

# Application Preparation Checklist

This application preparation checklist will help you get your app prepared for publishing. **Print it** and check the items as you are preparing the publishing process.



## Impersonation and Intellectual Property

- Avoid resemblances with any known app.

## Confidentiality

- Have permission to get Users private information and handle the user data securely.

## Misleading Metadata

- App's title and description accurately describe your app's functionality.
- Avoid using repetitive or unrelated keywords or references.

  

## Inappropriate Content

- If your app contains any form of violence, sexual or mature content, you must mention it in the app's rating details.

## Monetization and Ads

- If your product description on Google Play refers to in-app features that may require a specific or additional charge, your description must clearly notify users that payment is required to access those features.

# App Store

## Performance/App Completeness

- Your application name is chosen.
- You have an application description written.   
(make sure that you don't have the word "beta" in your description)
- Screenshots must show the app in use, and not only the title art, log-in page, or splash screen.
- Primary and secondary categories are chosen.
- The app subcategories are selected.
- The copyright attribution is decided.
- An app rating is chosen.
- Keywords are identified.
- A support Email Address configured.
- If required, the End User License Agreement is written.
- Pricing is decided.
- The available date is set.
- A working URL for the application website.
- A working URL for a support site. If it isn't available, your app is likely to be rejected.
- App should be fully functional with all navigation flows finalized.   
(shouldn't have broken links or dummy actions)

- Demo account info if the app includes a login.
- Distribution territories selected.
- Your application compiled with an Apple Distribution Certificate and a Distribution – App Store Provisioning profile.
- Your application IPA file correctly compiled and bug free. Test on your iOS device.

  
  



## Design

- Text fields are not hidden by keyboard on all screen sizes.
- Don't create multiple Bundle IDs of the same app.

  


## Standard User Interface

- Primary content fits on the screen without zooming or horizontal scrolling.
- UI elements are designed for touch gestures.
- Tappable elements measures are at least 44x44 points.
- Text size is at least 11 points.
- There's enough contrast between the font and background colors to make text legible.
- Text doesn't overlap (increase line height or letter spacing if needed).
- All images assets have 2x and 3x versions (with a 1536px x 1536px image, you can use [MakeAppIcon](#) to resize and generate all the required icons for the App Store).
- All images assets are sized at the right aspect ratio to avoid distortion.
- Controls are placed near the content they modify.

## Privacy

- New user
- Terms of Service/ Terms and Conditions
- Privacy policy

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## Payments

- App and its metadata may not include buttons, external links, or other calls to action that direct customers to purchasing mechanisms other than in-app purchase.

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