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)

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Subject/Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>2015/10/28</td>
<td>Create Hybrid Apps with Phonegap</td>
</tr>
<tr>
<td>8</td>
<td>2015/11/04</td>
<td>jQuery Mobile/Phonegap</td>
</tr>
<tr>
<td>9</td>
<td>2015/11/11</td>
<td>jQuery Mobile/Phonegap</td>
</tr>
<tr>
<td>10</td>
<td>2015/11/18</td>
<td>Midterm Exam Week (Midterm Project Report)</td>
</tr>
<tr>
<td>11</td>
<td>2015/11/25</td>
<td>Invited Talk: Business Intelligent and Analysis in PIXNET, the Dominant Blog Platform in Taiwan [Speaker: Dr. Rick Cheng-Yu Lu, CTO, PIXNET]</td>
</tr>
<tr>
<td>12</td>
<td>2015/12/02</td>
<td>Case Study on Social Media Apps Programming and Marketing in Google Play and App Store</td>
</tr>
</tbody>
</table>
# Course Schedule (3/3)

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

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

- Focus: Primary Target
- Think top down
- Consistent UI
- Gestures
- Orientation?
- Check target size
- Reduce settings

App Distribution on App Store

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.

App Distribution on App Store

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/
Web Marketing

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

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
Stanford
Stanford

Search Android Apps

- Stanford Classic Skin
- Stanford Football & StatSheet
- Stanford GSB Spring Gather Digital
- MediaX at Stanford KitApps, Inc.
- The Stanford Flipside Adam Adler
- Stanford Connected Concursive Corporation
- Stanford '73 Reunion appsmachine.com
- Stanford Daydream Kevin Kolekar
- Stanford Cardinal Fan The Football Schedule
- Stanford Law Alumni Gather Digital
- iStanford iStanford
- Strobe Lyte Stanford CapedCriminal
- Stanford Football Conjugo LLC
- The Stanford Inn One Mobile Media LLC
- RadLex Mantas, Code
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!

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 Omet app.

Additional information
Updated
December 6, 2013
Size
6.6M
Installs
10,000 - 50,000
Current Version
3.0
Requires Android
2.3 and up
Content Rating
Low Maturity
Contact Developer
Visit Developer's Website
iStanford

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- Updated: December 6, 2013
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- Content Rating: Low Maturity
- Contact Developer:
  - Visit Developer's Website
  - Email Developer

Similar
- Stanford Continuing
- Stanford Business
- Campus Life @ UW
- Virt U: The Virtual University
- HT Campus Calling

* * * * *
FREE
FREE
FREE
FREE
FREE
Tamkang

https://play.google.com/store
Description

淡水生活專為淡水大學的學生及教職員設計的App，目前的功能有：
1. 淡江W-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(可查看學生資料的PDF檔)。
4. 即時影像：即時查看校內(教學大樓)電梯的人潮及運動場的使用情況，還有師生。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聞。
6. 淡江時報：最新一期(中、英文版)、活動看板、活動看板及活動看板。
7. 公車動態：查看淡水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. 雷達天氣：查詢淡水即時溫度、天氣概況及一周天氣預報。
10. 本校資訊：本校資訊及活動的校園公告和報名活動之資訊。
11. 本校活動：本校活動公告及活動之資訊。
12. 近期活動：本校活動公告及活動之資訊。
13. 行事曆：查詢本學年度的行事曆。
14. 設備分區：查詢校園各單位的分類號碼。
15. 我有話說：想對此App開發團隊說的話。
16. 總次對照表：簡單查詢總次的時間。

Reviews

4.5

Allison Wang ★★★★★

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

Vernon Frederick ★★★★★
What's New

1. 支援「淡江時報」中文、英文新編一週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WiFi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。

(在闢隔校園使用淡江Wi-Fi功能時，請更新至1.7.2以上版本）

Additional information

Updated  
November 27, 2013

Size  
1.3M

Installs  
10,000 - 50,000

Current Version  
1.7.4

Requires Android  
2.2 and up

Content Rating  
Low Maturity

Contact Developer  
Email Developer

Similar

TKU Wi-Fi  
Sparks Lab

大學城吃甚麼？  
GLab

桌面小課表  
skystar

GPS Parking Locator  
LTE TECH

Statistics Portable  
行政院主計處
iMyday

https://play.google.com/store
Description

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

Reviews

What's New

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

Additional information

Updated December 11, 2013
Size 4.4M
Current Version 1.0.0
Requires Android 2.1 and up
Content Rating Everyone
PhoneGap
iOS: App Store
Android: Google Play

• provide the correct certificates
• signing keys to allow distribution

https://build.phonegap.com/faq
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.

About App Distribution Diagram

1. Enroll in Program
2. Develop & Test
3. Create iTunes Record
4. Submit App
5. Release App

Distribution Tasks
Submit and Release iOS App on App Store

Enroll in Program

Develop & Test

Create iTunes Record

Submit App

Distribution Tasks

Release App

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](https://developer.apple.com/programs/start/ios/)

**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](https://developer.apple.com/programs/start/ios/)

**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](https://developer.apple.com/programs/start/ios/)
# Compare iOS Developer Programs

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

The development process for Android applications

Publishing process for Android applications

1. Prepare your application for release
2. Configure, build, and test your application in release mode.
3. Release your application
4. Publicize, sell, and distribute your application to users.

Publishing is the last phase of the Android application development process

Distribute Your Apps on Google Play

Your Apps on Google Play

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

- Go to Developer Console

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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

Google Play Publishing

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 ➔

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

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

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

Nexus 5
5" @ XXHDPI
1080x1920

Nexus 7
7" @ XHDPI
1200x1920
67% size output

Nexus 10
10" @ XHDPI
1600x2560
50% size output
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:  🇪🇸  🇬🇧  🇺🇸  🇨🇦  🇨ロン  🇫🇷  🇪🇸  🇬🇧  🇺🇸  🇨🇦  🇨ロン

Package name:  com.example.android
or
Publisher name:  Example, Inc.

Build my badge

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.

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
  - Console 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.key.keystore
   -alias alias_name -keyalg RSA -keysize 2048 -validity 20000

Android: Signing in Release Mode

```bash
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
```

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

- **Keytool OptionDescription**
- **-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). 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>** A name for the keystore containing the private key.

<table>
<thead>
<tr>
<th>Keytool Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-genkey</td>
<td>Generate a key pair (public and private keys)</td>
</tr>
<tr>
<td>-v</td>
<td>Enable verbose output.</td>
</tr>
<tr>
<td>-alias &lt;alias_name&gt;</td>
<td>An alias for the key. Only the first 8 characters of the alias are used.</td>
</tr>
<tr>
<td>-keyalg &lt;alg&gt;</td>
<td>The encryption algorithm to use when generating the key. Both DSA and RSA are supported.</td>
</tr>
<tr>
<td>-keysize &lt;size&gt;</td>
<td>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.</td>
</tr>
<tr>
<td>-dname &lt;name&gt;</td>
<td>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).</td>
</tr>
<tr>
<td>-keypass &lt;password&gt;</td>
<td>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.</td>
</tr>
<tr>
<td>-validity &lt;valdays&gt;</td>
<td>The validity period for the key, in days. Note: A value of 10000 or greater is recommended.</td>
</tr>
<tr>
<td>-keystore &lt;keystore-name&gt;.keystore</td>
<td>A name for the keystore containing the private key.</td>
</tr>
<tr>
<td>-storepass &lt;password&gt;</td>
<td>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.</td>
</tr>
</tbody>
</table>

Modify config.xml: icon.png
Modify config.xml: icon.png
Modify config.xml: screen.png

```xml
<widget>
  <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="ios-hide-global-actions" value="false"/>
  <preference name="ios-force-orientation" value="false"/>
  <preference name="ios-force-landscape" value="false"/>
  <preference name="ios-force-portrait" value="false"/>
  <preference name="ios-back-in-app" value="true"/>
  <preference name="ios-back-in-app" value="false"/>
  <preference name="android-minSdkVersion" value="7"/>
  <preference name="android-installLocation" value="auto"/>

  <icon src="icon.png"/>
</widget>
```
Refine index.css
animation:fade

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

```css
@keyframes fade {
  from { opacity: 1.0; } 
  50% { opacity: 0.4; } 
  to { opacity: 1.0; } 
}
```
Refine index.css

```css
body {
  -webkit-touch-callout: none; /* prevent callout to copy image, etc when tap to hold */
  -webkit-text-size-adjust: none; /* prevent webkit from resizing text to fit */
  -webkit-user-select: none; /* prevent copy paste, to allow, change 'none' to 'text' */
  background-color: #E4E4E4;
  background-image: linear-gradient(top, #A7A7A7 0%, #E4E4E4 51%);
  background-image: -webkit-linear-gradient(top, #A7A7A7 0%, #E4E4E4 51%);
  background-image: -ms-linear-gradient(top, #A7A7A7 0%, #E4E4E4 51%);
  background-image: -webkit-gradient(
    linear, left top, left bottom,
    color-stop(0, #A7A7A7),
    color-stop(0.51, #E4E4E4)
  );
  background-attachment: fixed;
  font-family: 'HelveticaNeue-Light', 'Helvetica Neue', Helvetica, Arial, sans-serif;
  font-size: 12px;
  height: 100%;
  margin: 0px;
  padding: 0px;
  text-transform: none;
  width: 100%;
}

/* Portrait layout (default) */
.app {
  background: url(../img/logo.png) no-repeat center top; /* 170px x 200px */
  position: absolute; /* position in the center of the screen */
  left: 50%;
  top: 50%;
  height: 50px; /* text area height */
  width: 225px; /* text area width */
  text-align: center;
  padding: 100px 0px 0px 0px; /* image height is 200px (bottom 20px are overlapped with text) */
  margin: -115px 0px 0px -112px; /* offset vertical: half of image height and text area height */
  /* offset horizontal: half of text area width */
}
```
Refine App Files and Update app.zip
Update code and Rebuild all on PhoneGap Build
Update code: Upload app.zip
Update code: Upload app.zip
Update code and Rebuild all on PhoneGap Build
Update code and Rebuild all on PhoneGap Build
No key selected: debug.apk
Download debug.apk for Testing
Download debug.apk for Testing
Add a key to Build release.apk for Google Play
Add a key to Build release.apk

No key selected: debug.apk
Add a key to Build release.apk
<table>
<thead>
<tr>
<th>Platform</th>
<th>App Name</th>
<th>Build Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>Myday Mobile App</td>
<td>Error</td>
</tr>
<tr>
<td>Windows</td>
<td></td>
<td>Rebuild</td>
</tr>
<tr>
<td>HP</td>
<td></td>
<td>Rebuild</td>
</tr>
</tbody>
</table>
Download MydayMobileApp-release.apk from PhoneGap Build
Download MydayMobileApp-release.apk from PhoneGap Build
Download MydayMobileApp-release.apk from PhoneGap Build
app.zip
MydayMobileApp-debug.apk
my_release_key.keystore
MydayMobileApp-release.apk
Demo:
Publishing App on Google Play

Make sure you have your credit card handy to pay the $25 registration fee in the next step.
Publish App on Google Play
Signup Google Developer Account

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

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.
Accept Developer Agreement

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
Set up Google Wallet
Set up Google Wallet
Review your purchase

Pay to: Google
Pay with: VISA

Item: Google Play Developer Registration Fee
Price: $25.00 USD

Tax: $0.00 USD
Total: $25.00 USD

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

Buy
Update billing information

Google Wallet

Update billing information

VISA  Visa-4709

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

Taiwan (TW)

Min-Yuh Day

Continue to payment

Cancel  Buy
Your Payment is Complete
Complete registration

Complete registration

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

Developer name *
Myday
6 of 50 characters
The developer name will appear to users under the name of your application.

Email address *
myday@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

USEFUL ANDROID RESOURCES

Android Developers

NEED HELP?

Help center
Publish an Android App on Google Play

If you need help with the details, have a look at the Getting started guide.

Use Google Play game services

Add social gaming features to your games on Android, iOS and the web. Learn more

Are you working in a team?

Invite co-workers to the Developer Console

If you are planning to create paid apps or in-app products, you'll need to set up a merchant account.
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
TERMS OF SERVICE

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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...
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.

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]
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.

**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
Publish an Android App on Google Play
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

<table>
<thead>
<tr>
<th>Qty</th>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Google Play - Developer Registration Fee</td>
<td>$25.00 USD</td>
</tr>
</tbody>
</table>

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.
keytool -genkey -v
-keystore my_release_key.keystore
-alias my_android
-keyalg RSA -validity 20000
Add a key to Build release.apk
Add a key to Build release.apk
Unlock key `Myday Mobile App`

- certificate password
- keystore password

This key will be unlocked for one hour.
Download MydayMobileApp-release.apk from PhoneGap Build
Download MydayMobileApp-release.apk from PhoneGap Build
Download MydayMobileApp-release.apk from PhoneGap Build
Publish an Android App on Google Play

If you need help with the details, have a look at the Getting started guide.

Are you working in a team?
Invite co-workers to the Developer Console.

If you are planning to create paid apps or in-app products, you'll need to set up a merchant account.

Useful Android Resources
- Android Developers

Useful Tools
- Google Wallet Merchant Center

Need Help?
- Help Center
Publish an Android App on Google Play
Publish an Android App on Google Play
Upload new APK to Production
Upload new APK to Production
MydayMobileApp-release.apk
Upload new APK to Production

[Image: Website screenshot showing the process of uploading an APK to production on a mobile app development platform.]

- [https://play.google.com/apps/publish/?dev_acc=18117969802857634240#ApkPlace:p=tmp.18117969802857634240.1386809083829](https://play.google.com/apps/publish/?dev_acc=18117969802857634240#ApkPlace:p=tmp.18117969802857634240.1386809083829)
Release APK Uploaded to Production
Google play Brand Guidelines

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 usage 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”

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
MYDAY MOBILE APP

STORE LISTING

PRODUCT DETAILS

Title *
Myday Mobile App
16 of 30 characters

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

Promo text
Myday Mobile App for Prof. Min-Yuh Day, IMTKU, Tamkang University, Taiwan
Store Listing: Screenshots

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

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

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

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

GRAPHIC ASSETS

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

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

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

Phone
iMyday

Add screenshot
Drop Image here.

7-Inch tablet
iMyday

Add screenshot
Drop Image here.
Store Listing:
High-res icon, Feature Graphic, Promo Graphic
Store Listing:
Categorization, Contact Details, Privacy Policy

Categorization
- Application type *
- Category *
- Content rating *
  
  Learn more about content rating.

Contact Details
Please provide either a website or an email address.
- Website *
- Email *
- Phone

Privacy Policy *
If you wish to provide a privacy policy URL for this application, please enter it below.
- Link to policy
  
  Not submitting a privacy policy URL at this time. Learn more
Store Listing: Categorization

CATEGORIZATION

Application type *
Category *
Content rating *

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

CONTACT DETAILS
Please provide either a website or an email address:
Website *
Email *
Phone

PRIVACY POLICY *
If you wish to provide a privacy policy URL for your app, please enter it here:
Link to policy

Not submitting a privacy policy URL at this time. Learn more
Store Listing: Categorization

Categorization

Application type *
Applications

Category *
High Maturity
Medium Maturity
Low Maturity
Everyone

Content rating *
Select a 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
Store Listing:
Categorization, Contact Details, Privacy Policy

CATEGORIZATION
- Application type: Applications
- Category: Education
- Content rating: Everyone

CONTACT DETAILS
- 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://...
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
- [ ] Austria
- [ ] Azerbaijan
- [ ] Bahamas
- [ ] Bahrain

GOOGLE PLAY FOR EDUCATION
Pricing & Distribution

MYDAY MOBILE APP — com.imtku.smap.mydaymobileapp

PRICING & DISTRIBUTION

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

- Albania
- Algeria
- Angola
- Antigua and Barbuda
- Argentina
- Armonia
- Aruba
- Australia
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.
Google play for Education

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 adhere 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
Ready to publish
Ready to publish

MYDAY MOBILE APP — com.imtku.smap.mydaymobileapp

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

MYDAY MOBILE APP — com.imtku.smap.mydaymobileapp

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.

MIIBIjANBgkqhkiG9w0BAQEFAAOCAQ8AMIIBCgKCAQEAi3bCOZ8mqqaeQEOcKtJ2trmY4AxLh3RePEtqEv/Vx7csLYcwoO7W+aEfa3R/8o5loLY3HMpLo0Z8B3izw6bYh86c02b4uCxBzzi+1CCO6AgqbxBSnm0ja1jYyFf0yKLMqRs56NEm8m+e7jm6o6b1iqI/7jnavplu5ebTlu137mMlHUSn6GfQOHfpaq5jLc8rspxlKX2sau91AZu0jy6kG/YVA3YVndcQCM4ohEBei0Ks1592h711Y8KHe2E1PuDe7CkF5d3JXV6VlyU0Fy21mWV2Y7aebYcCpmjZ711NgV+yN8PuNioFOGkyLT6yMNTjce04loZLfrqWt5bQ1DAQhB

GOOGLE PLAY GAME SERVICES
Ready to publish
Published

MYDAY MOBILE APP – com.imtku.smap.mydaymobileapp

PRICING & DISTRIBUTION

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

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

Show options
Myday Mobile App Statistics

Statistics

Ratings & Reviews
Crashes & ANRs
Optimization Tips

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

MYDAY MOBILE APP  → com.imtku.smtp.mydaymobileapp

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

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

GET MORE INSIGHTS WITH GOOGLE ANALYTICS FOR MOBILE APPS

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Application statistics are updated daily.
Myday Mobile App on Google play

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

https://play.google.com/apps/publish/?dev_acc=18117969802857634240#MarketListingPlace:p=com.imtku.smap.mydaymobileapp
Search Tamkang on Google play
Search **iMyday** on Google play

[Google Play Store search for iMyday](https://play.google.com/store/search?q=iMyday&c=apps)
Myday Mobile App on Google play

Google PlayBadges

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:

Package name: com.imtku.smap.mydaymobileapp
or
Publisher name: Example, Inc.

Build my badge

Copy and paste this HTML into your website:

Generate and Customize QR Code

http://www.qr hacker.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


• Learn HTML5 and JavaScript for iOS: Web Standards-based Apps for iPhone, iPad, and iPod touch, Scott Preston, Apress, 2012

• PhoneGap
  – http://phonegap.com/

• PhoneGap Build
  – https://build.phonegap.com/

• jQuery Mobile
  – http://jquerymobile.com/

• Introduction to PhoneGap Build