

# App Store Submission Checklist

# App Store Submission Checklist

“ **Project:** {{PROJECT\_NAME}} **Version:** {{APP\_VERSION}} **Build:** {{BUILD\_NUMBER}} **Date:** {{DATE}} **Author:** {{AUTHOR}} **Status:** Draft | In Review | Approved **Reviewers:** {{REVIEWERS}}

## Document History

Version	Date	Author	Changes
0.1	{{DATE}}	{{AUTHOR}}	Initial draft

## Pre-Submission Requirements

### General Readiness

- All P1 and P2 bugs resolved — issue tracker link: `{{URL}}`
- QA sign-off obtained — sign-off document: `{{URL}}`
- Legal sign-off obtained (privacy policy, terms) — `{{URL}}`
- Release notes written and reviewed
- Version number follows `{{SemVer: MAJOR.MINOR.PATCH}}`
- Build number incremented (monotonically — never reused)
- All environment variables set for production
- Crash-free rate > 99.5% in staging (Sentry)
- Analytics verified — events firing correctly in staging

# Apple App Store

## App Store Connect Setup

- App record created in App Store Connect
- App ID registered in Apple Developer Portal
- Capabilities match Xcode project: `{{list capabilities used}}`
- Provisioning profiles up to date (distribution profile)
- Code signing certificate valid (not expiring within 30 days)
- App Store Connect API key configured for CI/CD submission

## App Metadata

- App name:** `{{App name}}` (max 30 chars)
- Subtitle:** `{{Subtitle}}` (max 30 chars) — highlights key feature
- Description:** `{{Description}}` (max 4000 chars) — engaging, keyword-rich
- Keywords:** `{{keyword1, keyword2, ...}}` (max 100 chars total, comma-separated)
- Promotional text:** `{{Promo text}}` (max 170 chars) — can update without new build
- Support URL:** `{{https://support.domain.com}}`
- Marketing URL:** `{{https://domain.com}}`
- Privacy policy URL:** `{{https://domain.com/privacy}}`
- Age rating** completed (4+ / 12+ / 17+)
- Category:** Primary: `{{Category}}` | Secondary: `{{Category}}`
- Copyright:** `{{Year}}` `{{Company Name}}`

## Screenshots

Device	Dimensions	Required	Status
iPhone 6.7" (15 Pro Max)	1320×2868	Required	<code>{{Done/TODO}}</code>
iPhone 6.5" (11 Pro Max / 12 Pro Max)	1242×2688	Required	<code>{{Done/TODO}}</code>
iPhone 5.5" (8 Plus)	1242×2208	Required	<code>{{Done/TODO}}</code>
iPad Pro 12.9" (6th gen)	2048×2732	Required if iPad supported	<code>{{Done/TODO}}</code>

Device	Dimensions	Required	Status
iPad Pro 12.9" (2nd gen)	2048x2732	Required if iPad supported	{{Done/TODO}}

### Screenshot rules:

- Max 10 screenshots per device
- First screenshot = most compelling (primary impression)
- No device frames required (add if chosen)
- No "Download on the App Store" badge in screenshots
- Text overlays readable at thumbnail size
- No third-party IP without permission

### App Preview video (optional):

- Max 30 seconds, format MP4 or MOV
- Actual app footage — no simulated/demo content

## App Privacy Details

- Data types collected** declared — mapped to usage purpose:

Data Type	Collected?	Linked to User?	Used for Tracking?
Name	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}
Email	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}
Phone	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}
Location (precise)	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}
Location (coarse)	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}
Usage data	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}
Crash data	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}
Identifiers (device ID)	{{Yes/No}}	{{Yes/No}}	{{Yes/No}}

- App Tracking Transparency (ATT) framework implemented if using IDFA
- NSUserTrackingUsageDescription string provided in Info.plist

## Review Guidelines Compliance

- No private API usage (review using `{{otool | Mach0View}}`)
- No undocumented device capabilities
- In-app purchase implemented for digital goods (not bypassing IAP)
- External payment links removed or comply with court order rules (US only)
- Login options: if Sign in with Apple is available elsewhere, it MUST be offered
- User account deletion implemented (required since June 2022)
- App functions as described — demo account provided for review if needed

### Demo account for App Review:

- Username: `{{review@domain.com}}`
- Password: `{{vault reference}}`
- Notes to reviewer: `{{special setup instructions}}`

---

## TestFlight Beta Testing

- Internal testing completed (team members — up to 100)
- External beta testing completed — testers: `{{N}}`, duration: `{{N days}}`
- Crash rate < 1% in TestFlight
- Beta feedback addressed
- What's New in This Version: `{{Beta release notes}}`

---

## App Transport Security

- All network connections use HTTPS
- No `NSAllowsArbitraryLoads: true` (or justified with `NSExceptionDomains`)
- Certificate pinning active for critical endpoints
- ATS exceptions documented: `{{list any exceptions and justification}}`

---

## Common iOS Rejection Reasons — Prevention

Risk	Prevention
Crashes on launch	Test on physical device, clean install
Misleading screenshots	Screenshots match actual app UI

Risk	Prevention
Login required without guest mode	Provide review demo account
Missing privacy strings	All <code>NS*UsageDescription</code> keys populated
IAP bypass	All digital content purchases go through IAP
Placeholder content	Remove all Lorem Ipsum, test data
Performance issues on older devices	Test on min supported device

# Google Play Store

## Google Play Console Setup

- App created in Google Play Console
- Signing key configured (Play App Signing — recommended)
- Service account configured for CI/CD API access
- Developer account in good standing

## Store Listing

- App name:** `{{App name}}` (max 50 chars)
- Short description:** `{{Short desc}}` (max 80 chars)
- Full description:** `{{Full description}}` (max 4000 chars)
- App icon:** 512×512 PNG, no alpha, no rounded corners (Play adds them)
- Feature graphic:** 1024×500 JPG/PNG — shown at top of listing
- Screenshots:** min 2, max 8 per device type

Device	Min Dimensions	Status
Phone	320×568 (min), 3840×3840 (max)	<code>{{Done/TODO}}</code>
7" tablet	Same constraints	<code>{{Done/TODO}}</code>
10" tablet	Same constraints	<code>{{Done/TODO}}</code>

## Content Rating Questionnaire

- IARC questionnaire completed in Play Console
  - Rating certificate generated and applied
  - Rating matches app content (honest answers — inaccurate rating = suspension)
- 

## Data Safety Form

- Data types collected declared
  - Data sharing disclosures complete
  - Security practices answered:
    - Data in transit encrypted:
    - Data at rest encrypted:
    - Users can request deletion:
- 

## Target Audience & Content

- Target age group declared (under 13? — COPPA compliance required)
  - Ads configuration (if using ads) — appropriate ad formats for age group
  - Sensitive app permissions justified in declaration
- 

## Testing Tracks

Track	Audience	Status
Internal testing	Up to 100 internal testers	<input type="text" value="{{Done/TODO}}"/>
Closed testing (alpha)	Limited testers, feedback	<input type="text" value="{{Done/TODO}}"/>
Open testing (beta)	Public opt-in	<input type="text" value="{{Done/TODO}}"/>
Production	100% rollout / staged	<input type="text" value="{{Done/TODO}}"/>

**Staged rollout:** Start at  → increase after  →

---

## Common Android Rejection Reasons — Prevention

Risk	Prevention
Permission over-declaration	Request only necessary permissions
Misleading app behavior	App does exactly what listing says
Policy violations (ads)	No interstitials on back press, no deceptive ads
Malware detection	Scan APK/AAB with VirusTotal before upload
Crashes	Test on multiple API levels, both ARM architectures
Data safety inaccurate	Audit all SDKs for data collection

# Cross-Platform Checklist

## Version Naming

Field	iOS	Android	Value
Version string	<code>CFBundleShortVersionString</code>	<code>versionName</code>	<code>{{X.Y.Z}}</code>
Build number	<code>CFBundleVersion</code>	<code>versionCode</code>	<code>{{N}}</code> (monotonic)

**Version naming convention:** `MAJOR.MINOR.PATCH`

- MAJOR: Breaking change / major redesign
- MINOR: New feature
- PATCH: Bug fix / performance

## Release Notes Format

What's new in v`{{X.Y.Z}}`:

- `{{New feature 1}}`
- `{{Bug fix 1}}`
- `{{Improvement 1}}`

Questions or feedback? Contact us at `support@{{domain.com}}`

### Rules:

- Max 500 characters (App Store) / 500 characters (Play Store)
- Translate for each supported locale

- No marketing language — factual changes only
- Reference to known issues if applicable

---

## Marketing Assets

- App icon final (no placeholder)
- Feature graphic final (Google Play)
- Press kit updated:
- App preview video (if applicable)
- Social media announcement content prepared

---

## Legal Requirements

- Privacy Policy** URL:  — covers all data collected
- Terms of Service** URL:
- GDPR: Right to deletion implemented
- CCPA: Do Not Sell link (if US users)
- COPPA: Kids category compliance (if < 13)
- In-app purchase terms linked

---

## Final Submission Sign-Off

Item	Status	Sign-Off
All checklist items complete	<input type="text" value="{{Yes/No}}"/>	
QA approval received	<input type="text" value="{{Yes/No}}"/>	
Legal approval received	<input type="text" value="{{Yes/No}}"/>	
Marketing assets ready	<input type="text" value="{{Yes/No}}"/>	
Support team briefed	<input type="text" value="{{Yes/No}}"/>	

---

## Approval

Role	Name	Date	Signature
------	------	------	-----------

Author			
Mobile Lead			
QA Lead			
Product Manager			
Legal			

---

Revision #7

Created 2026-02-23 12:05:23 UTC by John

Updated 2026-05-25 07:33:16 UTC by John