/iMyday_768x1024.png" width="768" />
    <gap:splash gap:platform="ios" height="768" src="img/screen/ios/iMyday_1024x768.png" width="1024" />

    <gap:splash gap:platform="blackberry" src="res/screen/blackberry/screen-225.png" />
    <gap:splash gap:platform="winphone" src="res/screen/windows-phone/screen-portrait.jpg" />
    <access origin="http://127.0.0.1*" />
</widget>
```



Refine index.css animation:fad

index.css

```
100  @keyframes fade {
101      from { opacity: 1.0; }
102      50% { opacity: 0.4; }
103      to { opacity: 1.0; }
104  }
105
106  @-webkit-keyframes fade {
107      from { opacity: 1.0; }
108      50% { opacity: 0.4; }
109      to { opacity: 1.0; }
110  }
111
112  .blink {
113      animation:fade 1000ms infinite;
114      -webkit-animation:fade 1000ms infinite;
115  }
```

```
.blink {
   animation:fade 3000ms infinite;
   -webkit-animation:fade 3000ms infinite;
}
```

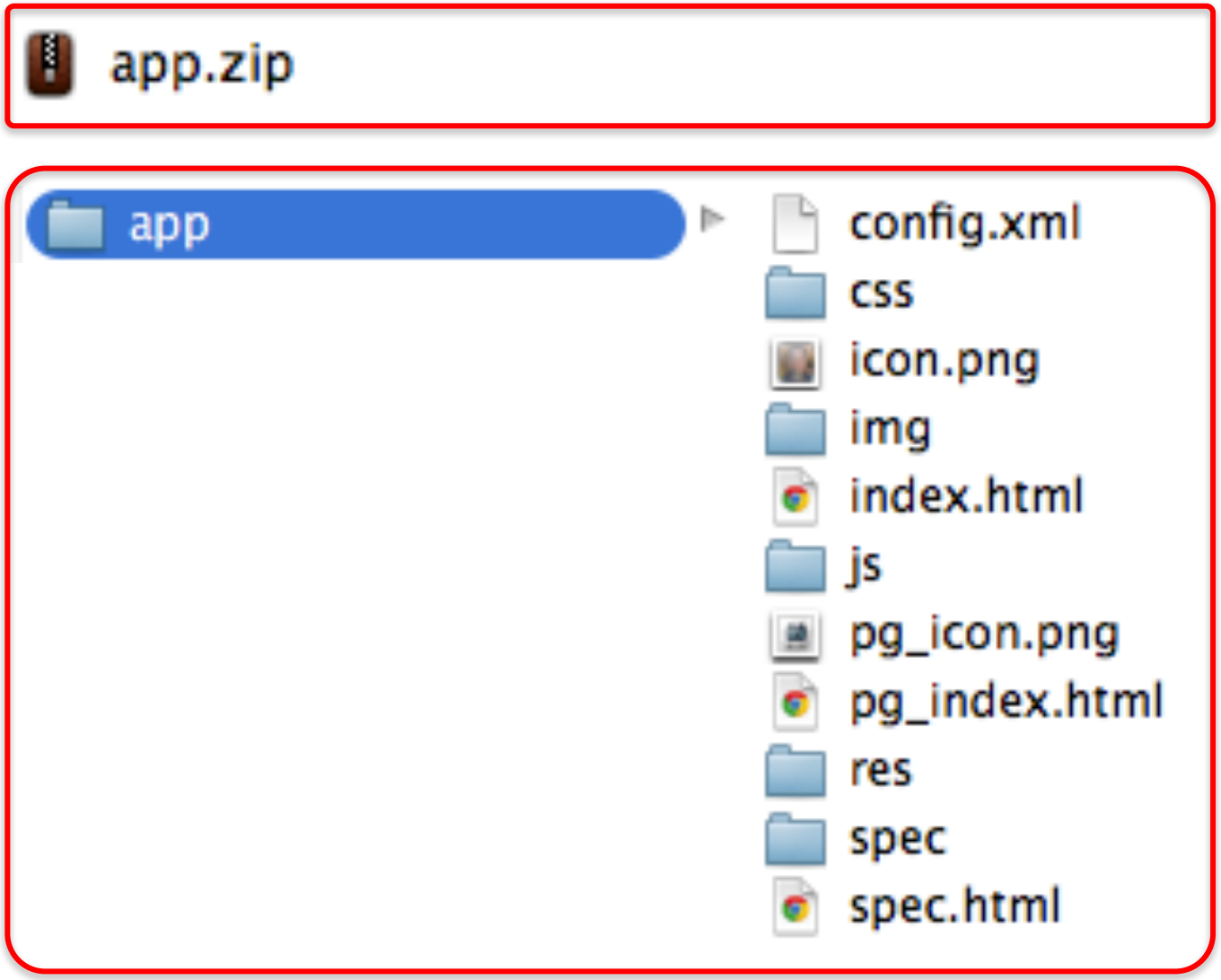
```
.blink {
   animation:fade 1000ms infinite;
   -webkit-animation:fade 1000ms infinite;
}
```

Refine index.css

index.css

```
23  body {
24      -webkit-touch-callout: none;                /* prevent callout to copy image, etc when tap to hold */
25      -webkit-text-size-adjust: none;             /* prevent webkit from resizing text to fit */
26      -webkit-user-select: none;                  /* prevent copy paste, to allow, change 'none' to 'text' */
27      background-color:#E4E4E4;
28      background-image:linear-gradient(top, #A7A7A7 0%, #E4E4E4 51%);
29      background-image:-webkit-linear-gradient(top, #A7A7A7 0%, #E4E4E4 51%);
30      background-image:-ms-linear-gradient(top, #A7A7A7 0%, #E4E4E4 51%);
31      background-image:-webkit-gradient(
32          linear,
33          left top,
34          left bottom,
35          color-stop(0, #A7A7A7),
36          color-stop(0.51, #E4E4E4)
37      );
38      background-attachment:fixed;
39      font-family:'HelveticaNeue-Light', 'HelveticaNeue', Helvetica, Arial, sans-serif;
40      font-size:12px;
41      height:100%;
42      margin:0px;
43      padding:0px;
44      text-transform:none;
45      width:100%;
46  }
47
48  /* Portrait layout (default) */
49  .app {
50      background:url(../img/logo.png) no-repeat center top; /* 170px x 200px */
51      position:absolute;              /* position in the center of the screen */
52      left:50%;
53      top:50%;
54      height:50px;                    /* text area height */
55      width:225px;                    /* text area width */
56      text-align:center;
57      padding:180px 0px 0px 0px;      /* image height is 200px (bottom 20px are overlapped with text) */
58      margin:-115px 0px 0px -112px;   /* offset vertical: half of image height and text area height */
59                                      /* offset horizontal: half of text area width */
60  }
```

Refine App Files and Update app.zip



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https://build.phonegap.com/apps

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Myday Mobile App

Myday Mobile App for Prof. Min-Yuh Day, Department of Information Management, Tamkang University

App ID 573842

Version 1.0.0

PhoneGap 2.9.0

Owned by imyday@gmail.com

Last built (19) 18 days

Source .zip package

iOS

private

Update code

Rebuild all

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Source .zip package

private

iOS

Update code

Rebuild all

New source

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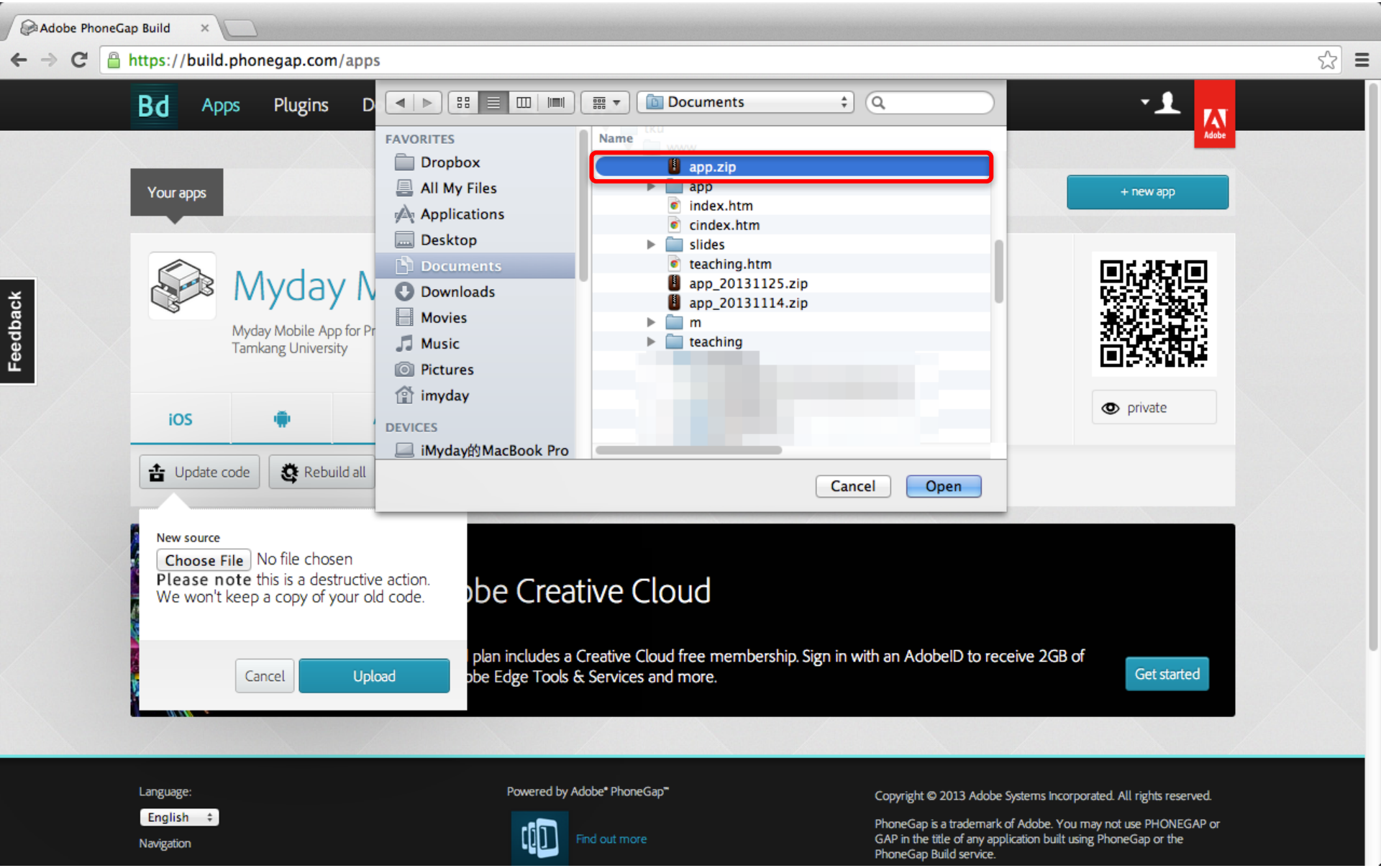
Update code: Upload app.zip



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App ID	Version	PhoneGap	Owned by	Last built (23)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS	Myday Mobile App	pending	No key selected	Rebuild apk
	Rebuild xap		No key selected	pending
	Rebuild ipk			Rebuild wgz

Update code and Rebuild all on PhoneGap Build

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Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (2S)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS	Myday Mobile App	Rebuild	ipa	No key selected	Rebuild	apk
		Rebuild	xap	No key selected	Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

No key selected: debug.apk

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App ID	Version	PhoneGap	Owned by	Last built (25)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS | Myday Mobile App | Rebuild | ipa

No key selected | Rebuild | apk

Rebuild | xap | Rebuild | OTA install

Rebuild | ipk | Rebuild | wgz

title

Alias

Keystore file

Choose File | No file chosen

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Language: English

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Feedback

Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (2S)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS	Myday Mobile App	Rebuild	ipa	No key selected	Rebuild	apk
		Rebuild	xap		Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

title

Alias

Keystore file

Choose File No file chosen

Language: English

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Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (2S)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS | Myday Mobile App | Rebuild | ipa

No key selected | Rebuild | apk

Rebuild | xap | Rebuild | OTA install

Rebuild | ipk | Rebuild | wgz

title

Alias

Keystore file

Choose File | No file chosen

Feedback

Language: MydayMobileApp-debug.apk

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Add a key to Build release.apk for Google Play

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Install

Update code | Rebuild all

Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (25)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS | Myday Mobile App | Rebuild | ipa

Rebuild | xap

Rebuild | ipk

options

✓ No key selected

add a key ...

title

Alias

Keystore file

Choose File | No file chosen

Rebuild | apk

Rebuild | OTA install

Rebuild | wgz

Feedback

Language:

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Show All

Add a key to Build release.apk

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Myday Mobile App for Prof. Min-Yuh Day, Department of Information Management, Tamkang University

Install

Update code | Rebuild all

Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

No key selected: debug.apk

iOS	Myday Mobile App	Rebuild	ipa	No key selected	Rebuild	apk
		Rebuild	xap	No key selected	Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

Feedback

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Add a key to Build release.apk

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Builds | Plugins | Collaborators | Settings

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573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

Add a key: release.apk

iOS | Myday Mobile App | Rebuild | ipa

No key selected | Rebuild | apk

Rebuild | xap

Rebuild | OTA install

Rebuild | ipk

Rebuild | wgz

title

Myday Mobile App

Alias

my_android

Keystore file

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Language:

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Update code

Rebuild all

Feedback

Builds

Plugins

App ID	Version	PhoneGap	Owned by
573842	1.0.0	2.9.0	imyday@

Android

FAVORITES

- Dropbox
- All My Files
- Applications
- Desktop
- Documents
- Downloads
- Movies
- Music
- Pictures
- imyday

DEVICES

- iMyday的MacBook Pro

Name

my_release_key.keystore

Cancel

Open

iOS

Myday Mobile App

Rebuild

ipa

No key selected

Rebuild

apk

Rebuild

xap

Rebuild

OTA install

Rebuild

ipk

Rebuild

wgz

title

Myday Mobile App

Alias

my_android

Keystore file

Choose File

No file chosen

cancel

submit key

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Feedback

Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS | Myday Mobile App | Rebuild | ipa

No key selected | Rebuild | apk

Rebuild | xap | Rebuild | OTA install

Rebuild | ipk | Rebuild | wgz

title

Myday Mobile App

Alias

my_android

Keystore file

Choose File my_release_key.keystore

cancel | submit key

Language:

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iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	pending
		Rebuild	xap	No key selected	Rebuild / OTA install
		Rebuild	ipk		Rebuild / wgz

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iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	Rebuild	Error
		Rebuild	xap	No key selected	Rebuild	OTA install
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Rebuild | xap

No | OTA install

Rebuild | ipk

wgz

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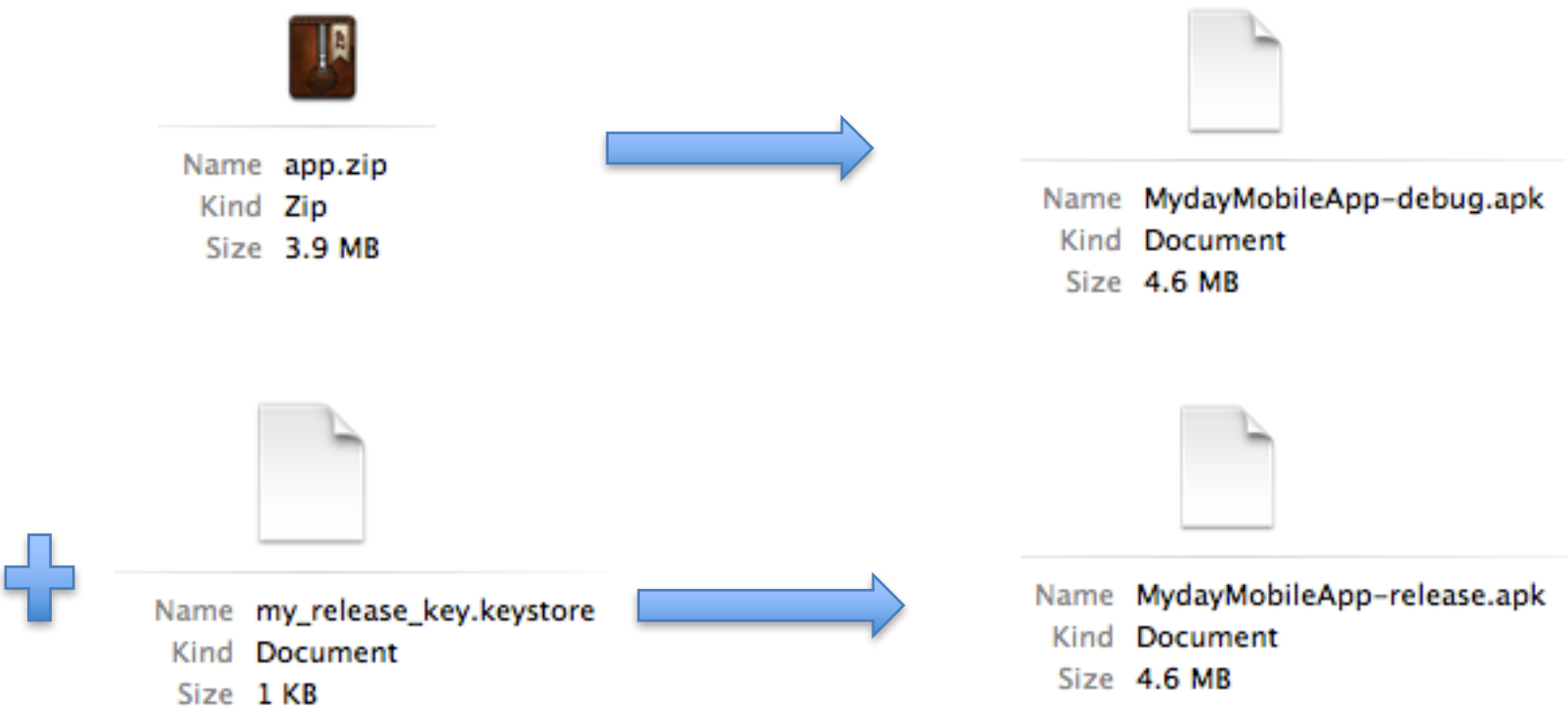

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Scalr and Google Compute Engine Google Cloud Platform Blog - 12/9, 10:00 a.m.

Today's guest post is from Sebastian Stadil, CEO of Scalr. The company providies a web-based control panel for cloud infrastructure that serves as an interface between end users and the multiple cloud ... more

Using Your Terminal From The DevTools HTML5Rocks - 12/9, 8:00 a.m.

How to access a complete terminal from inside the Chrome Developer Tools more

Cloud9 IDE on Google Compute Engine Google Cloud Platform Blog - 12/8, 5:00 a.m.

Today's guest post comes from Ivar Pruijin, Product Manager at Cloud9 - a popular cloud-based IDE. In this post, Ivar discusses their work with Google Compute Engine. Cloud9 IDE moves your entire ... more

Google Developers Live (View all)

Root Access: Dealing with acquisition offers, with Ryan Damico from Crocodoc
12/10, 2:00 a.m. - 2:30 a.m.

Google Developers Weekly
12/10, 3:00 a.m. - 4:00 a.m.

YouTube Developers Live
12/12, 2:00 a.m. - 2:30 a.m.

Upcoming events (View all)

GDG Budapest - December Meeutp
1134 Budapest, Váci út 19, Hungary - 12/10/13, 2:00 a.m.

GDG Campinas Next
Starbucks Dom Pedro Flores, Campinas - São ... - 12/10/13, 4:30 a.m.

AppClinic Brasil #1
Google Brasil - Avenida Brigadeiro Faria

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Review the distribution countries where you can distribute and sell applications.

If you are planning to sell apps or in-app products, check if you can have a merchant account in your country.

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Google play

Developer Distribution Agreement

Definitions

Google: Google Inc., a Delaware corporation with principal place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States.

Device: Any device that can access the Market, as defined herein.

Products: Software, content and digital materials distributed via the Market.

Market: The marketplace Google has created and operates which allows registered Developers in certain countries to distribute Products directly to users of Devices.

Developer or You: Any person or company who is registered and approved by the Market to distribute Products in accordance with the terms of this Agreement.

Developer Account: A publishing account issued to Developers that enables the distribution of Products via the Market.

Payment Processor(s): Any party authorized by Google to provide payment processing services that enable Developers with optional Payment Accounts to charge Device users for Products distributed via the Market.

Payment Account: A financial account issued by a Payment Processor to a Developer that authorizes the Payment Processor to collect and remit payments on the Developer's behalf for Products sold via the Market. Developers must be approved by a Payment Processor for a Payment Account and maintain their account in good standing to charge for Products distributed in the Market.

Authorized Carrier: A mobile network operator who is authorized to receive a distribution fee for Products that are sold to users of Devices on its network.

1. Introduction

1.1 The Market is a publicly available site on which Android Developers can distribute Products for Devices. In order to distribute Products on the Market, you must acquire and maintain a valid Developer Account.

1.2 If you want to charge a fee for your Products, you must also acquire and maintain a valid Payment Account from an authorized Payment Processor.

2. Accepting this Agreement

2.1 This agreement ("Agreement") forms a legally binding contract between you and Google in relation to your use of the Market to distribute Products. In order to use the Market to distribute Products, you must first agree to this Agreement by clicking to accept where this option is made available to you. You may not distribute Products on the Market if you do not accept this Agreement.

https://play.google.com/intl/ALL_us/about/developer-distribution-agreement.html

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14.1 Google may make changes to this Agreement at any time by sending the Developer notice by email describing the modifications made. Google will also post a notification on the Market site describing the modifications made. The changes will become effective, and will be deemed accepted by Developer, (a) immediately for those who become Developers after the notification is posted, or (b) for pre-existing Developers, the modified Agreement will become effective upon Developer's acceptance of the modified Agreement (except changes required by law which will be effective immediately). Pre-existing Developers will show their acceptance of the modified Agreement by going to the Market site and accepting the modified Agreement. In the event that Developer does not agree with the modifications to the Agreement within thirty (30) days after the date the email is sent, then Google will suspend the distribution of your Products until Developer agrees to the modified Agreement. In the event that You do not agree with the modifications within ninety (90) days after the date the email is sent, then You must terminate your use of the Market, which will be your sole and exclusive remedy.

15. General Legal Terms

15.1 This Agreement constitutes the whole legal agreement between you and Google and governs your use of the Market, and completely replaces any prior agreements between you and Google in relation to the Market.

15.2 You agree that if Google does not exercise or enforce any legal right or remedy which is contained in this Agreement (or which Google has the benefit of under any applicable law), this will not be taken to be a formal waiver of Google's rights and that those rights or remedies will still be available to Google.

15.3 If any court of law, having the jurisdiction to decide on this matter, rules that any provision of this Agreement is invalid, then that provision will be removed from this Agreement without affecting the rest of this Agreement. The remaining provisions of this Agreement will continue to be valid and enforceable.

15.4 You acknowledge and agree that each member of the group of companies of which Google is the parent shall be third party beneficiaries to this Agreement and that such other companies shall be entitled to directly enforce, and rely upon, any provision of this Agreement that confers a benefit on (or rights in favor of) them. Other than this, no other person or company shall be third party beneficiaries to this Agreement.

15.5 EXPORT RESTRICTIONS. PRODUCTS ON THE MARKET MAY BE SUBJECT TO UNITED STATES EXPORT LAWS AND REGULATIONS. YOU MUST COMPLY WITH ALL DOMESTIC AND INTERNATIONAL EXPORT LAWS AND REGULATIONS THAT APPLY TO YOUR DISTRIBUTION OR USE OF PRODUCTS. THESE LAWS INCLUDE RESTRICTIONS ON DESTINATIONS, USERS AND END USE.

15.6 The rights granted in this Agreement may not be assigned or transferred by either you or Google without the prior written approval of the other party. Neither you nor Google shall be permitted to delegate their responsibilities or obligations under this Agreement without the prior written approval of the other party.

15.7 This Agreement, and your relationship with Google under this Agreement, shall be governed by the laws of the State of California without regard to its conflict of laws provisions. You and Google agree to submit to the exclusive jurisdiction of the courts located within the county of Santa Clara, California to resolve any legal matter arising from this Agreement. Notwithstanding this, you agree that Google shall still be allowed to apply for injunctive remedies (or an equivalent type of urgent legal relief) in any jurisdiction.

15.8 The obligations in Sections 5, 6.2 (solely as necessary to permit Google to effectuate Section 3.6), 7, 11, 12, 13, and 15 will survive any expiration or termination of this Agreement.

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Set up Google Wallet

NAME AND HOME LOCATION

Taiwan (TW)

Name Postal code

PAYMENT METHOD

Credit or debit card

Card number

Expiration date MM / YY

Security code CVC

Billing address

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Set up Google Wallet

NAME AND HOME LOCATION

Taiwan (TW)

Min-Yuh Day

PAYMENT METHOD

Credit or debit card

VISA

Expiration date

Security code

Billing address

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Item	Price
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Tax	$0.00 USD
Total	**$25.00 USD**

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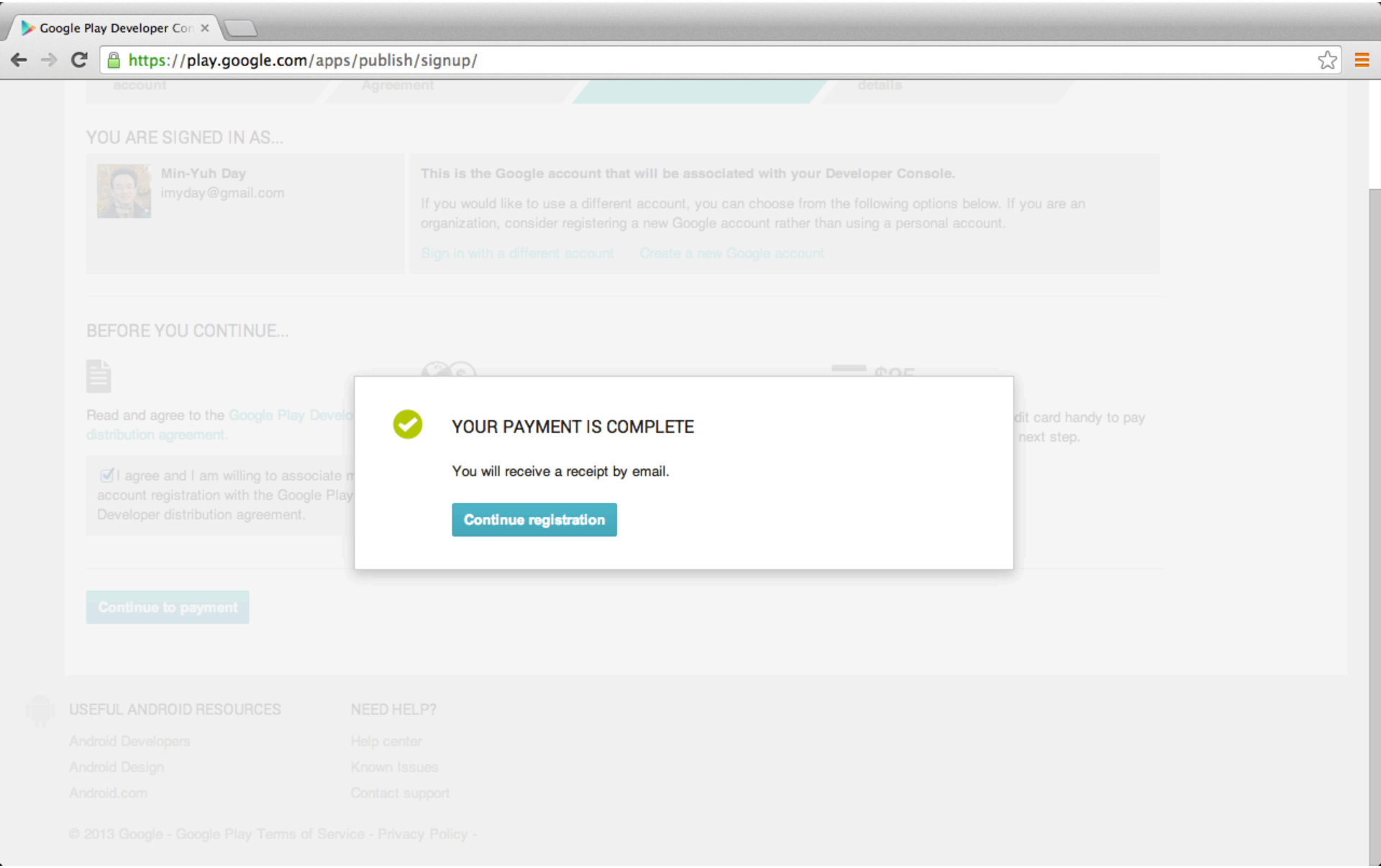

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Just complete the following details. You can change this information later in your account settings if you need to.

DEVELOPER PROFILE

Fields marked with * need to be filled before saving.

Developer name *: iMyday

6 of 50 characters

The developer name will appear to users under the name of your application.

Email address *: imyday@gmail.com

Website: http://mail.tku.edu.tw/myday

Phone Number *: +8869332012

Include plus sign, country code and area code. For example, +1-800-555-0199.

Why do we ask for your phone number?

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Section 1: Account and Registration

Accepting the Terms. You may not use the APIs and may not accept the Terms if (a) you are not of legal age to form a binding contract with Google, or (b) you are a person barred from using or receiving the APIs under the applicable laws of the United States or other countries including the country in which you are resident or from which you use the APIs.

Your Google Account. You may need to create a Google account in order to use an API or a Google account may be assigned to you by an administrator, such as your employer or educational institution. If you are using a Google account assigned

☐ I have read and agree to the Google APIs terms and conditions.

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Your Google Account. You may need to create a Google account in order to use an API or a Google account may be assigned to you by an administrator, such as your employer or educational institution. If you are using a Google account assigned

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https://play.google.com/apps/publish/?dev_acc=18117969802857634240#AppListPlace

Google play | Developer Console

iMyday imyday@gmail.com Sign out Help & Feedback

ALL APPLICATIONS + Add new application

You don't have any applications yet.

Add your first application

USEFUL ANDROID RESOURCES

USEFUL TOOLS

NEED HELP?

Receipt of Google Play Developer Registration Fee

Google Wallet <noreply@wallet.google.com> 23:54 (10 分鐘前)
寄給 我

Google Wallet

Hello Min-Yuh Day,

Thanks for buying from Google using Google Wallet! Google will charge your order soon.

How do I check on this order?
Get up-to-date information about order #05912476870148976978.token.1434555839845198

Problems with this order?
Contact Google

Order date: **December 9, 2013 7:53:52 AM PST**
Google order number: **05912476870148976978.token.1434555839845198**

Qty	Item	Price
1	**Google Play** - Developer Registration Fee	$25.00 USD
	Tax Total :	$0.00 USD
	Total:	**$25.00 USD**

Paid with: Visa-4709

Need help? Visit the Google Wallet help center. Please do not reply to this message.

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Keytool

```
imyday — bash — 132×24
iMydaytekiMacBook-Pro:~ imyday$ keytool -genkey -v -keystore my_release_key.keystore -alias my_android -keyalg RSA -validity 20000
Enter keystore password:
Re-enter new password:
What is your first and last name?
  [Unknown]:  Min-Yuh Day
What is the name of your organizational unit?
  [Unknown]:  IMTKU
What is the name of your organization?
  [Unknown]:  TKU
What is the name of your City or Locality?
  [Unknown]:  Taipei
What is the name of your State or Province?
  [Unknown]:  Taiwan
What is the two-letter country code for this unit?
  [Unknown]:  TW
Is CN=Min-Yuh Day, OU=IMTKU, O=TKU, L=Taipei, ST=Taiwan, C=TW correct?
  [no]:  y

Generating 1,024 bit RSA key pair and self-signed certificate (SHA1withRSA) with a validity of 20,000 days
        for: CN=Min-Yuh Day, OU=IMTKU, O=TKU, L=Taipei, ST=Taiwan, C=TW
Enter key password for <my_android>
        (RETURN if same as keystore password):
[Storing my_release_key.keystore]
iMydaytekiMacBook-Pro:~ imyday$
```

keytool -genkey -v
-keystore my_release_key.keystore
-alias my_android
-keyalg RSA -validity 20000

Add a key to Build release.apk

Adobe PhoneGap Build

https://build.phonegap.com/apps/573842/builds

iMyday

Myday Mobile App

Myday Mobile App for Prof. Min-Yuh Day, Department of Information Management, Tamkang University

Install

Update code | Rebuild all

Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

No key selected: debug.apk

iOS	Myday Mobile App	Rebuild	ipa	No key selected	Rebuild	apk
		Rebuild	xap	No key selected	Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

Feedback

Language: English

Navigation

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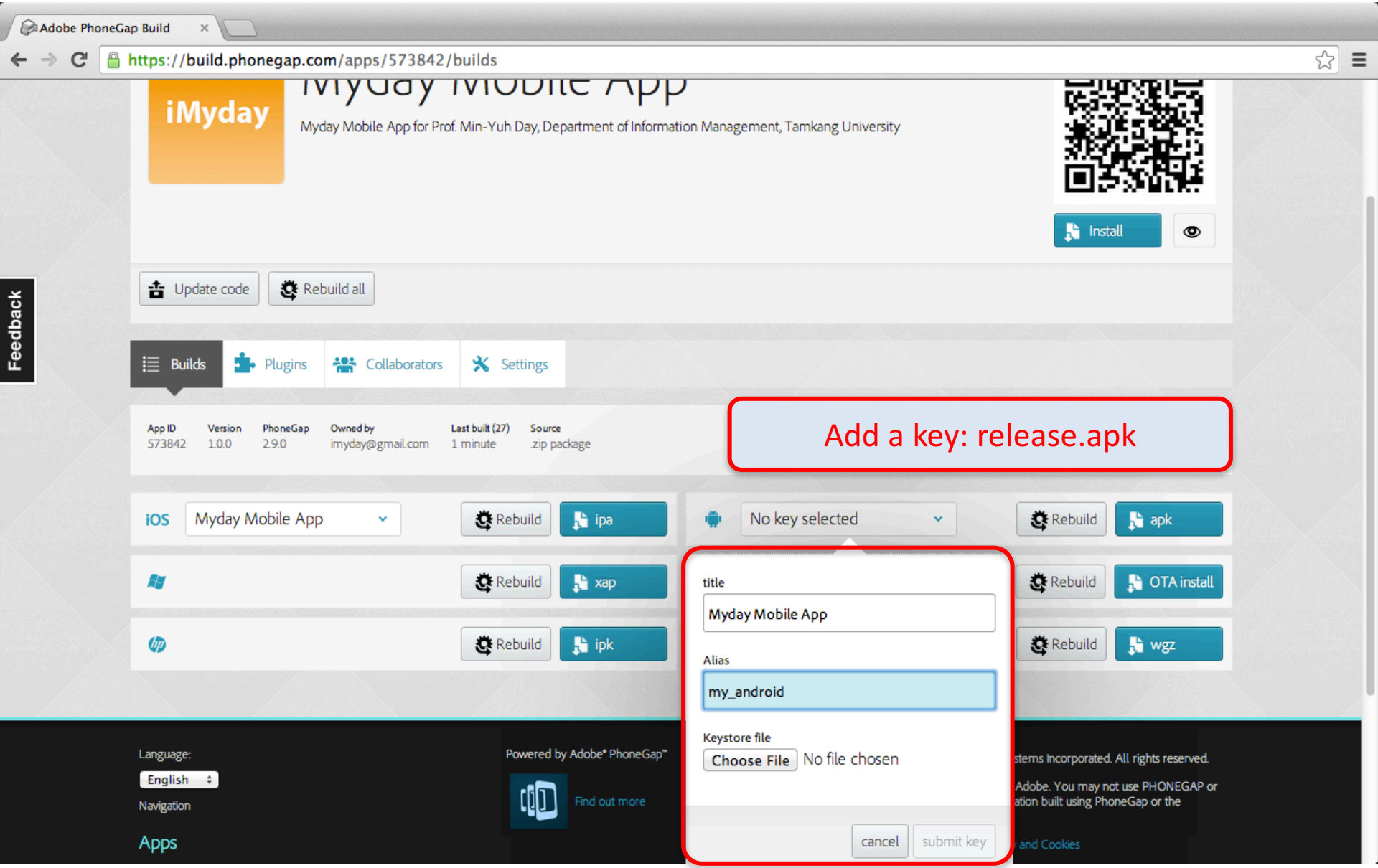
Add a key to Build release.apk



Adobe PhoneGap Build

https://build.phonegap.com/apps/573842/builds

iMyday

Myday Mobil

Install

Update code

Rebuild all

Feedback

Builds

Plugins

App ID	Version	PhoneGap	Owned by
573842	1.0.0	2.9.0	imyday@

Android

FAVORITES

- Dropbox
- All My Files
- Applications
- Desktop
- Documents
- Downloads
- Movies
- Music
- Pictures
- imyday

DEVICES

- iMyday的MacBook Pro

Name

my_release_key.keystore

Cancel

Open

iOS

Myday Mobile App

Rebuild

ipa

No key selected

Rebuild

apk

Rebuild

xap

Rebuild

OTA install

Rebuild

ipk

Rebuild

wgz

title

Myday Mobile App

Alias

my_android

Keystore file

Choose File

No file chosen

cancel

submit key

Language:

English

Navigation

Apps

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Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS | Myday Mobile App | Rebuild | ipa

No key selected | Rebuild | apk

Rebuild | xap | Rebuild | OTA install

Rebuild | ipk | Rebuild | wgz

title

Myday Mobile App

Alias

my_android

Keystore file

Choose File my_release_key.keystore

cancel | submit key

Language:

English

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Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	pending
		Rebuild	xap	No key selected	Rebuild / OTA install
		Rebuild	ipk		Rebuild / wgz

Language: English

Navigation

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Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	4 minutes	.zip package

iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	Rebuild	Error
		Rebuild	xap	No key selected	Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

Language: English

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573842	1.0.0	2.9.0	imyday@gmail.com	4 minutes	.zip package

iOS | Myday Mobile App | Rebuild | ipa

Myday Mobile App | Rebuild | Error

Rebuild | xap

No | OTA install

Rebuild | ipk

wgz

Unlock key `Myday Mobile App`

certificate password

keystore password

This key will be unlocked for one hour

cancel | submit key

Feedback

Language: English

Navigation

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Plugins

Docs

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App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	4 minutes	.zip package

iOS | Myday Mobile App | Rebuild | ipa

Myday Mobile App | Rebuild | Error

Rebuild | xap

No | OTA install

Rebuild | ipk

wgz

Unlock key `Myday Mobile App`

certificate password

keystore password

This key will be unlocked for one hour

cancel | submit key

Language:

English

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App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	4 minutes	.zip package

iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	Rebuild	Error
		Rebuild	xap	No key selected	Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

Language:

English

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App ID	Version	PhoneGap	Owned by	Last built (27)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	4 minutes	.zip package

iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	pending
		Rebuild	xap	No key selected	Rebuild / OTA install
		Rebuild	ipk		Rebuild / wgz

Language: English

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Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (28)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	Rebuild	apk
		Rebuild	xap	No key selected	Rebuild	OTA install
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Language: English

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App ID	Version	PhoneGap	Owned by	Last built (28)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	Rebuild	apk
		Rebuild	xap	No key selected	Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

Language: English

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MydayMobileApp-rel....apk
2.7/4.4 MB, 5 secs left

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Builds | Plugins | Collaborators | Settings

App ID	Version	PhoneGap	Owned by	Last built (28)	Source
573842	1.0.0	2.9.0	imyday@gmail.com	1 minute	.zip package

iOS	Myday Mobile App	Rebuild	ipa	Myday Mobile App	Rebuild	apk
		Rebuild	xap	No key selected	Rebuild	OTA install
		Rebuild	ipk		Rebuild	wgz

Language:

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MydayMobileApp-release.apk

MydayMobileApp-rel....apk

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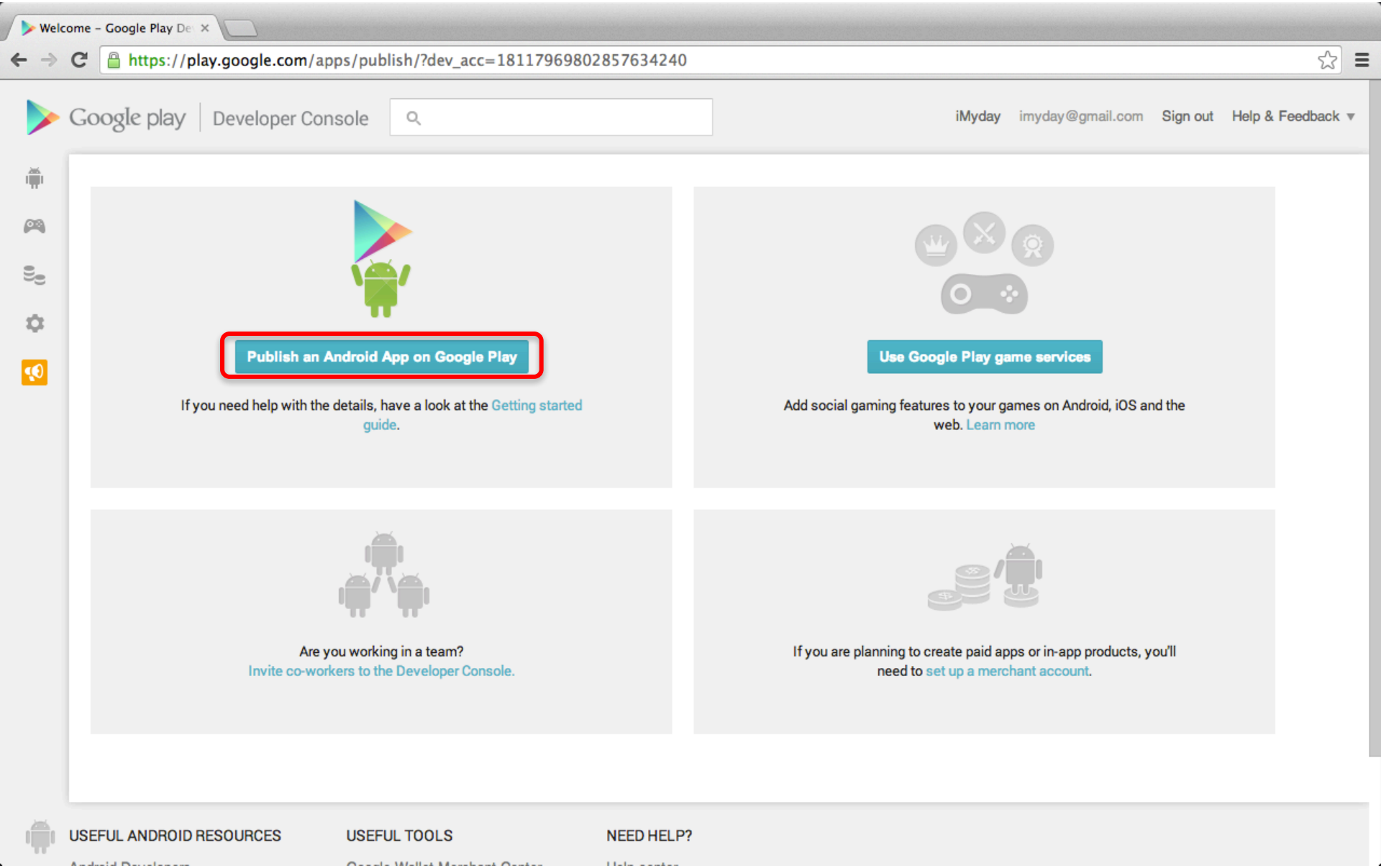
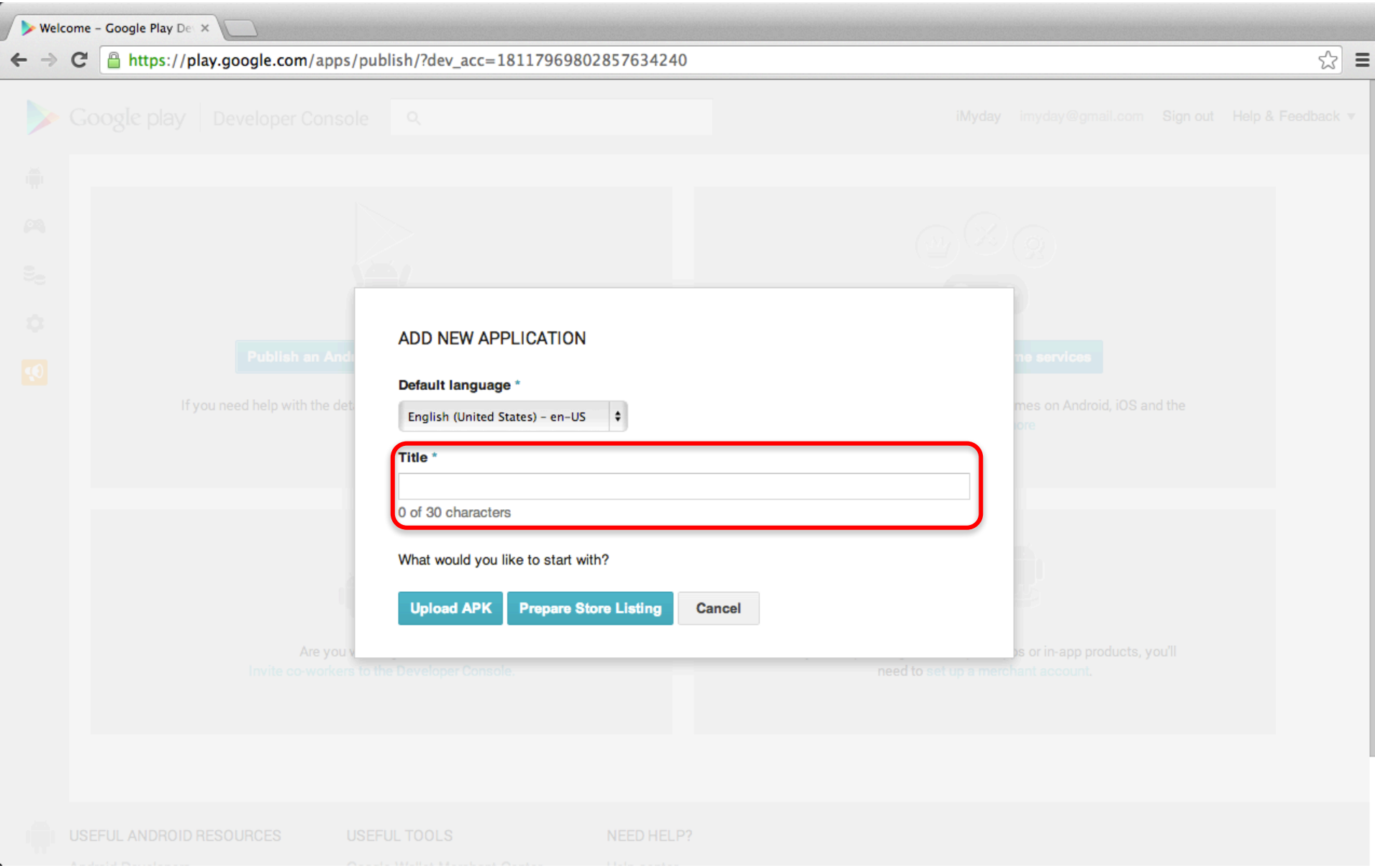
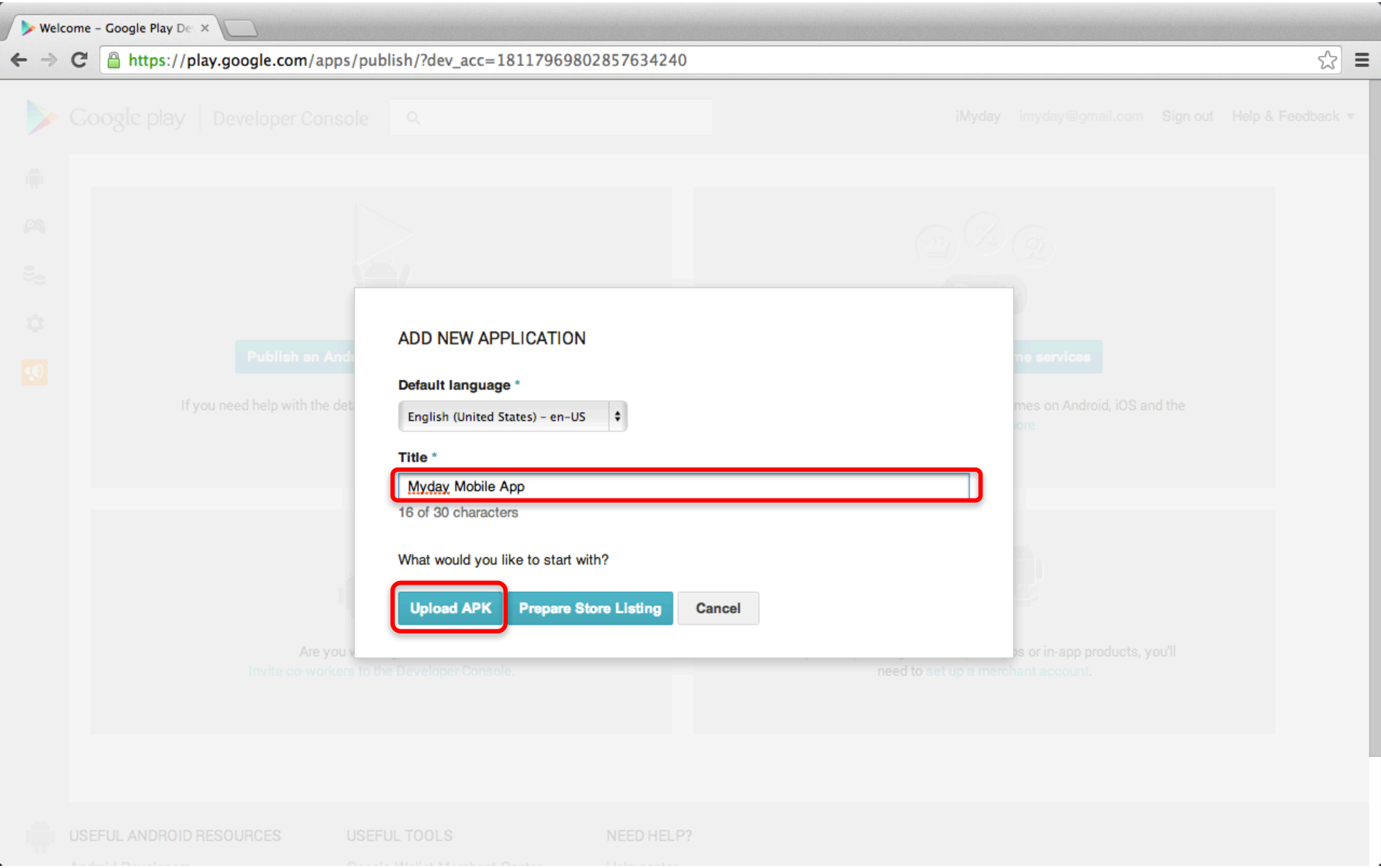
Publish an Android App on Google Play



Publish an Android App on Google Play



Publish an Android App on Google Play



Upload new APK to Production

APK – Myday Mobile App

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#ApkPlace:p=tmp.18117969802857634240.1386809083829

Google play | Developer Console

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MYDAY MOBILE APP

Draft

- APK
- Store Listing
- Pricing & Distribution
- In-app Products
- Services & APIs
- Optimization Tips

APK

PRODUCTION	BETA TESTING	ALPHA TESTING
Publish your app on Google Play	Set up Beta testing for your app	Set up Alpha testing for your app

NEW

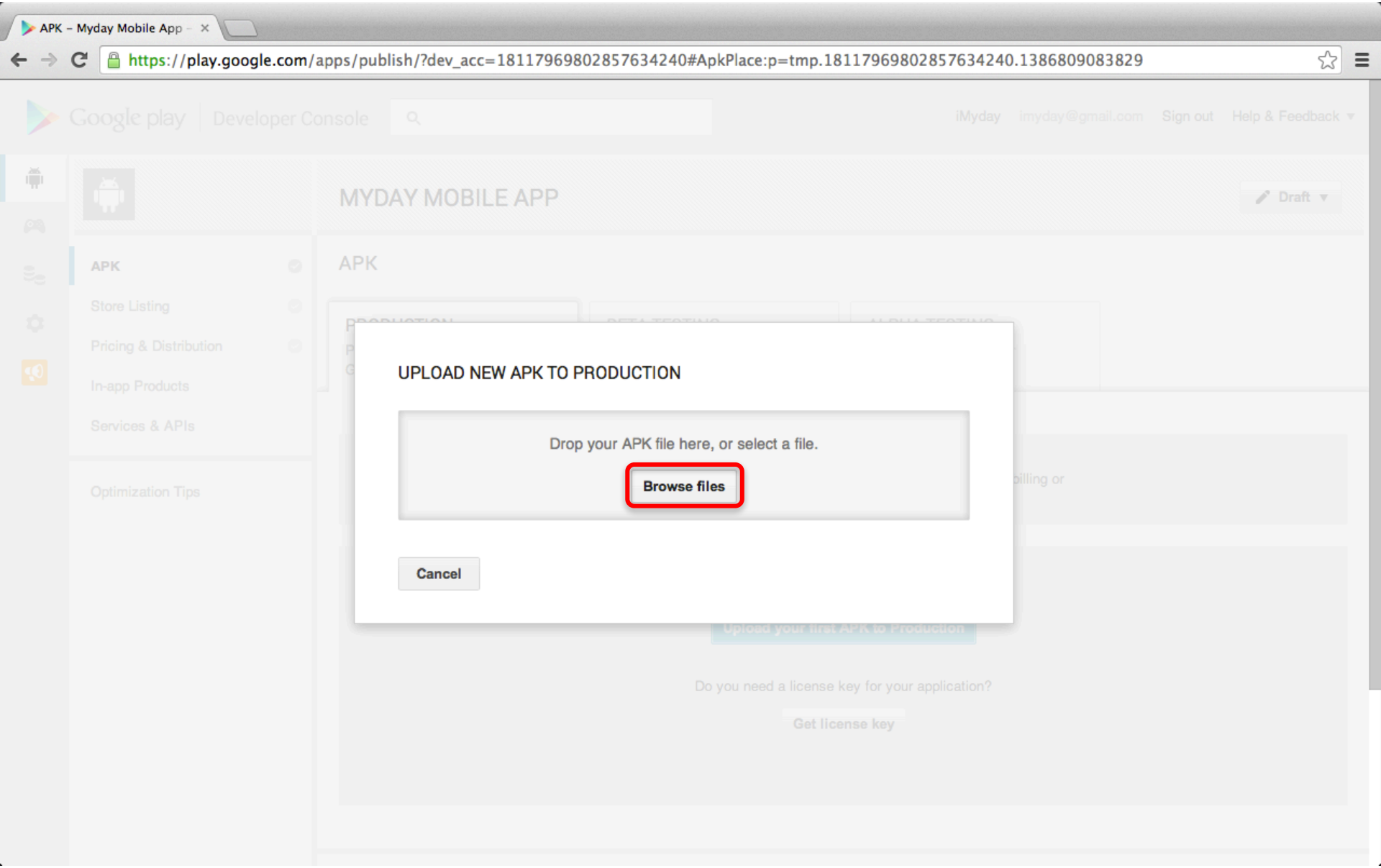
License keys are now managed for each application individually.
If your application uses licensing services (e.g. if your app is a paid app, or if it uses in-app billing or APK expansion files), get your new license key on the Services & APIs page.

Upload your first APK to Production

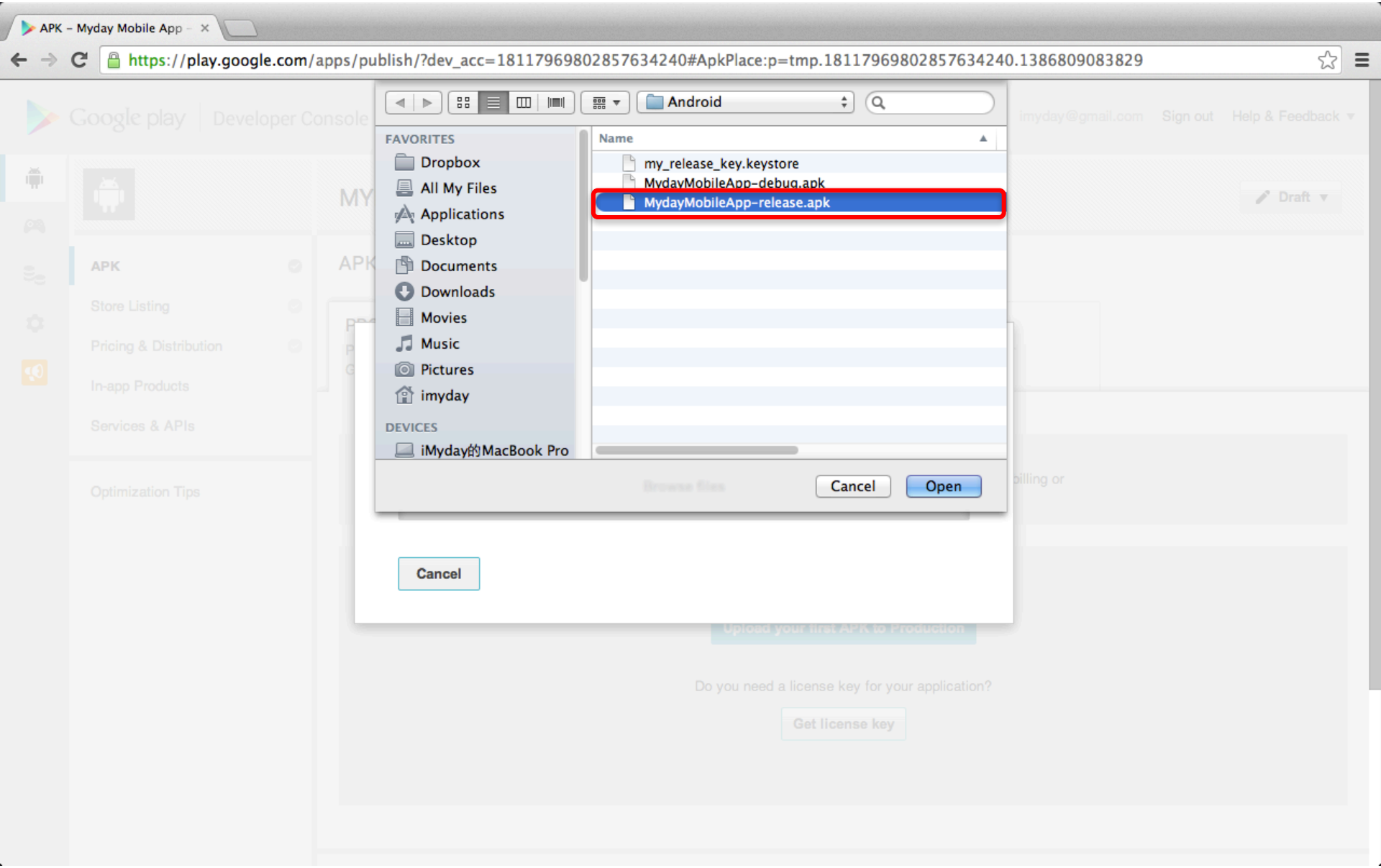
Do you need a license key for your application?

Get license key

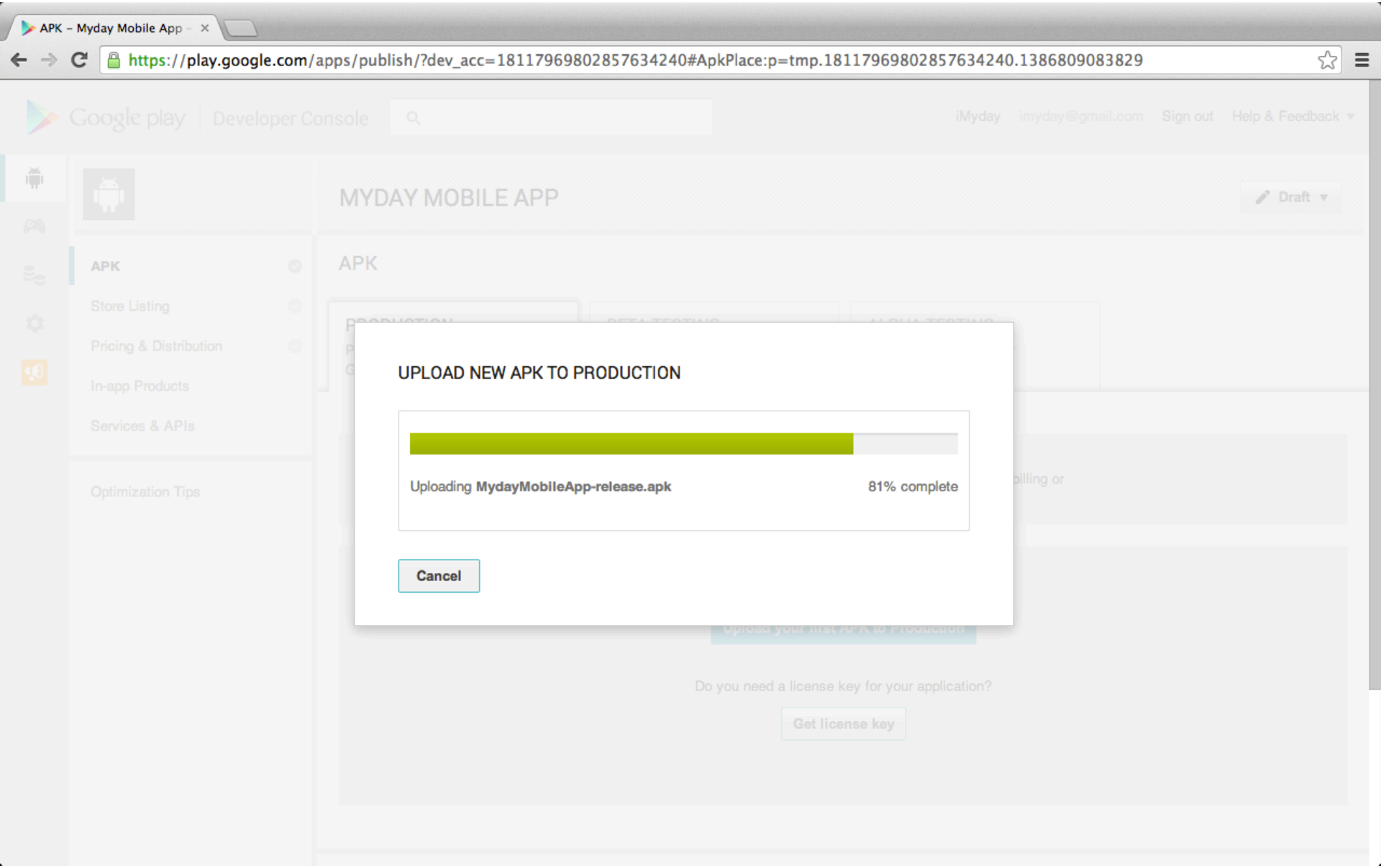
Upload new APK to Production



MydayMobileApp-release.apk



Upload new APK to Production



Release APK Uploaded to Production

APK - Myday Mobile App

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#ApkPlace:p=com.imtku.smap.mydaymobileapp

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Draft

- APK
- Store Listing
- Pricing & Distribution
- In-app Products
- Services & APIs

Optimization Tips

APK

Switch to advanced mode

PRODUCTION	BETA TESTING	ALPHA TESTING
Version 28	Set up Beta testing for your app	Set up Alpha testing for your app

PRODUCTION CONFIGURATION

Upload new APK to Production

CURRENT APK

uploaded on **Dec 11, 2013 5:15:32 PM**

Supported devices	Excluded devices
4541	0
See list	Manage excluded devices

VERSION	UPLOADED ON	STATUS	ACTIONS
28 (1.0.0)	Dec 11, 2013	Draft in Prod	

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Google play Brand Guidelines

Brand Guidelines | Androi

developer.android.com/distribute/googleplay/promote/brand.html

Developers | Design | Develop | Distribute

- Google Play
- Publishing
- Promoting
  - Linking to Your Products
  - Google Play Badges
  - Device Art Generator
  - Brand Guidelines
- App Quality
- Policies
- Spotlight
- Google Play for Education
- Open Distribution

Brand Guidelines

We encourage you to use the Android and Google Play brands with your Android app promotional materials. You can use the icons and other assets on this page provided that you follow the guidelines described below.

Android

The following are guidelines for the Android brand and related assets.

Android in text

- Android™ should have a trademark symbol the first time it appears in a creative.
- Android should always be capitalized and is never plural or possessive.
- "Android" cannot be used in names of applications or accessory products, including phones, tablets, TVs, speakers, headphones, watches, and other devices. Instead use "for Android".
  - Incorrect: "Android MediaPlayer"
  - Correct: "MediaPlayer for Android"

  If used with your logo, "for Android" needs to be smaller in size than your logo. First instance of this use should be followed by a TM symbol, "for Android™".
- Android may be used as a descriptor, as long as it is followed by a proper generic term.
  - Incorrect: "Android MediaPlayer" or "Android XYZ app"
  - Correct: "Android features" or "Android applications"

MediaPlayer
for Android™

XYZ
for Android™

Any use of the Android name needs to include this attribution in your communication:

Android is a trademark of Google Inc.

Android robot

http://developer.android.com/distribute/googleplay/promote/brand.html

Store Listing: Product Details
Title, Description, Promo Text

Store Listing – Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

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MYDAY MOBILE APP – com.imtku.smap.mydaymobileapp

Draft

- APK
- Store Listing
- Pricing & Distribution
- In-app Products
- Services & APIs
- Optimization Tips

STORE LISTING Save

PRODUCT DETAILS

Fields marked with * need to be filled before publishing.

English (United States) – en-US | Add translations

Title *
English (United States) – en-US

Myday Mobile App

16 of 30 characters

Description *
English (United States) – en-US

iMyday Mobile App for Prof. Min-Yuh Day, Department of Information Management, Tamkang University.
* Research
* Teaching
* People

130 of 4000 characters

Please check out these tips on how to create policy compliant app descriptions to avoid some common reasons for app suspension.

Promo text
English (United States) – en-US

iMyday Mobile App for Prof. Min-Yuh Day, IMTKU, Tamkang University, Taiwan

Store Listing:
Screenshots

Store Listing – Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

APK
Store Listing
Pricing & Distribution
In-app Products
Services & APIs
Optimization Tips

STO

Eng

For yo
previo
Learn

one 7-inch and one 10-inch screenshot. If you

Ph

Documents

FAVORITES
Dropbox
All My Files
Applications
Desktop
Documents
Downloads
Movies
Music
Pictures
imyday
DEVICES
iMyday的MacBook Pro

Name
PhotoKevin.jpg
Myday_Photo_220.jpg
iPhoneIcon_Big.png
logo.png
pg_logo.png
iPhoneIcon_Medium.png
iPhoneIcon_Small.png
icon
screen
android
iMyday_720x1280.png
iMyday_480x800.png
iMyday_320x480.png
iMyday_200x320.png
ios
js

Cancel
Open

7-inch tablet

+
Add screenshot
Drop image here.

Add at least one 7-inch screenshot here to help tablet users see how your app will look on their device.

10-inch tablet

+
Add screenshot

Add at least one 10-inch screenshot here to help tablet users see how your app will look on their

Store Listing:
Screenshots

Store Listing - Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

APK

Store Listing

Pricing & Distribution

In-app Products

Services & APIs

Optimization Tips

STO

Eng

android

FAVORITES

Dropbox

All My Files

Applications

Desktop

Documents

Downloads

Movies

Music

Pictures

imyday

DEVICES

iMyday的MacBook Pro

Name

iMyday_720x1280.png

iMyday_480x800.png

iMyday_320x480.png

iMyday_200x320.png

Cancel

Open

to help

on their

10-inch tablet

Add screenshot

Drop image here.

Add at least one 10-inch screenshot here to help tablet users see how your app will look on their device.

High-res icon *
Default – English (United States) – en-US
512 x 512

Feature Graphic
Default – English (United States) – en-US
1024 w x 500 h

Promo Graphic
Default – English (United States) – en-US
180 w x 120 h

Store Listing:
Screenshots

Store Listing - Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

APK

Store Listing

Pricing & Distribution

In-app Products

Services & APIs

Optimization Tips

STO

Eng

7-i

android

FAVORITES

Dropbox

All My Files

Applications

Desktop

Documents

Downloads

Movies

Music

Pictures

imyday

DEVICES

iMyday的MacBook Pro

Name

iMyday_720x1280.png

iMyday_480x800.png

iMyday_320x480.png

iMyday_200x320.png

Cancel

Open

10-inch tablet

+

Add screenshot

Drop image here.

Add at least one 10-inch screenshot here to help tablet users see how your app will look on their device.

High-res icon *

Default – English (United States) – en-US

512 x 512

Feature Graphic

Default – English (United States) – en-US

1024 w x 500 h

Promo Graphic

Default – English (United States) – en-US

180 w x 120 h

Store Listing:
Screenshots

Store Listing – Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

APK

Store Listing

Pricing & Distribution

In-app Products

Services & APIs

Optimization Tips

STORE LISTING Save

English (United States) – en-US | Add translations

GRAPHIC ASSETS

If you haven't added localized graphics for each language, graphics for your default language will be used.
Learn more about graphic assets.

Screenshots *
Default – English (United States) – en-US
JPEG or 24-bit PNG (no alpha). Min length for any side: 320px. Max length for any side: 3840px.
At least **2 screenshots are required** overall. **Max 8 screenshots per type**. Drag to reorder or to move between types.

For your app to be showcased in the 'Designed for tablets' list in the Play Store, you need to upload at least one 7-inch and one 10-inch screenshot. If you previously uploaded screenshots, make sure to move them into the right area below.
Learn how tablet screenshots will be displayed in the store listing.

Phone

iMyday

+ Add screenshot

Drop image here.

7-inch tablet

iMyday

+ Add screenshot

Drop image here.

Store Listing:
Screenshots

Store Listing – Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

APK
Store Listing
Pricing & Distribution
In-app Products
Services & APIs
Optimization Tips

STO

Eng

High-
Defau
512 x
32-bit

android

FAVORITES
Dropbox
All My Files
Applications
Desktop
Documents
Downloads
Movies
Music
Pictures
imyday
DEVICES
iMyday的MacBook Pro

Name
iMyday_1024x500.png
iMyday_512x512.png
iMyday_180x120.png
iMyday_96x96.png
iMyday_72x72.png
iMyday_48x48.png
iMyday_36x36.png

Cancel
Open

Graphic
– English (United States) – en-US
x 120 h
24-bit PNG (no alpha)

Add promo graphic
Drop image here.

Prom
Defau
YouTube video
Please enter a URL

CATEGORIZATION

Application type *
Select an application type

Category *
Select a category

Content rating *
Select a content rating

Learn more about content rating.

Store Listing:
High-res icon, Feature Graphic, Promo Graphic

Store Listing – Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

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- In-app Products
- Services & APIs
- Optimization Tips

STORE LISTING **Save**

English (United States) – en-US | **Add translations**

High-res icon *
Default – English (United States) – en-US
512 x 512
32-bit PNG (with alpha)

Feature Graphic
Default – English (United States) – en-US
1024 w x 500 h
JPG or **24-bit PNG** (no alpha)

Promo Graphic
Default – English (United States) – en-US
180 w x 120 h
JPG or **24-bit PNG** (no alpha)

Promo Video
Default – English (United States) – en-US
YouTube video
Please enter a URL

CATEGORIZATION

Application type * — Select an application type

Category * — Select a category

Content rating * — Select a content rating

Learn more about content rating.

Store Listing:
Categorization, Contact Details, Privacy Policy

Store Listing – Myday Mobi

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STORE LISTING **Save**

CATEGORIZATION

Application type * Select an application type

Category * Select a category

Content rating * Select a content rating

Learn more about content rating.

CONTACT DETAILS

Please provide either a website or an email address.

Website * http://mail.tku.edu.tw/myday

Email * imyday@gmail.com

Phone

PRIVACY POLICY *

If you wish to provide a privacy policy URL for this application, please enter it below.

Link to policy http://...

☑ Not submitting a privacy policy URL at this time. Learn more

USEFUL ANDROID RESOURCES USEFUL TOOLS NEED HELP?

Store Listing:
Categorization

Store Listing – Myday Mobi

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STORE LISTING Save

CATEGORIZATION

Application type * Applications

Category *
- ✓ Select a category
- Books & Reference
- Business
- Comics
- Communication
- Education
- Entertainment
- Finance
- Health & Fitness
- Libraries & Demo
- Lifestyle
- Media & Video
- Medical
- Music & Audio
- News & Magazines
- Personalization
- Photography
- Productivity
- Shopping
- Social
- Sports
- Tools
- Transportation
- Travel & Local
- Weather

Content rating *

CONTACT DETAILS

Please provide either a website or an email ad

Website *

Email *

Phone

PRIVACY POLICY *

If you wish to provide a privacy policy URL for

Link to policy http://...

☑ Not submitting a privacy policy URL at this time. Learn more

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Store Listing:
Categorization

Store Listing – Myday Mobi

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APK
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STORE LISTING Save

CATEGORIZATION

Application type * Applications

Category *

Content rating *

High Maturity
Medium Maturity
Low Maturity
Everyone
✓ Select a content rating

Learn more about content rating.

CONTACT DETAILS

Please provide either a website or an email address.

Website * http://mail.tku.edu.tw/myday

Email * imyday@gmail.com

Phone

PRIVACY POLICY *

If you wish to provide a privacy policy URL for this application, please enter it below.

Link to policy http://...

☑ Not submitting a privacy policy URL at this time. Learn more

USEFUL ANDROID RESOURCES USEFUL TOOLS NEED HELP?

Store Listing:
Categorization, Contact Details, Privacy Policy

Store Listing – Myday Mobi

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- In-app Products
- Services & APIs
- Optimization Tips

STORE LISTING **Save**

English (United States) – en-US | Add translations

CATEGORIZATION

Application type * Applications

Category * Education

Content rating * Everyone

Learn more about content rating.

CONTACT DETAILS

Please provide either a website or an email address.

Website * http://mail.tku.edu.tw/myday

Email * imyday@gmail.com

Phone

PRIVACY POLICY *

If you wish to provide a privacy policy URL for this application, please enter it below.

Link to policy http://...

☑ Not submitting a privacy policy URL at this time. Learn more

Pricing & Distribution

Pricing & Distribution - My

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PRICING & DISTRIBUTION Save

To publish paid applications, you need to set up a merchant account. Set up a merchant account now or Learn more

DISTRIBUTE IN THESE COUNTRIES

You have not selected any countries

- SELECT ALL COUNTRIES
- Albania
- Algeria
- Angola
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia — Show options
- Austria — Show options
- Azerbaijan
- Bahamas
- Bahrain

GOOGLE PLAY FOR EDUCATION

Pricing & Distribution

Pricing & Distribution - My

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Draft

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PRICING & DISTRIBUTION Save

This application is Paid Free

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DISTRIBUTE IN THESE COUNTRIES

You have selected **139 countries + Rest of the world**

- [x] SELECT ALL COUNTRIES
- [x] Albania
- [x] Algeria
- [x] Angola
- [x] Antigua and Barbuda
- [x] Argentina
- [x] Armenia
- [x] Aruba
- [x] Australia Show options

Google play for Education

Pricing & Distribution - My

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#PricingPlace:p=com.imtku.smap.mydaymobileapp

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PRICING & DISTRIBUTION Save

Sri Lanka

Show options

Show options

GOOGLE PLAY FOR EDUCATION

Please check the following key criteria for approval before providing some additional information and submitting your app for Google Play for Education.

- Your app should be written in English and appropriate for schools in the United States
- Your app should be targeting grades Kindergarten to 12, either aligned with US curriculum standards or classroom educational tools

  Typical US curriculum standards include:
  English, Math, Science, Social Studies, World Languages

  Typical classroom education tools include:
  Annotations, Communication tools, Graphing tools, Learning/content management systems, Organization, Presentation tools, Student assessment, Screen casting, Video editing
- Your app should NOT be intended for toddlers or preschool
- Your app should NOT be intended for college or university
- Your app should NOT require a school site subscription or be specific to a school site or location

Any app submitted for inclusion in our Play for Education store will be reviewed for US K-12 school educational value. **Any app that is not appropriate for schools will not be approved.**

Continue Cancel

-owned online or mobile
xty days to take effect.

riptions to avoid some common

ates export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any requirements for software with encryption functions. I hereby certify that my application is authorized for export from the United States under these laws. Learn more

Google play for Education

Pricing & Distribution – My

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Pricing & Distribution
In-app Products
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Sri Lanka

Show options

Show options

GOOGLE PLAY FOR EDUCATION

Ads *

Does this application contain any ads?
Apps with ads will be labelled as such on Google Play for Education. Learn more

Yes No

In-app purchases *

Does this application offer any form of in-app purchases?
Apps with in-app purchases will be labelled as such on Google Play for Education. Please note that Google or education institutions purchasing apps may disable end users from using in-app purchase functionality on their devices. Learn more

Yes No

Please ensure all apps submitted are appropriate for K-12 purposes and adheres to the Google Play for Education app requirements and guidelines. By including this app, you confirm that it complies with our content policies and accept the terms of the Google Play for Education Addendum. Please note that it can take 4-6 weeks for your application to be reviewed. We will notify you by e-mail (at the e-mail address associated with your developer account) after we've reviewed your application. You can also check the developer console for review status.

Save Back Cancel

-owned online or mobile
xty days to take effect.

iptions to avoid some common

US export laws *

I acknowledge that my software application may be subject to United States export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any requirements for software with encryption functions. I hereby certify that my application is authorized for export from the United States under these laws. Learn more

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PRICING & DISTRIBUTION

Save

- [x] Sri Lanka
- [x] Sweden — Show options
- [x] Switzerland — Show options
- [x] Taiwan
- [x] Tajikistan
- [x] Tanzania
- [x] Thailand

GOOGLE PLAY FOR EDUCATION

Opt-in — [x] Include this application in Google Play for Education.

Additional information — Edit information for your application.

Approval Status — This application will be reviewed for approval when you publish it.

CONSENT

Marketing opt-out — [ ] Do not promote my application except in Google Play and in any Google-owned online or mobile properties. I understand that any changes to this preference may take sixty days to take effect.

Content guidelines * — [ ] This application meets Android Content Guidelines.

Please check out these tips on how to create policy compliant app descriptions to avoid some common reasons for app suspension.

US export laws * — [ ] I acknowledge that my software application may be subject to United States export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any

Consent

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APK

Store Listing

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Services & APIs

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PRICING & DISTRIBUTION Save

- [x] Tajikistan
- [x] Tanzania
- [x] Thailand

GOOGLE PLAY FOR EDUCATION

Opt-in	[x] Include this application in Google Play for Education.
Additional information	Edit information for your application.
Approval Status	This application will be reviewed for approval when you publish it.

CONSENT

Marketing opt-out	[x] Do not promote my application except in Google Play and in any Google-owned online or mobile properties. I understand that any changes to this preference may take sixty days to take effect.
Content guidelines *	[x] This application meets Android Content Guidelines. Please check out these tips on how to create policy compliant app descriptions to avoid some common reasons for app suspension.
US export laws *	[x] I acknowledge that my software application may be subject to United States export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any requirements for software with encryption functions. I hereby certify that my application is authorized for export from the United States under these laws. Learn more

USEFUL ANDROID RESOURCES

Android Developers

USEFUL TOOLS

Google Wallet Merchant Center

NEED HELP?

Help center

Ready to publish

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- Services & APIs
- Optimization Tips

PRICING & DISTRIBUTION

Saved

This application is Paid | **Free**

To publish paid applications, you need to set up a merchant account. Set up a merchant account now or Learn more

DISTRIBUTE IN THESE COUNTRIES

You have selected **139 countries + Rest of the world**

- [x] SELECT ALL COUNTRIES
- [x] Slovakia
- [x] Slovenia
- [x] South Africa
- [x] South Korea — Show options
- [x] Spain — Show options
- [x] Sri Lanka
- [x] Sweden — Show options
- [x] Switzerland — Show options

Ready to publish

In-app Products - Myday

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#InAppPlace:p=com.imtku.smap.mydaymobileapp

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- Pricing & Distribution
- **In-app Products**
- Services & APIs

Optimization Tips

IN-APP PRODUCTS

Learn more about in-app billing and in-app products.

Your app doesn't have any in-app products yet.

To add in-app products, you need to add the BILLING permission to your APK.

Upload a new APK

To add in-app products, you need to set up a Google Wallet merchant account.

Set up a merchant account

Ready to publish

Services & APIs – Myday M

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Ready to publish

SERVICES & APIS

GOOGLE CLOUD MESSAGING (GCM)

Google Cloud Messaging (GCM) is a service that helps you to send data from your servers to your applications. Learn more

To access the GCM stats for your application, you need to link a GCM sender ID that you use for this application by providing your GCM API key.

Once your app is published, you can access the GCM statistics for your application from the statistics page.

Link a sender ID

LICENSING & IN-APP BILLING

Licensing allows you to prevent unauthorized distribution of your app. It can also be used to verify in-app billing purchases. Learn more about licensing.

YOUR LICENSE KEY FOR THIS APPLICATION

Base64-encoded RSA public key to include in your binary. Please remove any spaces.


```
MIIBIjANBgkqhkiG9w0BAQEFAAOCAQ8AMIIBCgKCAQEAi3bOOZ6mqGrsQEcRTJ2trmY4AkLh3RePEtqeV/x7cselYcwoO7W+aEfao3R/6o5loYl3HM
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7IiLnVG+YnY8PuNxoFGkyLI6yMNTjce04loZLIqWtSbQIDAQAB
```


GOOGLE PLAY GAME SERVICES

Ready to publish

Pricing & Distribution - My

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Saved

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DISTRIBUTE IN THESE COUNTRIES

You have selected **139 countries + Rest of the world**

- [x] SELECT ALL COUNTRIES
- [x] Albania
- [x] Algeria
- [x] Angola
- [x] Antigua and Barbuda
- [x] Argentina
- [x] Armenia
- [x] Aruba
- [x] Australia

Show options

Published

Pricing & Distribution – My

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Statistics

Ratings & Reviews

Crashes & ANRs

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Store Listing

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In-app Products

Services & APIs

MYDAY MOBILE APP – com.imtku.smap.mydaymobileapp

✓ Published

PRICING & DISTRIBUTION Saved

This application is Paid **Free**

An app that was published as 'Free' cannot be changed to 'Paid'. Learn more

DISTRIBUTE IN THESE COUNTRIES

You have selected **139 countries + Rest of the world**

- [x] SELECT ALL COUNTRIES
- [x] Albania
- [x] Algeria
- [x] Angola
- [x] Antigua and Barbuda
- [x] Argentina
- [x] Armenia
- [x] Aruba
- [x] Australia Show options

Myday Mobile App Statistics

Statistics - Myday Mobile

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#StatsPlace:p=com.imtku.smap.mydaymobileapp&statd=OS_VERSION&statm=CUR...

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Published

STATISTICS **Current installs by device**

The number of active devices on which the application is currently installed. Learn more

Sorry, no data for this metric.

GET MORE INSIGHTS WITH GOOGLE ANALYTICS FOR MOBILE APPS

NEW

Are you already using Google Analytics in your app?
Connect your Analytics account with the Developer Console to see user engagement data all in one convenient place.
Link Google Analytics and the Developer Console

Not using Google Analytics in your app?
Google Mobile App Analytics gives you the tools you need to collect and analyze data about your app at all stages of the user lifecycle: acquisition, engagement, and outcomes.
Learn how to get started using Google Analytics for your Android app.

Application statistics are updated daily.

Myday Mobile App Statistics

Statistics - Myday Mobile

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Published

STATISTICS

- ✓ Current installs by device
- Daily installs by device
- Daily uninstalls by device
- Daily upgrades by device
- Current installs by user
- Total installs by user
- Daily installs by user
- Daily uninstalls by user
- Daily average rating
- Cumulative average rating

The number of ac urrently installed. Learn more

Sorry, no data for this metric.

GET MORE INSIGHTS WITH GOOGLE ANALYTICS FOR MOBILE APPS

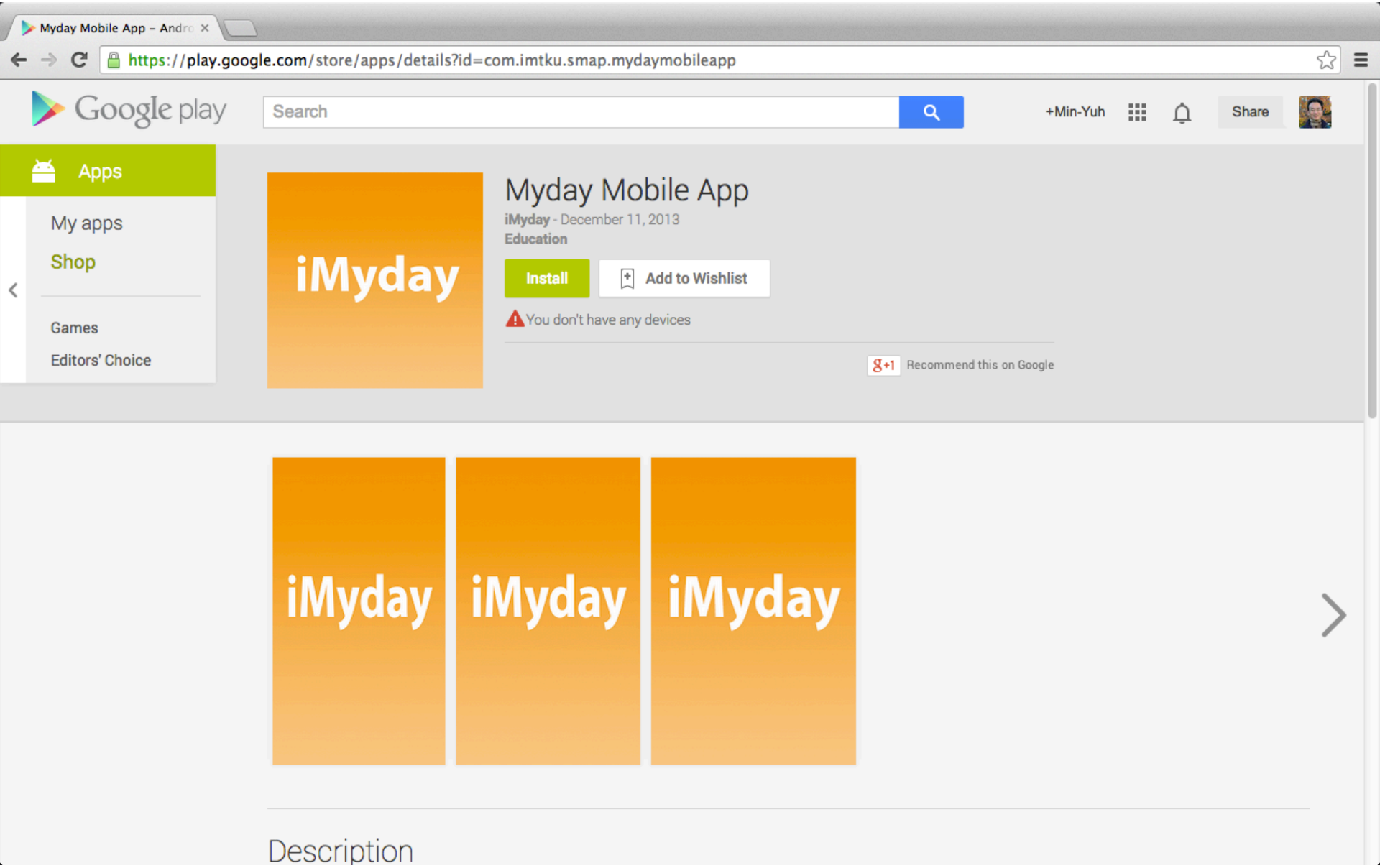
NEW

Are you already using Google Analytics in your app?
Connect your Analytics account with the Developer Console to see user engagement data all in one convenient place.
Link Google Analytics and the Developer Console

Not using Google Analytics in your app?
Google Mobile App Analytics gives you the tools you need to collect and analyze data about your app at all stages of the user lifecycle: acquisition, engagement, and outcomes.
Learn how to get started using Google Analytics for your Android app.

Application statistics are updated daily.

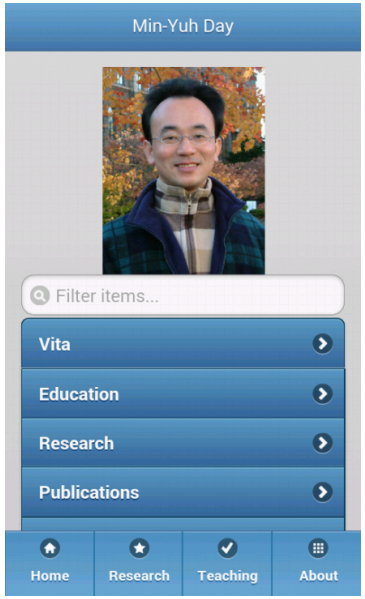
Myday Mobile App on Google play

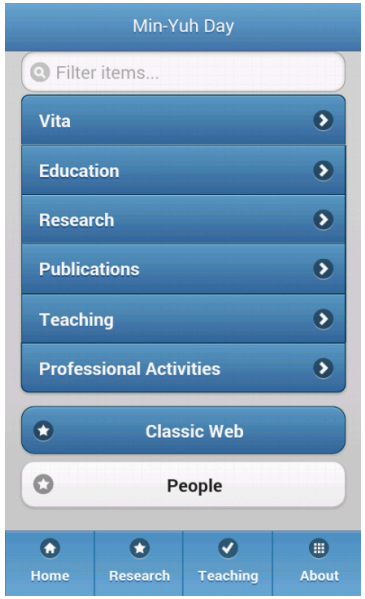


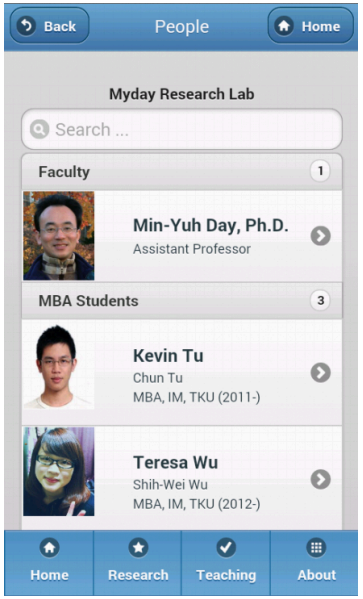
https://play.google.com/store/apps/details?id=com.imtku.smap.mydaymobileapp

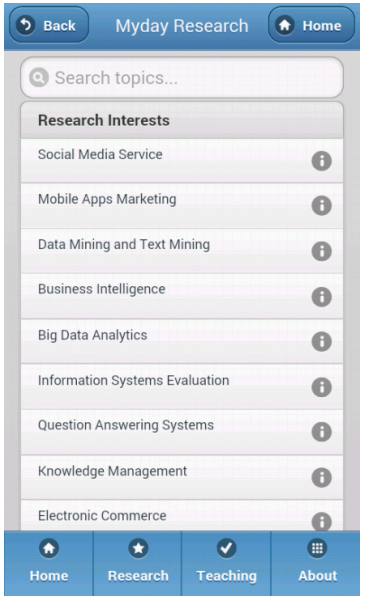
Update Android App Screenshots

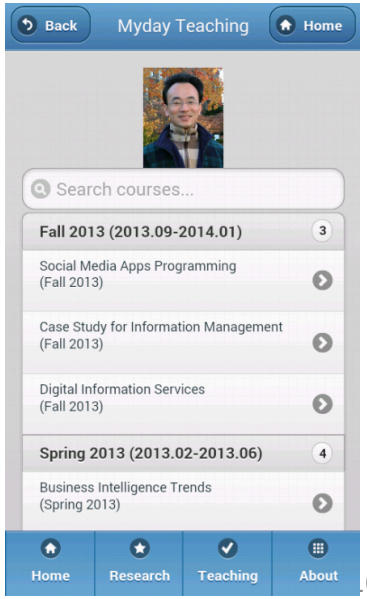
- Download Android App on Google play
  - Capture Screenshot from Android Device
- Install app-release.apk on Android Emulator
  - Android SDK platform tools: abd
    - abd install myapp-release.apk
  - Capture Screenshot from Android Emulator



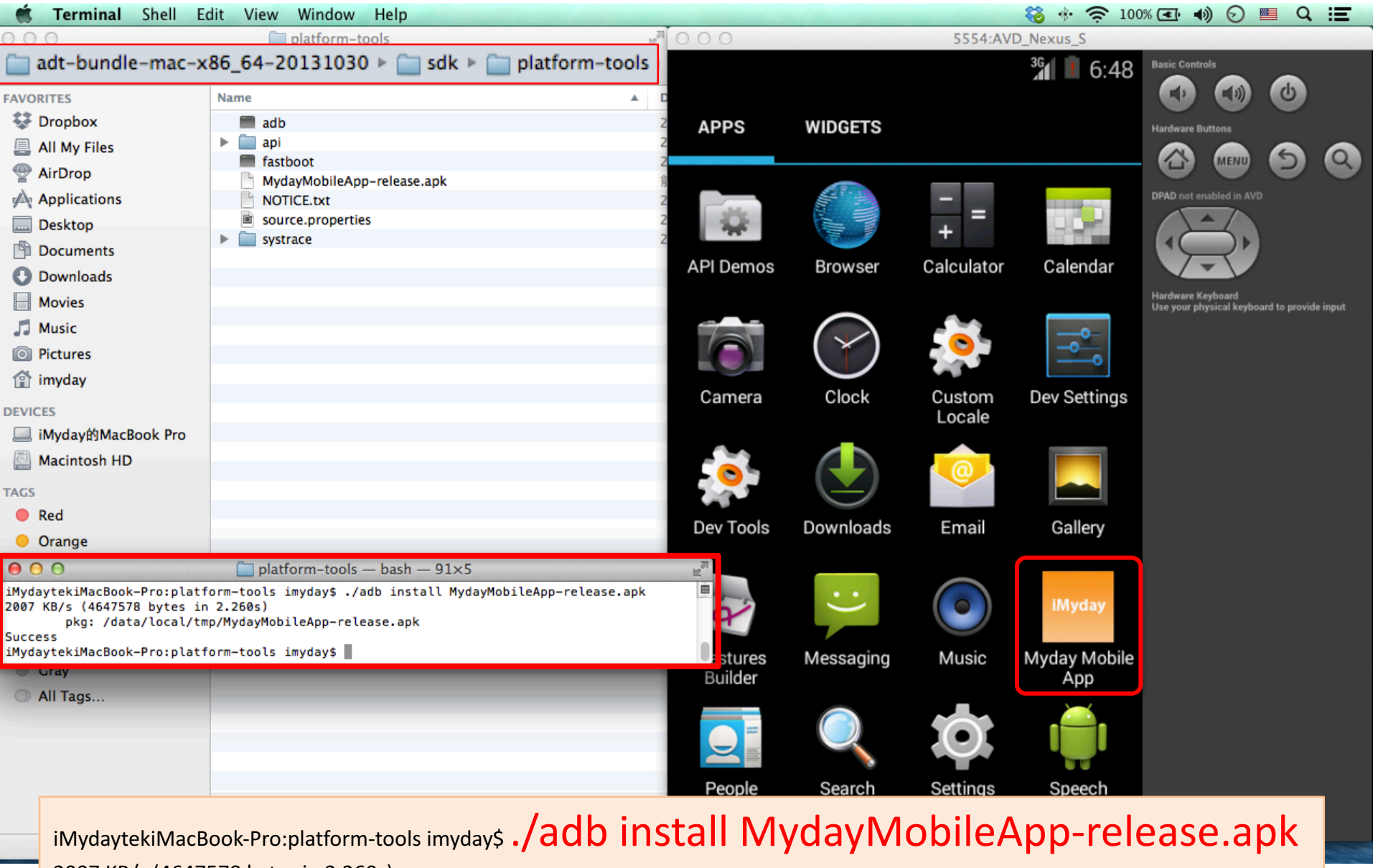








adb install MydayMobileApp-release.apk



iMydaytekiMacBook-Pro:platform-tools imyday$ **./adb install MydayMobileApp-release.apk**

2007 KB/s (4647578 bytes in 2.260s)

pkg: /data/local/tmp/MydayMobileApp-release.apk

Success

Capture Screenshot from Android Emulator

ADT File Edit Navigate Search Project Run Window Help

DDMS – ADT – /Use … rkspace

Quick Access | Java | DDMS

Window menu:
- Minimize
- Zoom
- Toggle Full Screen ^⌘F
- New Window
- New Editor
- Hide Toolbar
- Open Perspective ▶
- Show View ▶
- Customize Perspective...
- Save Perspective As...
- Reset Perspective...
- Close Perspective
- Close All Perspectives
- Navigation ▶
- Bring All to Front

Show View menu:
- Allocation Tracker
- Bookmarks
- Devices
- File Explorer
- Heap
- LogCat
- Navigator
- Network Statistics
- Outline ⌥⌘Q O
- Problems ⌥⌘Q X
- Progress
- Properties
- System Information
- Tasks
- Threads
- Other... ⌥⌘Q Q

Devices

Name			
AVD_Nexus_S [emulator-5554]	Online		AVD_Nexus_S
system_process	372		8600
com.android.systemui	442		8601
android.process.acore	568		8602
com.android.inputmethod.latin	563		8603
com.android.phone	597		8604
android.process.media	630		8606
com.android.launcher	706		8608
com.android.exchange	724		8609
com.android.email	756		8610
com.android.providers.calendar	864		8612
com.android.deskclock	1056		8615
com.android.gallery	1124		8616
com.android.defcontainer	1160		8618
com.svox.pico	1176		8619
com.imtku.smap.mydaymobileapp	1206		8617
com.android.browser	1261		8605

LogCat

Saved Filters

All messages (no fi

Search for messages. Accepts Java regexes. Prefix with pid:, app:, tag: (

verbose

29M of 60M

Basic Controls

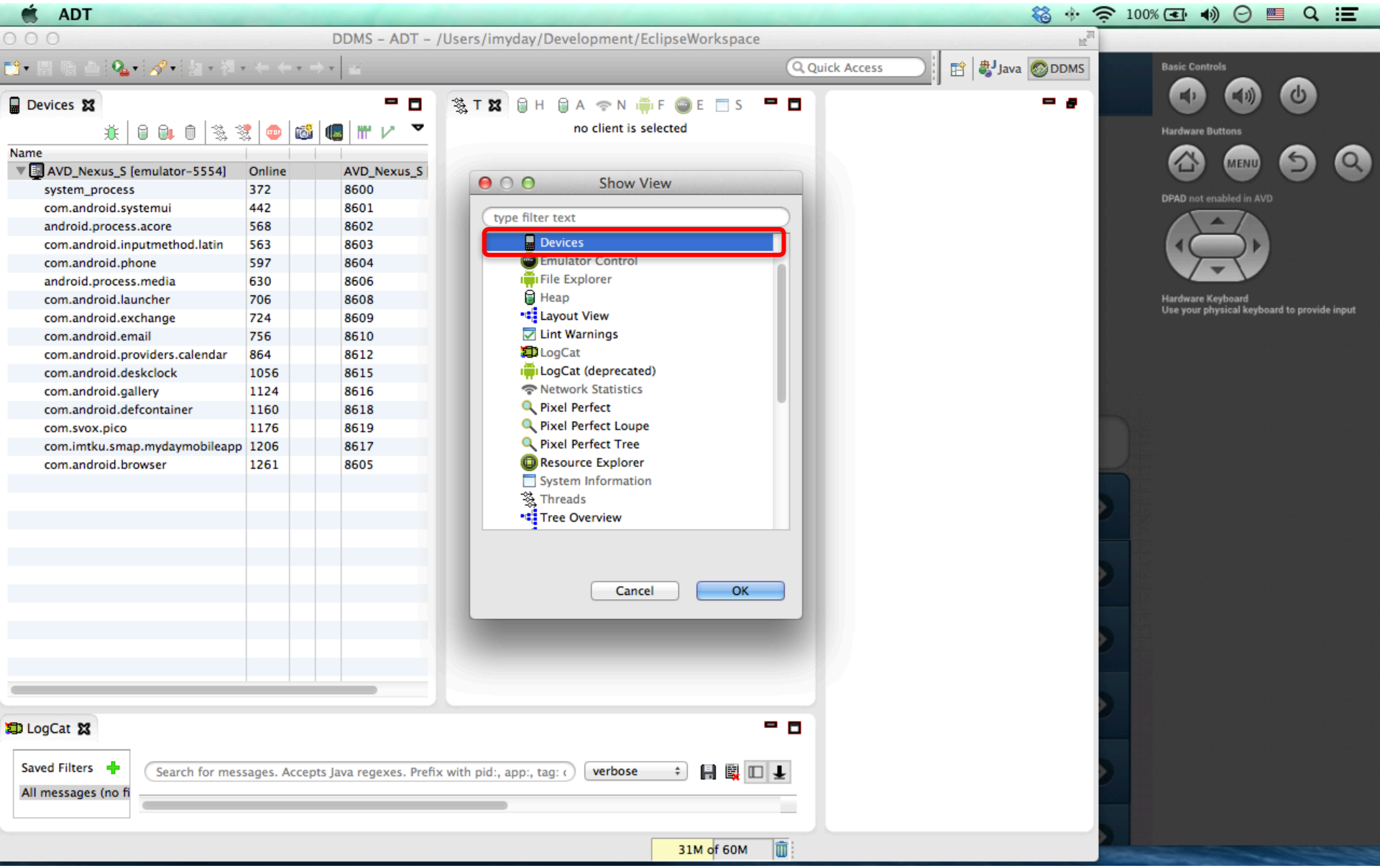
Hardware Buttons

MENU

DPAD not enabled in AVD

Hardware Keyboard
Use your physical keyboard to provide input

Capture Screenshot from Android Emulator



Device Screen Capture

emulator64-arm Window

DDMS - ADT - /Users/imyday/Development/Ec

Devices

Name			
AVD_Nexus_S [emulator-5554]	Online		AVD_Nexus_S
system_process	372		8600
com.android.systemui	442		8601
android.process.acore	568		8602
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android.process.media	630		8606
com.android.launcher	706		8608
com.android.exchange	724		8609
com.android.email	756		8610
com.android.providers.calendar	864		8612
com.android.deskclock	1056		8615
com.android.gallery	1124		8616
com.android.defcontainer	1160		8618
com.svox.pico	1176		8619
com.imtku.smap.mydaymobileapp	1206		8617
com.android.browser	1261		8605

no client is sel

LogCat

Saved Filters

All messages (no fi

Search for messages. Accepts Java regexes. Prefix with pid:, app:, tag: (

verbose

5554:AVD_Nexus_S

Min-Yuh Day

Filter items...

Vita

Education

Research

Publications

Teaching

Professional Activities

Basic Controls

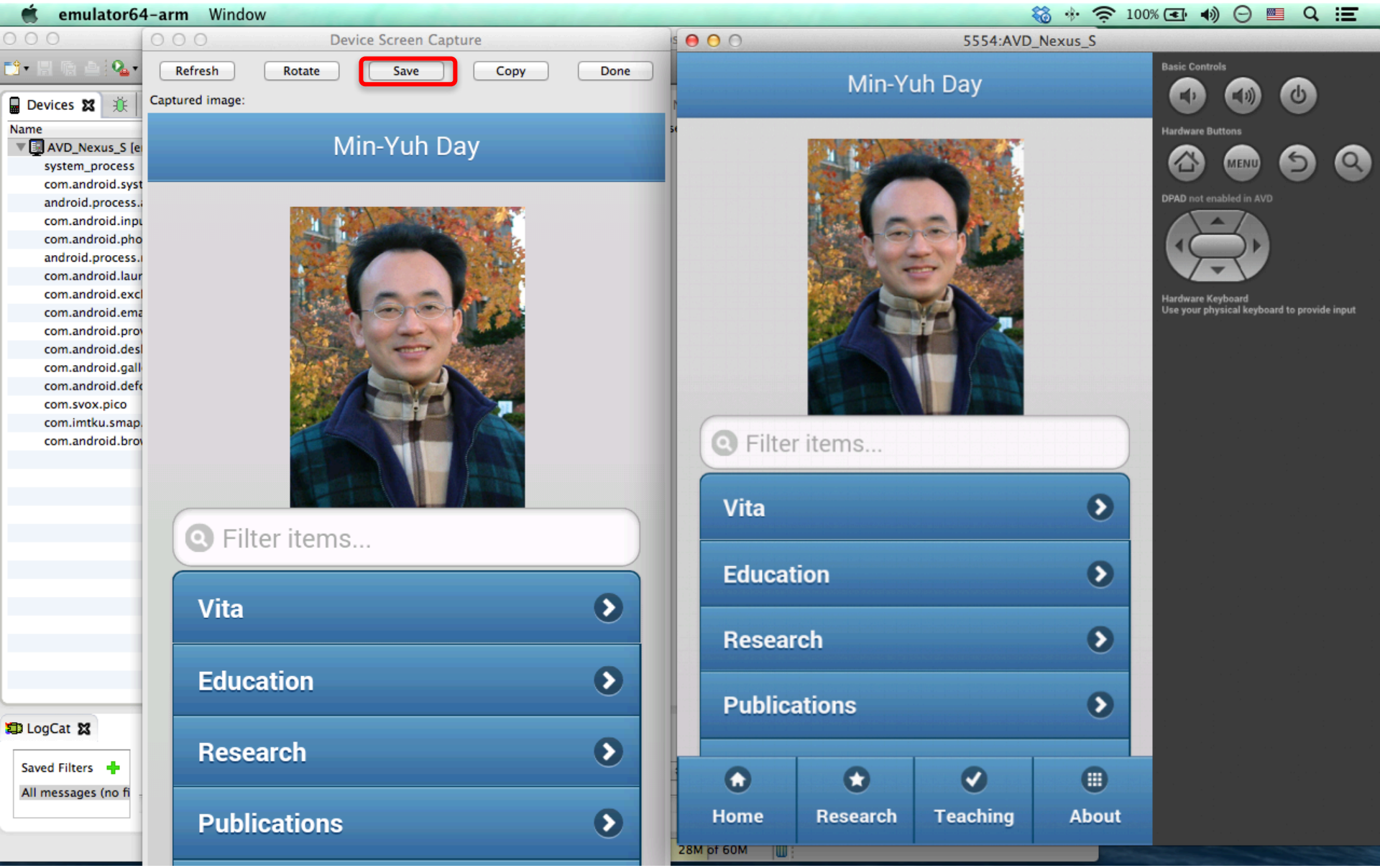
Hardware Buttons

MENU

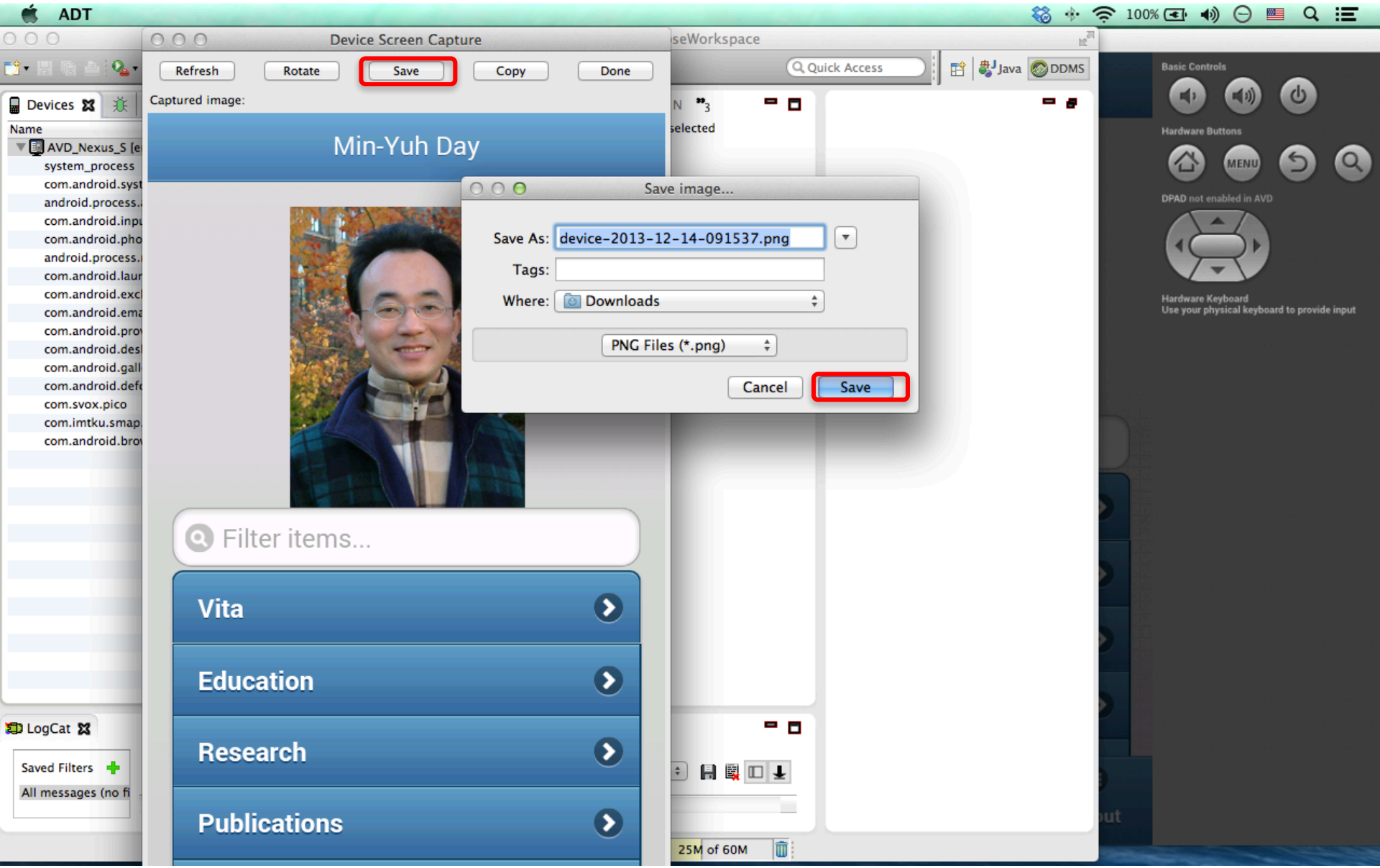
DPAD not enabled in AVD

Hardware Keyboard
Use your physical keyboard to provide input

Device Screen Capture



Device Screen Capture (screenshot.png)



Update Screenshots on Google play Store Listing

Store Listing - Myday Mobi

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

- Statistics
- Ratings & Reviews
- Crashes & ANRs
- Optimization Tips
- APK
- **Store Listing**
- Pricing & Distribution
- In-app Products
- Services & APIs

STORE LISTING Saved

English (United States) – en-US | Add translations

Screenshots *

Default – English (United States) – en-US

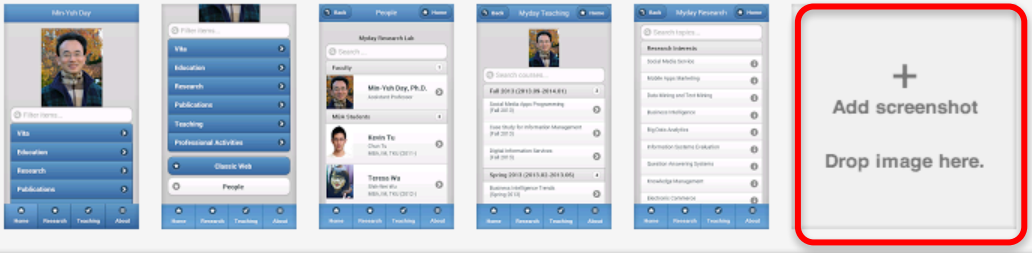
JPEG or 24-bit PNG (no alpha). Min length for any side: 320px. Max length for any side: 3840px.

At least **2 screenshots are required** overall. **Max 8 screenshots per type**. Drag to reorder or to move between types.

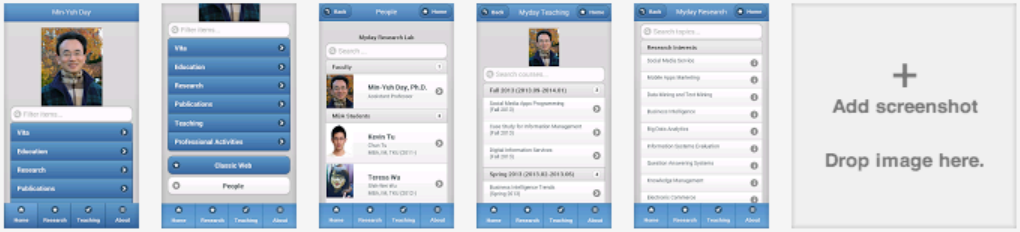
For your app to be showcased in the 'Designed for tablets' list in the Play Store, you need to upload at least one 7-inch and one 10-inch screenshot. If you previously uploaded screenshots, make sure to move them into the right area below.

Learn how tablet screenshots will be displayed in the store listing.

Phone



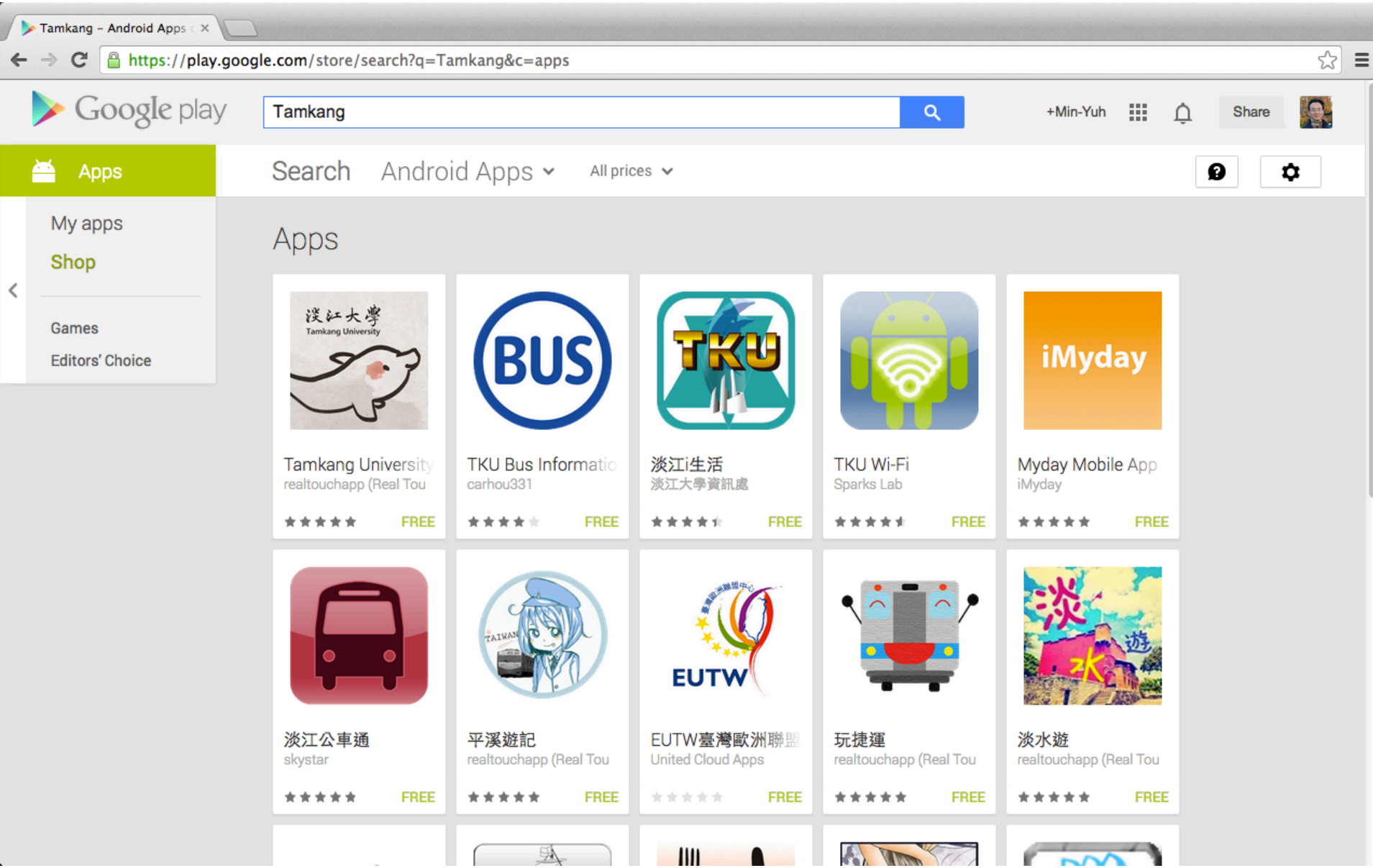
7-inch tablet



10-inch tablet

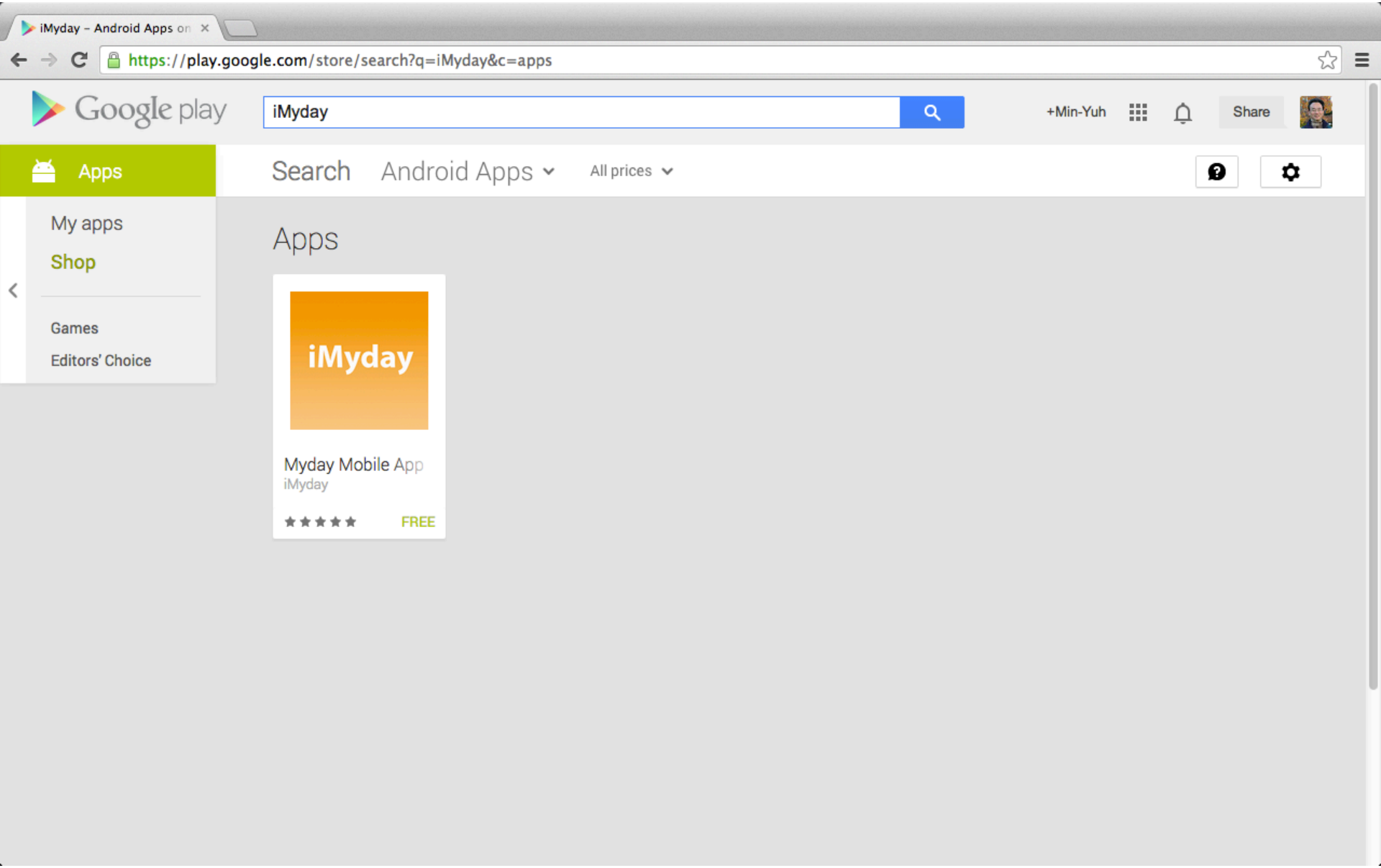
https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp

Search Tamkang on Google play



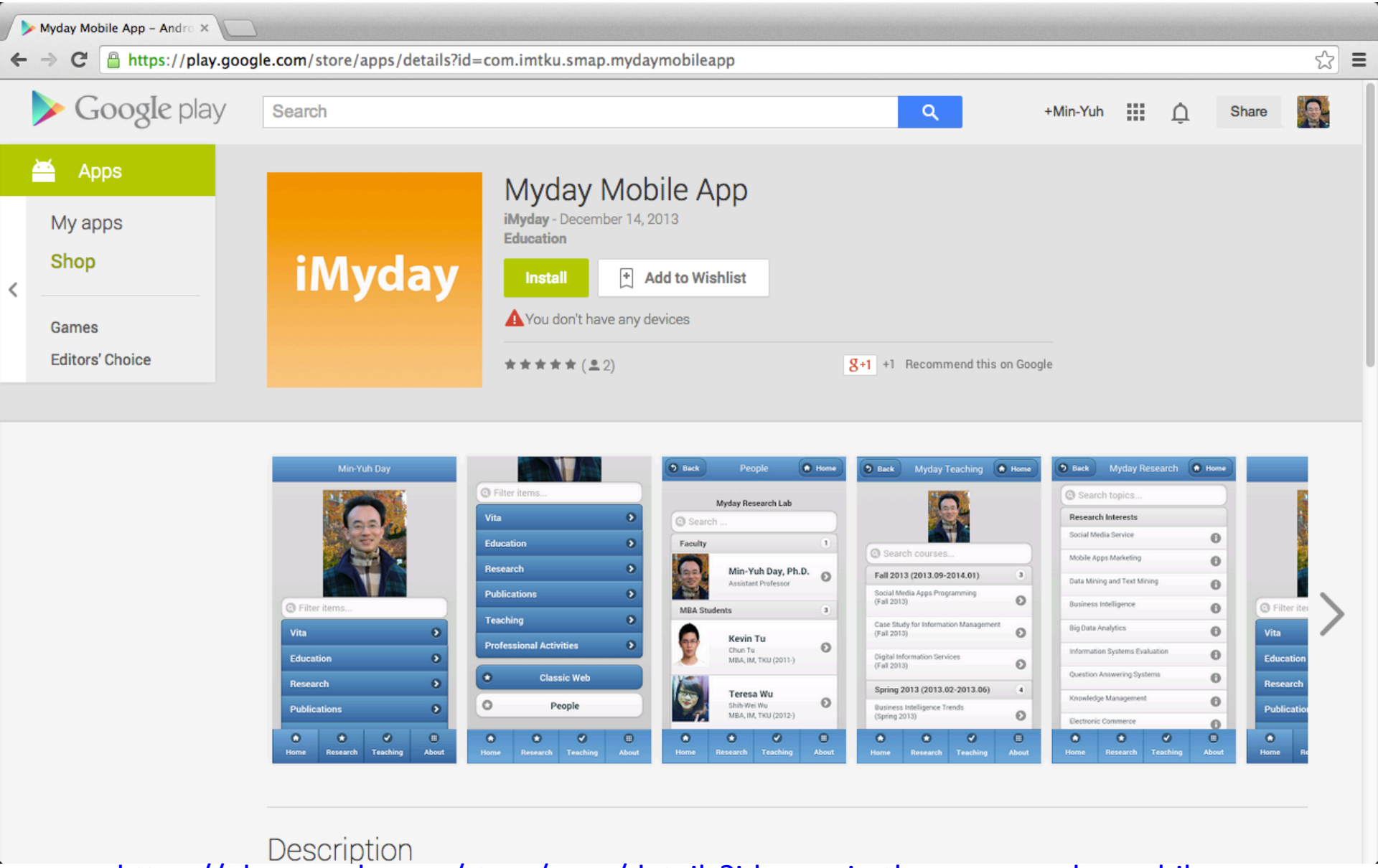
https://play.google.com/store/search?q=Tamkang&c=apps

Search iMyday on Google play



https://play.google.com/store/search?q=iMyday&c=apps

Myday Mobile App on Google play



https://play.google.com/store/apps/details?id=com.imtku.smap.mydaymobileapp

Google Play Badges

Google Play Badges | Andr

developer.android.com/distribute/googleplay/promote/badges.html

- Google Play
- Publishing
- Promoting
  - Linking to Your Products
  - Google Play Badges
  - Device Art Generator
  - Brand Guidelines
- App Quality
- Policies
- Spotlight
- Google Play for Education
- Open Distribution

Google Play Badges

Google Play badges allow you to promote your app with official branding in your online ads, promotional materials, or anywhere else you want a link to your app.

In the form below, input your app's package name or publisher name, choose the badge style, click *Build my badge*, then paste the HTML into your web content.

If you're creating a promotional web page for your app, you should also use the Device Art Generator, which quickly wraps your screenshots in real device artwork.

For guidelines when using the Google Play badge and other brand assets, see the Brand Guidelines.

Language: English

Package name: com.imtku.smap.mydaymobileapp clear

or

Publisher name: Example, Inc.

ANDROID APP ON Google play | ANDROID APP ON Google play

GET IT ON Google play | GET IT ON Google play

Build my badge

Copy and paste this HTML into your web site:

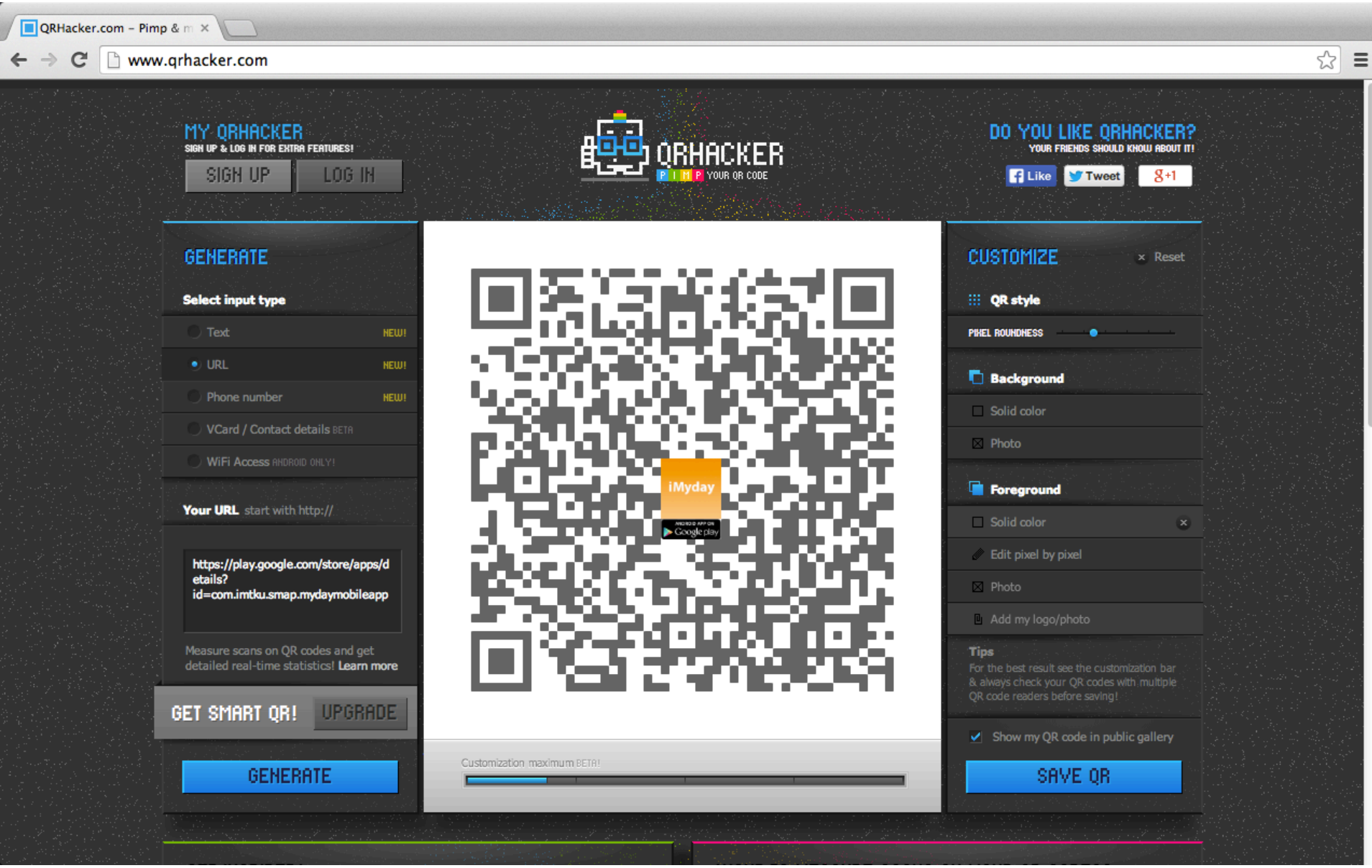
```
<a href="https://play.google.com/store/apps/details?id=com.imtku.smap.mydaymobileapp">
  <img alt="Android app on Google Play"
       src="https://developer.android.com/images/brand/en_app_rgb_wo_60.png" />
</a>
```

```
<a
href="https://play.google.com/store/apps/details?id=com.imtku.smap.mydaymobileapp">
  <img alt="Android app on Google Play"

src="https://developer.android.com/images/brand/en_app_rgb_wo_60.png" />
</a>
```

http://developer.android.com/distribute/googleplay/promote/badges.html

Generate and Customize QR Code



http://www.qrhacker.com/

Summary

- Case Study on Social Media Apps Programming and Marketing in Google Play and App Store
  - Business Model
  - Apps Development Life Cycle
  - Programming
  - Marketing

References

- Beginning PhoneGap: Mobile Web Framework for JavaScript and HTML5, Rohit Ghatol & Yogesh Patel, Apress, 2012
- Learn HTML5 and JavaScript for iOS: Web Standards-based Apps for iPhone, iPad, and iPod touch, Scott Preston, Apress, 2012
- PhoneGap
  - http://phonegap.com/
- PhoneGap Build
  - https://build.phonegap.com/
- jQuery Mobile
  - http://jquerymobile.com/
- Introduction to PhoneGap Build
  - http://tv.adobe.com/watch/building-mobile-apps-with-phonegap-build/introduction-to-phonegap-build-building-your-first-app/