Tamkang University

Social Media Apps Programming

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

1041SMAP09
TLMXM1A (8687) (M2143) (Fall 2015)
(MIS MBA) (2 Credits, Elective) [Full English Course]
Wed 9,10 (16:10-18:00) B310

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Assistant Professor
Department of Information Management
Tamkang University

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

2015-12-02

Course Schedule (1/3)

Week	Date	Subject/Topics
1	2015/09/16	Course Orientation and Introduction to Social Media and Mobile Apps Programming
2	2015/09/23	Introduction to Android / iOS Apps Programming
3	2015/09/30	Developing Android Native Apps with Java (Android Studio) (MIT App Inventor)
4	2015/10/07	Developing iPhone / iPad Native Apps with Swift (XCode)
5	2015/10/14	Mobile Apps using HTML5/CSS3/JavaScript
6	2015/10/21	jQuery Mobile

Course Schedule (2/3)

Week	Date	Subject/Topics
7	2015/10/28	Create Hybrid Apps with Phonegap
8	2015/11/04	jQuery Mobile/Phonegap
9	2015/11/11	jQuery Mobile/Phonegap
10	2015/11/18	Midterm Exam Week (Midterm Project Report)
11	2015/11/25	Invited Talk: Business Intelligent and Analysis in PIXNET, the Dominant Blog Platform in Taiwan [Speaker: Dr. Rick Cheng-Yu Lu, CTO, PIXNET]
12	2015/12/02	Case Study on Social Media Apps Programming and Marketing in Google Play and App Store

Course Schedule (3/3)

Week	Date	Subject/Topics
13	2015/12/09	Google Cloud Platform
14	2015/12/16	Google App Engine and Google Map API
15	2015/12/23	Facebook API (Facebook JavaScript SDK) (Integrate Facebook with iOS/Android Apps)
16	2015/12/30	Twitter API
17	2016/01/06	Final Project Presentation
18	2016/01/13	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

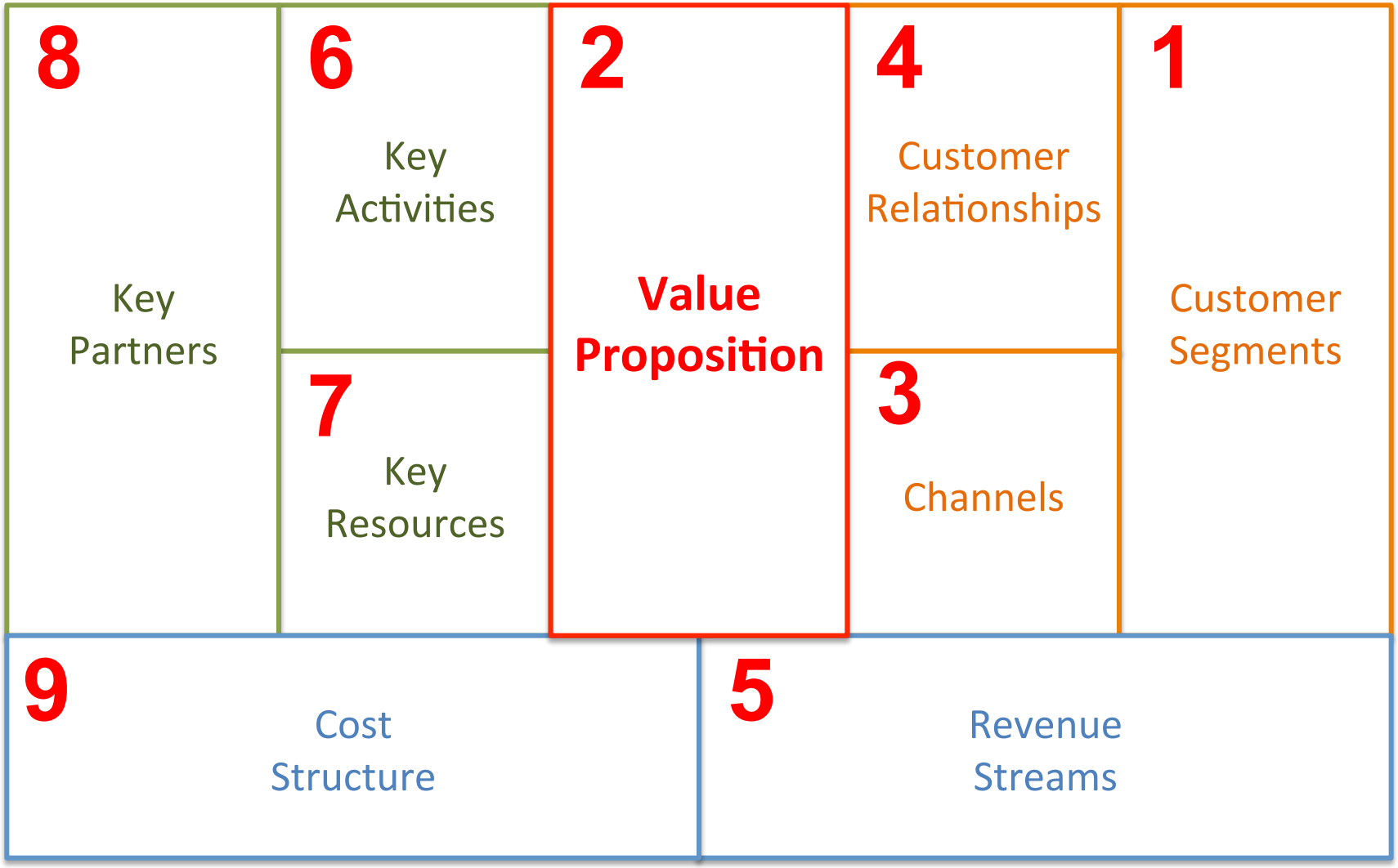
Android /iOS Apps Programming

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

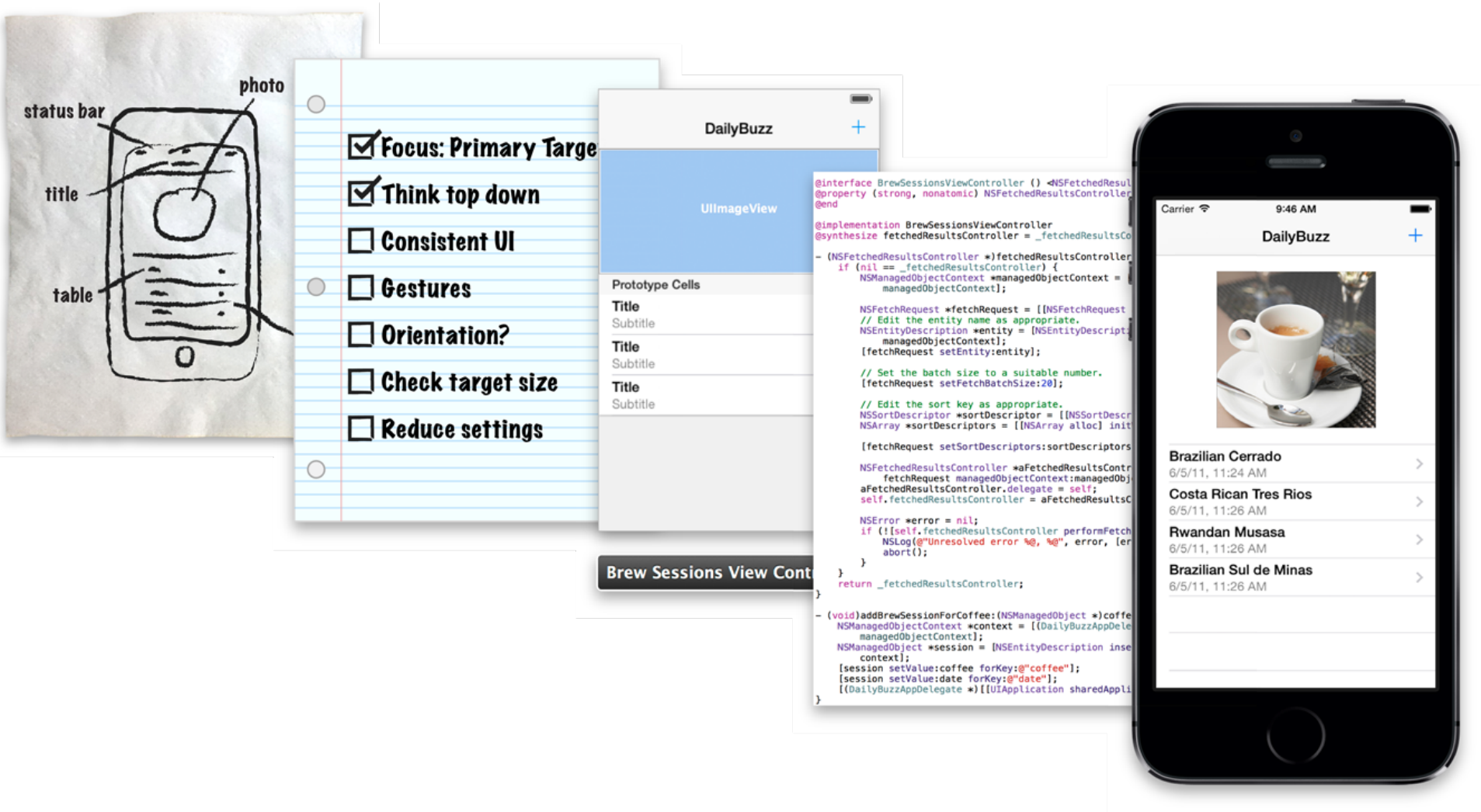
- 6-12% of booking fee
- 3% of each successfully booking

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

Mobile Apps Marketing

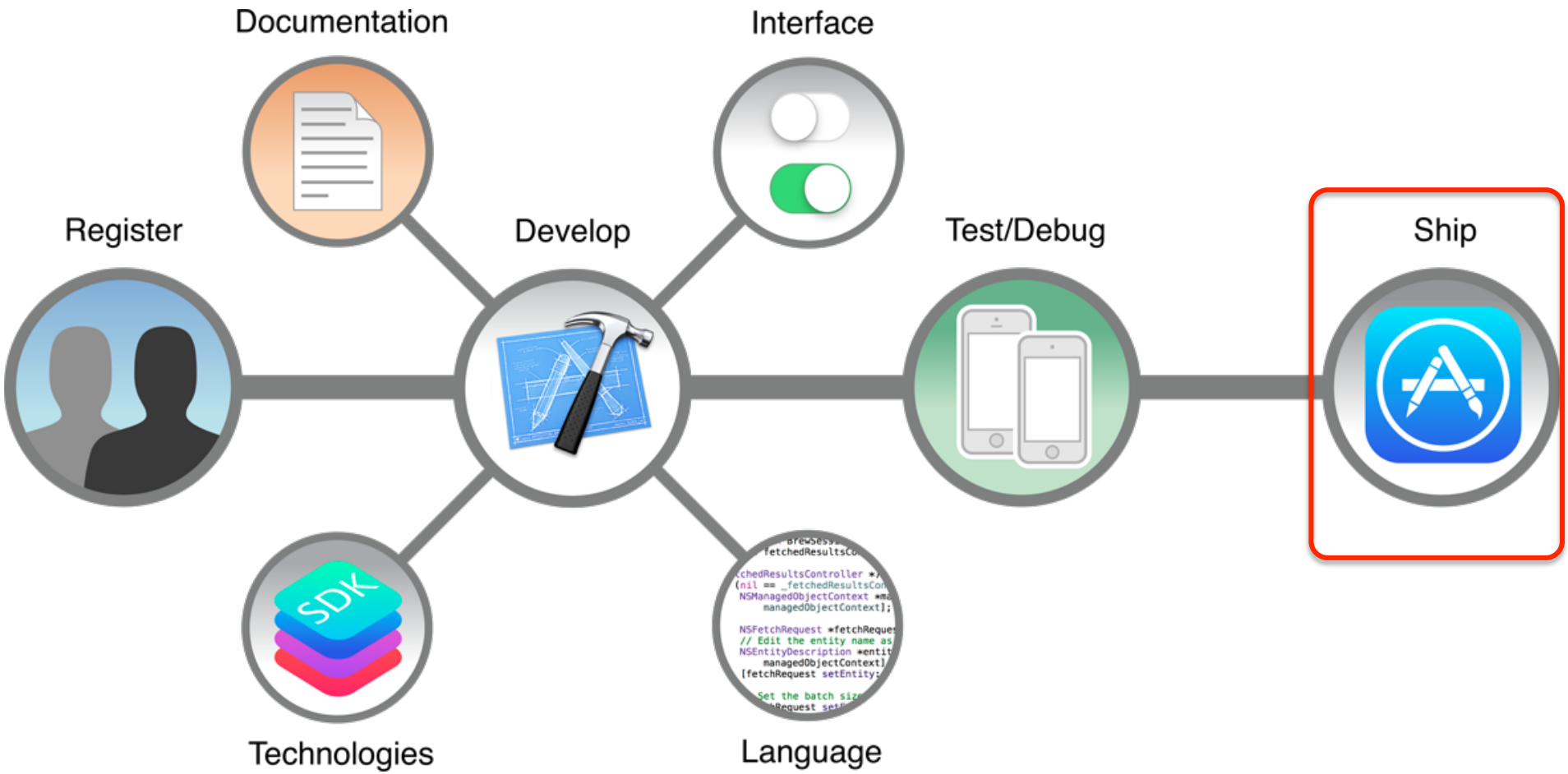
- Push Notifications
- Loyalty Cards
- Click to Call
- GPS Coupons and Deals
- QR Code Coupons
- GPS Directions
- Check-In Rewards

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
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- Analyzing Crash Reports
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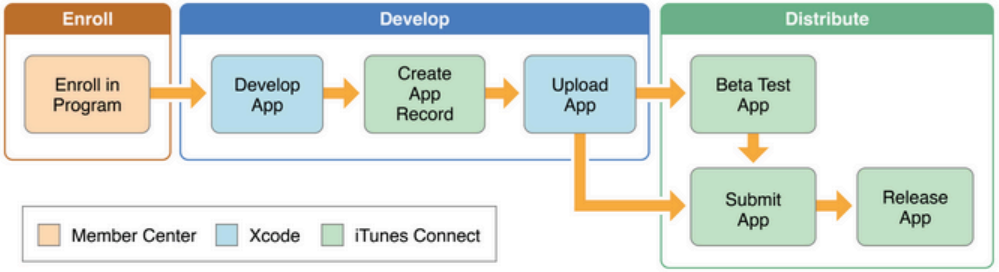
- Releasing and Updating Your App on the Store
- Managing Your App in iTunes Connect
- Managing Your Team in Member Center
- Maintaining Your Signing Identities and Certificates
- Maintaining Identifiers, Devices, and Profiles
- Distributing iOS Developer Enterprise Program Applications
- Distributing 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.



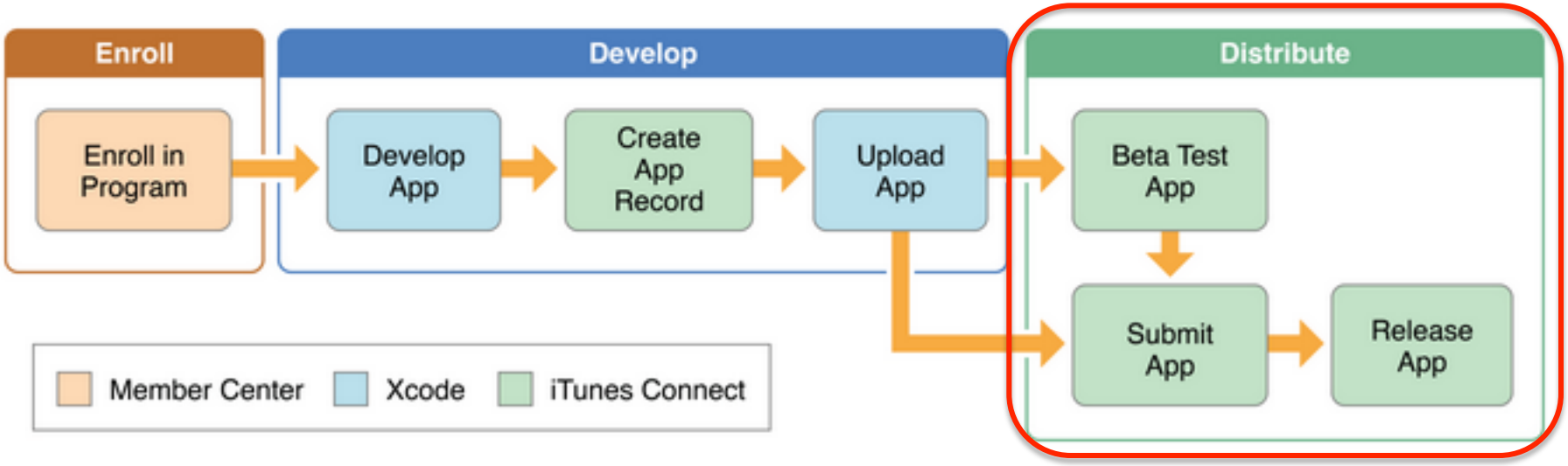
You perform these tasks using Xcode features and several web tools available only to members of an Apple Developer Program. Before you use certain app services, such as iCloud and Game Center, you must join an Apple Developer Program. You should join a program even if you distribute an application outside 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

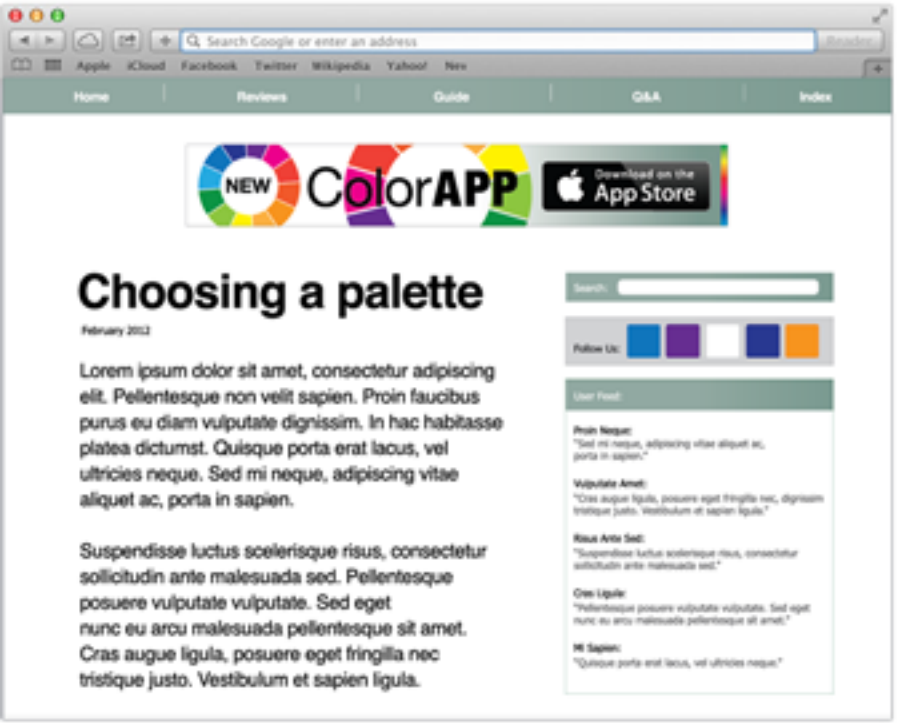
7 Legal Requirements

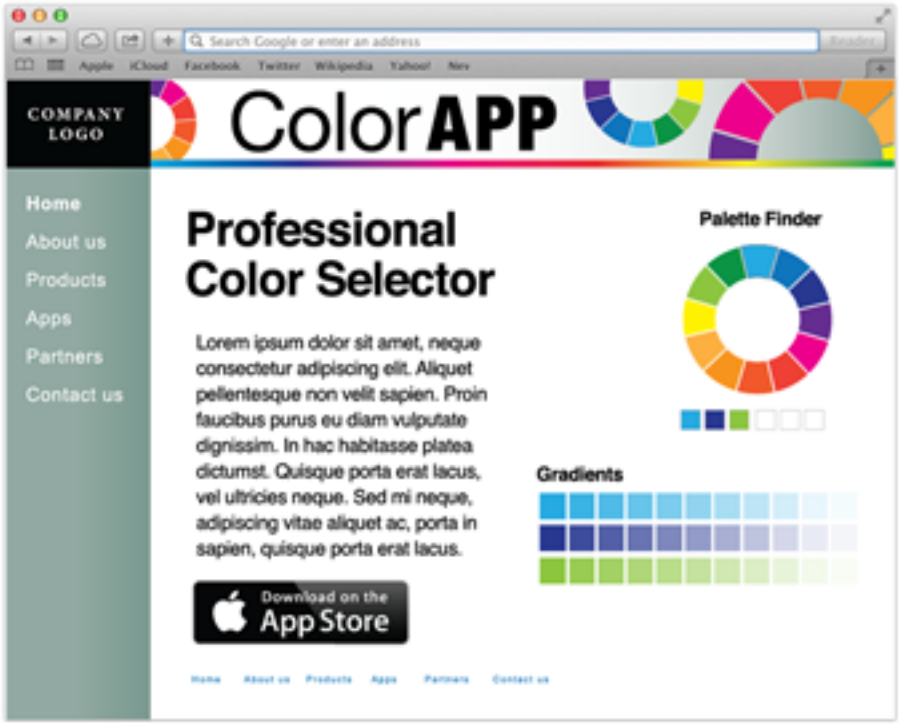
https://developer.apple.com/app-store/marketing/guidelines/

App Marketing

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

Web Marketing





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

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™

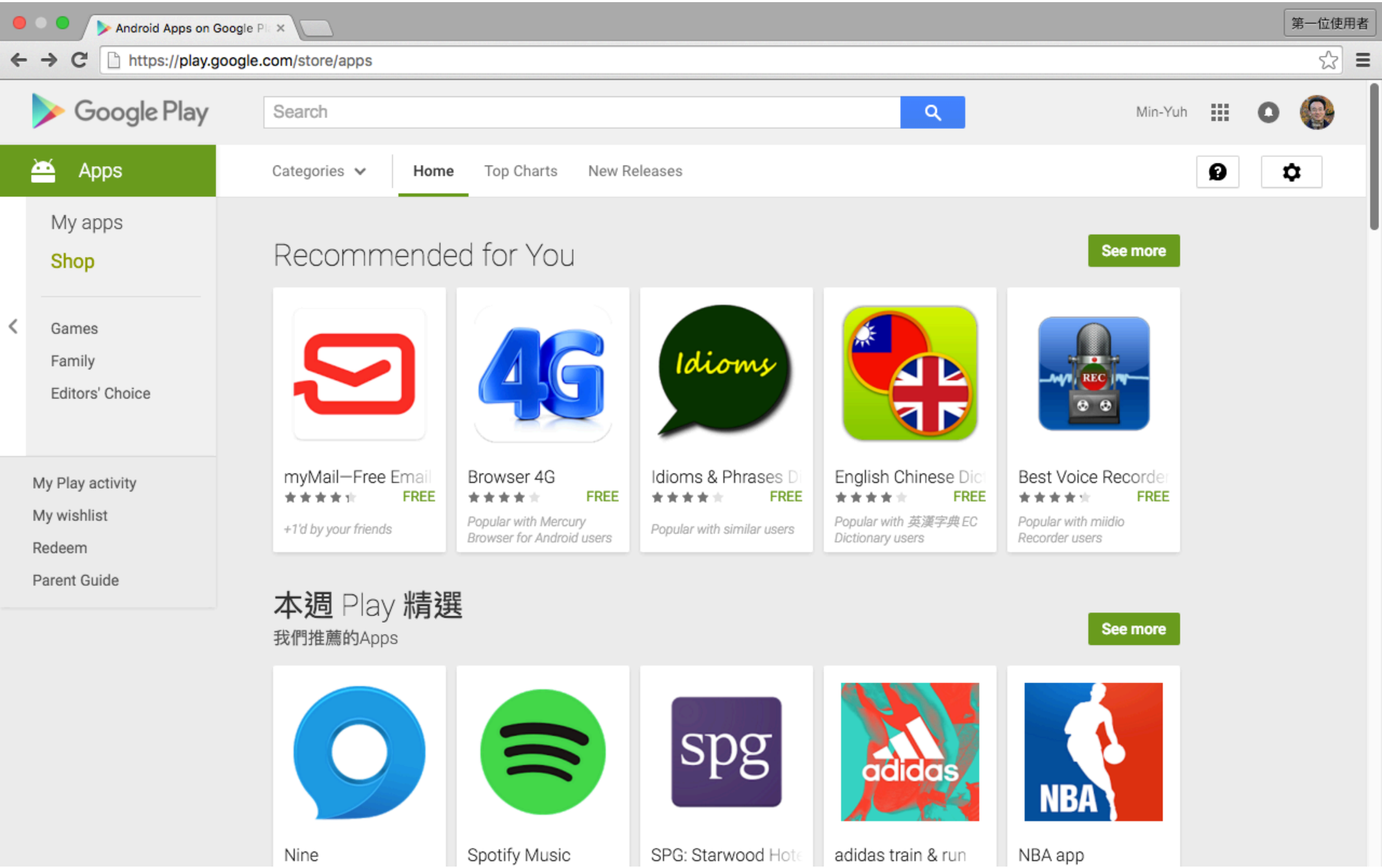
Any use of the Android name needs to include this attribution in your communication:

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

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Editors' Choice

Search Android Apps All prices

Apps

Stanford Continuing
GTxcel
FREE

Stanford Business
GTxcel
FREE

Stanford Magazine
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

Stanford Live Wallp
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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2Thumbz, Inc
NT$30.00

Stanford Football &
StatSheet, Inc.
FREE

Stanford GSB Sprin
Gather Digital
FREE

MediaX at Stanford
KitApps, Inc.
FREE

The Stanford Flipsic
Adam Adler
FREE

Stanford Connected
Concursive Corporatior
NT$30.00

Stanford '73 Reunio
appmachine.com
FREE

Stanford Daydream
Kevin Koleckar
FREE

Stanford Cardinal F
The Football Schedule
NT$30.00

Stanford Law Alum
Gather Digital
FREE

iStanford
iStanford
FREE

Strobe Lyte Stanfor
CapedCriminal
NT$30.00

Stanford Football
Conjugo LLC
FREE

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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iStanford

iStanford - December 6, 2013

Education

Install

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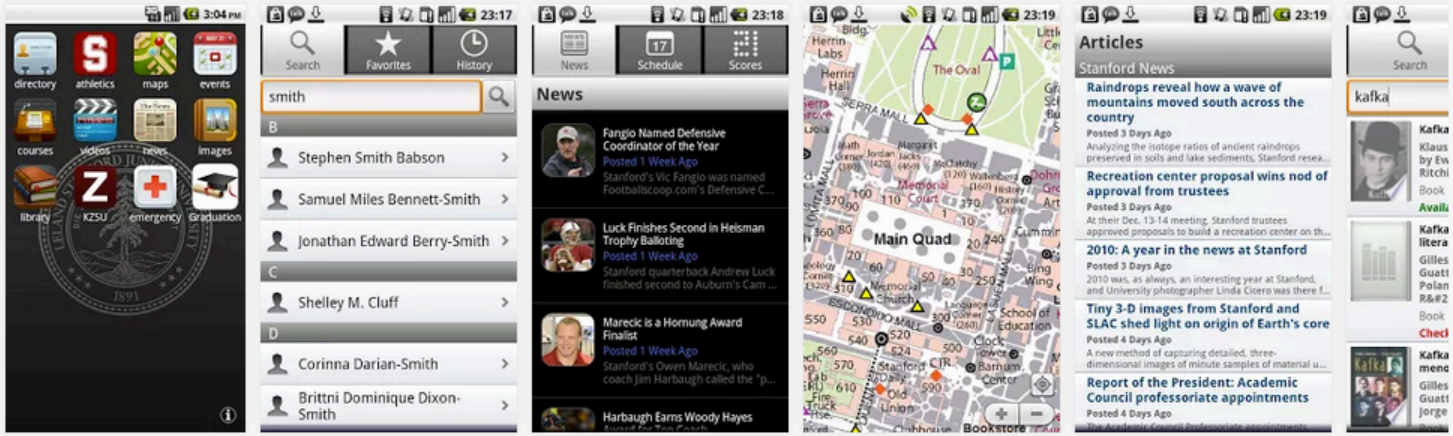
You don't have any devices

(54)

+1 +141 Recommend this on Google



Description

iStanford

iStanford - Android Apps

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

Apps

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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

Shop

Games

Editors' Choice

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Content Rating	Contact Developer
Low Maturity	Visit Developer's Website Email Developer

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

Google play

Tamkang

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Apps

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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

iTKU

淡江i生活 - Android Apps

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

Google play

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Share

Apps

My apps

Shop

Games

Editors' Choice

淡江i生活

淡江大學資訊處 - November 27, 2013

Tools

Install

Add to Wishlist

You don't have any devices

(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

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Share

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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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Books

My wishlist

Redeem

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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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Apps

My apps

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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

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- Glossary

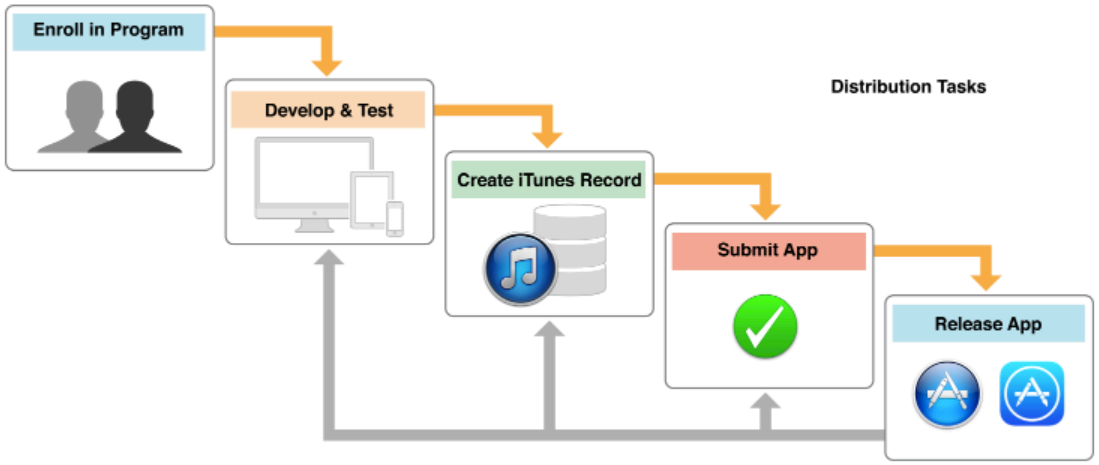
Next

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.

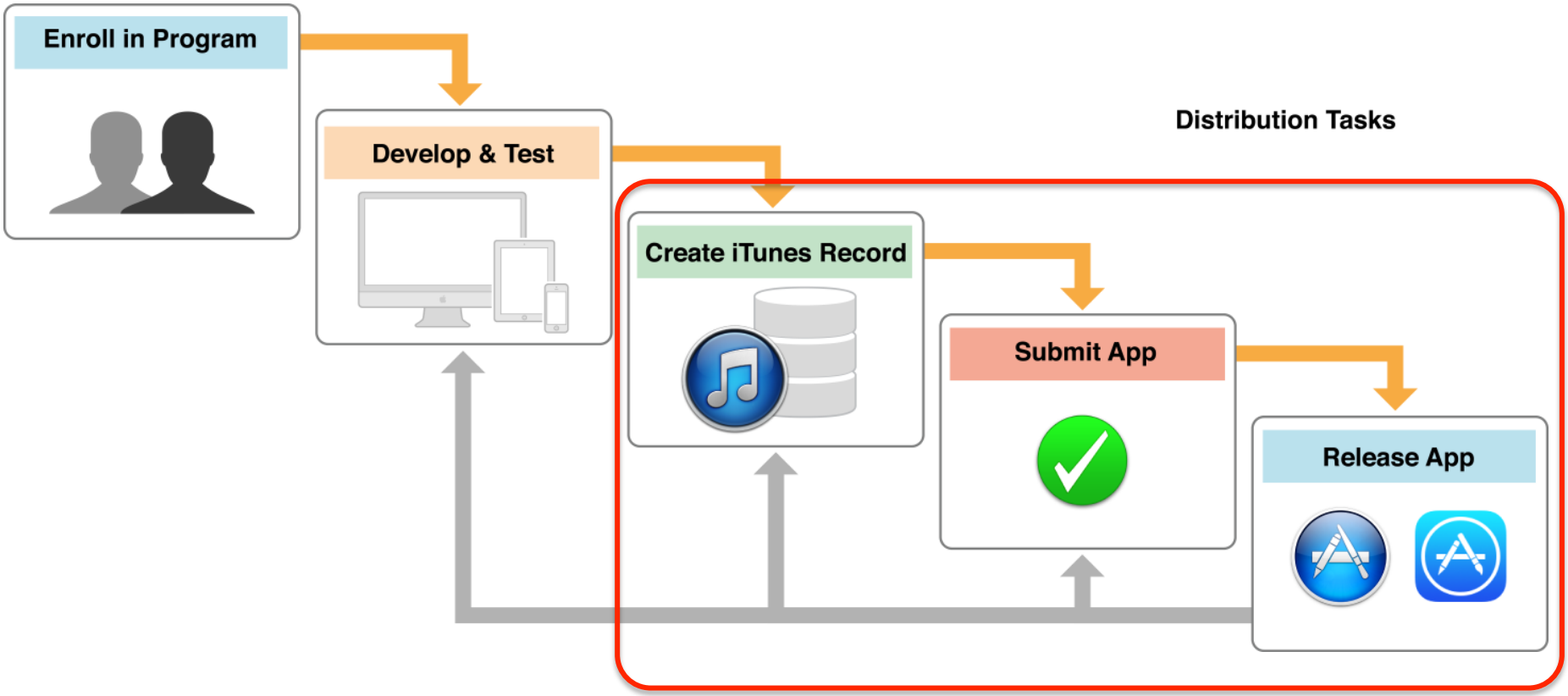
- Get step-by-step guidance for enrolling in an Apple Developer Program and building, testing, and submitting your app.
- Configure technologies that are available only to apps submitted to the App Store or Mac App Store.
- Test your app on multiple devices and system versions, or offer testers a preview 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

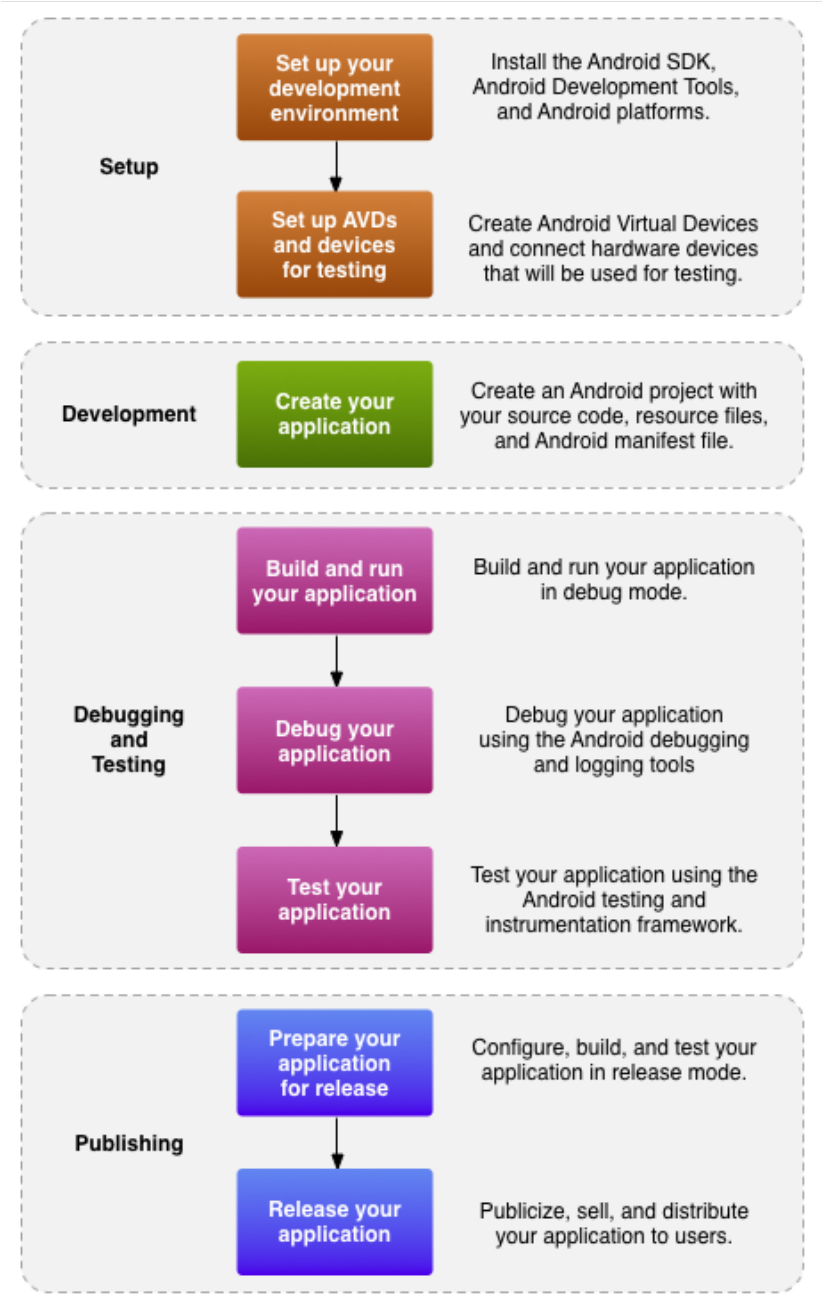
https://developer.apple.com/programs/start/ios/

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.

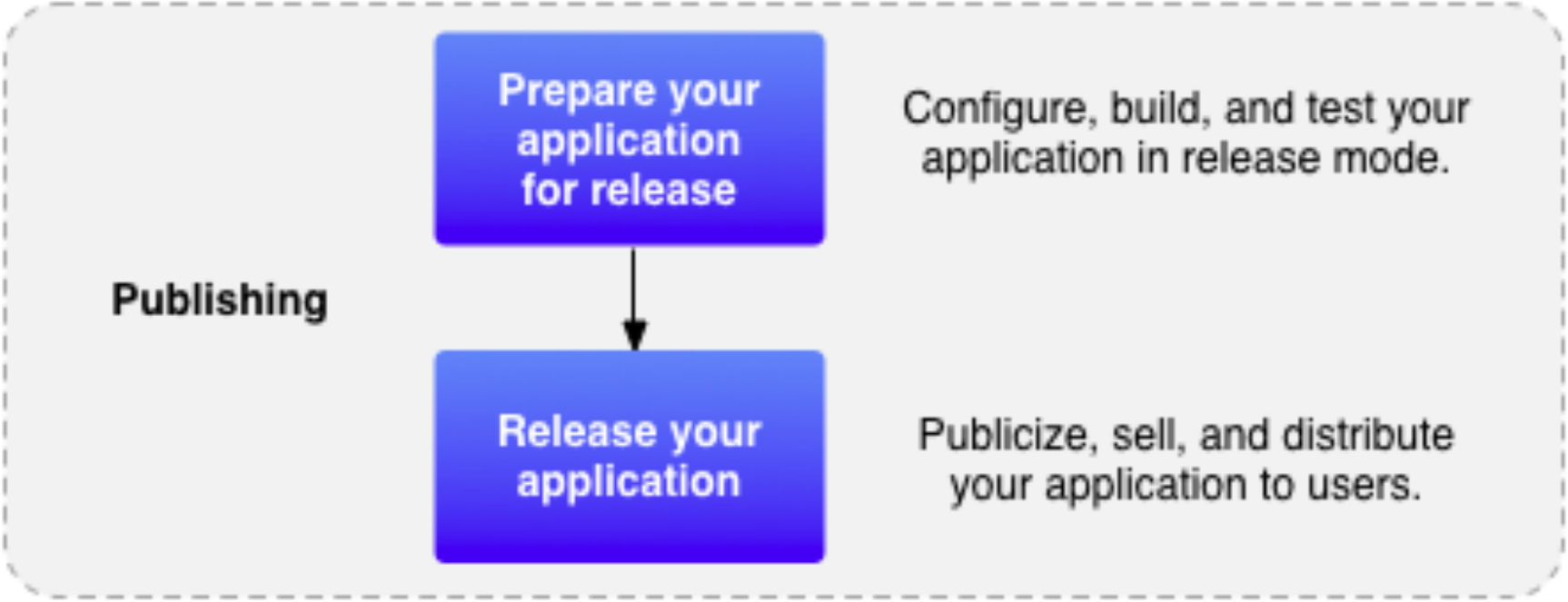
https://developer.apple.com/programs/start/ios/

The development process for Android applications



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

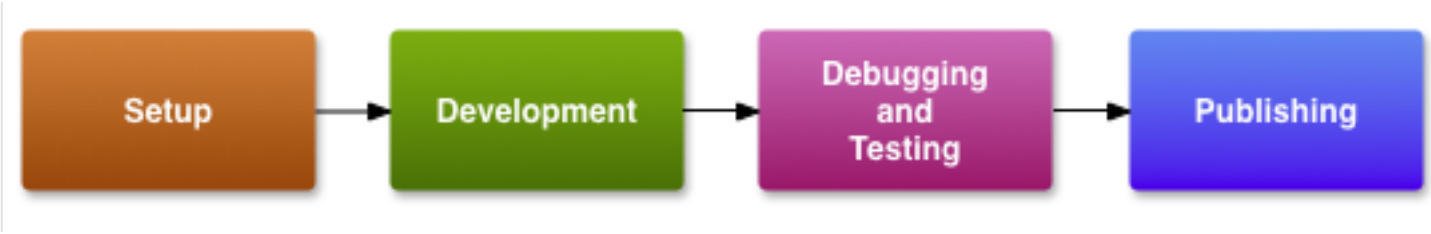
Publishing process for Android applications



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

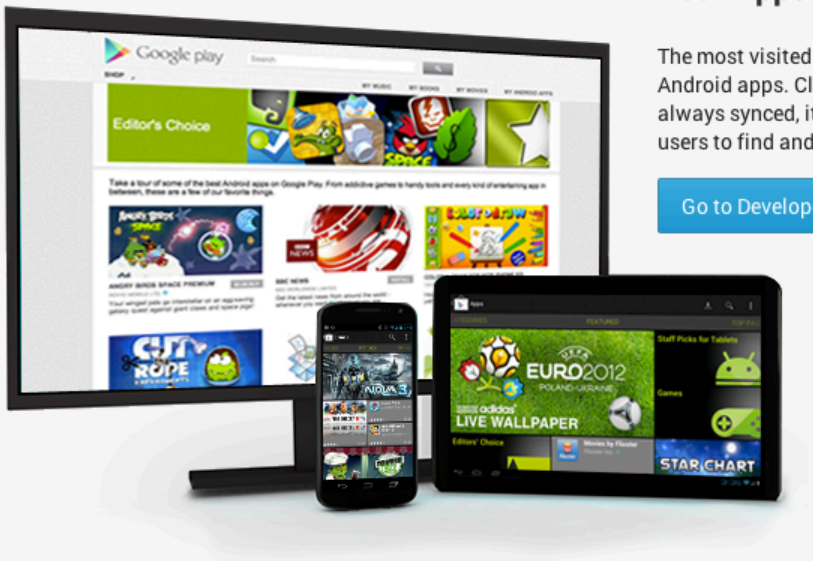
Developers | Design | Develop | Distribute

- 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

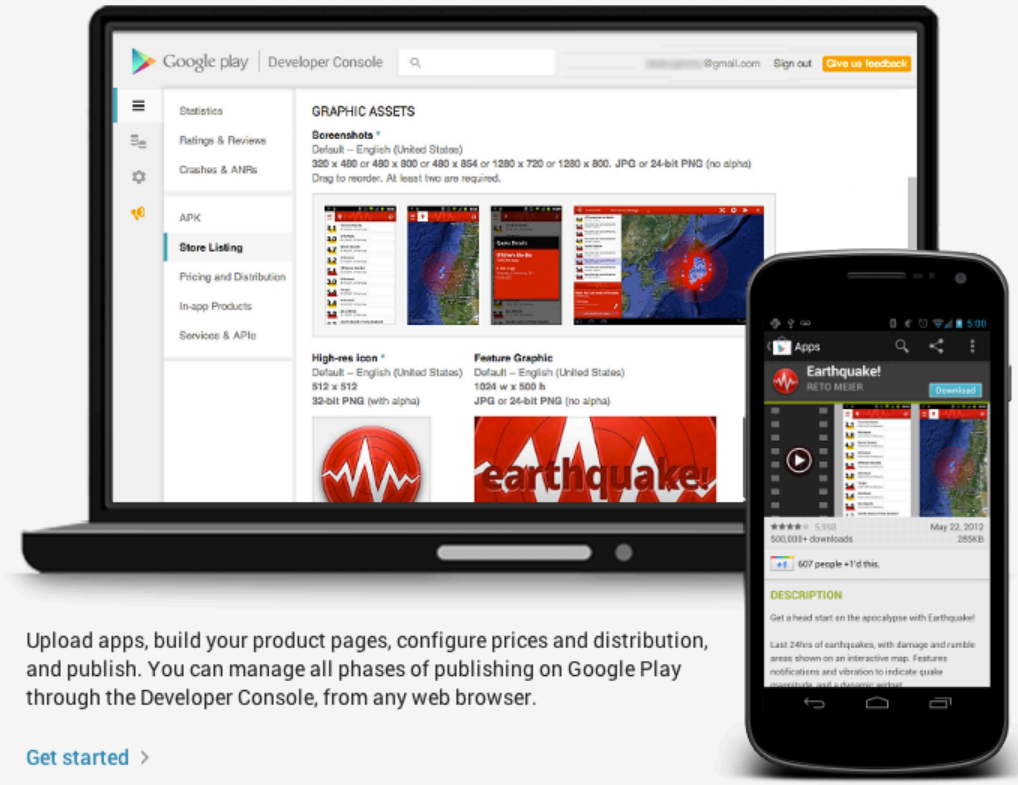
Google Play Publishing

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

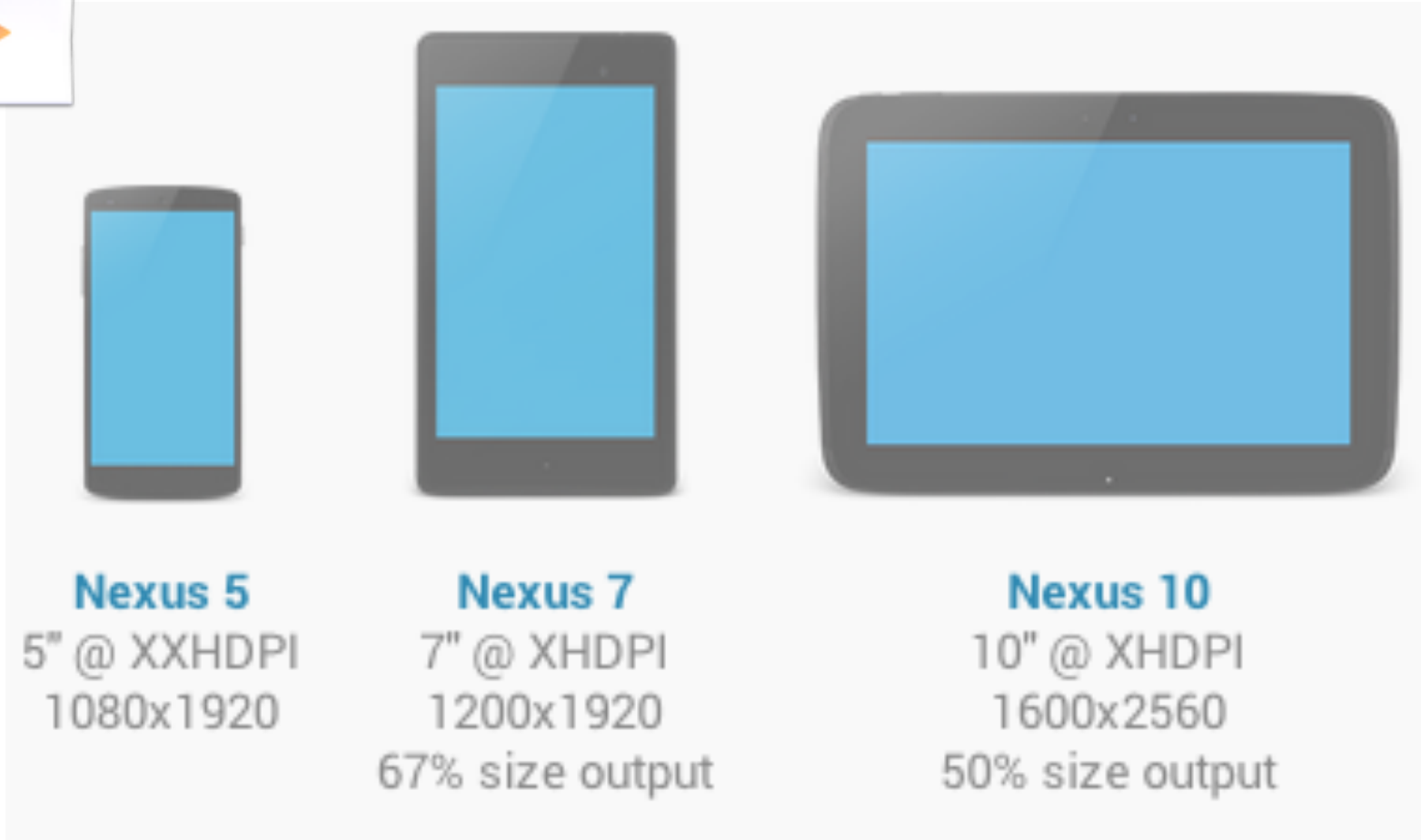
8. Decide on free or priced
9. Consider In-app Billing
10. Set prices for your apps
11. Start localization early
12. Prepare promotional graphics
13. Build the release-ready APK
14. Plan a beta release

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

Download

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

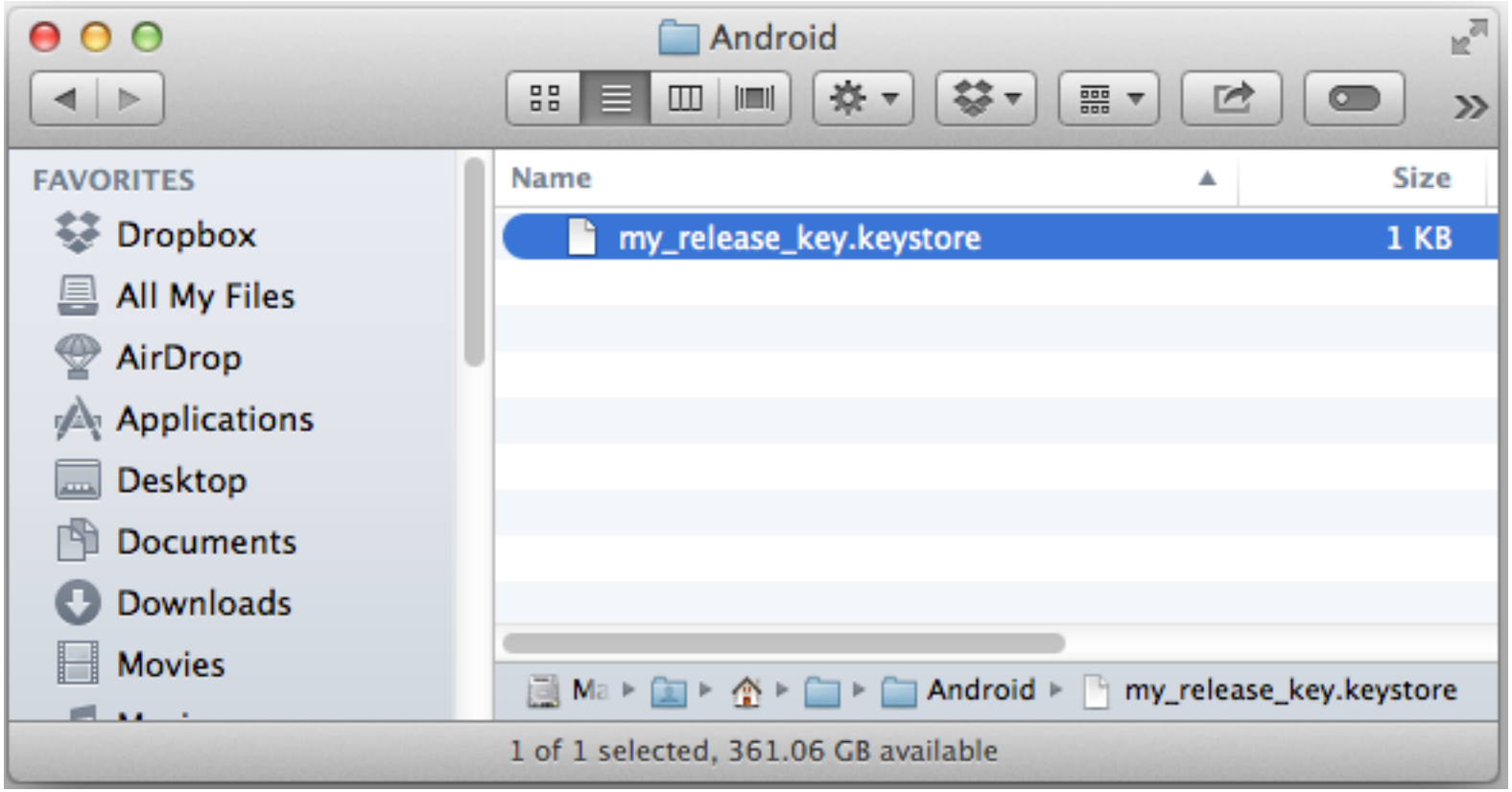
imyday — bash — 132×24

```
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>.keystore A name for the keystore containing the private key.

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

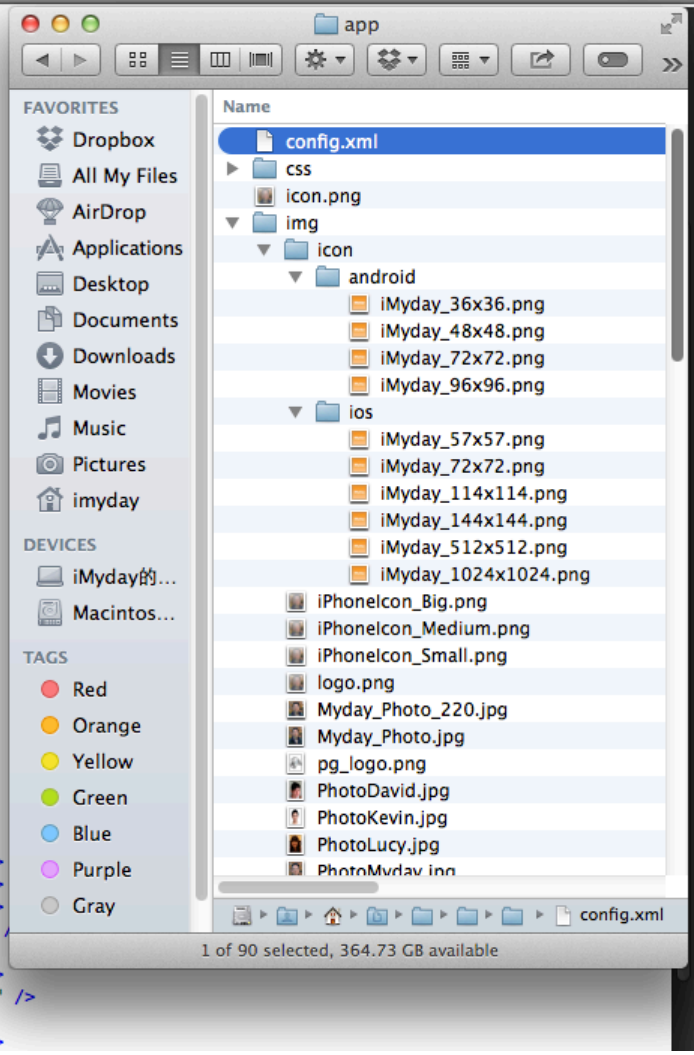
Keytool Option	Description
`-genkey`	Generate a key pair (public and private keys)
`-v`	Enable verbose output.
`-alias <alias_name>`	An alias for the key. Only the first 8 characters of the alias are used.
`-keyalg <alg>`	The encryption algorithm to use when generating the key. Both DSA and RSA are supported.
`-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" />
```



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

```
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="img/icon/android/iMyday_36x36.png" />
30      <icon gap:density="mdpi" gap:platform="android" src="img/icon/android/iMyday_48x48.png" />
31      <icon gap:density="hdpi" gap:platform="android" src="img/icon/android/iMyday_72x72.png" />
32      <icon gap:density="xhdpi" gap:platform="android" src="img/icon/android/iMyday_96x96.png" />
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35      <icon gap:platform="ios" height="72" src="img/icon/ios/iMyday_72x72.png" width="72" />
36      <icon gap:platform="ios" height="114" src="img/icon/ios/iMyday_114x114.png" width="114" />
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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" />
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42      <icon gap:platform="winphone" src="res/icon/windows-phone/icon-48.png" />
43      <icon gap:platform="winphone" gap:role="background" src="res/icon/windows-phone/icon-173.png" />
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53      <gap:splash gap:platform="ios" height="768" src="img/screen/ios/iMyday_1024x768.png" width="1024" />
54
55      <gap:splash gap:platform="blackberry" src="res/screen/blackberry/screen-225.png" />
56      <gap:splash gap:platform="winphone" src="res/screen/windows-phone/screen-portrait.jpg" />
57      <access origin="http://127.0.0.1*" />
58  </widget>
59
```
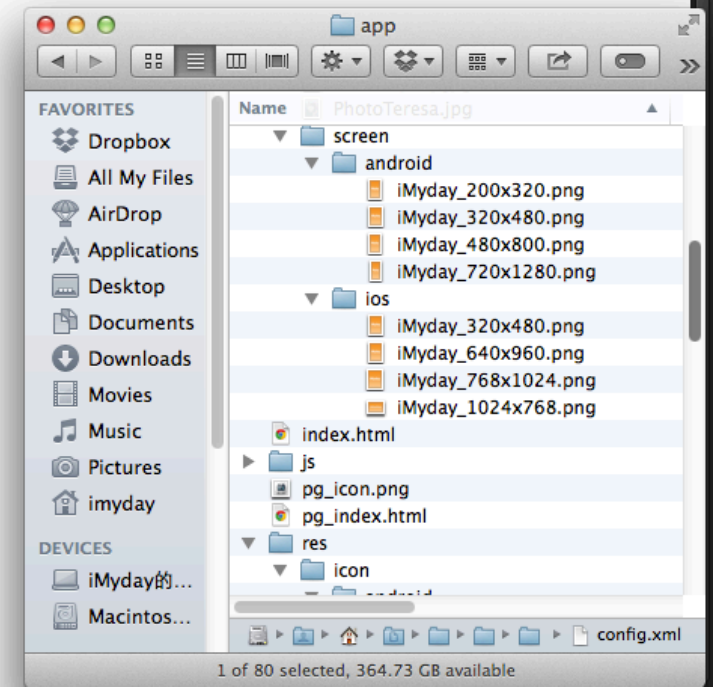



Refine index.css animation:fad

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;
}
```

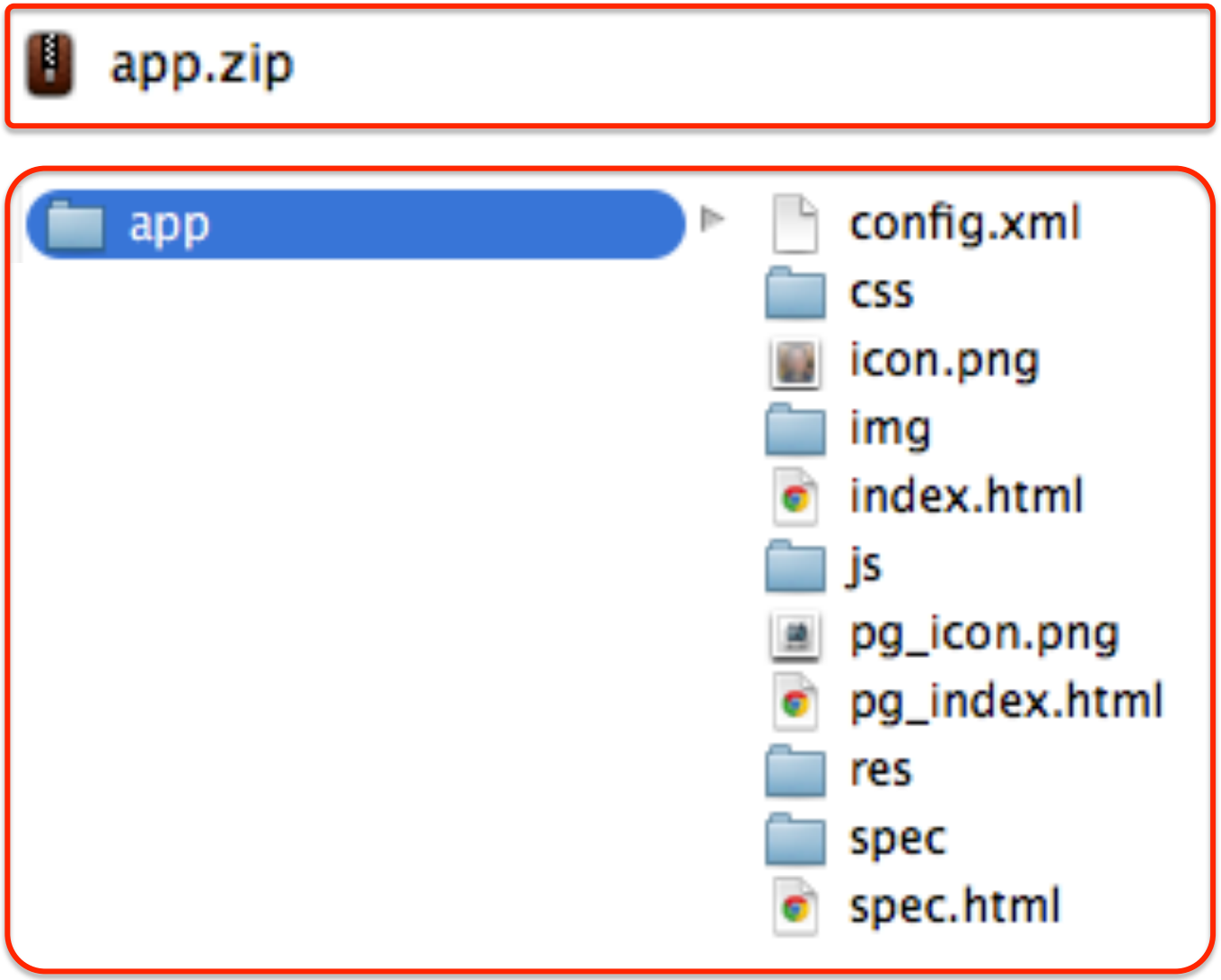
```
.blink {
   animation:fade 1000ms infinite;
   -webkit-animation:fade 1000ms infinite;
}
```

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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App ID 573842

Version 1.0.0

PhoneGap 2.9.0

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teaching.htm
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app_20131114.zip
m
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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

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App ID	Version	PhoneGap	Owned by	Last built (2S)	Source
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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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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	

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Alias

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No key selected | Rebuild | apk

Rebuild | xap

title

Rebuild | OTA install

Rebuild | ipk

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Rebuild | ipk | Rebuild | wgz

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Alias

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Rebuild | xap

Rebuild | ipk

options

✓ No key selected

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Rebuild | OTA install

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

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Rebuild | xap

Rebuild | OTA install

Rebuild | ipk

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my_release_key.keystore

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Rebuild

ipa

No key selected

Rebuild

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Rebuild

xap

Rebuild

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Rebuild | ipk

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

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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

Navigation

Apps

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MydayMobileApp-release.apk

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

Show All

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

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Myday Mobile App

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

Install

Update code | Rebuild all

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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

Feedback

Language:

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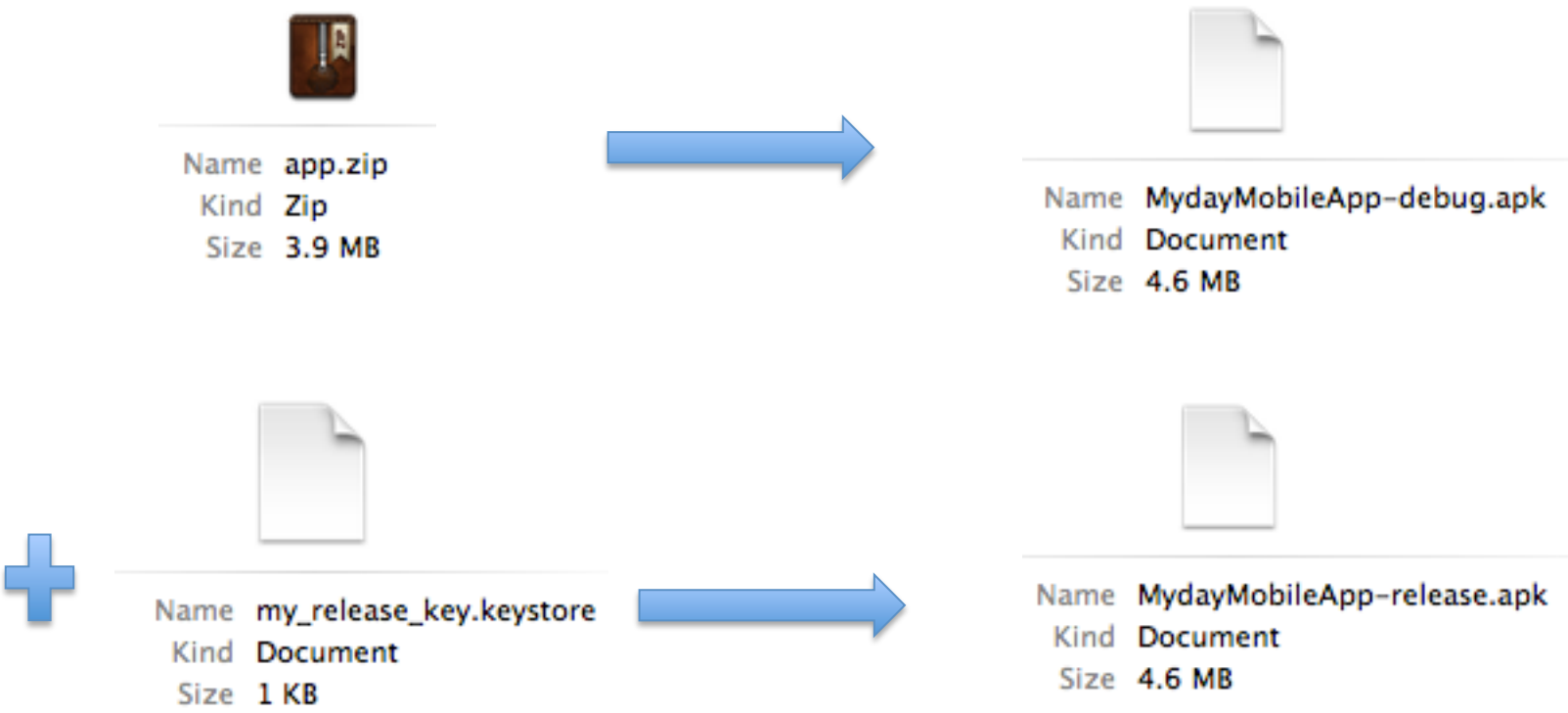
MydayMobileApp-release.apk

MydayMobileApp-rel....apk

Show All

app.zip
MydayMobileApp-debug.apk
my_release_key.keystore
MydayMobileApp-release.apk



Demo:
Publishing App on Google Play

$25

Make sure you have your credit card handy to pay the $25 registration fee in the next step.

Google Developers

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https://developers.google.com

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Google Cloud Developer Challenge

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Google Developers News

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

https://developers.google.com/

Publish App on Google Play
Signup Google Developer Account

Google Play Developer Con

https://play.google.com/apps/publish/signup/

Google play | Developer Console

Sign-in with your Google account | Accept Developer Agreement | Pay Registration Fee | Complete your Account details

YOU ARE SIGNED IN AS...

Min-Yuh Day
imyday@gmail.com

This is the Google account that will be associated with your Developer Console.

If you would like to use a different account, you can choose from the following options below. If you are an organization, consider registering a new Google account rather than using a personal account.

Sign in with a different account Create a new Google account

BEFORE YOU CONTINUE...

Read and agree to the Google Play Developer distribution agreement.

☐ I agree and I am willing to associate my account registration with the Google Play Developer distribution agreement.

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.

$25

Make sure you have your credit card handy to pay the $25 registration fee in the next step.

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Google play Developer Distribution Agreement

Google Play Developer Con | Google Play

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

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

Google play Developer Distribution Agreement

Google Play Developer Con | Google Play

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

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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United States

Accept Developer Agreement

Google Play Developer Con

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Google play | Developer Console

Sign-in with your Google account | Accept Developer Agreement | Pay Registration Fee | Complete your Account details

YOU ARE SIGNED IN AS...

Min-Yuh Day
imyday@gmail.com

This is the Google account that will be associated with your Developer Console.

If you would like to use a different account, you can choose from the following options below. If you are an organization, consider registering a new Google account rather than using a personal account.

Sign in with a different account Create a new Google account

BEFORE YOU CONTINUE...

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☑ I agree and I am willing to associate my account registration with the Google Play Developer distribution agreement.

Continue to payment

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.

$25

Make sure you have your credit card handy to pay the $25 registration fee in the next step.

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Set up Google Wallet

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https://play.google.com/apps/publish/signup/

account Agreement details

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imyday@gmail.com

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Read and agree to the Google Play Developer distribution agreement.

I agree and I am willing to associate my account registration with the Google Play Developer distribution agreement.

Continue to payment

Google Wallet imyday@gmail.com

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

Billing address is the same as name and home location

Send me Google Wallet special offers, invitations to provide product feedback, and newsletters.

I agree to the Google Wallet Terms of Service and Privacy Notice.

Cancel Accept and continue

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Android Design

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imyday@gmail.com

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I agree and I am willing to associate my account registration with the Google Play Developer distribution agreement.

Continue to payment

Google Wallet imyday@gmail.com

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

Billing address is the same as name and home location

Send me Google Wallet special offers, invitations to provide product feedback, and newsletters.

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Continue to payment

Google Wallet

imyday@gmail.com

Review your purchase

Pay to: **Google**

Pay with: VISA Visa-

Item	Price
Google Play Developer Registration Fee	$25.00 USD
Tax	$0.00 USD
Total	**$25.00 USD**

Currency fluctuations, bank fees, and applicable taxes may change your final amount.

Buy

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account Agreement details

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Min-Yuh Day
imyday@gmail.com

BEFORE YOU CONTINUE...

Read and agree to the Google Play Developer distribution agreement.

I agree and I am willing to associate my account registration with the Google Play Developer distribution agreement.

Continue to payment

Google Wallet imyday@gmail.com

Update billing information

VISA Visa-4709

For your security, please verify your billing address information below.

Taiwan (TW)

Min-Yuh Day

New Taipei City

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Your Payment is Complete

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YOU ARE SIGNED IN AS...

Min-Yuh Day
imyday@gmail.com

This is the Google account that will be associated with your Developer Console.

If you would like to use a different account, you can choose from the following options below. If you are an organization, consider registering a new Google account rather than using a personal account.

Sign in with a different account Create a new Google account

BEFORE YOU CONTINUE...

Read and agree to the Google Play Develo distribution agreement.

I agree and I am willing to associate m account registration with the Google Play Developer distribution agreement.

dit card handy to pay next step.

Continue to payment

YOUR PAYMENT IS COMPLETE

You will receive a receipt by email.

Continue registration

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Complete registration

Google Play Developer Con

https://play.google.com/apps/publish/signup/#EnterDetailsPlace

Google play | Developer Console

Sign-in with your Google account | Accept Developer Agreement | Pay Registration Fee | Complete your Account details

YOU ARE ALMOST DONE...

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?

Email updates: ☑ I'd like to get occasional emails about development and Google Play opportunities.

Complete registration

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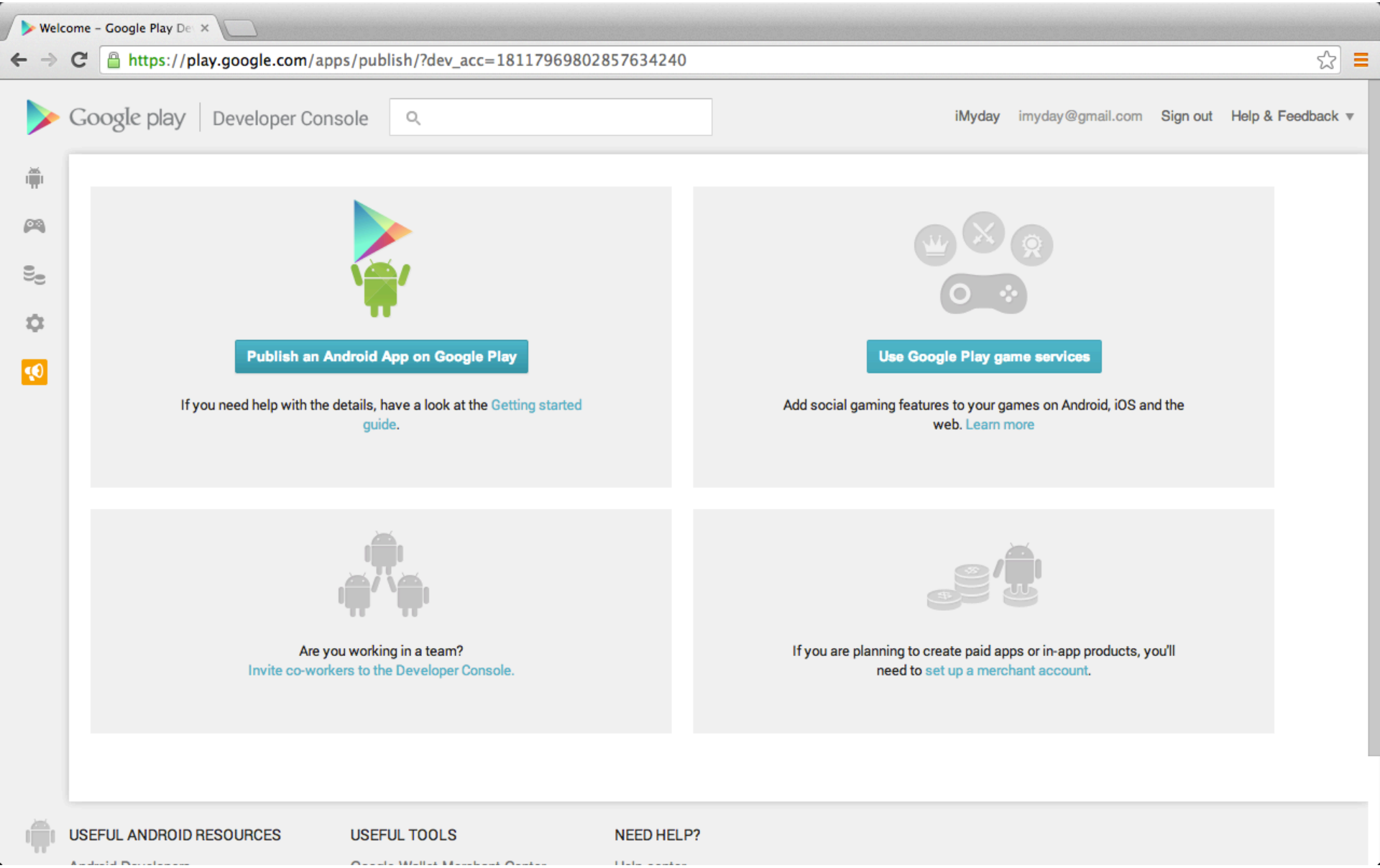
Publish an Android App on Google Play



Google Play game services

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

Google play | Developer Console

iMyday imyday@gmail.com Sign out Help & Feedback

GAME SERVICES

TERMS OF SERVICE

Google Play game services are provided through several Google APIs. You need to review and accept the terms and conditions for these APIs before you can continue.

terms for such products and services also apply.

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.

Next Cancel

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Google Play game services

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

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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

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

Next Cancel

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TERMS OF SERVICE

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Google Play App State

Terms of Service

By using this API, you consent to be bound by the Google APIs Terms of Service ("API ToS") at https://developers.google.com/terms.

☐ I have read and agree to the Google Play App State terms and conditions.

Finish Cancel

USEFUL ANDROID RESOURCES USEFUL TOOLS NEED HELP?

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☑ I have read and agree to the Google Play App State terms and conditions.

Finish Cancel

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Publish an Android App on Google Play

All applications – Google P

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

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ALL APPLICATIONS + Add new application

You don't have any applications yet.

Add your first application

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USEFUL TOOLS

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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

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

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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

Choose File | No file chosen

cancel | submit key

Language:

English

Navigation

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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

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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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iMyday

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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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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

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	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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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 | 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

Apps

Plugins

Docs

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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 | 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

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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

Feedback

Language: English

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App ID	Version	PhoneGap	Owned by	Last built (27)	Source
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		Rebuild	xap	No key selected	Rebuild / OTA install
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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

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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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iMyday

Myday Mobile App

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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

Feedback

Language:

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MydayMobileApp-release.apk

MydayMobileApp-rel....apk

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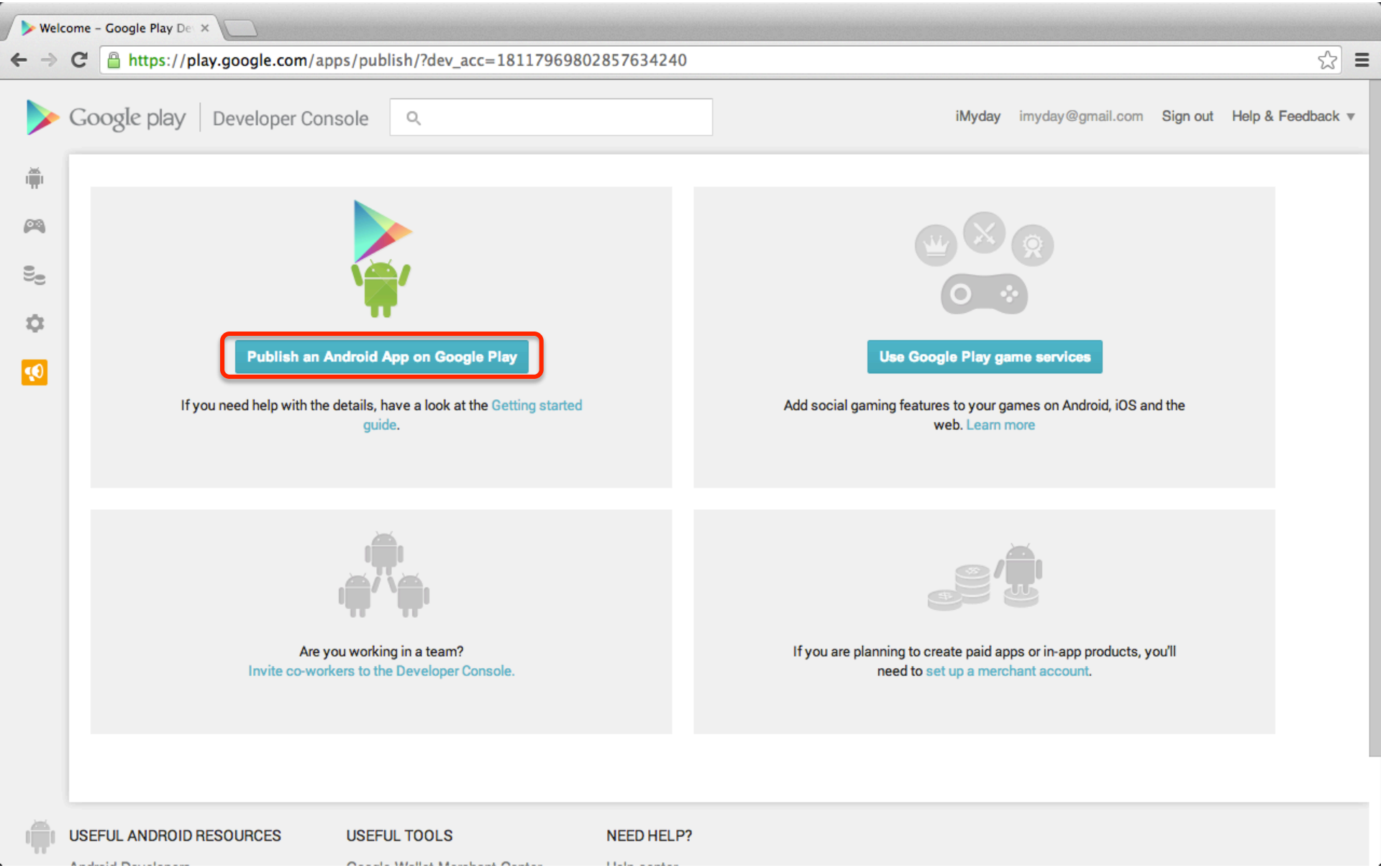
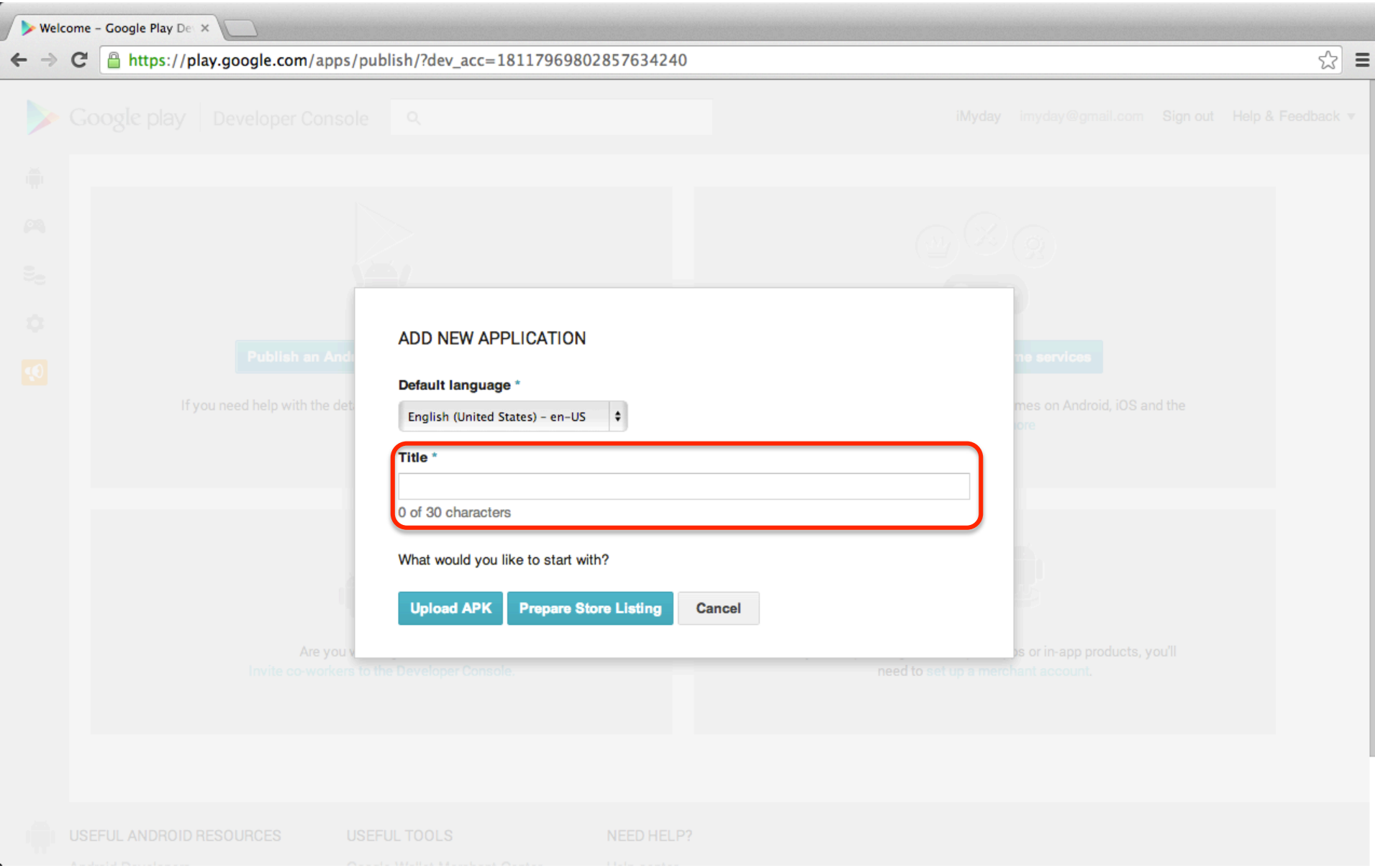
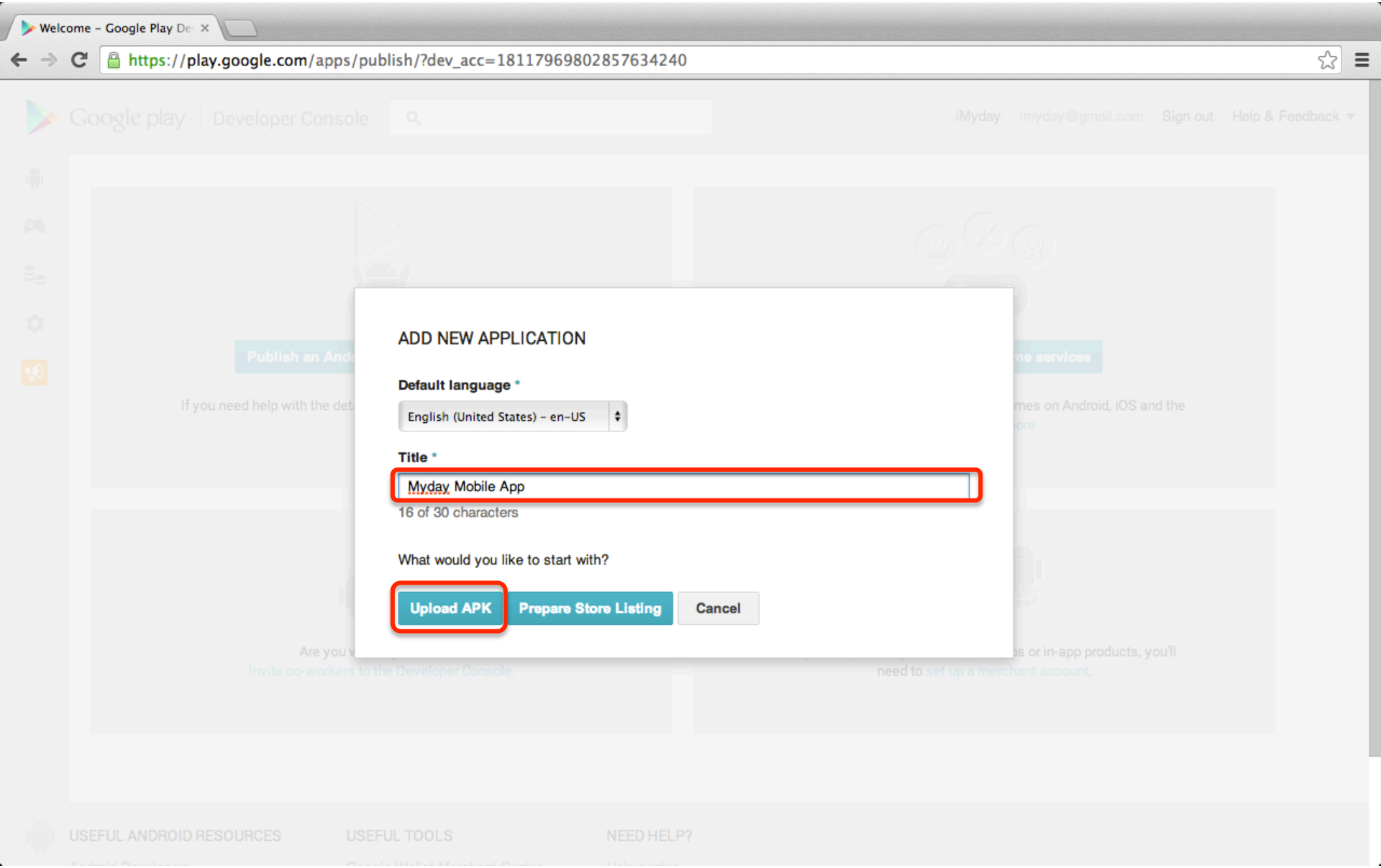
Publish an Android App on Google Play



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

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MYDAY MOBILE APP

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- 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

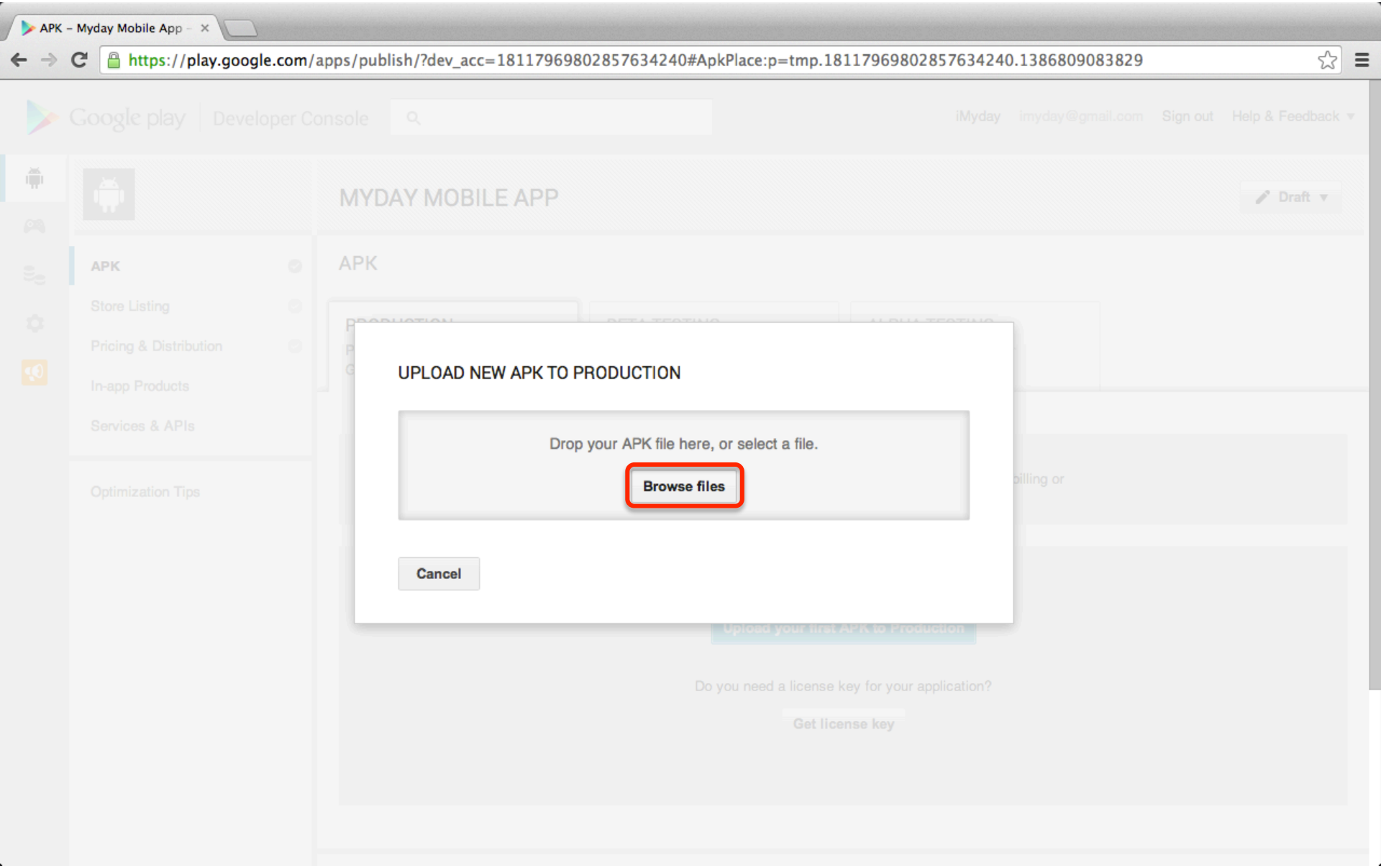
License keys are now managed for each application individually.
If your application uses licensing services (e.g. if your app is a paid app, or if it uses in-app billing or APK expansion files), get your new license key on the Services & APIs page.

Upload your first APK to Production

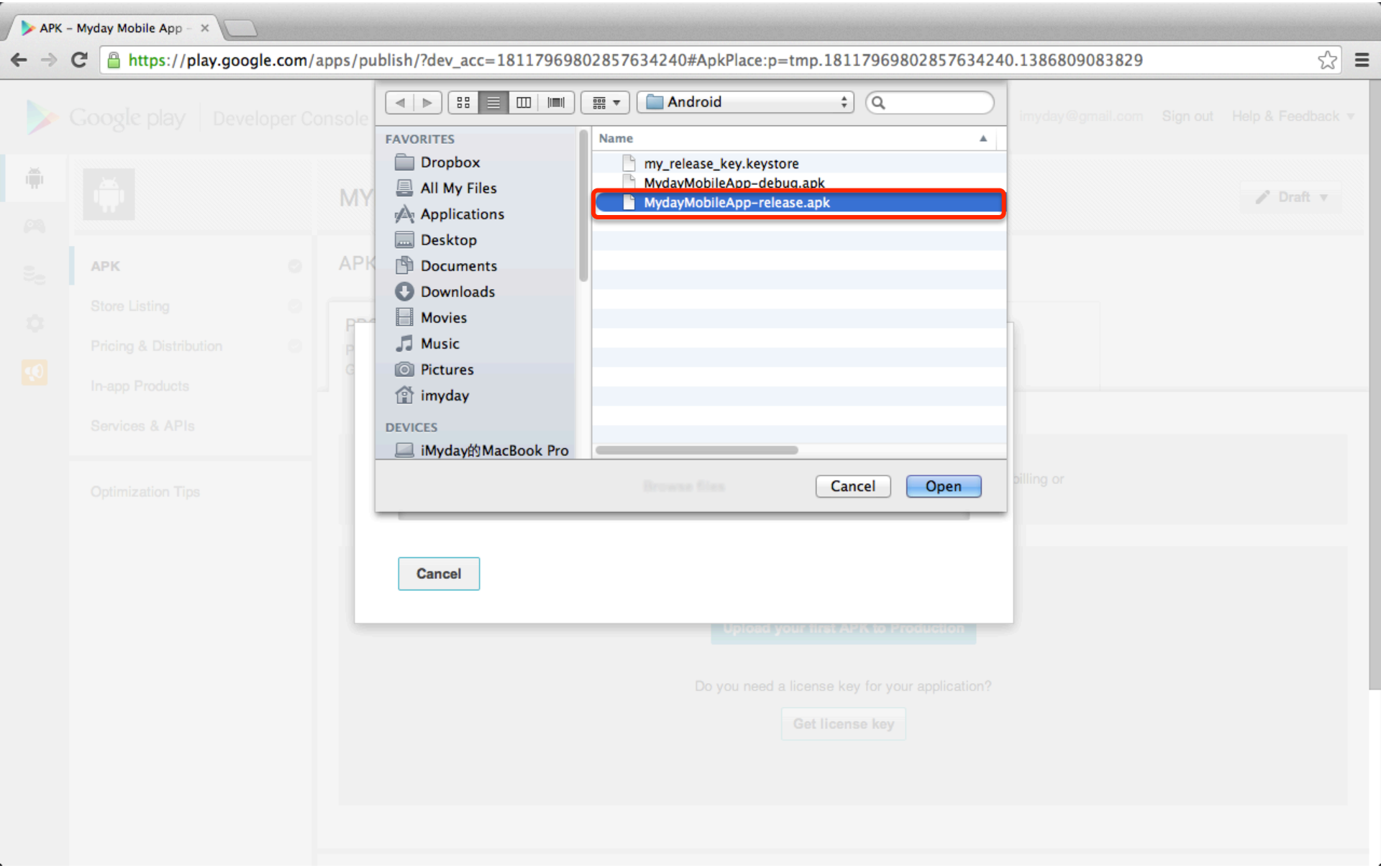
Do you need a license key for your application?

Get license key

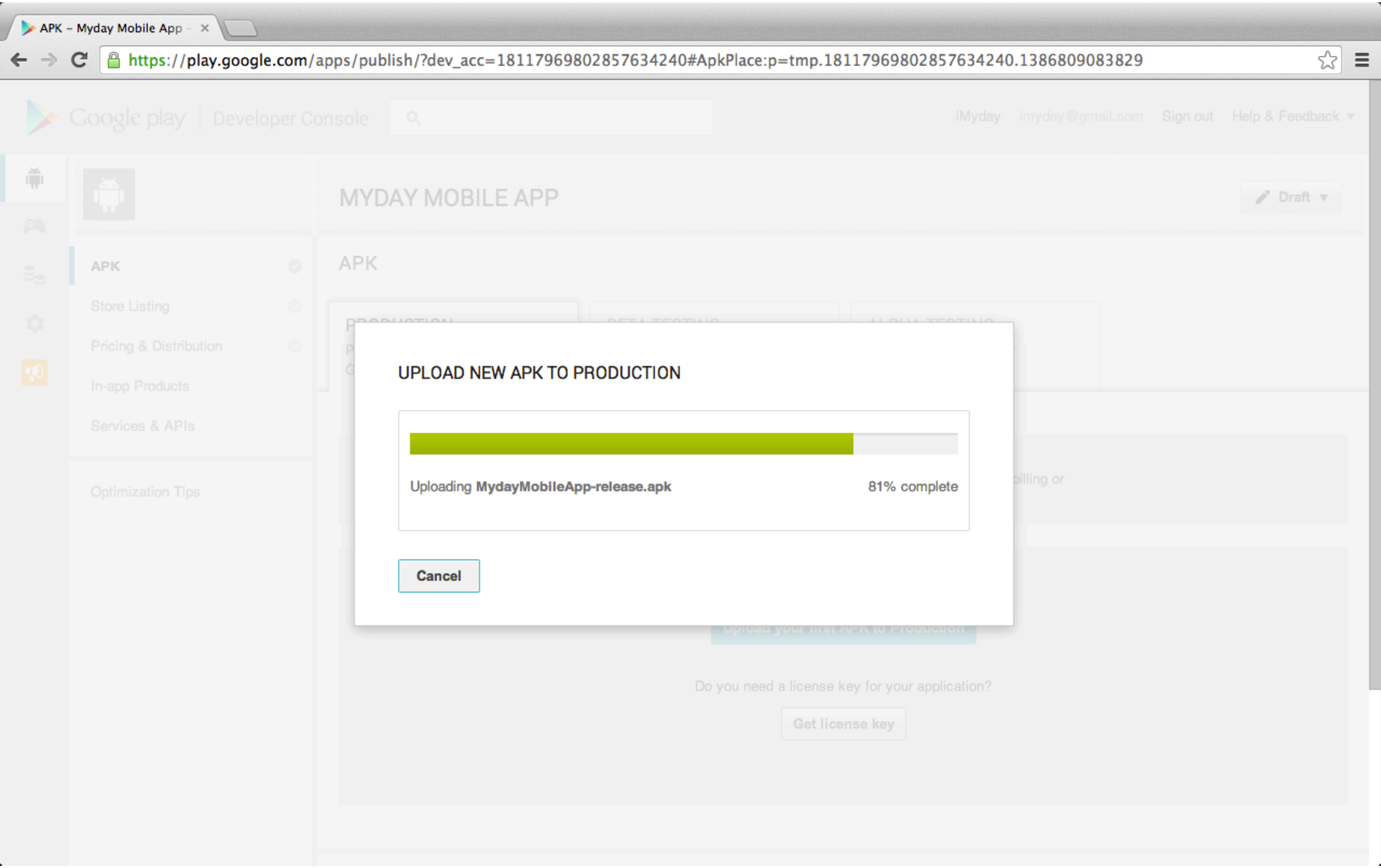
Upload new APK to Production



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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- 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 | Android

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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Draft

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

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Documents

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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

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

Name
iMyday_720x1280.png
iMyday_480x800.png
iMyday_320x480.png
iMyday_200x320.png

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7-i

to help
on their

10-inch tablet

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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

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Screenshots

Store Listing – Myday Mobi

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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

7-i

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

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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

+
Add screenshot
Drop image here.

7-inch tablet

+
Add screenshot
Drop image here.

Store Listing:
Screenshots

Store Listing – Myday Mobi

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Name
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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

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APK

Store Listing

Pricing & Distribution

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

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

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Categorization

Store Listing – Myday Mobi

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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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Categorization

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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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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

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

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

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

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

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] 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

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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

tates 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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APK
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PRICING & DISTRIBUTION Save

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

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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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APK

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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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PRICING & DISTRIBUTION

Save

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

GOOGLE PLAY FOR EDUCATION

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Additional information	Edit information for your application.
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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.
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USEFUL ANDROID RESOURCES
Android Developers

USEFUL TOOLS
Google Wallet Merchant Center

NEED HELP?
Help center

Ready to publish

Pricing & Distribution – My

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

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- APK
- Store Listing
- 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

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

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

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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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Ready to publish

PRICING & DISTRIBUTION

Saved

This application is Paid | Free

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- [x] SELECT ALL COUNTRIES
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- [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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Crashes & ANRs

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Services & APIs

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✓ 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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MYDAY MOBILE APP – com.imtku.smap.mydaymobileapp

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

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

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- Statistics
- Ratings & Reviews
- Crashes & ANRs
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- In-app Products
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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?
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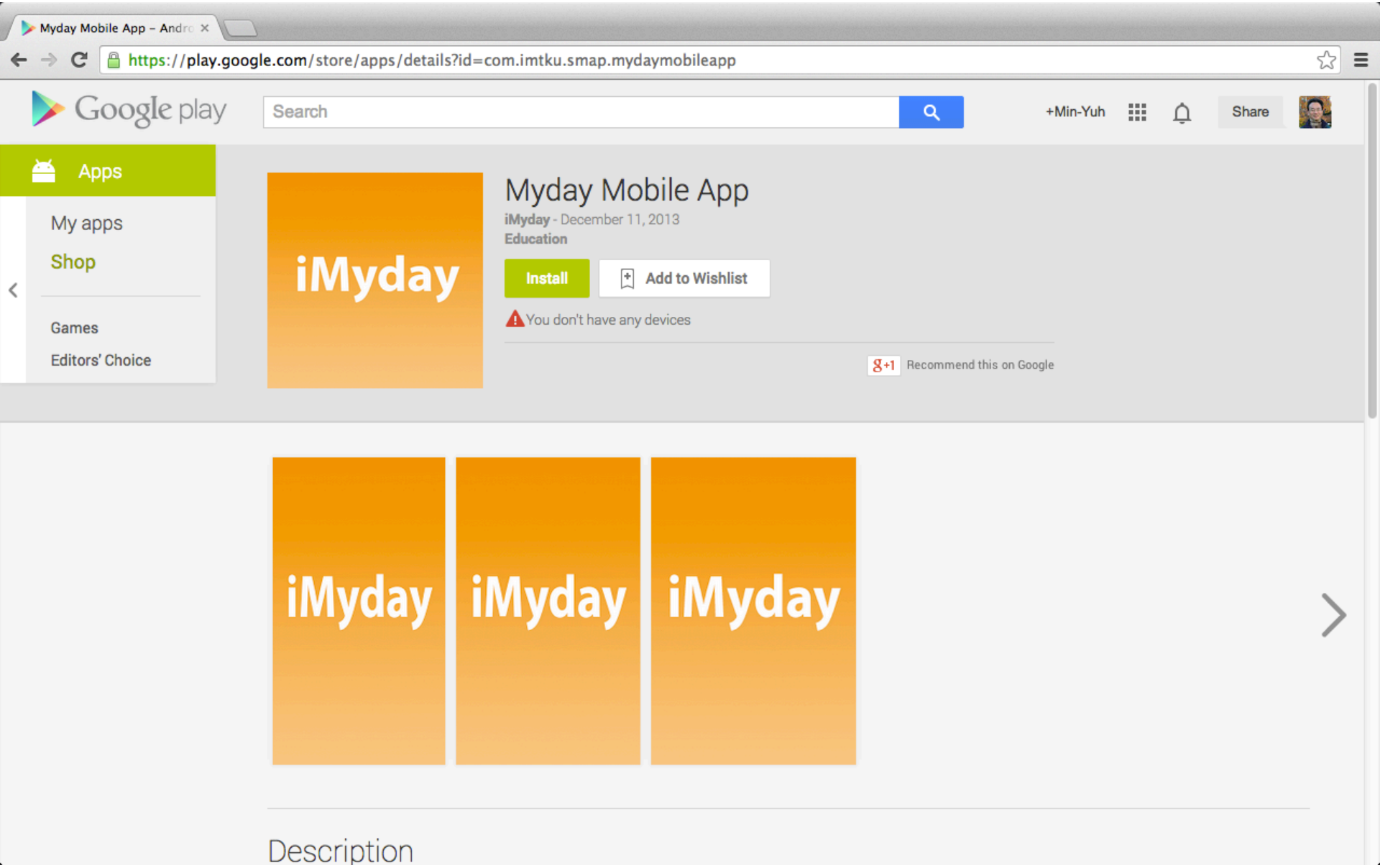
Learn how to get started using Google Analytics for your Android app.

Application statistics are updated daily.

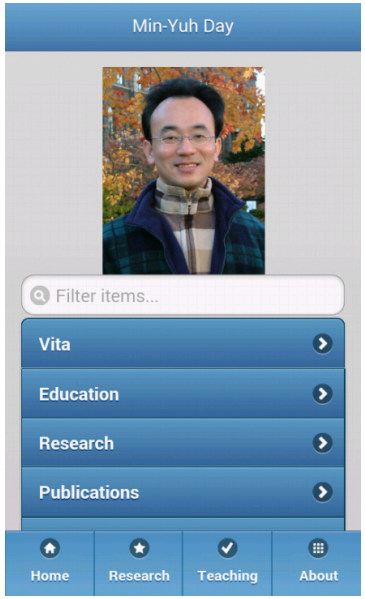
Myday Mobile App on Google play

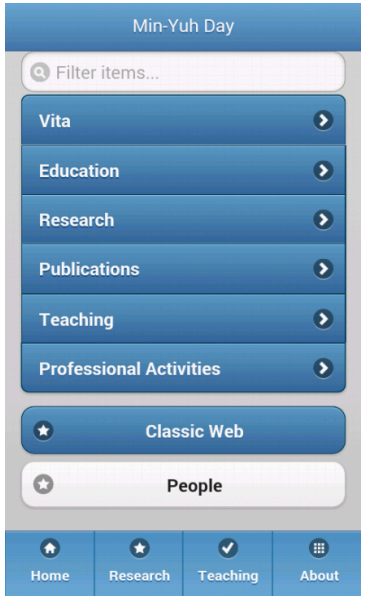


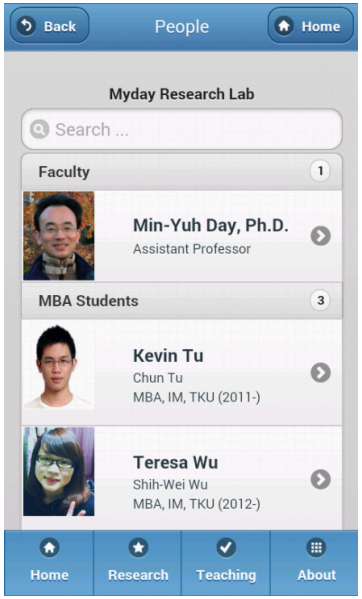
https://play.google.com/store/apps/details?id=com.imtku.smap.mydaymobileapp

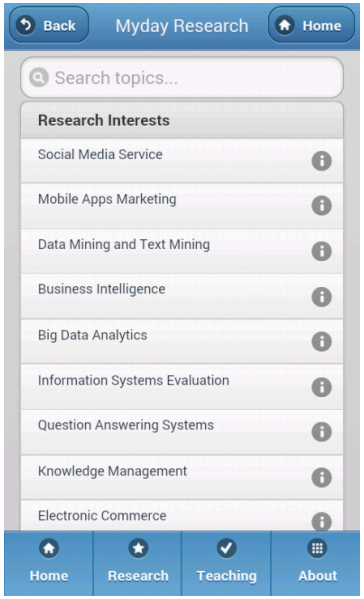
Update Android App Screenshots

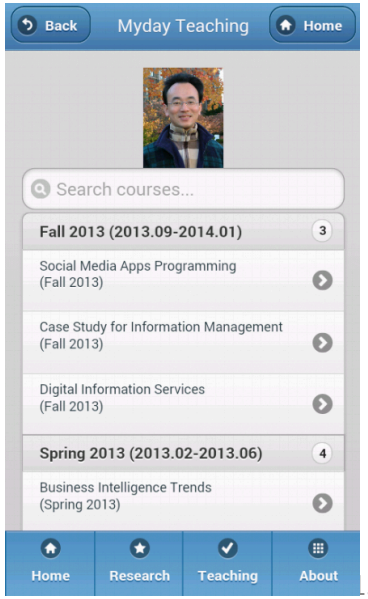
- Download Android App on Google play
  - Capture Screenshot from Android Device
- Install app-release.apk on Android Emulator
  - Android SDK platform tools: abd
    - abd install myapp-release.apk
  - Capture Screenshot from Android Emulator



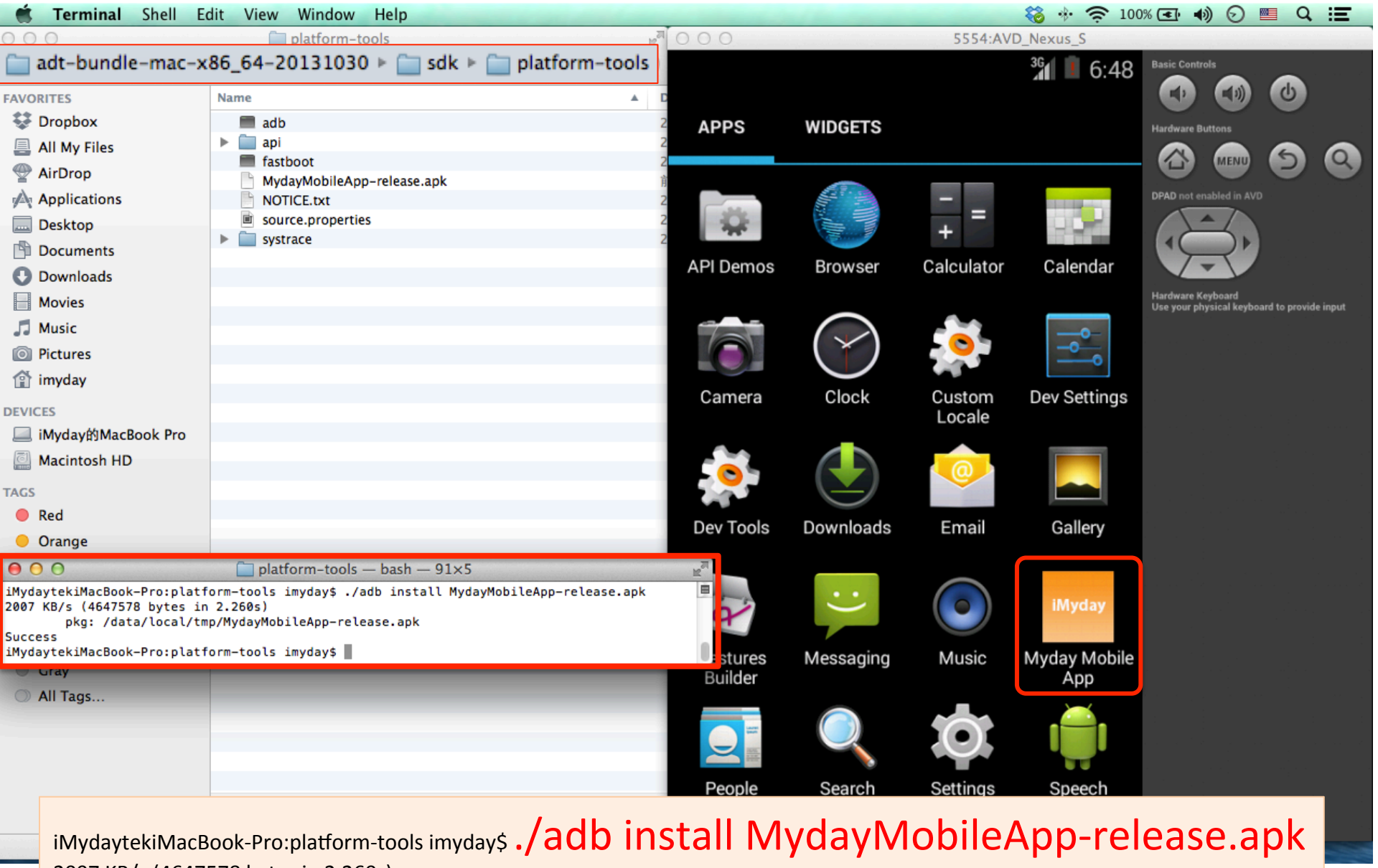






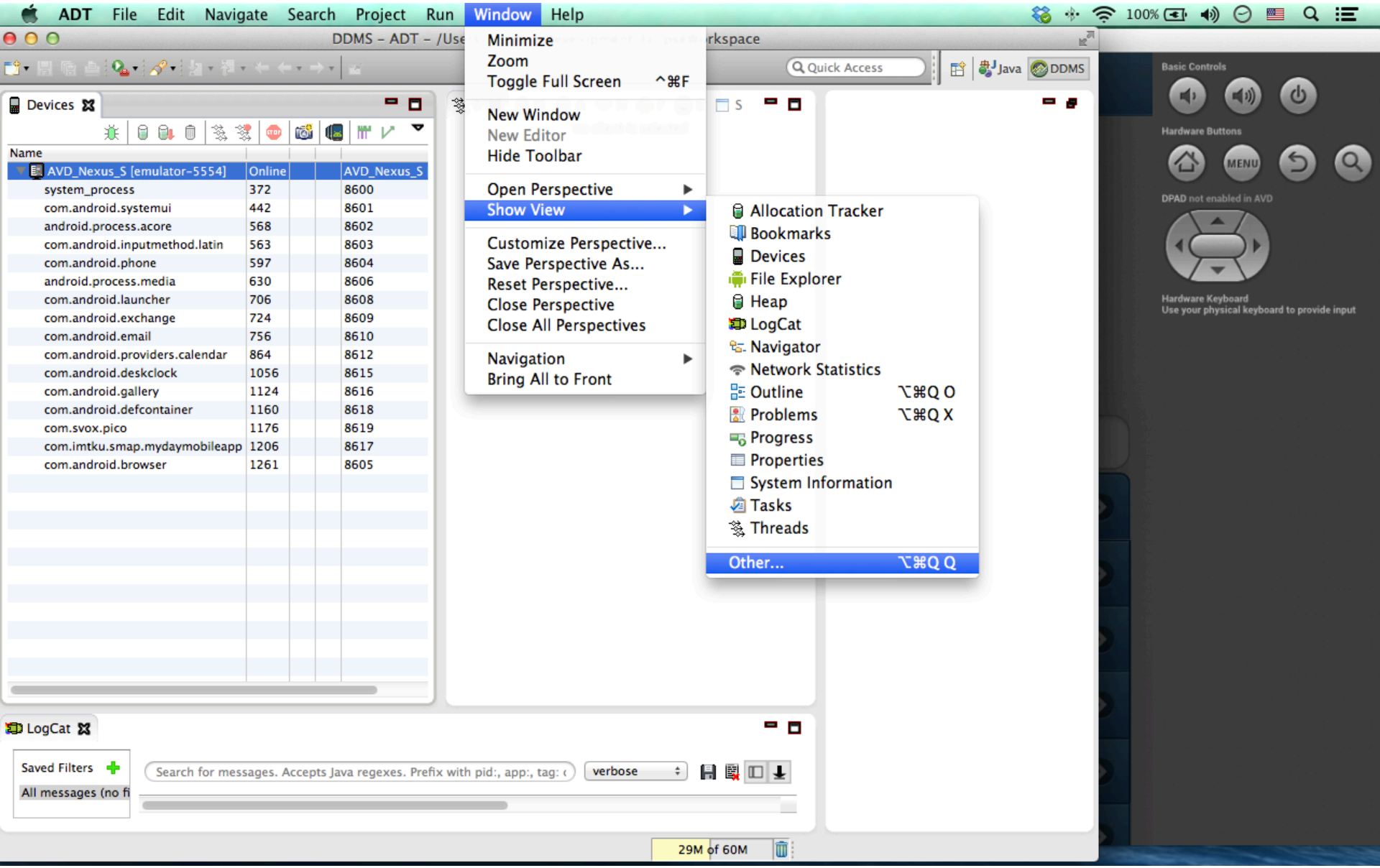


adb install MydayMobileApp-release.apk

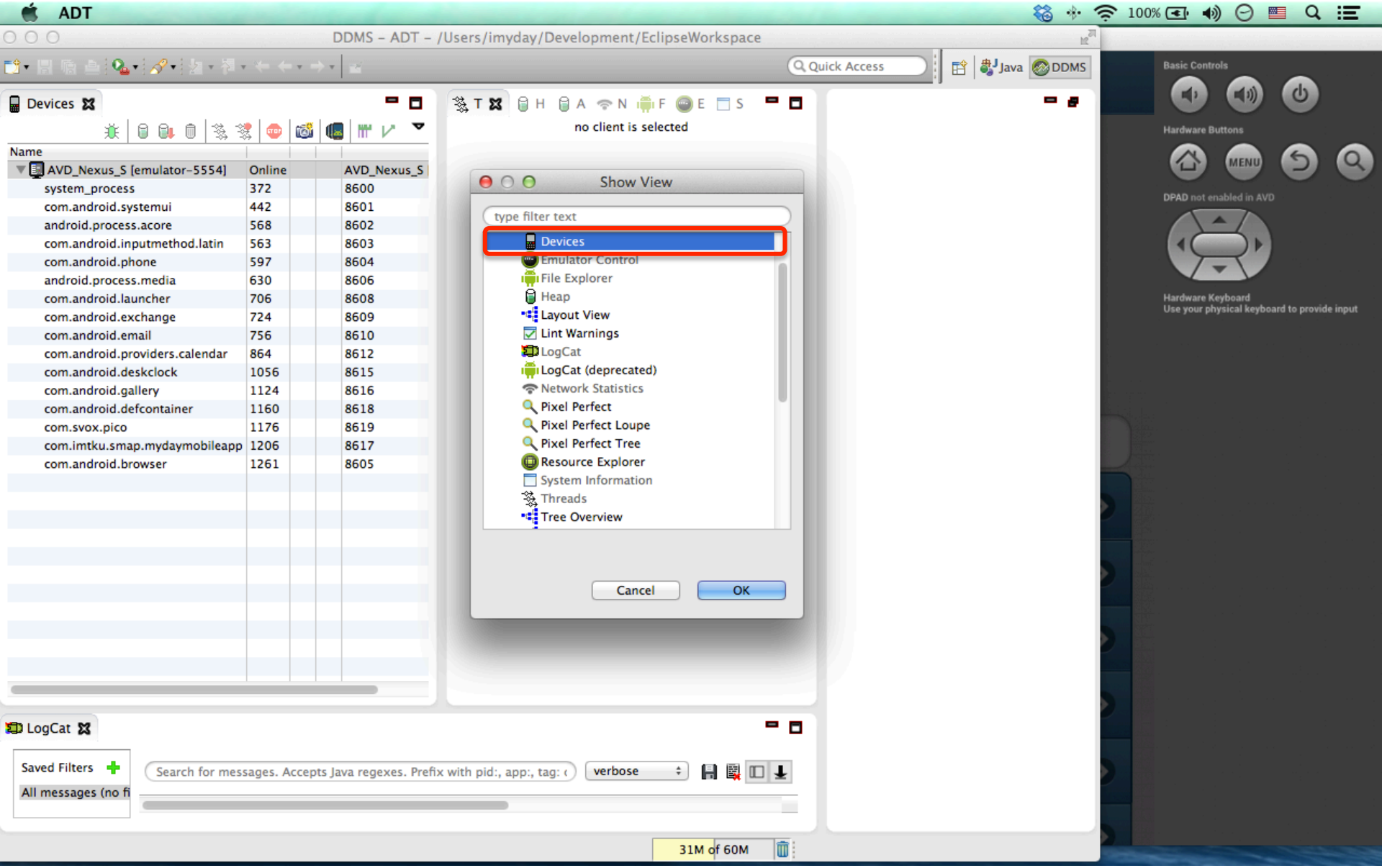


iMydaytekiMacBook-Pro:platform-tools imyday$ **./adb install MydayMobileApp-release.apk**
2007 KB/s (4647578 bytes in 2.260s)
pkg: /data/local/tmp/MydayMobileApp-release.apk
Success

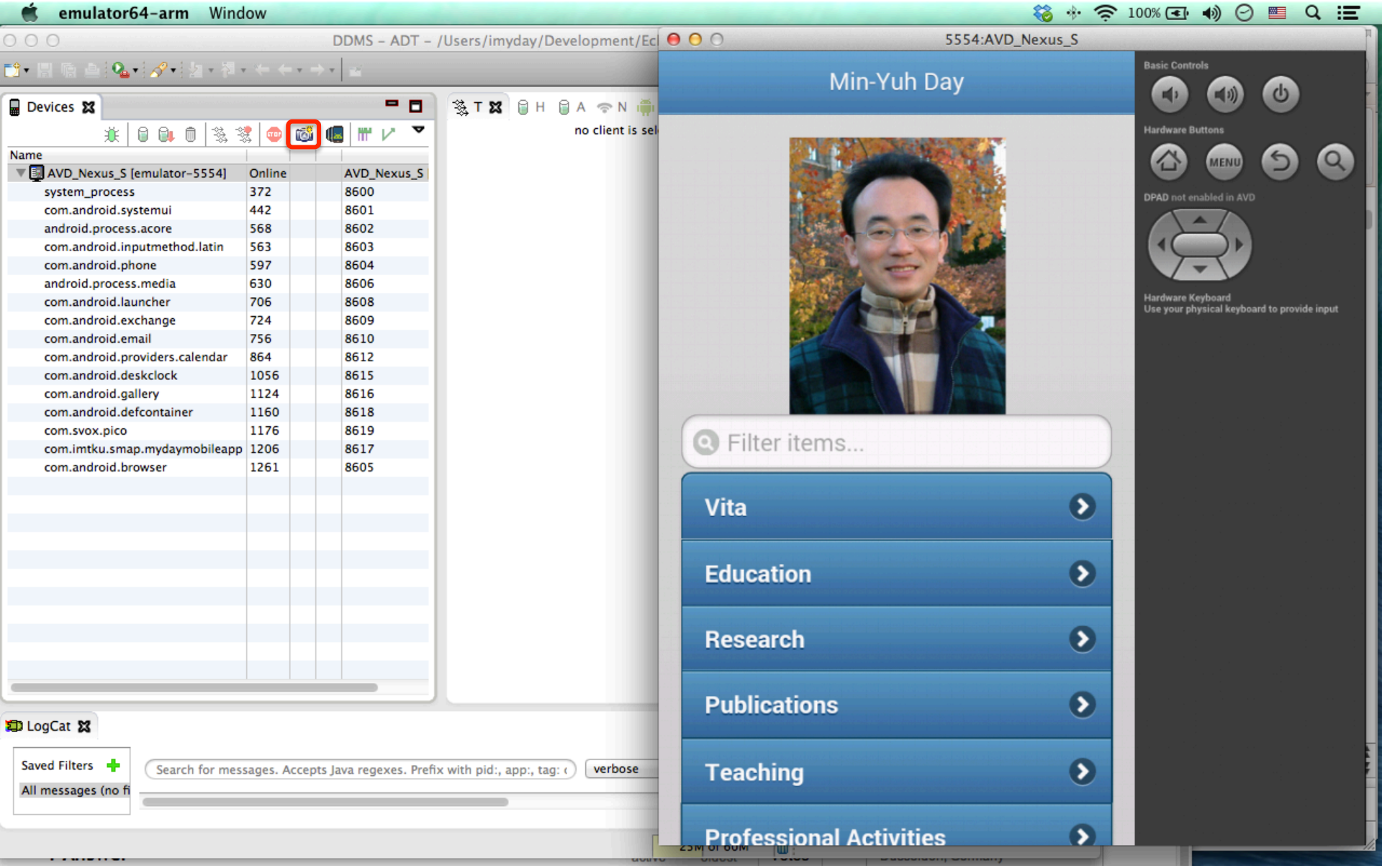
Capture Screenshot from Android Emulator



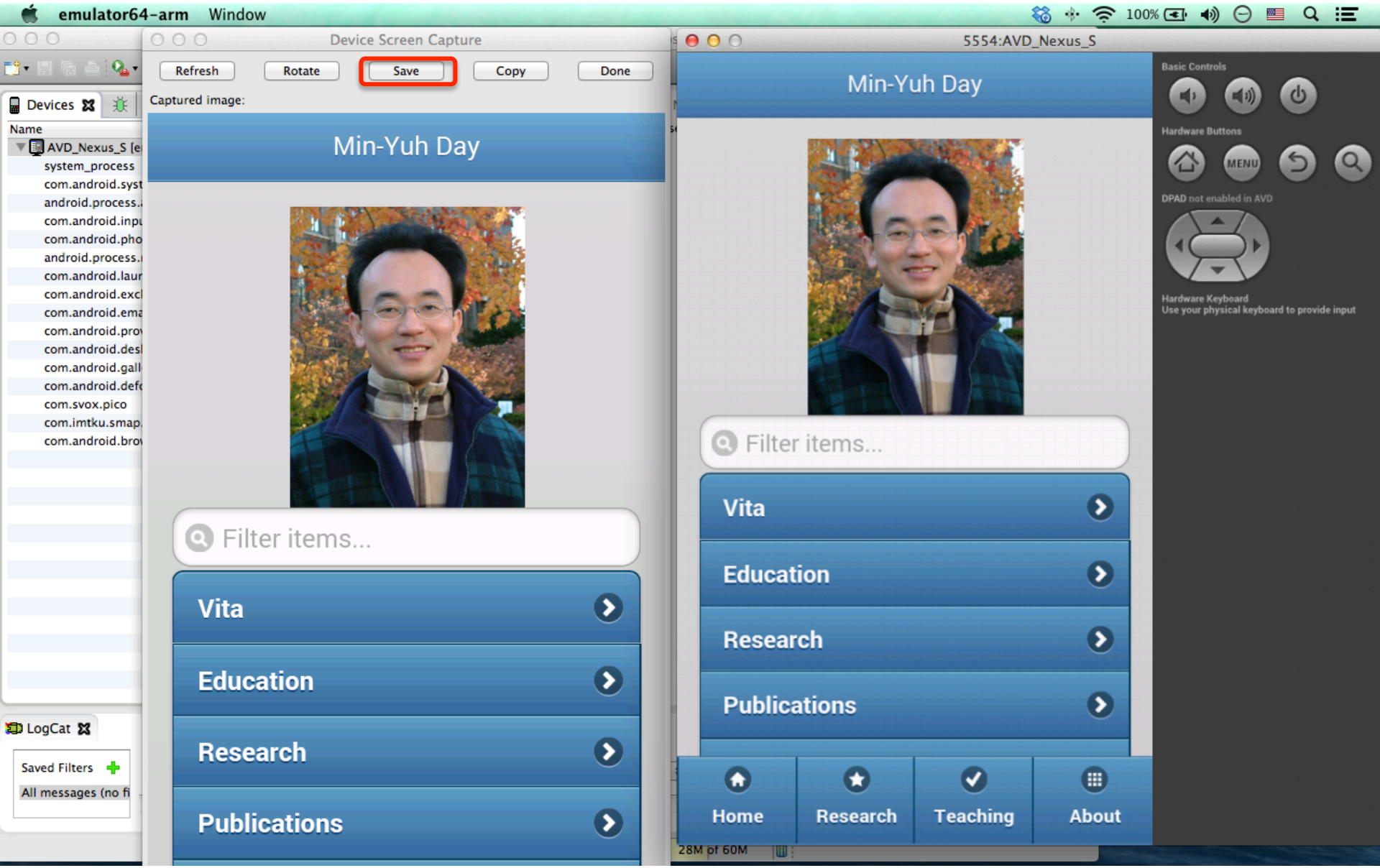
Capture Screenshot from Android Emulator



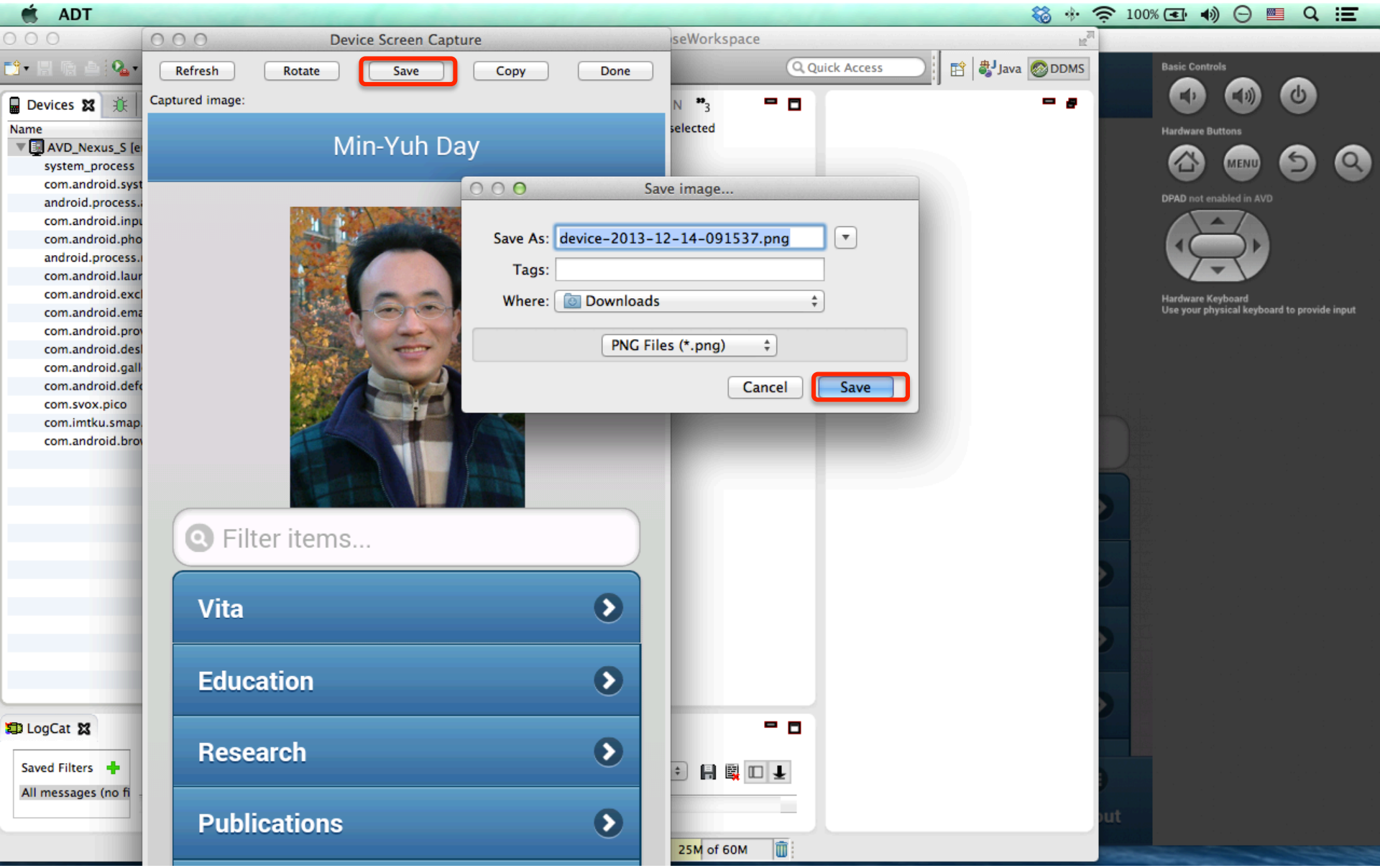
Device Screen Capture



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
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- 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

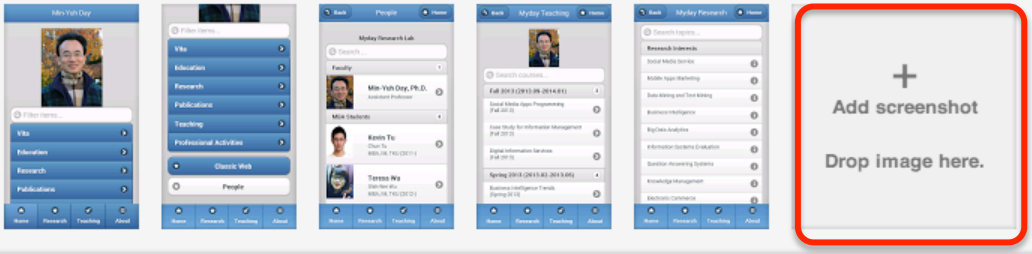
JPEG or 24-bit PNG (no alpha). Min length for any side: 320px. Max length for any side: 3840px.

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

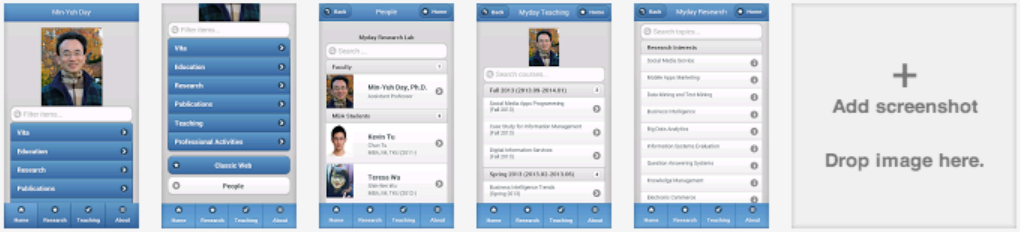
For your app to be showcased in the 'Designed for tablets' list in the Play Store, you need to upload at least one 7-inch and one 10-inch screenshot. If you previously uploaded screenshots, make sure to move them into the right area below.

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

Phone

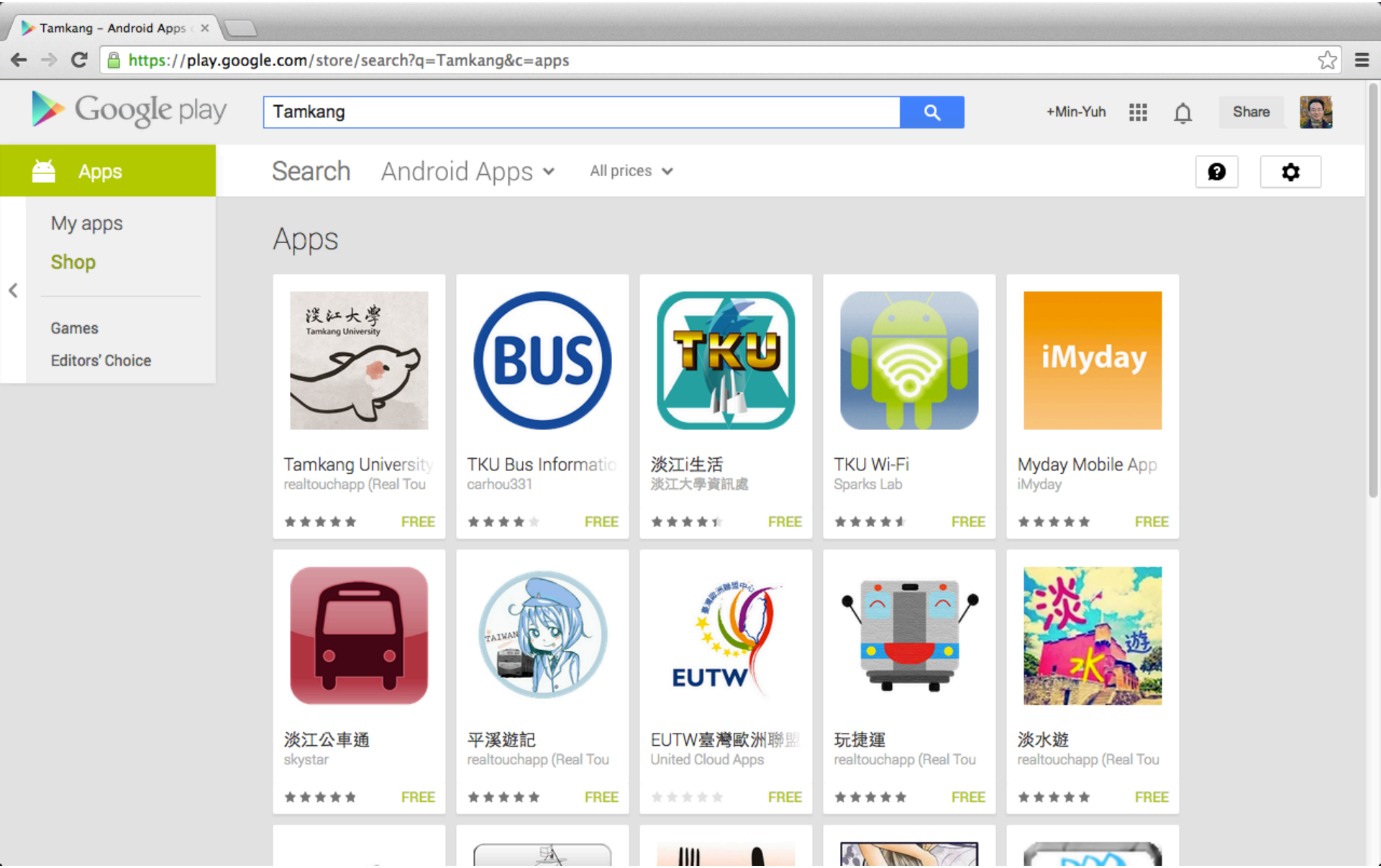


7-inch tablet



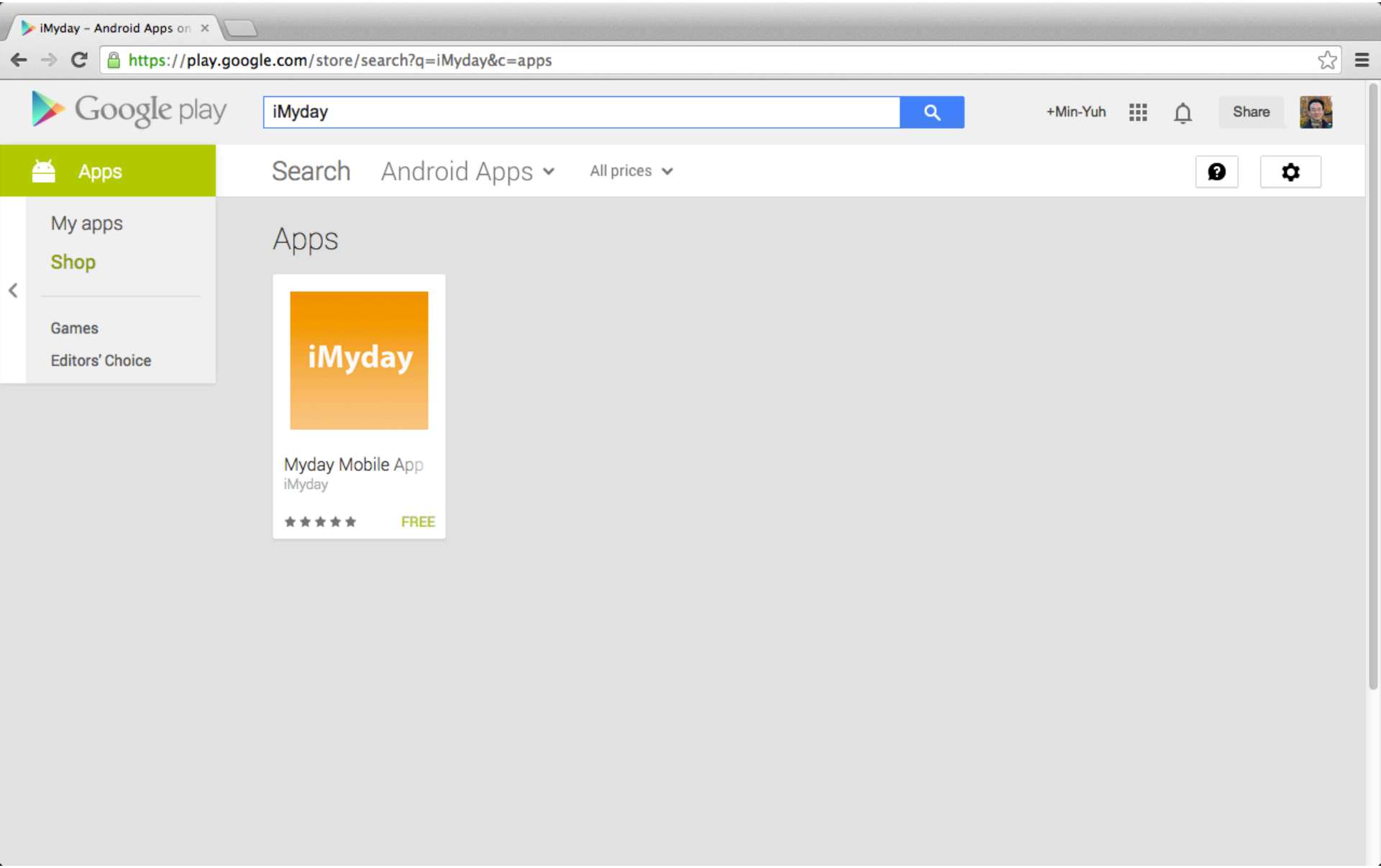
10-inch tablet

Search Tamkang on Google play



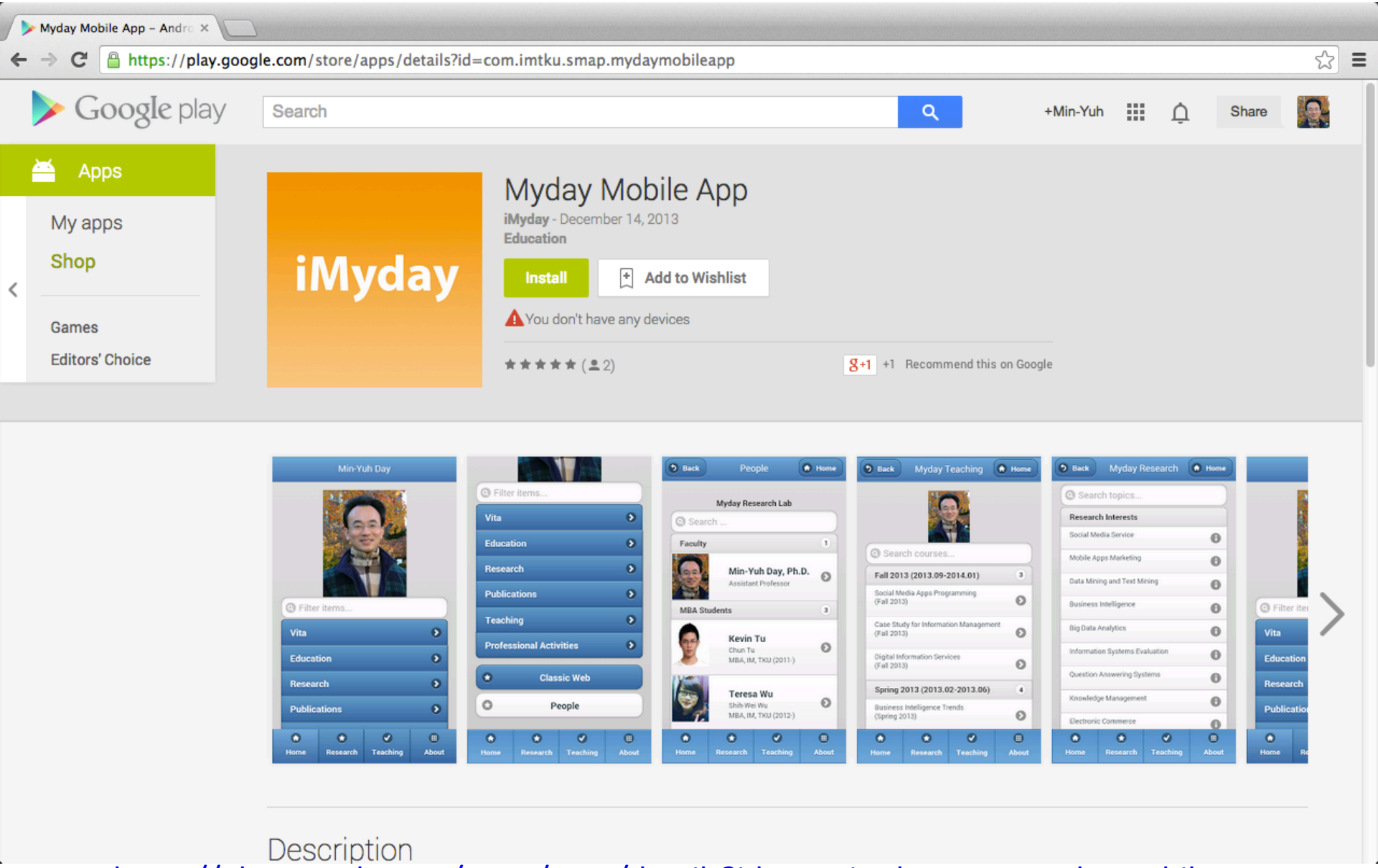
https://play.google.com/store/search?q=Tamkang&c=apps

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

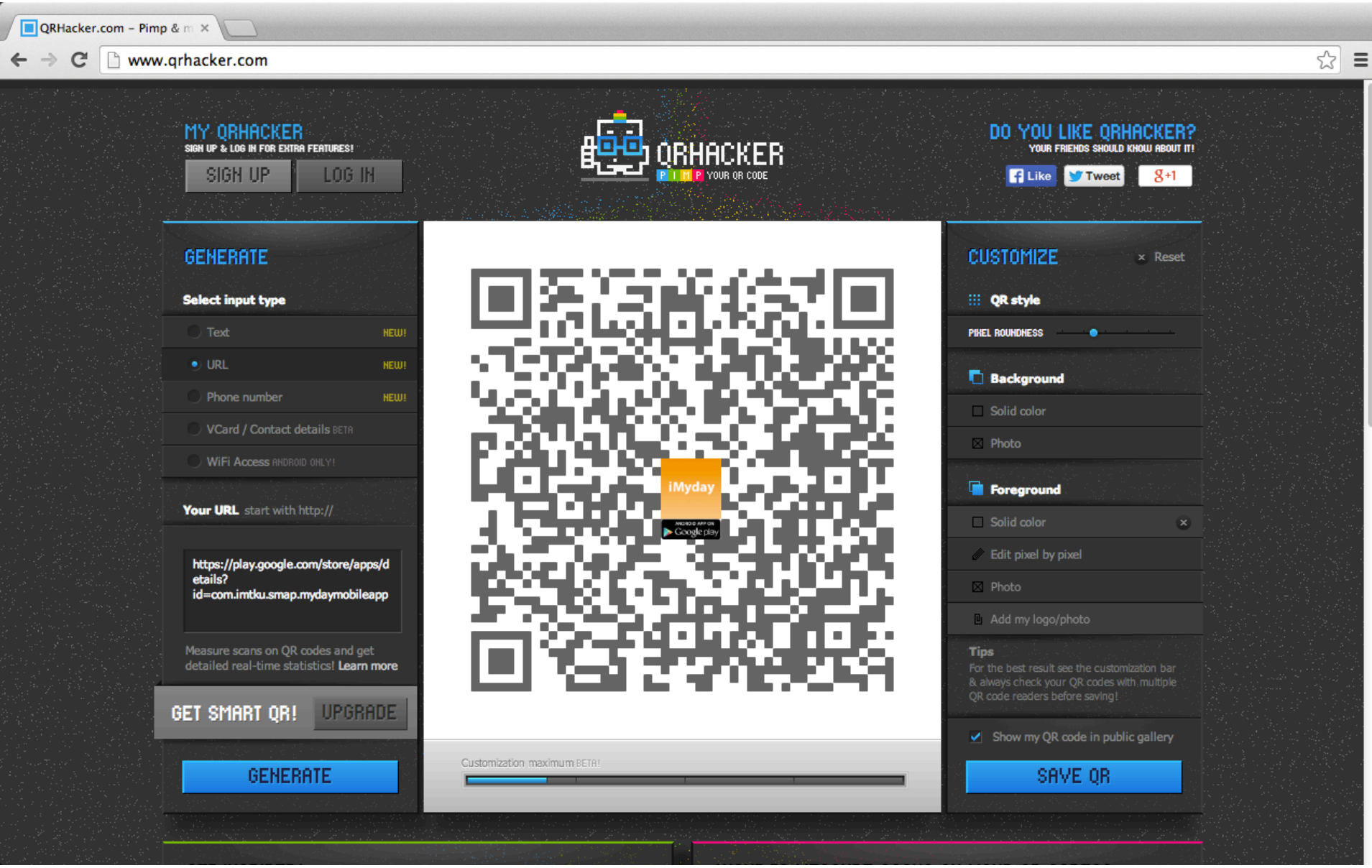
Copy and paste this HTML into your web site:

```
<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

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