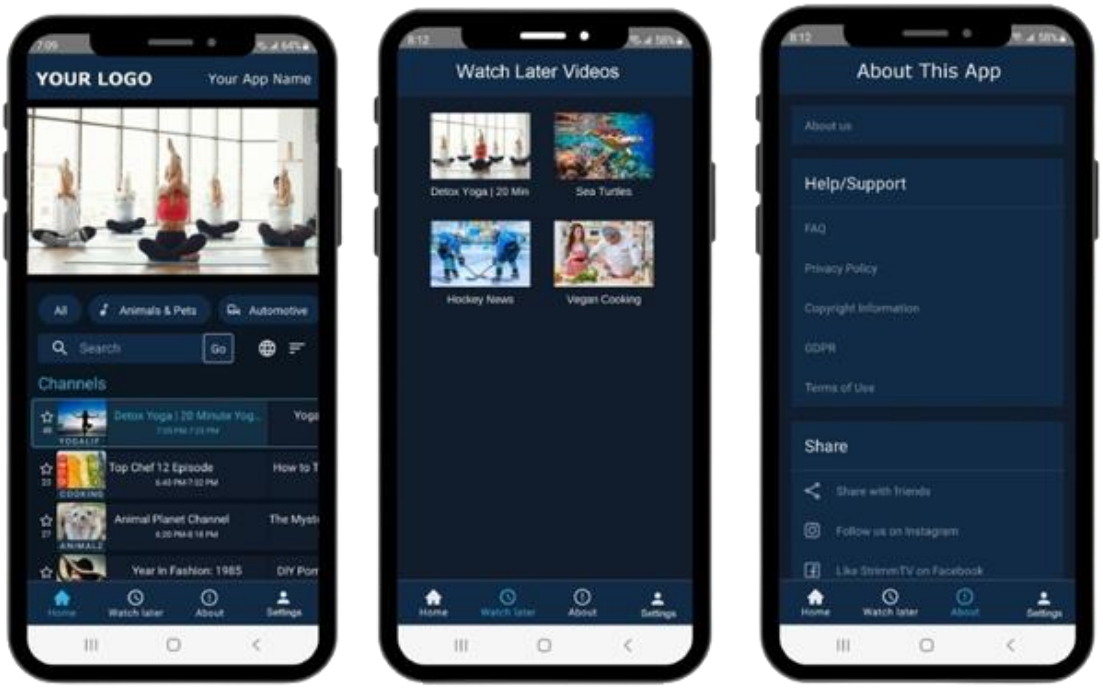
Deploying Personal Mobile App by Strimm to The App Store.

Step-by-Step Guide



v1.1

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BEFORE YOU START:

- Make sure that your App store account is completely setup with your Apple ID, personal or a business profile, and Apple Store fees are paid.
- Prepare an up-to-date Mac computer to complete the setup for App Store.

For details on how to setup your Apple Developers Account please visit - https://developer.apple.com/programs/enroll/

Prepare the following information for the app installation:

- Name of the app
- App short description (up to 30 characters)
- Promotional Text (about info)
- Contact email
- Contact phone number
- App Description with the app's features and functionality
- 3-5 keywords (they need to be separated by commas).
- Subtitle / slogan
- URL with support information related to your app. It can be a link to your website with a contact page (not Strimm.com) or your own support email.
- URL to your Privacy Policy
- Copyright name in the format YYYY Company Name (Example: “2022 My Company Name”)
- List of countries your app will be available in. You can select ALL Countries or some specific countries.
- App Previews or Screenshots in the following exact size and format:
  - iPhone 6.5" Display: 1242x2688px or 2688x1242px, 1284x2778px or 2778x1284px
  - iPhone 5.5" Display: 1242x2208px or 2208x1242px
  - iPad Pro (3rd Gen) 12.9" Display: 2048x2732px or 2732x2048px
  - iPad Pro (2nd Gen) 12.9" Display: 2048x2732px or 2732x2048px
- App Category
- NON-transparent 1024x1024px square app icon
- Bundle identifier as **“com.{app_slug}.app”**
  The recommended option of the name is “com.yourcompanyname.app”, for

example **“com.strimmtv.app”.**
This is a unique identifier for your app in the store.
{app_slug} must be as a string, all in lower cases, no spaces or special characters.

Preparing AppStore profile

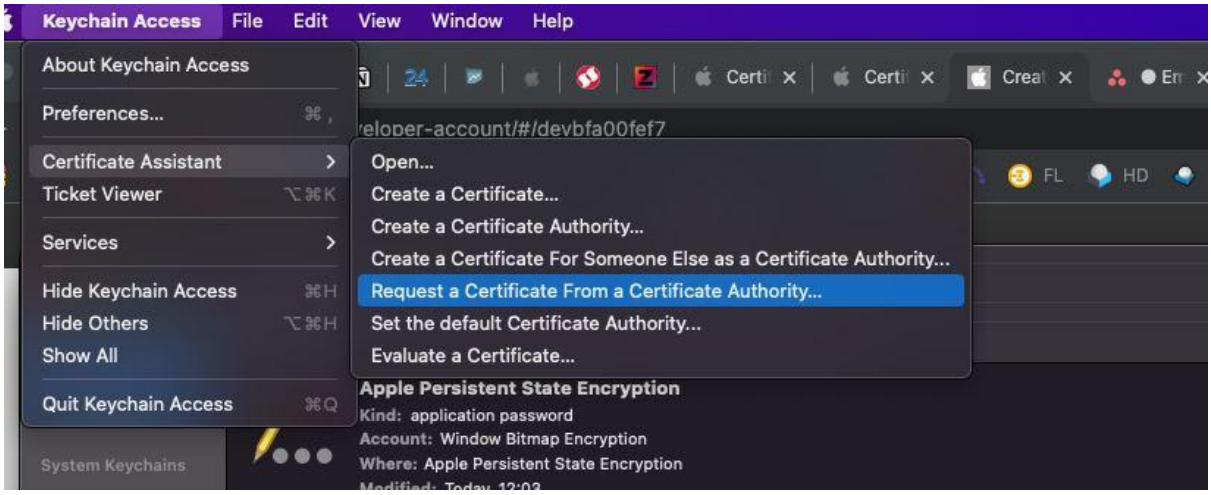
Please note that we will be showing steps utilizing an example profile for Eddans Marketing company or “Eddans”. Though, it is a real marketing agency, this name is used just as an example.

STEPS:

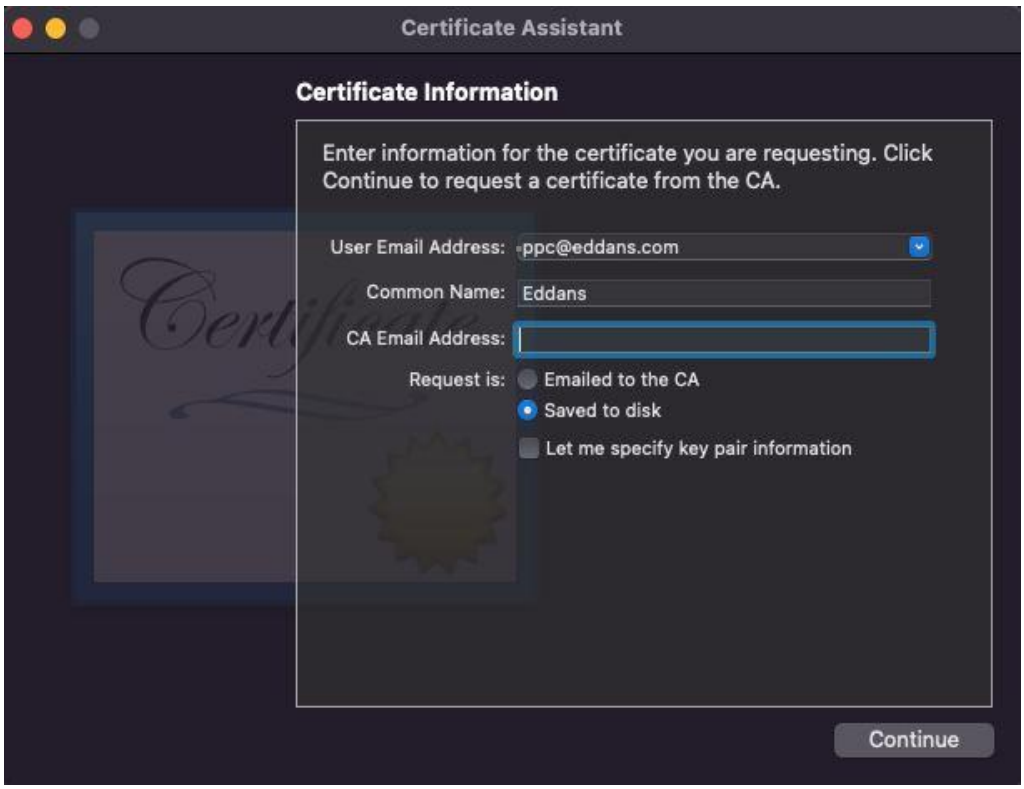
A. CERTIFICATE

1. On your Mac computer, launch Keychain Access located in the /Applications/Utilities section

2. Choose Keychain Access > Certificate Assistant > Request a Certificate from a Certificate Authority.



3. In the Certificate Assistant dialog, enter an email address in the “User Email Address” field (email of an App Store Account).

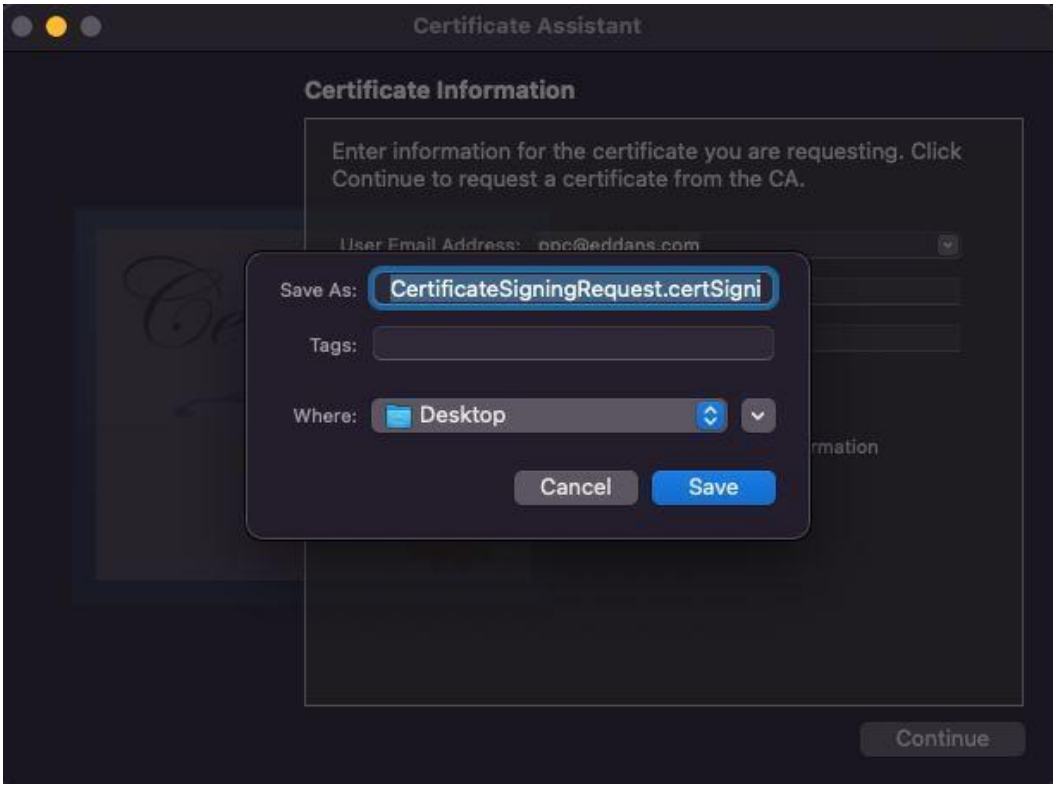


4. In the Common Name field, enter a name for the key (for example, “Eddans”).

5. Leave the CA Email Address field empty.

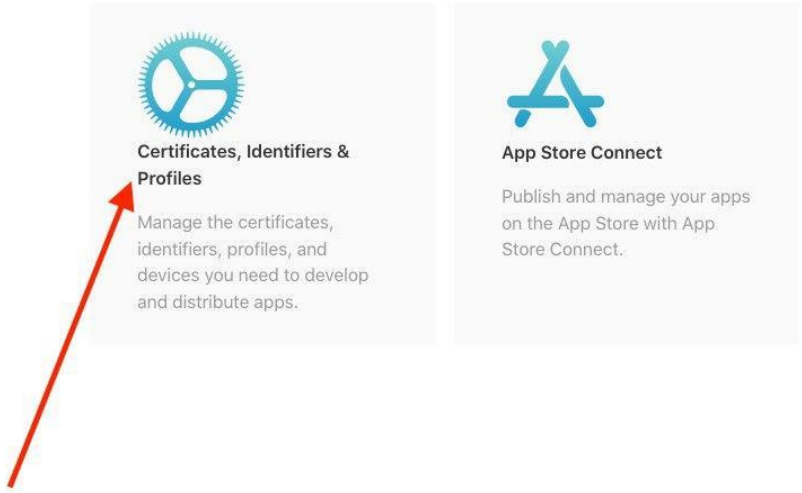
6. Choose “Saved to disk,” then click Continue.

7. Save to your device

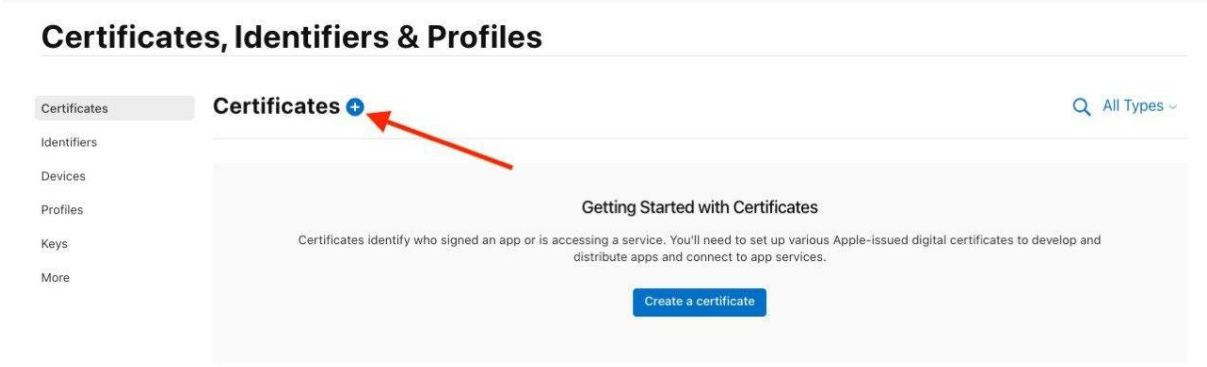


B. **Certificates, Identifiers & Profiles**

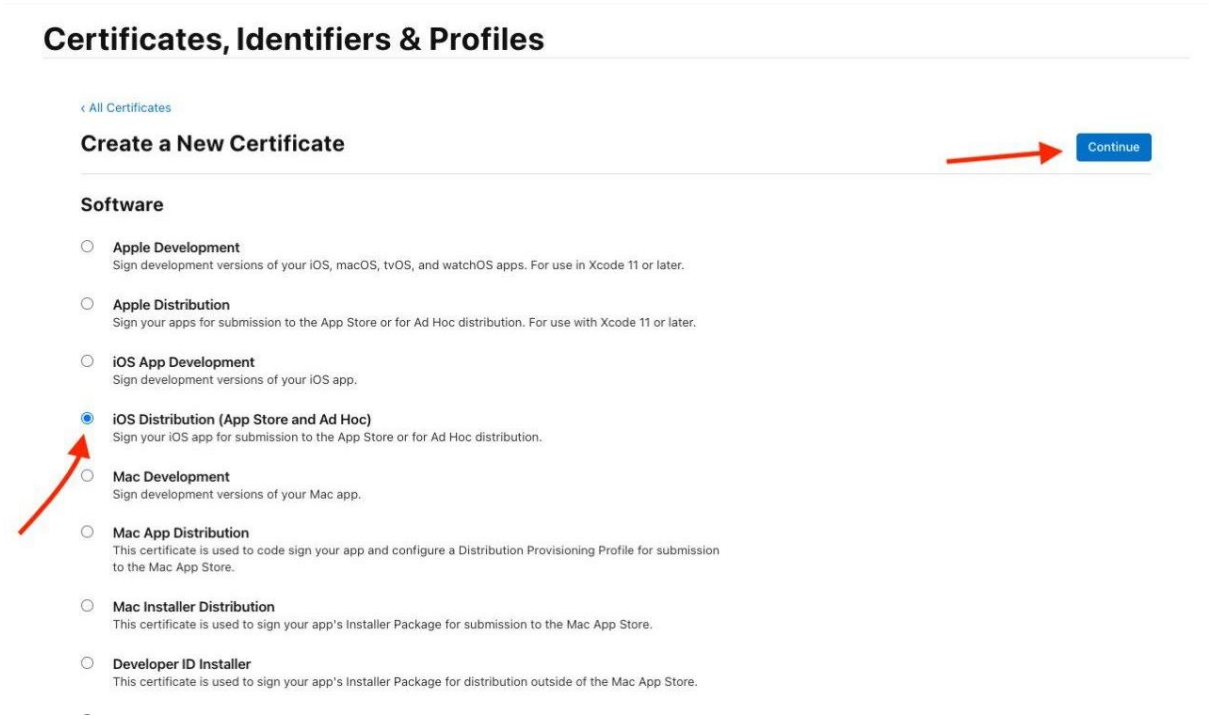
1. Go to https://developer.apple.com/ and authorize yourself under your account
2. Select Certificates, Identifiers & Profiles



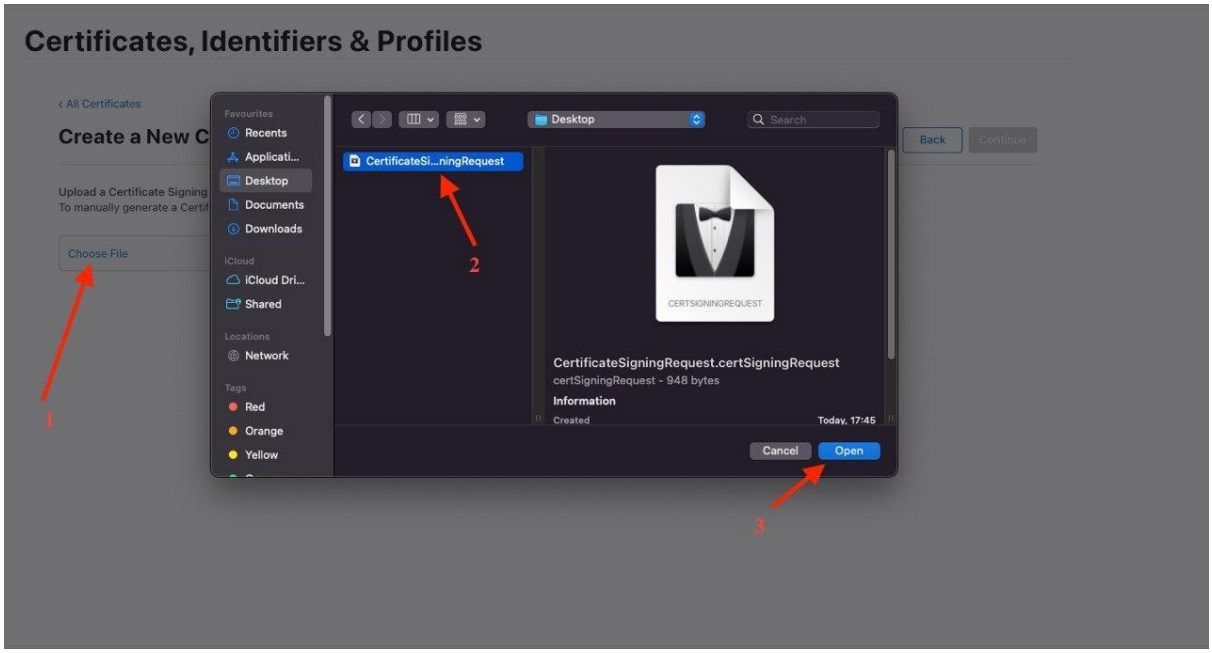
3. Add a new certificate



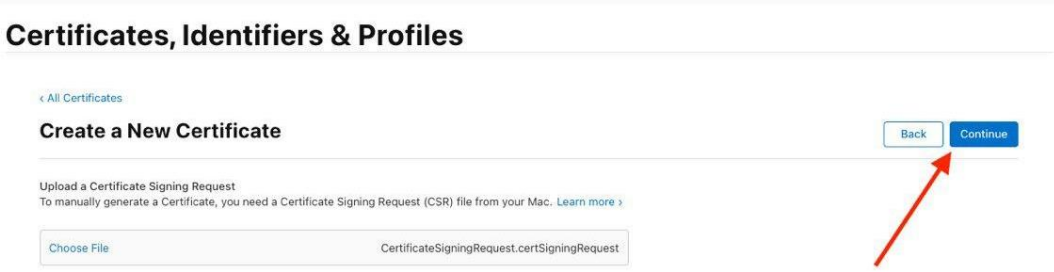
4. Select iOS Distribution App and press “Continue”



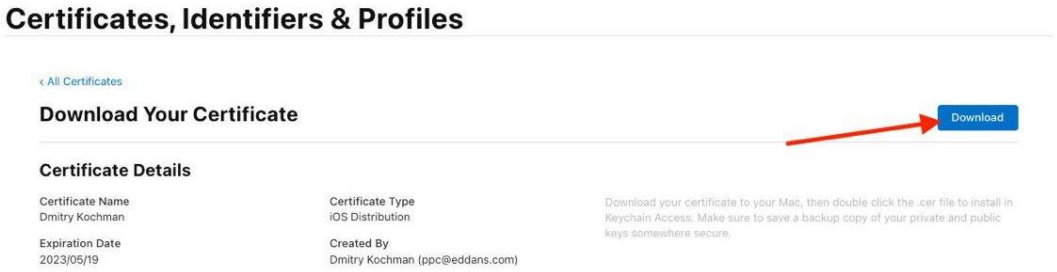
5. Select CertificateSigningRequest file, created in KeyChain Access and click “Open”



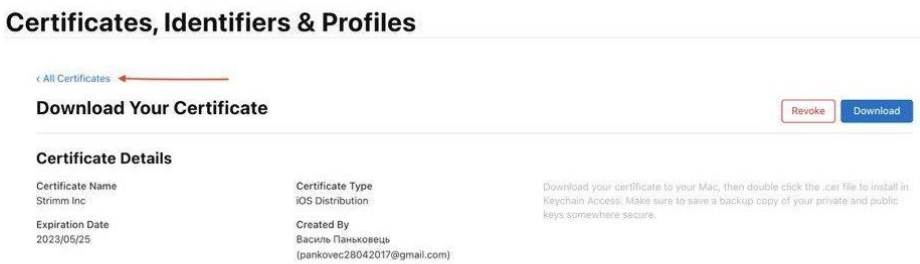
6. Press “Continue”



7. Press “Download”

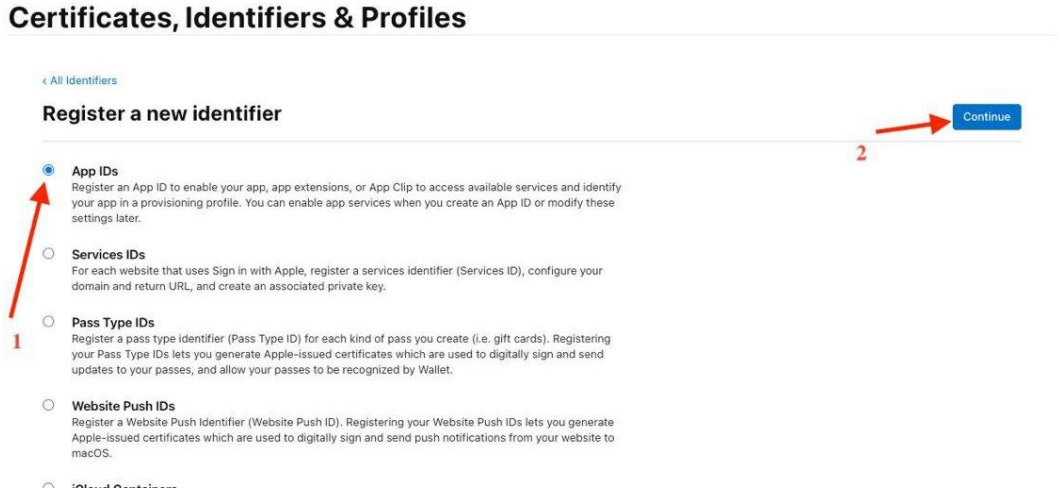


8. Return to “All certificates” by clicking “All certificates”

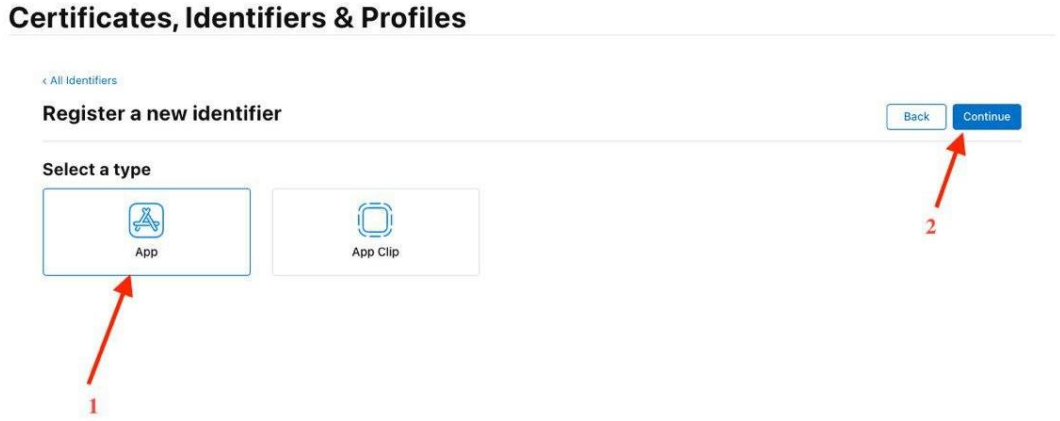


9. Select Identifiers and click “+”

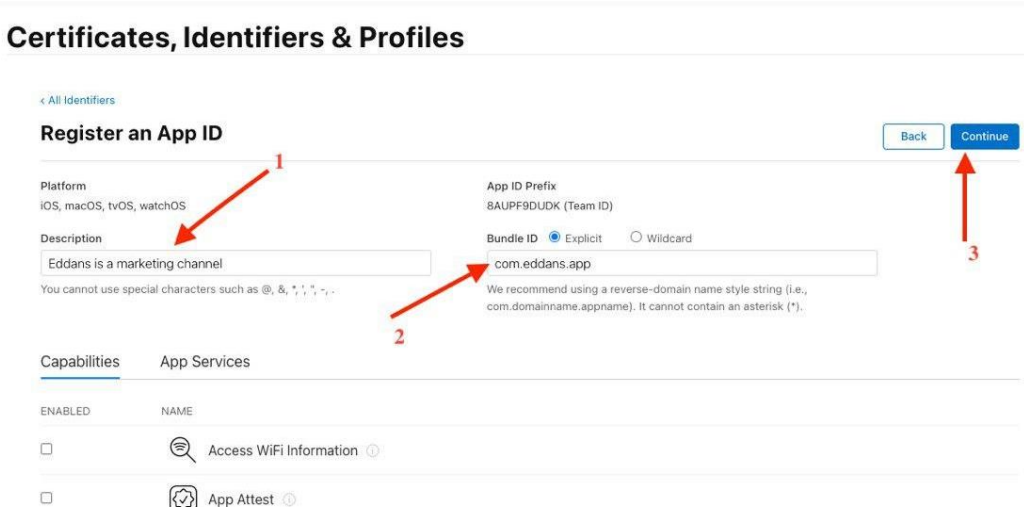
10. Select “App IDs” and press “Continue”



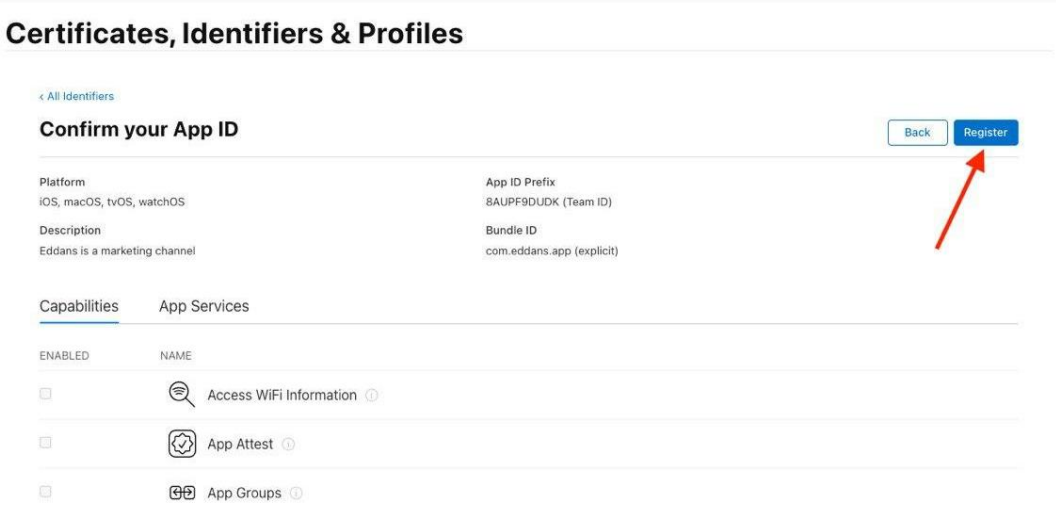
11. In the “Select a type”, select App and press “Continue”



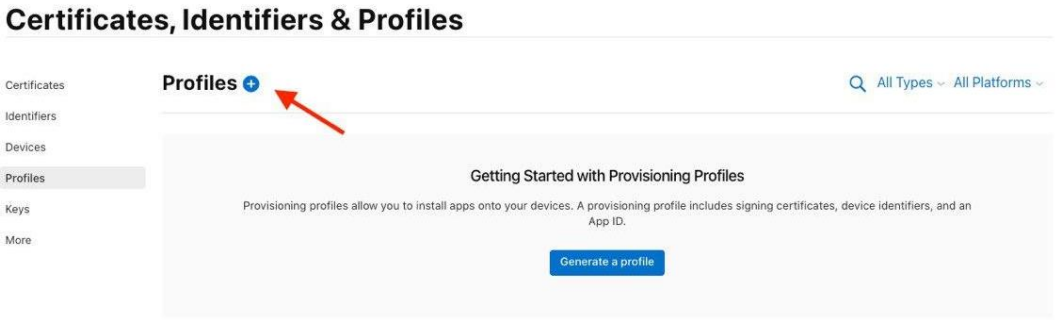
12. Fill the “Description” and “BundleID” in the format “com.yourappname.app” (Example: “com.eddanstv.app”) and press “Continue”



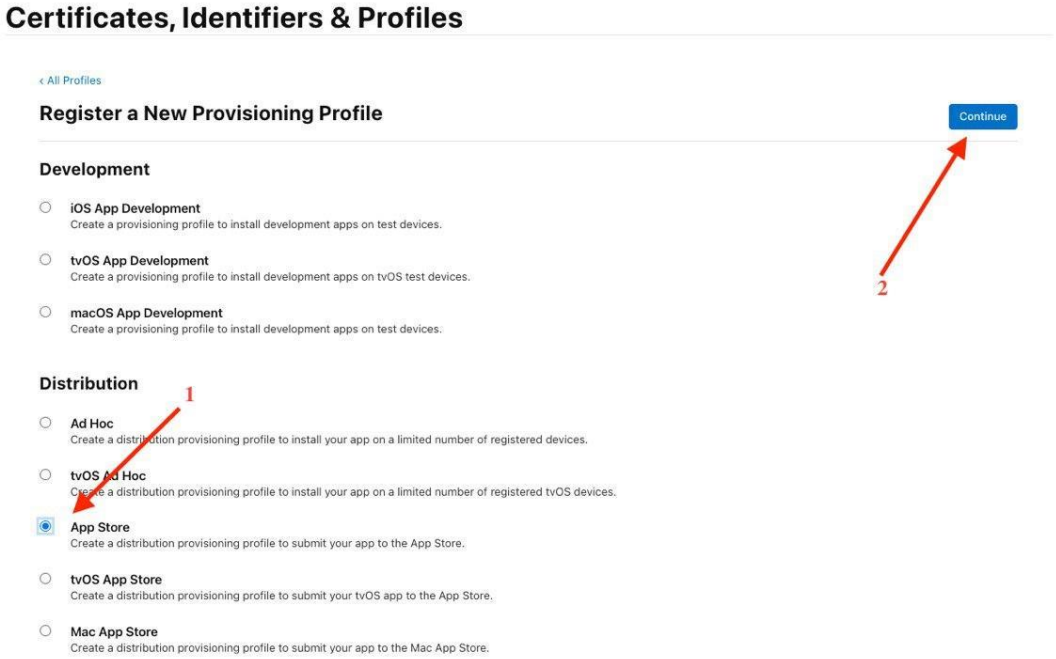
13. Press “Register”



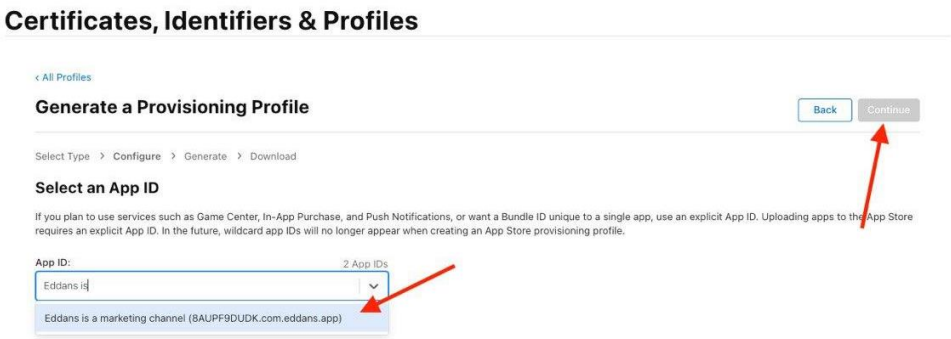
14. Select Profiles and click “+”



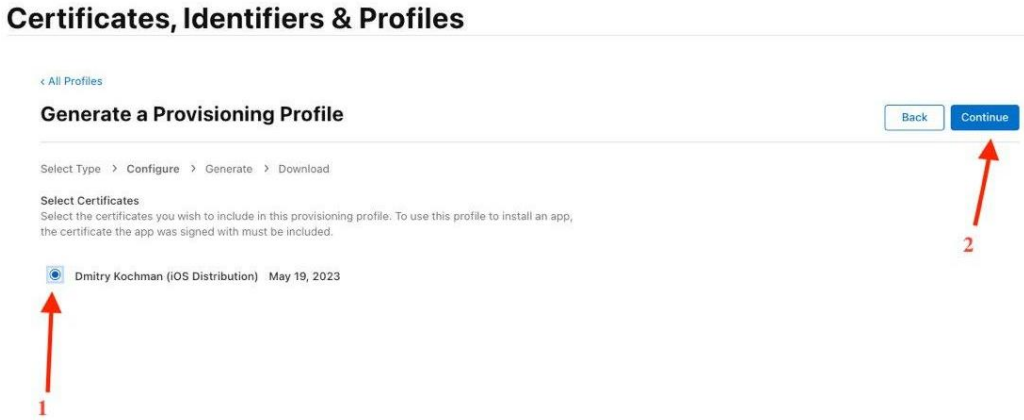
15. Choose App Store and press “Continue”



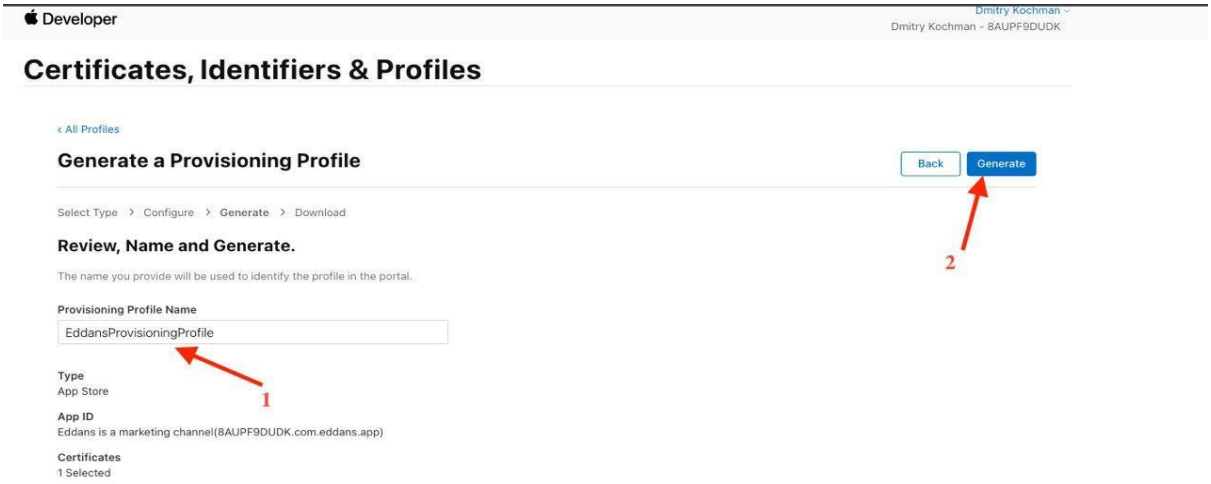
16. Select your App ID in dropdown and press “Continue”



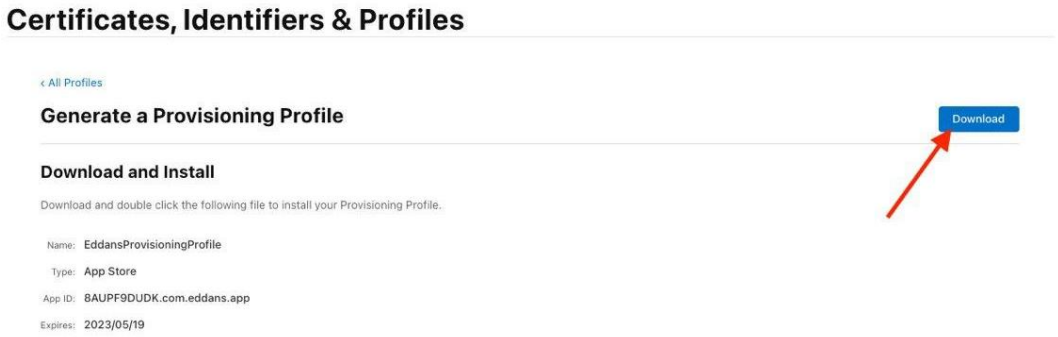
17. Select your certificate and press “Continue”



18. Enter Provisioning Profile Name (for example EddansProvisioningProfile) and press “Generate”

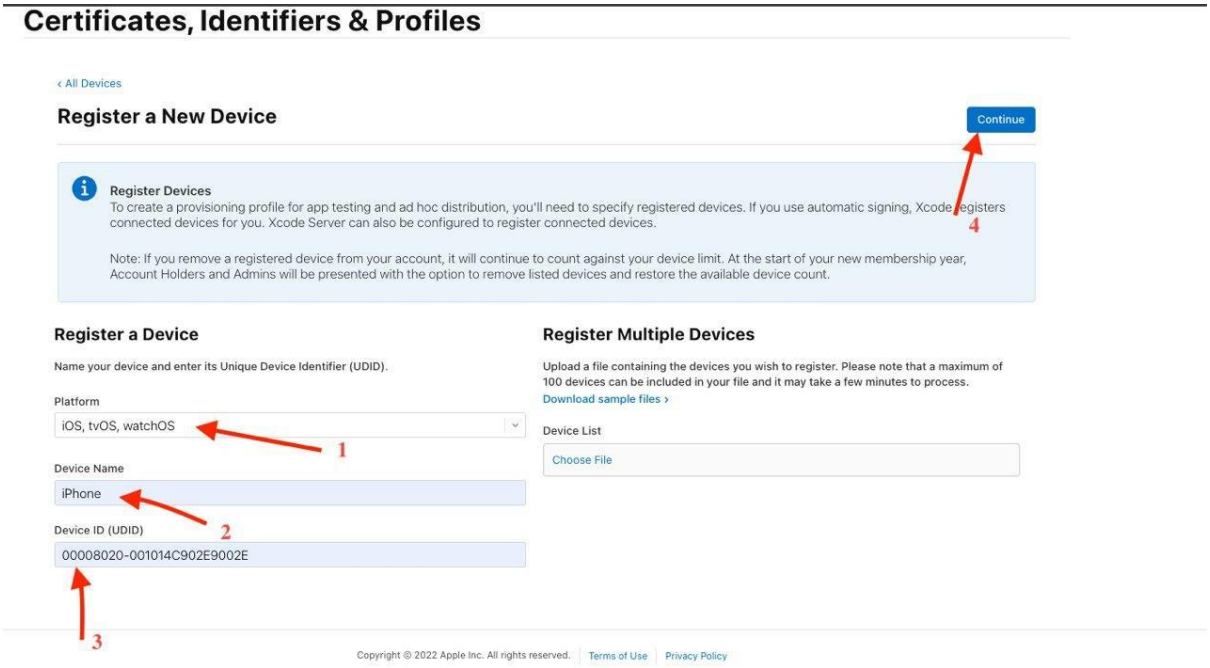


19. Press Download

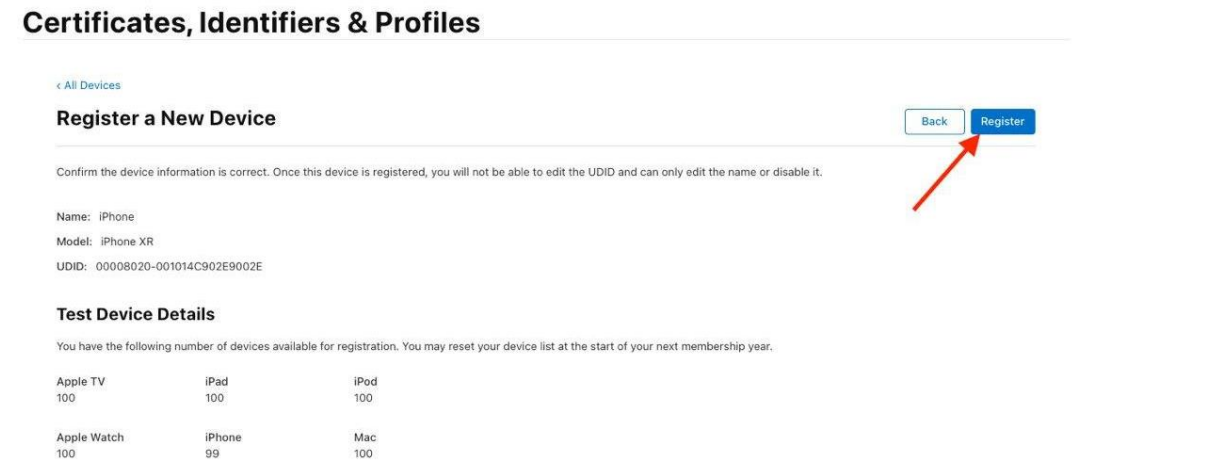


20. Double Click on **ios_distribution.cer** to install downloaded Certificate.
21. Select Devices and click “+”

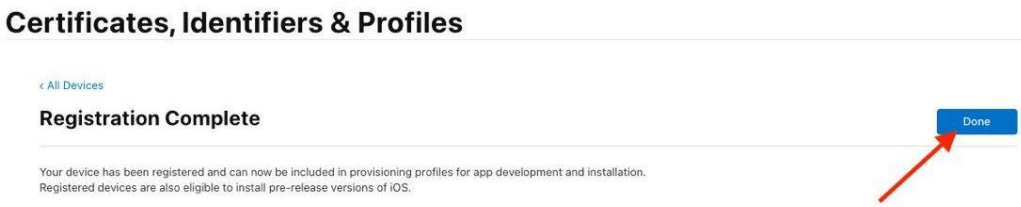
22. Choose platform, enter device name and device id
    To find your device id please follow an article:
    https://developer.apple.com/documentation/xcode/distributing-your-app-to-registered-devices,
    ’’Collect Device Identifiers: iOS, iPadOS, tvOS, watchOS’’ section
(for example 79xxxx2e2ba7decxxx0968c0d7083axxxxxx) and press “Continue”



23. Press Register

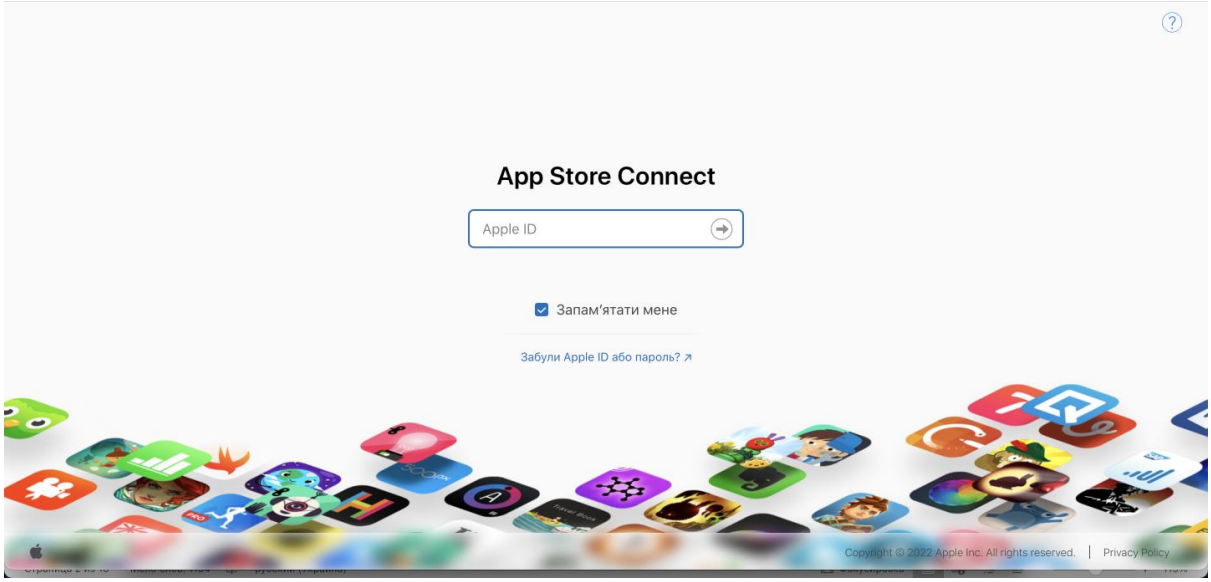


24. Press Done

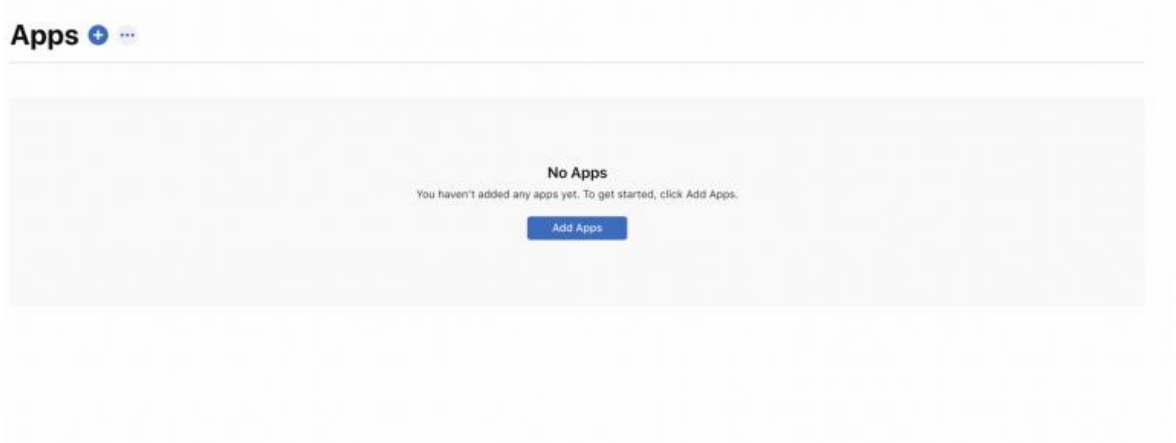


C. Creating a New App

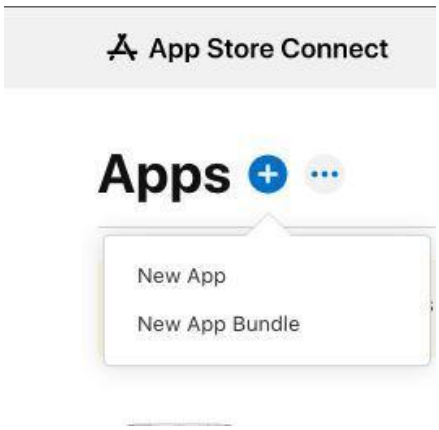
1. Go to App Store Connect.
2. Login



3. Create a New App

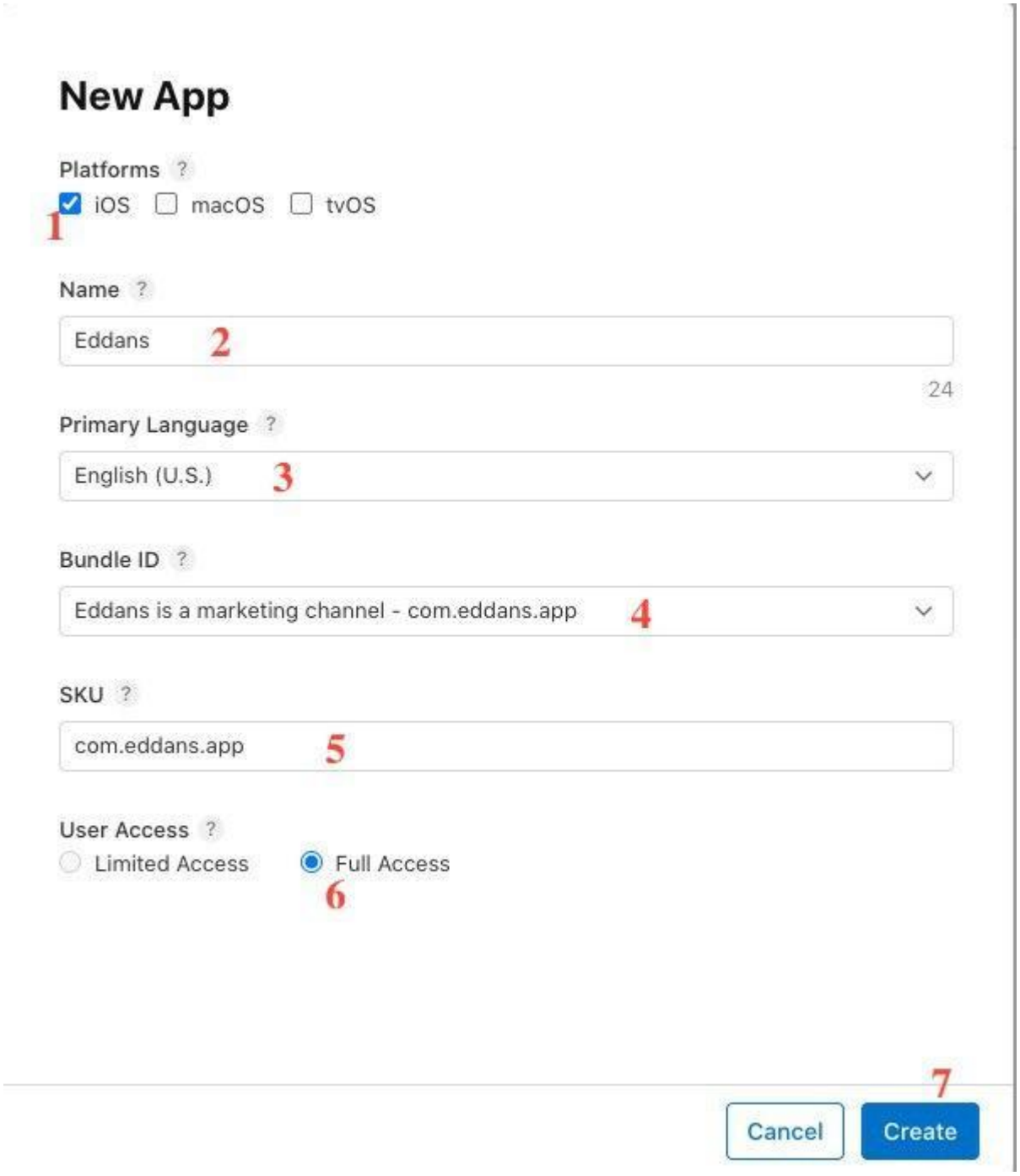


4. Click on the '+' and select New App.

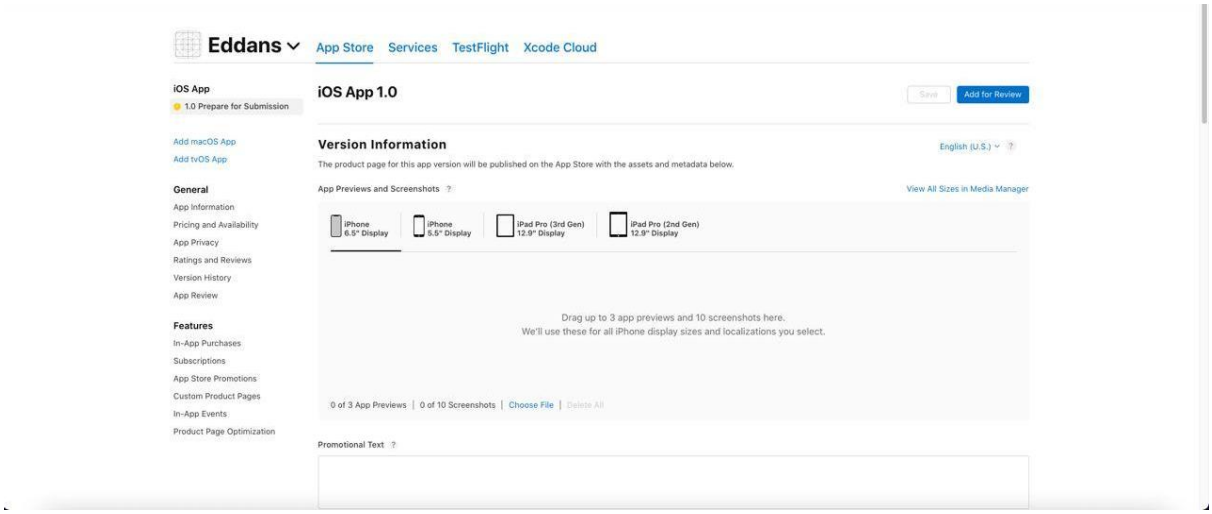


5. Fill in the form as shown below

- Select platform: “ iOS”
- Enter your app name
- Select primary language of your app
- Select Bundle Id
- Enter SKU (the same as Bundle Id in the format of “com.{yourappname}.app”)
- Select “Full Access”.
- Press “Create” button.

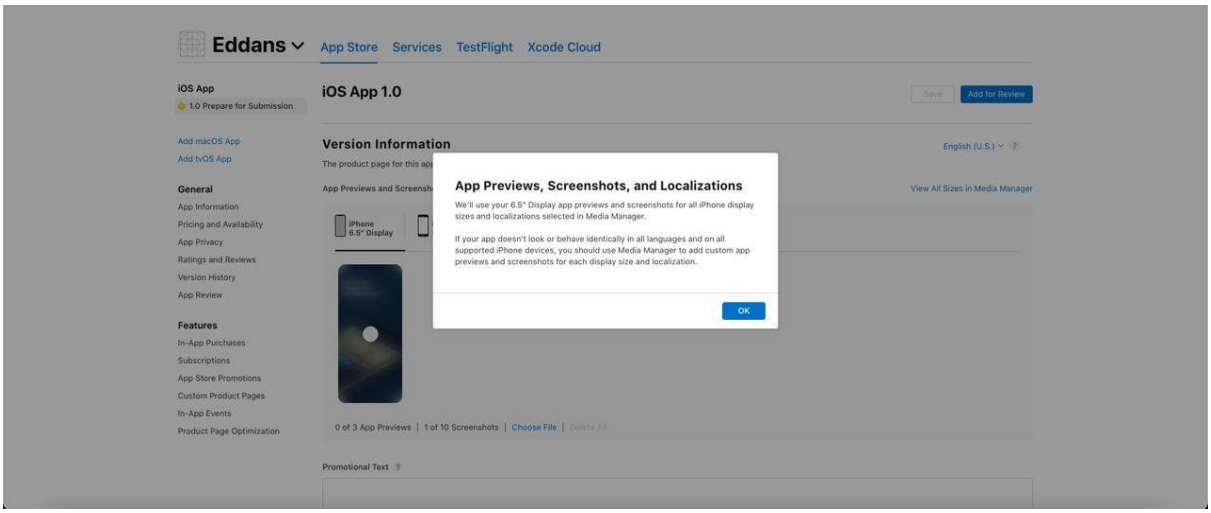


Then, you will be redirected to the following page:

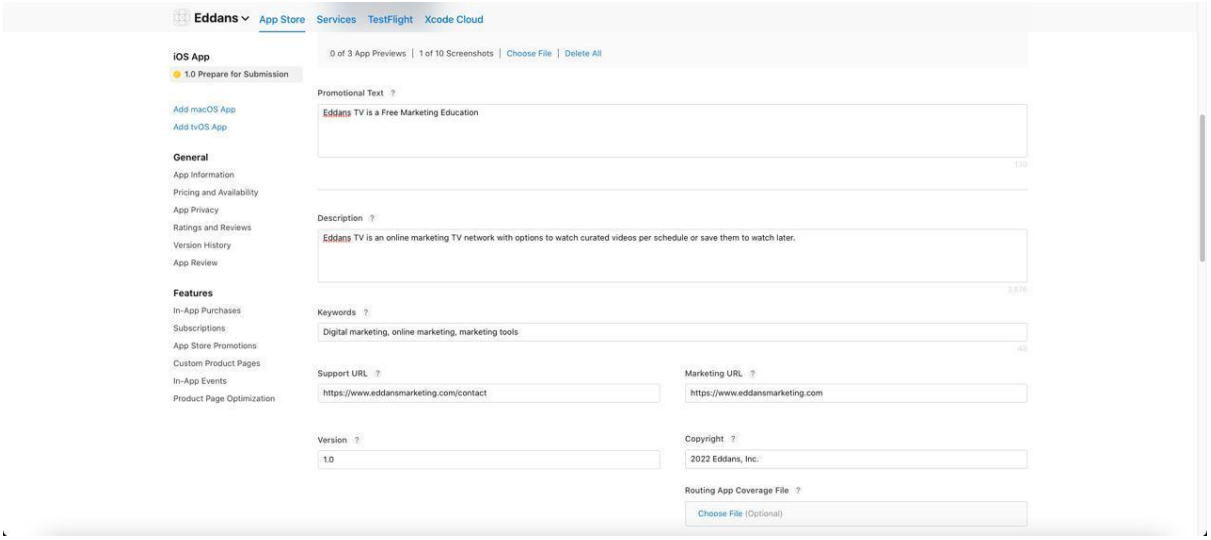

Eddans
App Store
Services
TestFlight
Xcode Cloud
iOS App
1.0 Prepare for Submission
Add macOS App
Add tvOS App
General
App Information
Pricing and Availability
App Privacy
Ratings and Reviews
Version History
App Review
Features
In-App Purchases
Subscriptions
App Store Promotions
Custom Product Pages
In-App Events
Product Page Optimization
iOS App 1.0
Save
Add for Review
Version Information
English (U.S.)
The product page for this app version will be published on the App Store with the assets and metadata below.
App Previews and Screenshots
View All Sizes in Media Manager
iPhone 6.5" Display
iPhone 5.5" Display
iPad Pro (3rd Gen) 12.9" Display
iPad Pro (2nd Gen) 12.9" Display
Drag up to 3 app previews and 10 screenshots here.
We'll use these for all iPhone display sizes and localizations you select.
0 of 3 App Previews | 0 of 10 Screenshots | Choose File | Delete All
Promotional Text

D. Fill in all required information to start publishing

1. Upload App Previews for each device

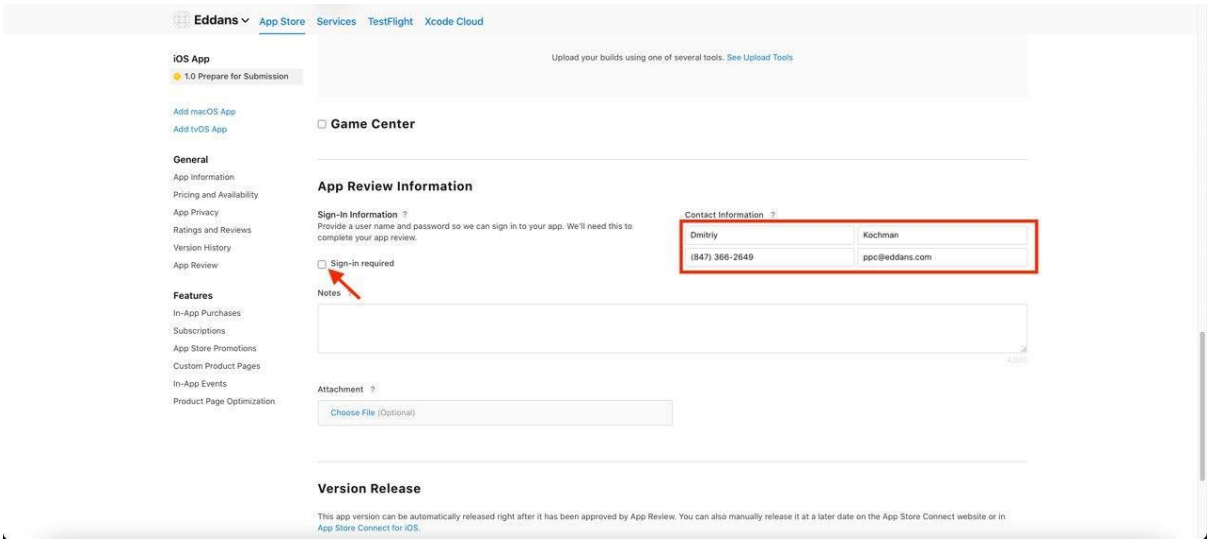


2. Fill the form with Promotional Text, Description, Keywords, Support URL, Copyright

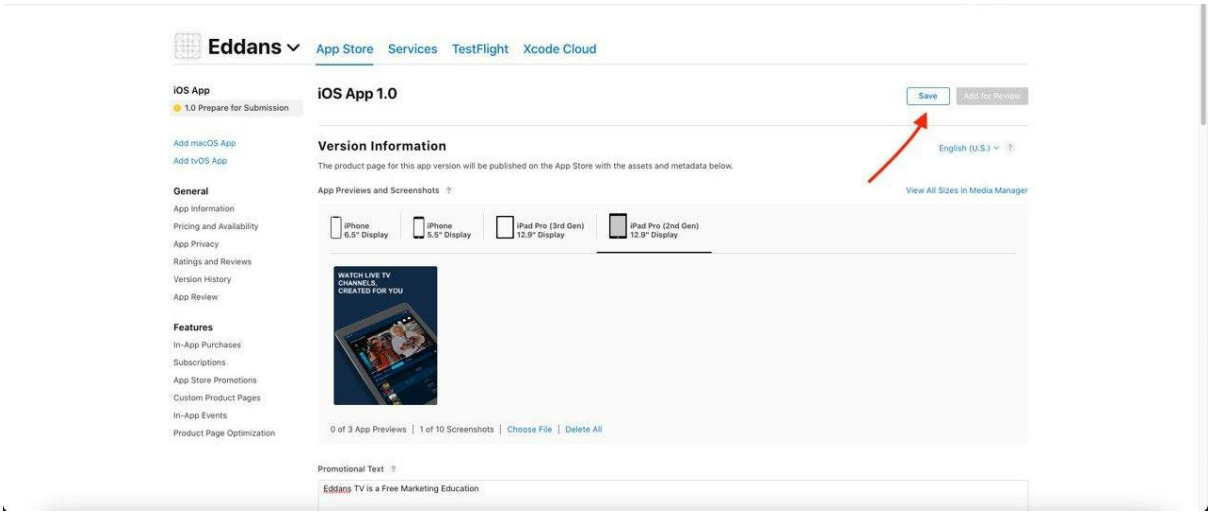


3. Set Version as 1.0.1

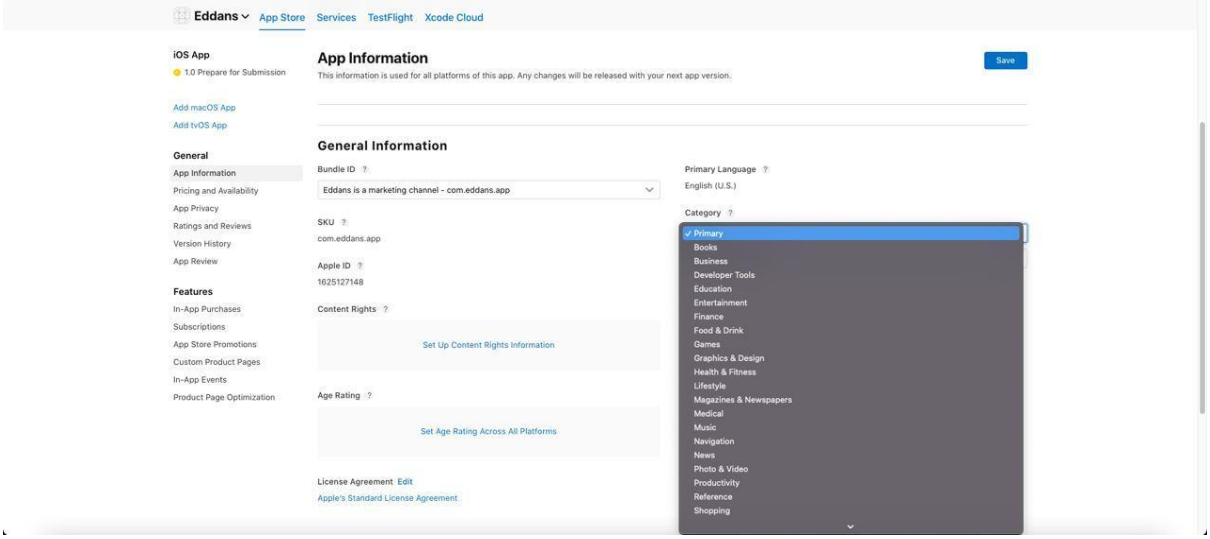
4. UnSelect Sign-in required checkbox and fill the contact information



5. Press Save Button to save all changes

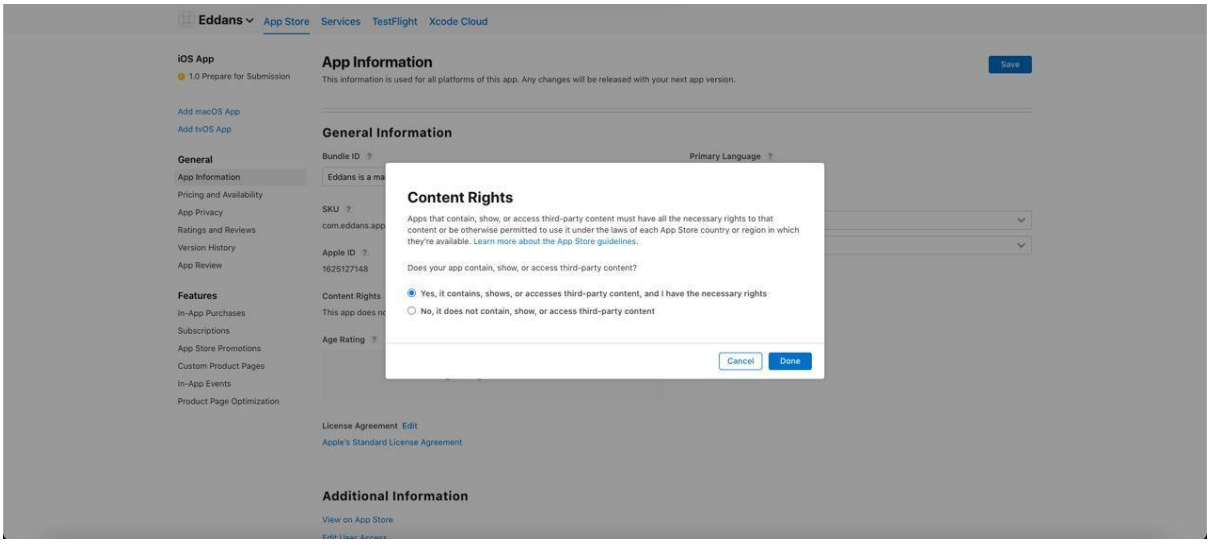


6. Go to General -> App Information tab
7. Complete Subtitle field
8. Select suitable Category

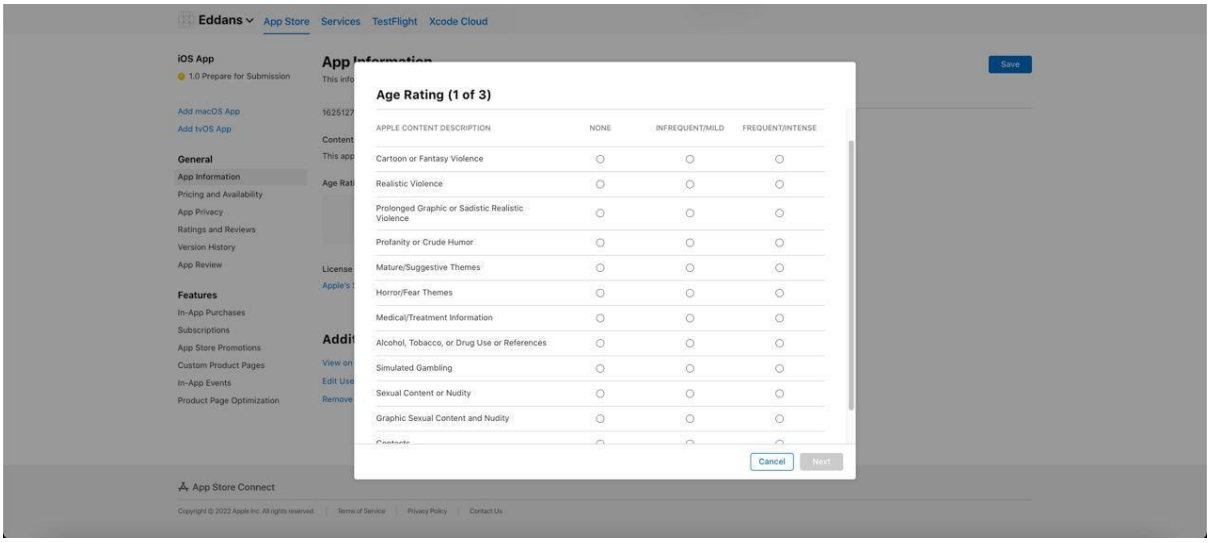


9. Complete Content Rights

If it is applicable for you, then choose “Yes, it contains, shows, or accesses third-party content, and I have the necessary rights”

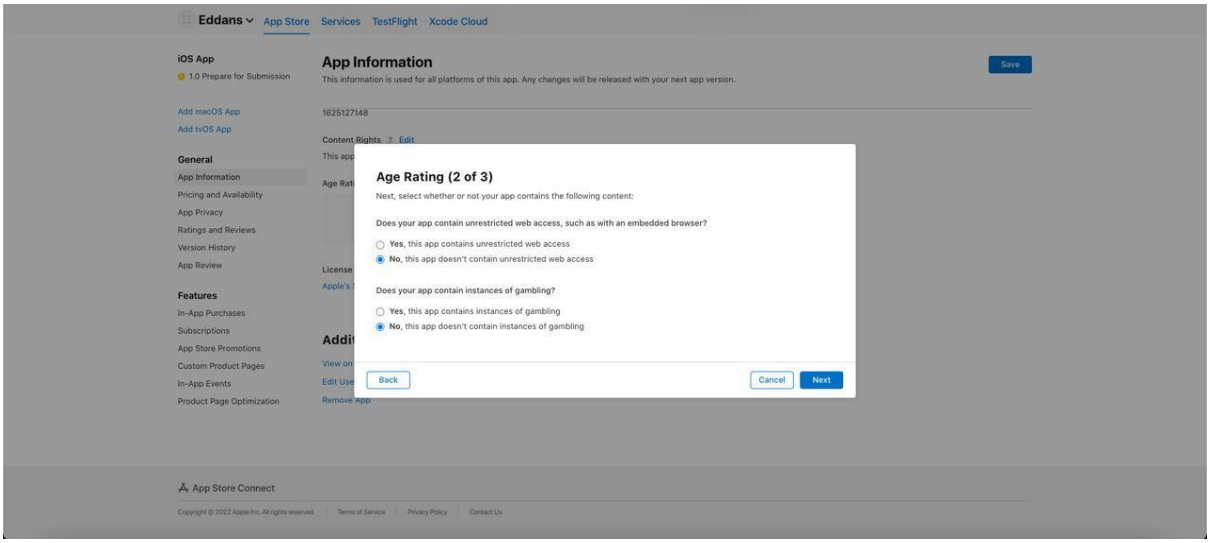


10. Select Age Rating form according to the content of your account

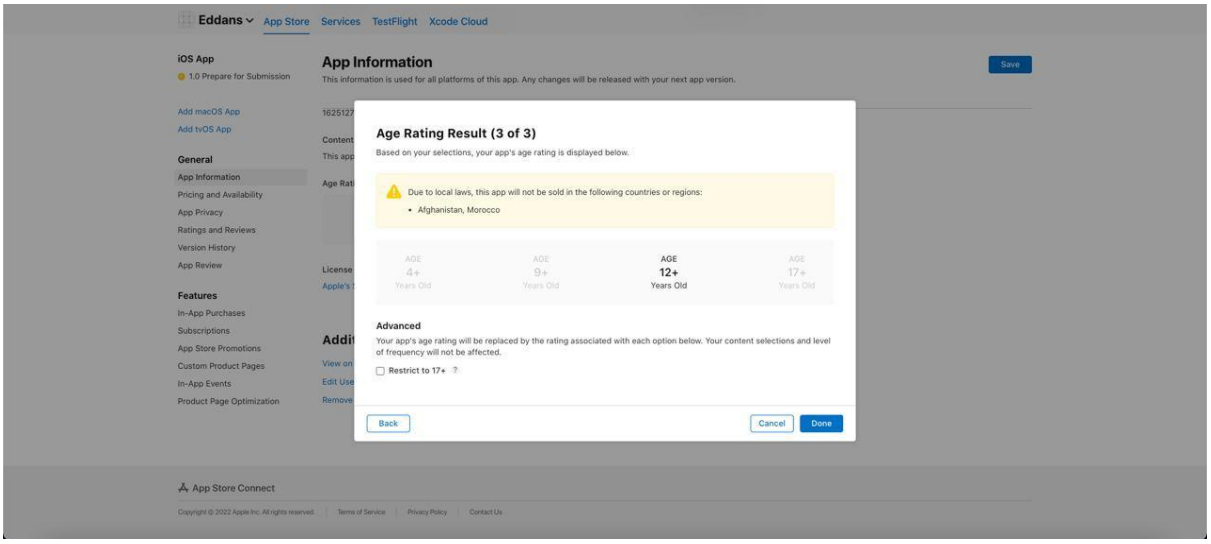


11. For the question “Does your app contain unrestricted web access, such as with an embedded browser?” you can answer “No, this app doesn't contain unrestricted web access”, if it is true.

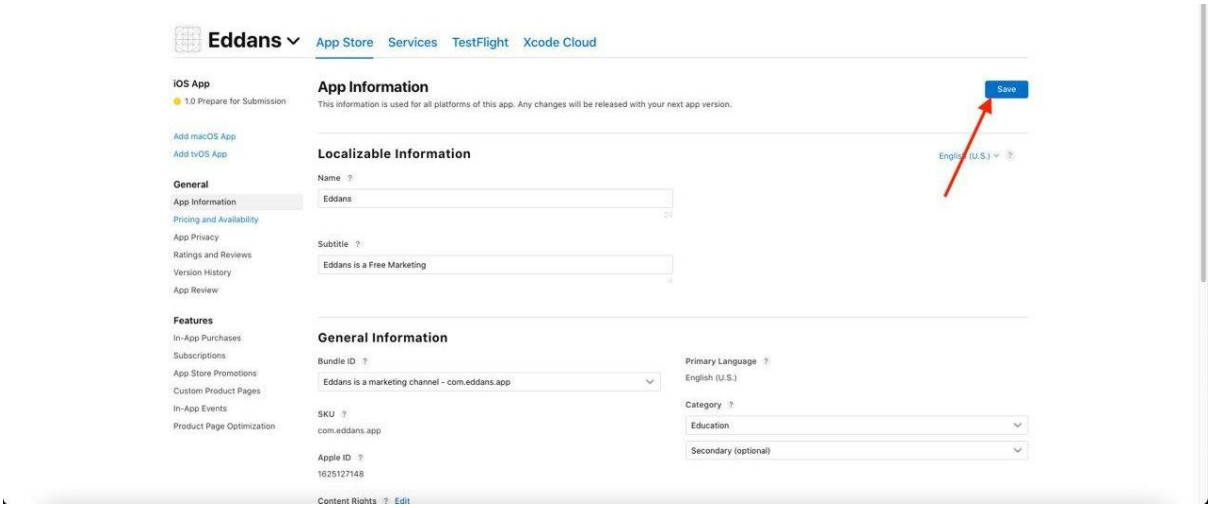
12. For the question “Does your app contain instances of gambling?” you can answer as “No, this app doesn't contain instances of gambling”, if it is true.



13. Press Done button to save the form

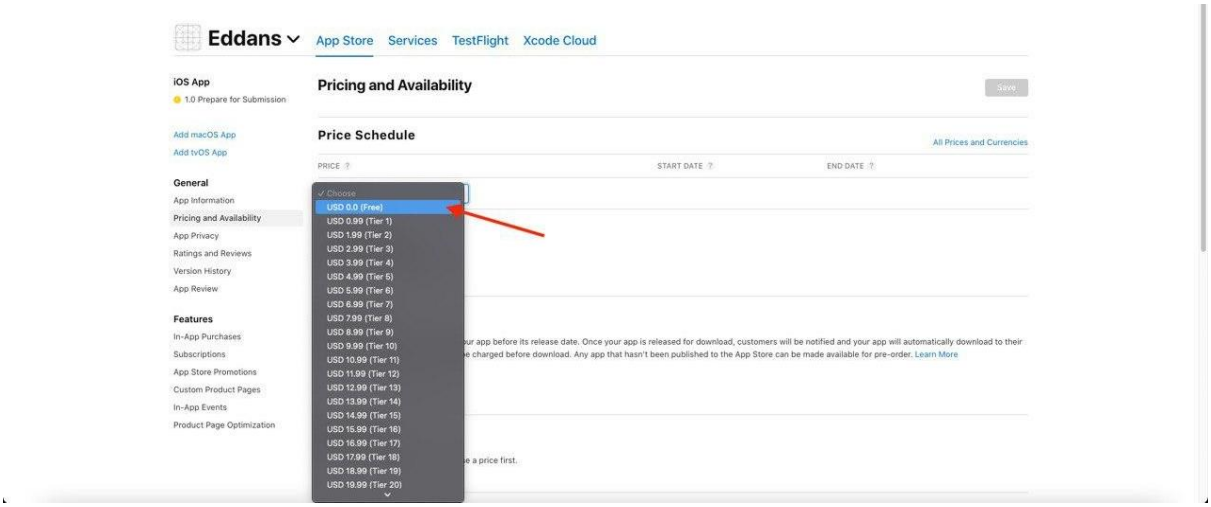


14. Press Save button to save the changes

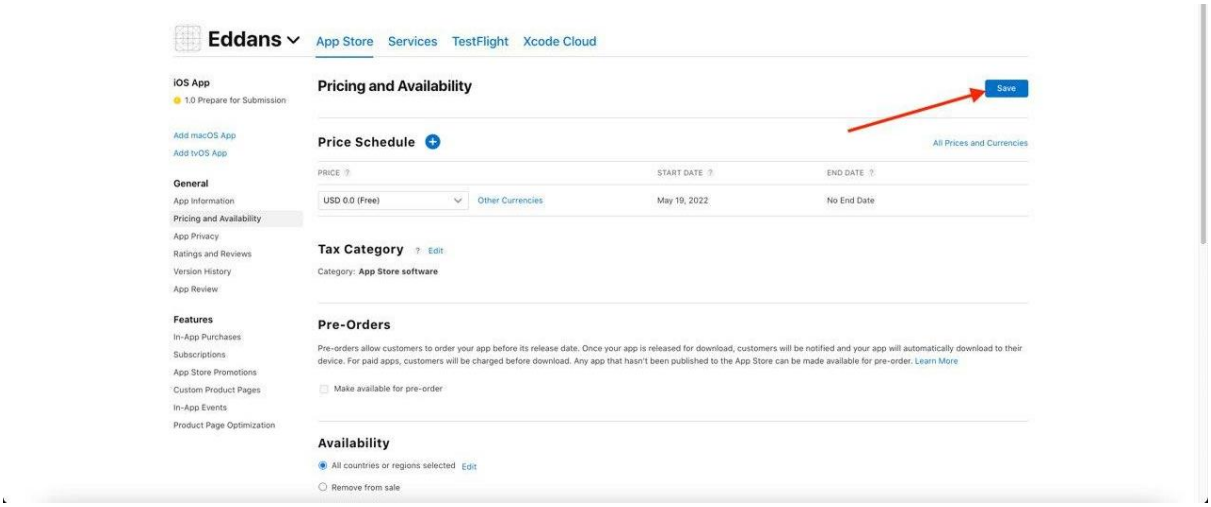


15. Go to General -> Pricing and Availability

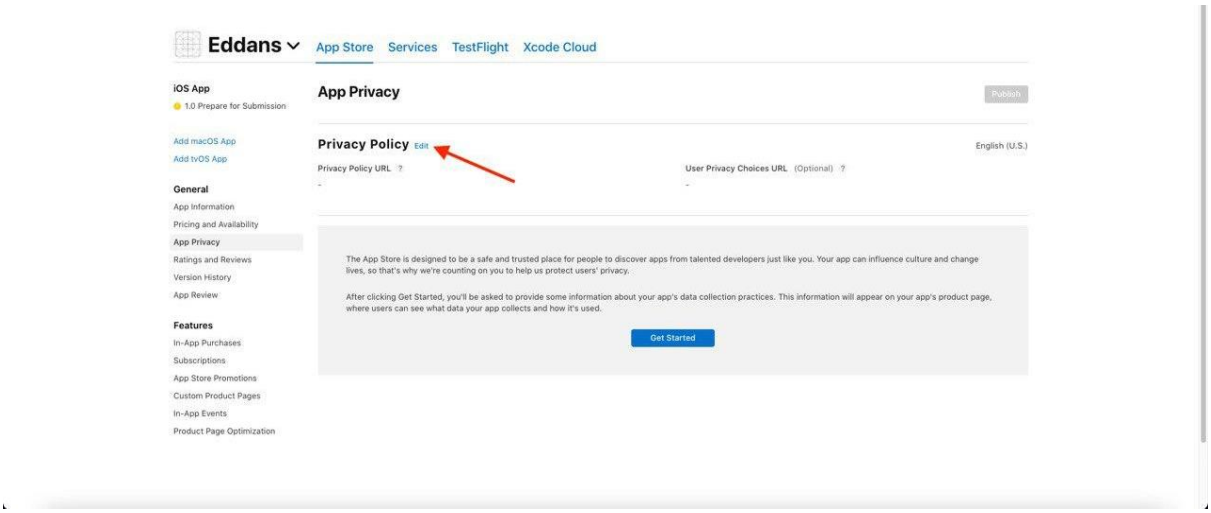
16. Choose Price schedule as $0 (Free), to start.



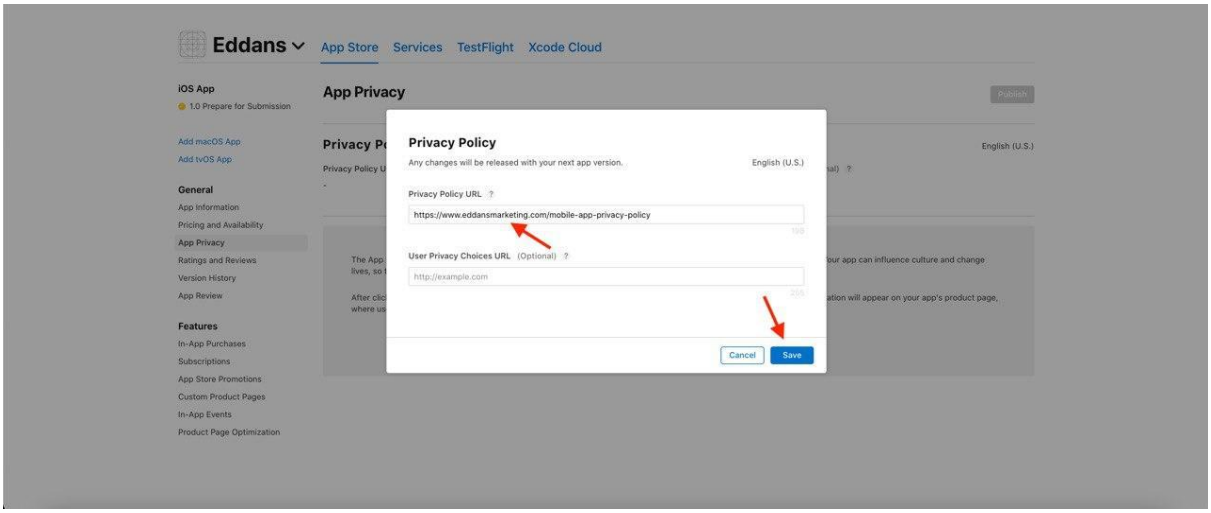
17. Press Save button to save the changes



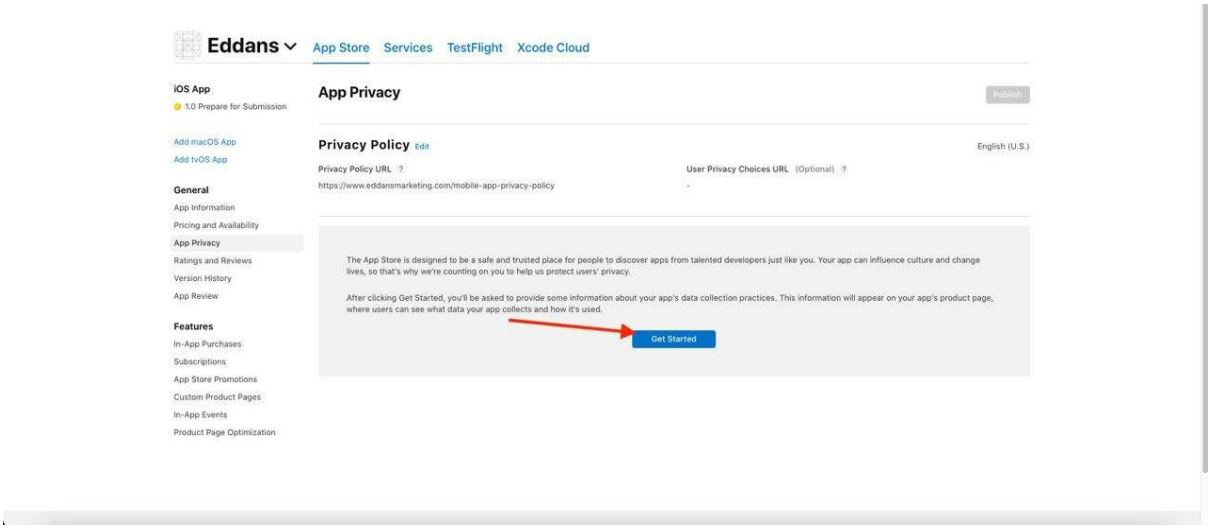
18. Go to General -> App Privacy
19. Click on Edit



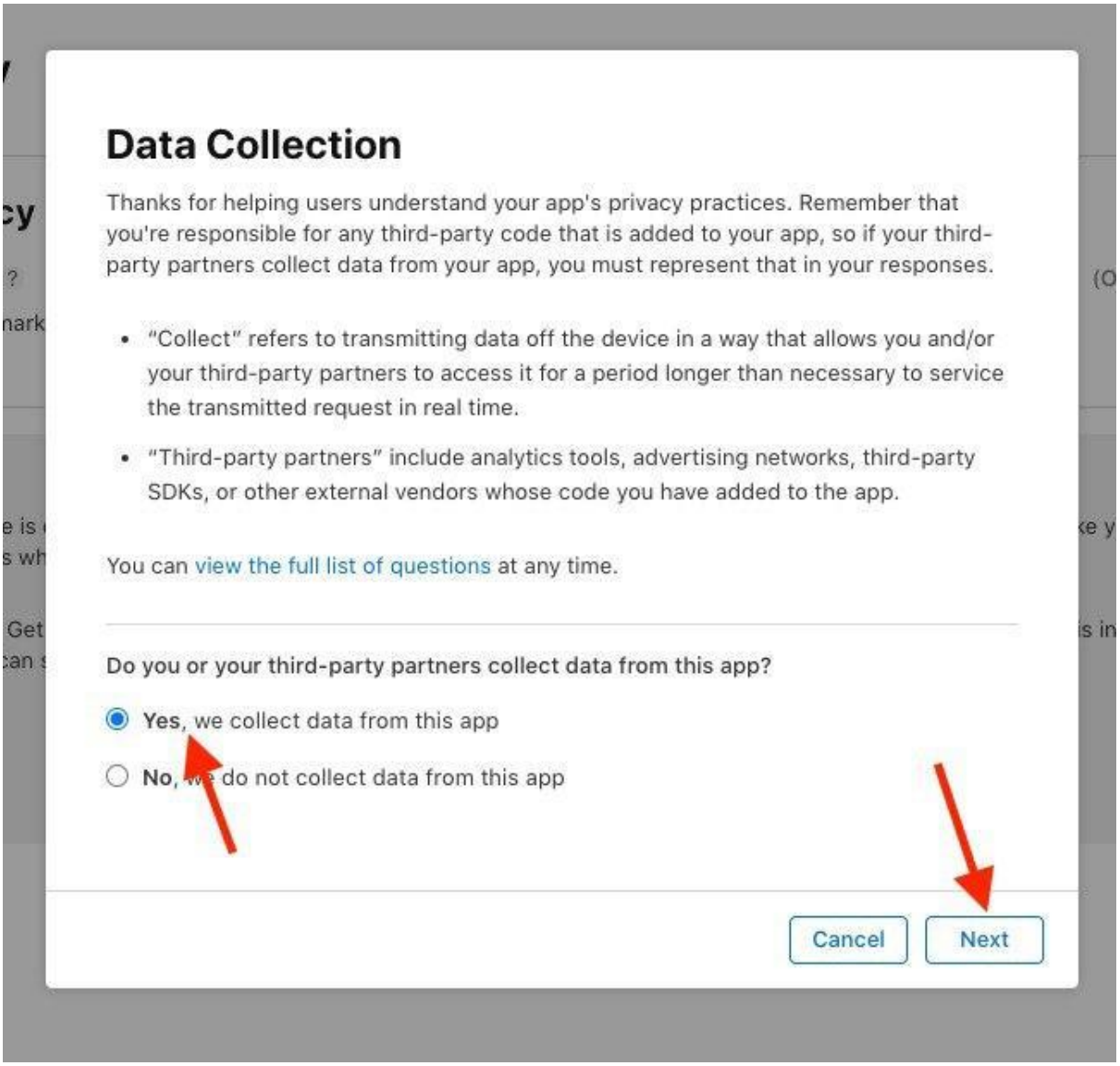
20. Complete a Privacy Policy Form as shown and press Save button

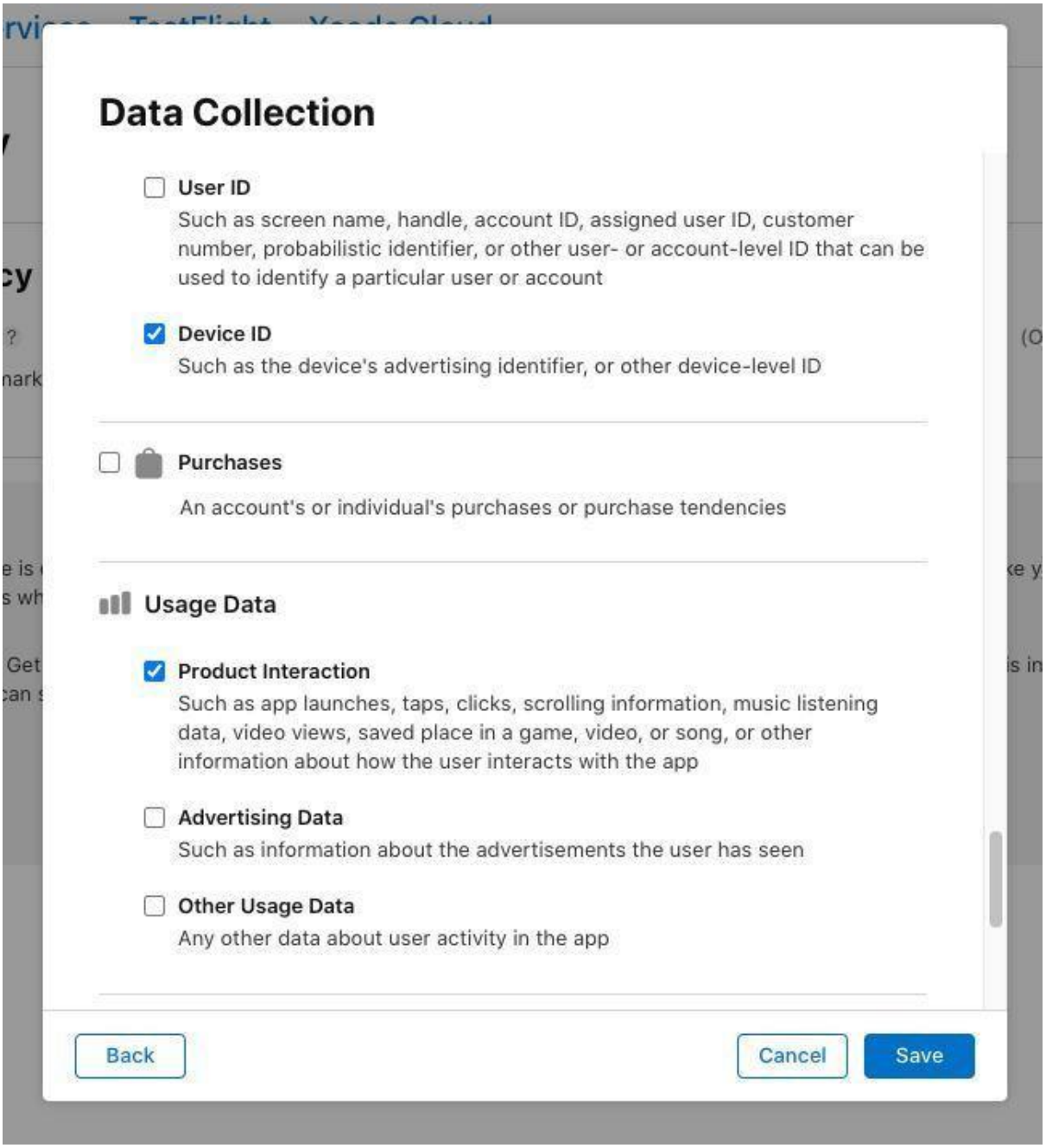


21. Click on Get Started Button

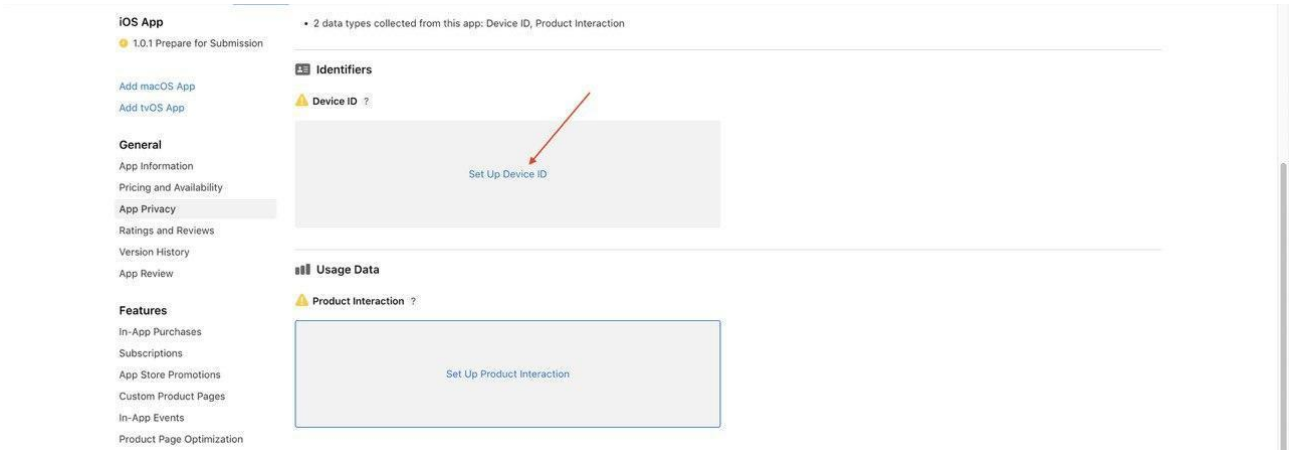


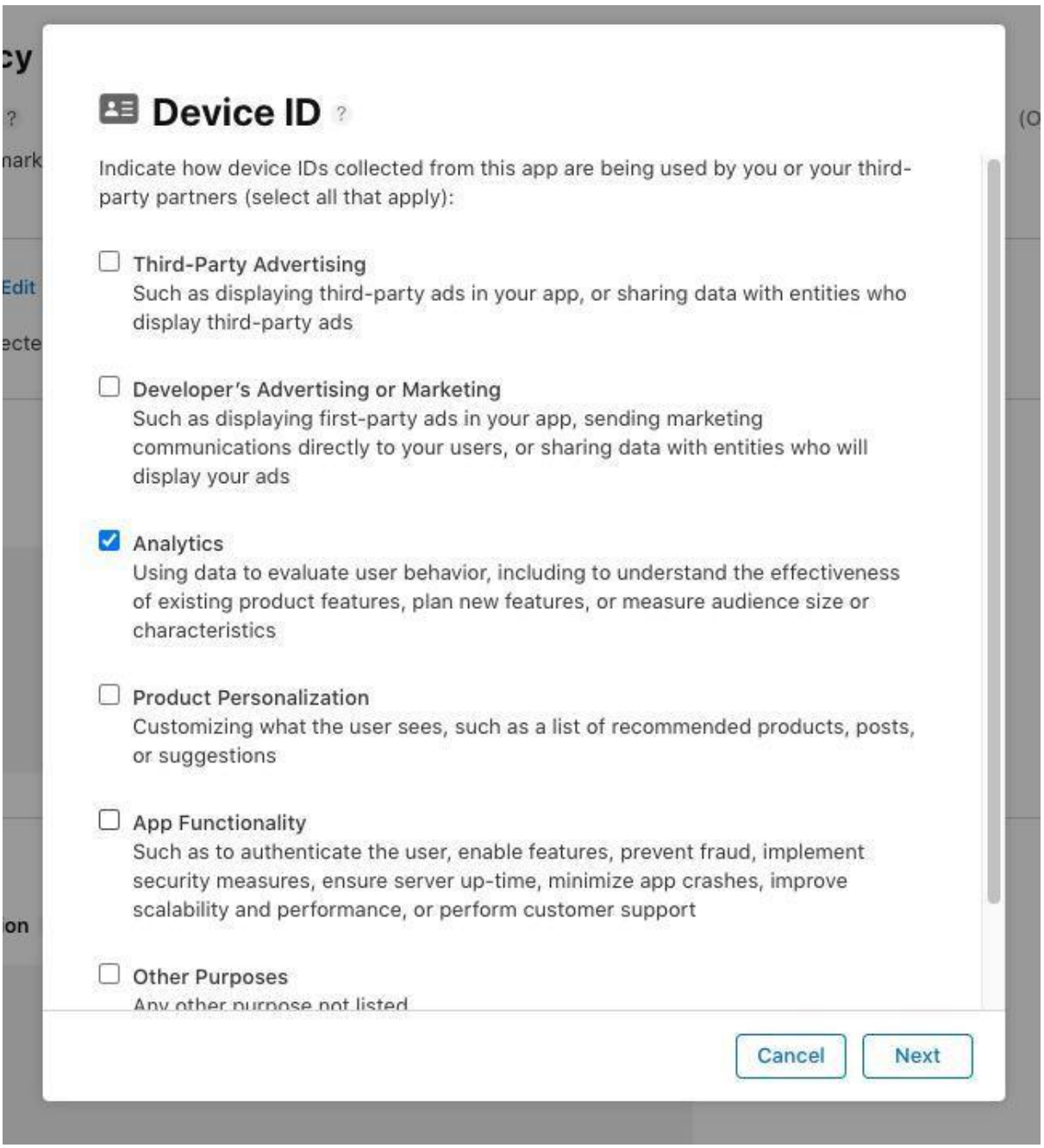
22. Complete the following forms as shown on the screenshots

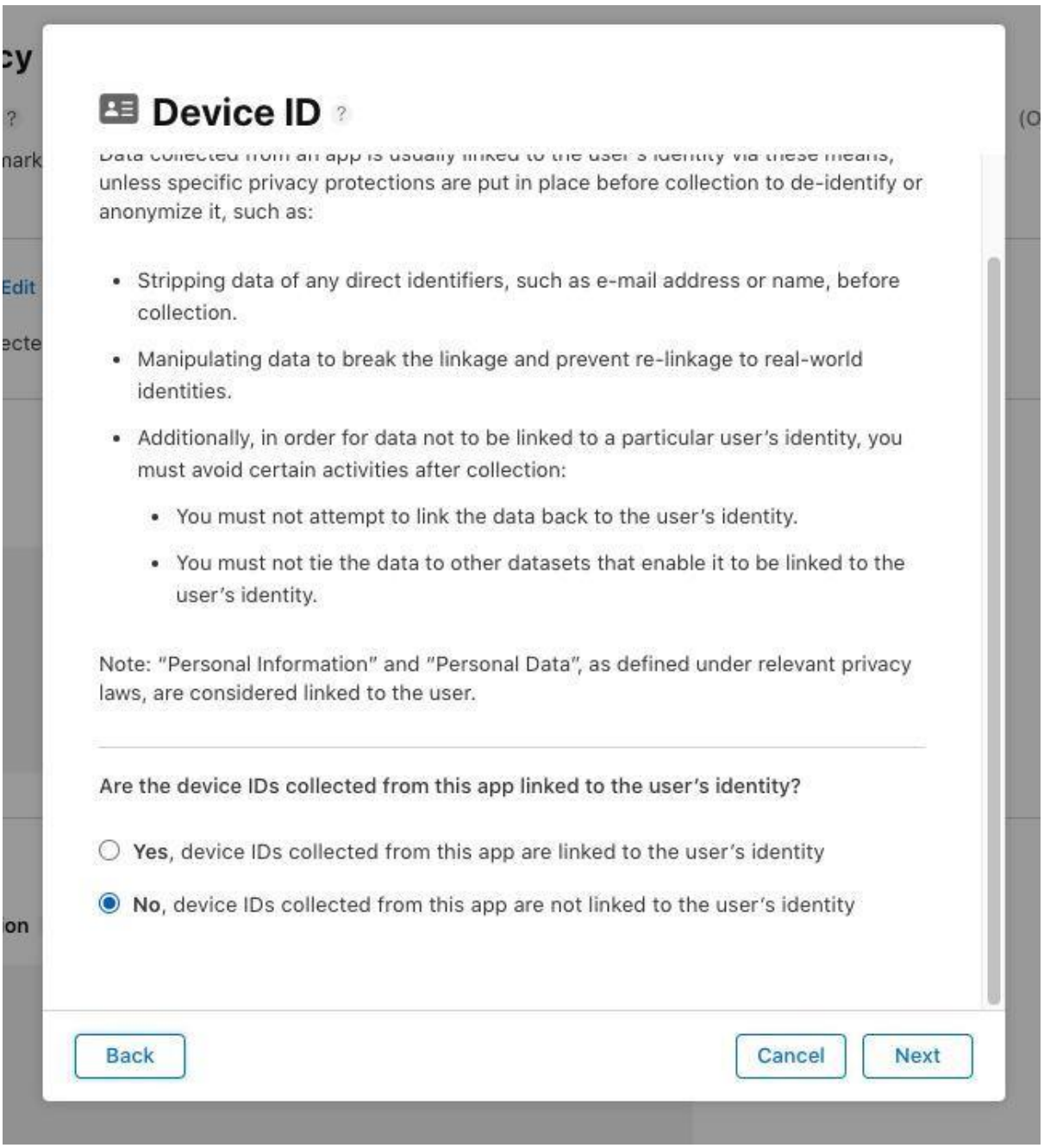


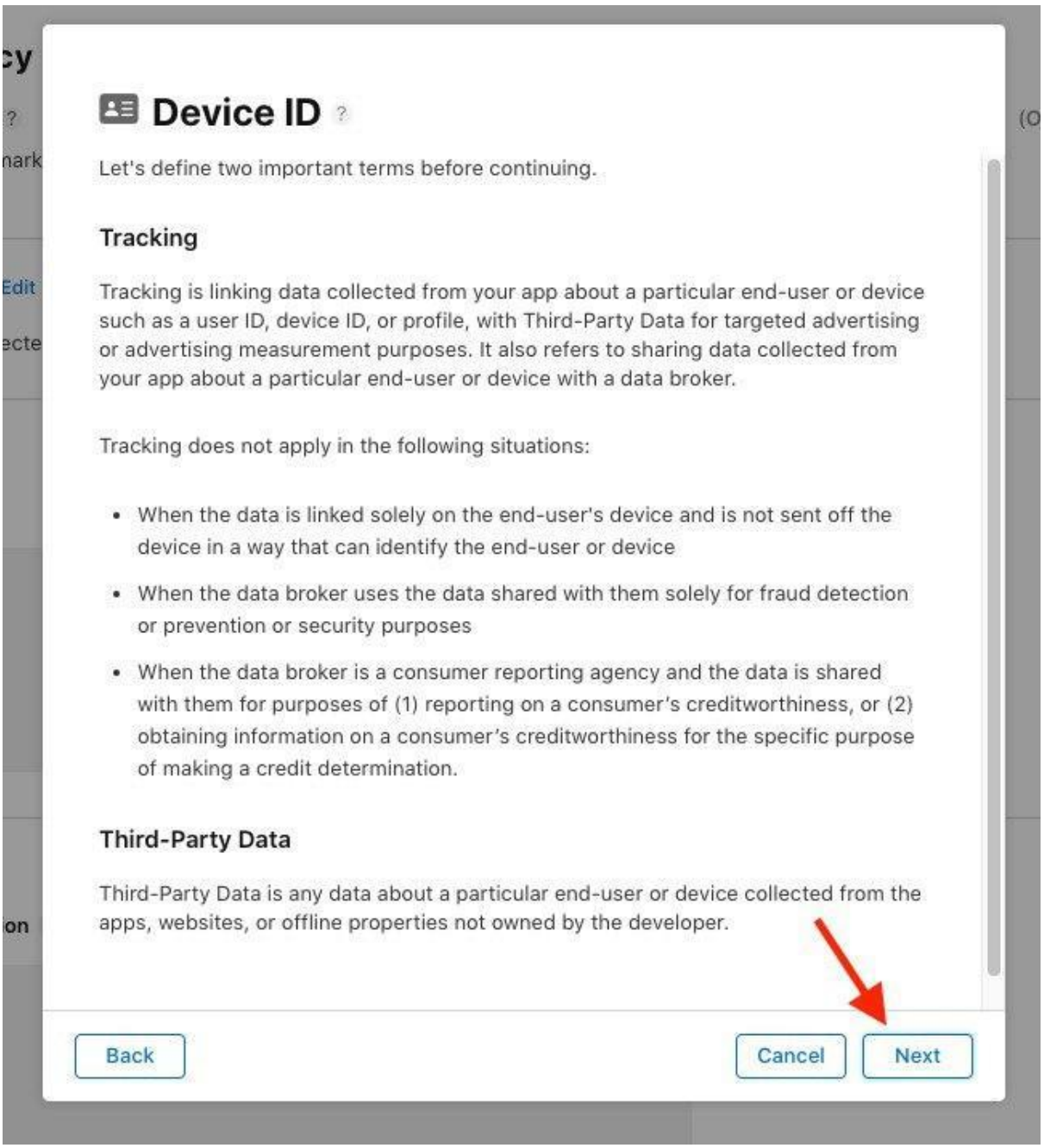


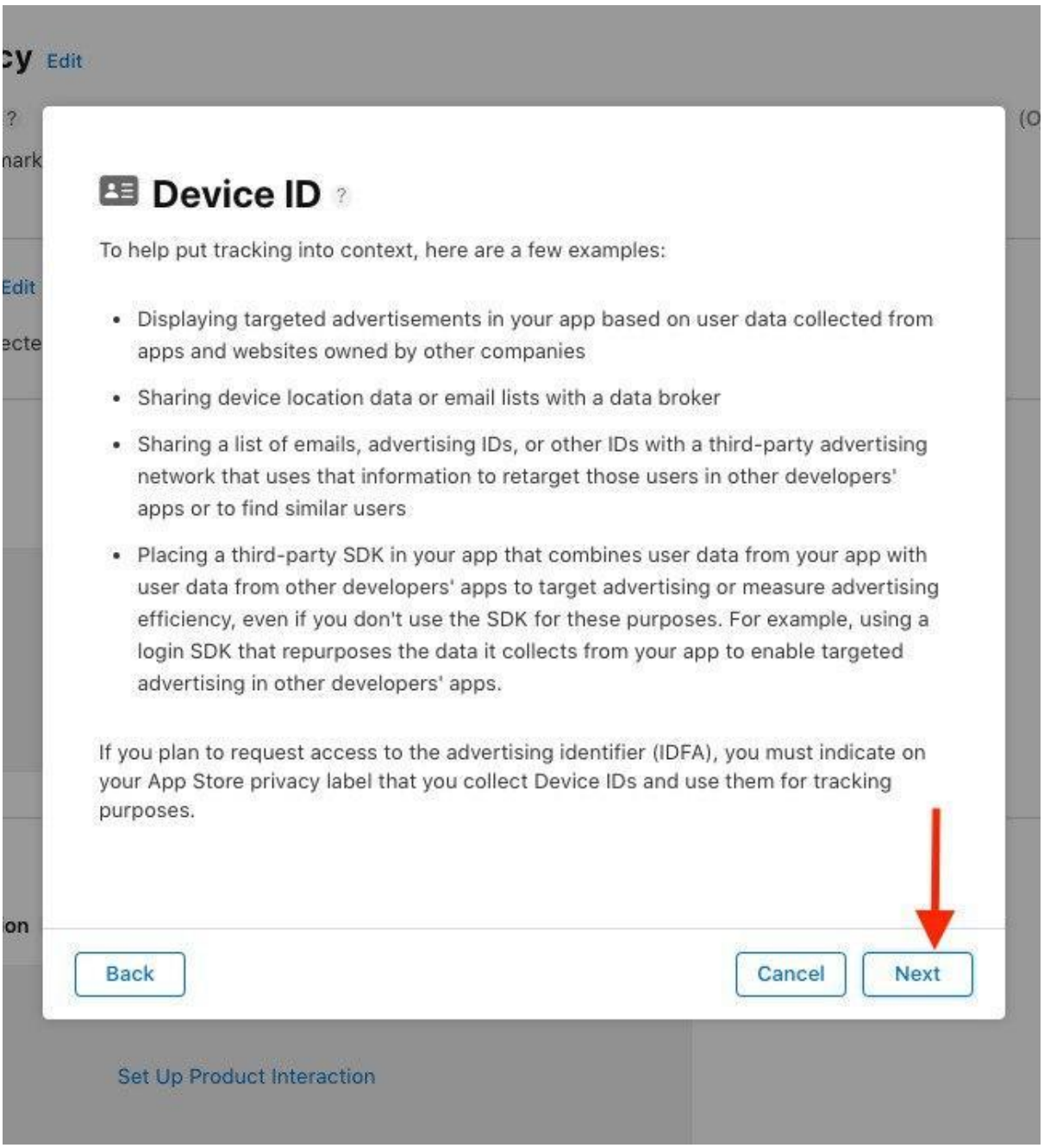
23. Press ''Save'' and click on the ''Set up Device ID''. Then, complete the following forms as shown on the screenshots

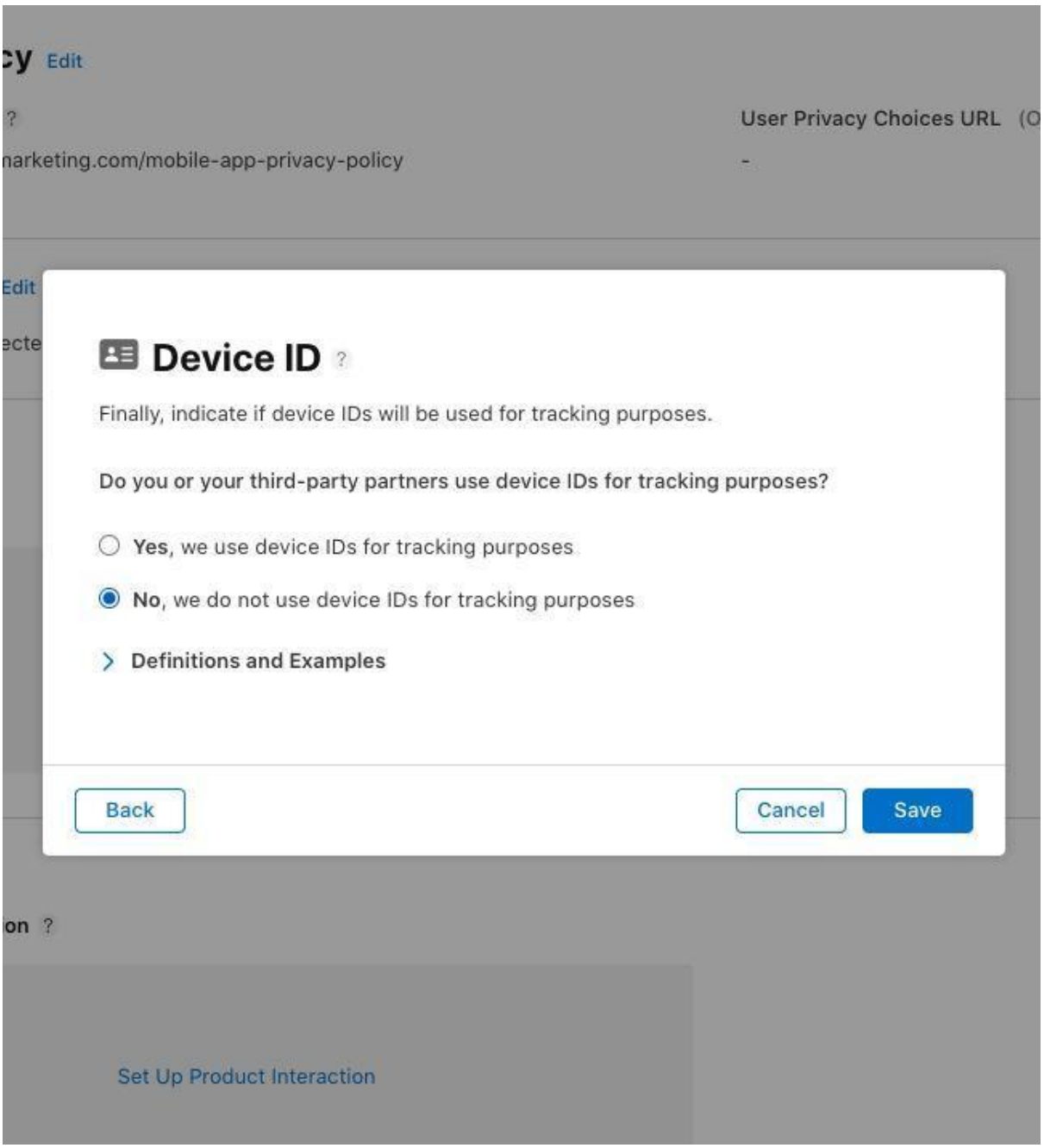


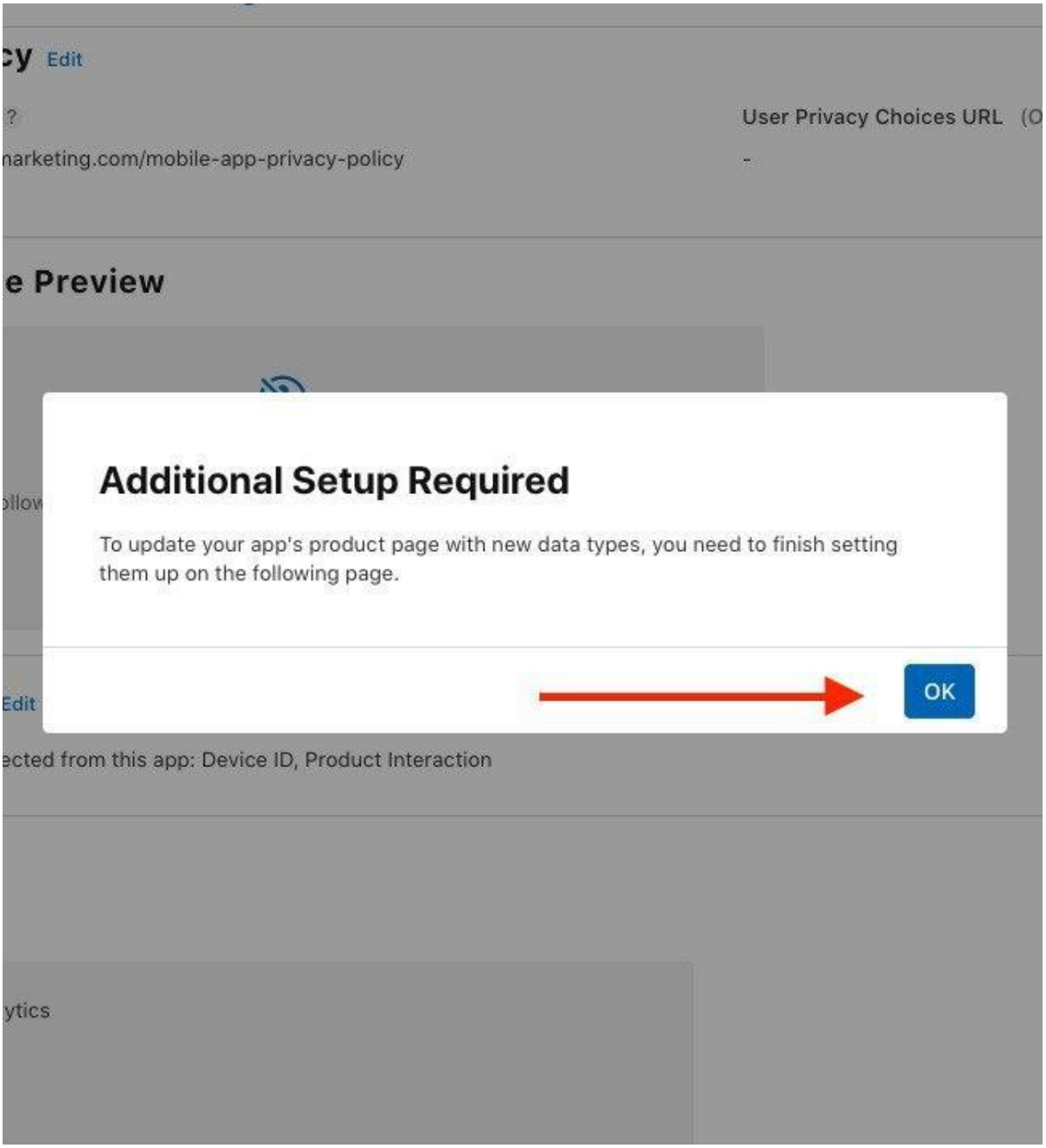

Device ID
Indicate how device IDs collected from this app are being used by you or your third-party partners (select all that apply):
Third-Party Advertising
Such as displaying third-party ads in your app, or sharing data with entities who display third-party ads
Developer's Advertising or Marketing
Such as displaying first-party ads in your app, sending marketing communications directly to your users, or sharing data with entities who will display your ads
Analytics
Using data to evaluate user behavior, including to understand the effectiveness of existing product features, plan new features, or measure audience size or characteristics
Product Personalization
Customizing what the user sees, such as a list of recommended products, posts, or suggestions
App Functionality
Such as to authenticate the user, enable features, prevent fraud, implement security measures, ensure server up-time, minimize app crashes, improve scalability and performance, or perform customer support
Other Purposes
Any other purpose not listed
Cancel
Next


Device ID
unless specific privacy protections are put in place before collection to de-identify or anonymize it, such as:
Stripping data of any direct identifiers, such as e-mail address or name, before collection.
Manipulating data to break the linkage and prevent re-linkage to real-world identities.
Additionally, in order for data not to be linked to a particular user's identity, you must avoid certain activities after collection:
You must not attempt to link the data back to the user's identity.
You must not tie the data to other datasets that enable it to be linked to the user's identity.
Note: "Personal Information" and "Personal Data", as defined under relevant privacy laws, are considered linked to the user.
Are the device IDs collected from this app linked to the user's identity?
Yes, device IDs collected from this app are linked to the user's identity
No, device IDs collected from this app are not linked to the user's identity
Back
Cancel
Next

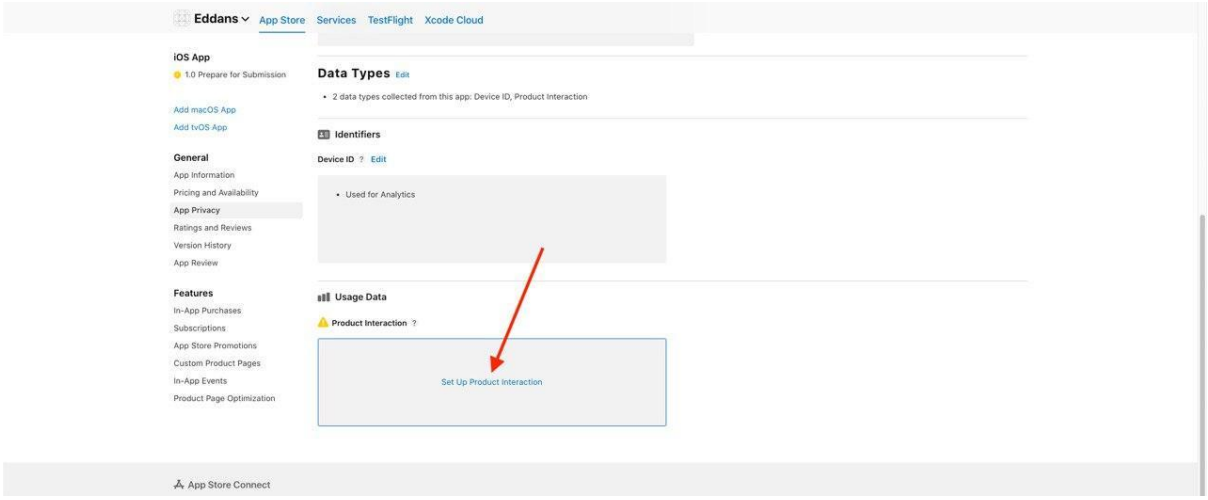

Device ID
Let's define two important terms before continuing.
Tracking
Tracking is linking data collected from your app about a particular end-user or device such as a user ID, device ID, or profile, with Third-Party Data for targeted advertising or advertising measurement purposes. It also refers to sharing data collected from your app about a particular end-user or device with a data broker.
Tracking does not apply in the following situations:
When the data is linked solely on the end-user's device and is not sent off the device in a way that can identify the end-user or device
When the data broker uses the data shared with them solely for fraud detection or prevention or security purposes
When the data broker is a consumer reporting agency and the data is shared with them for purposes of (1) reporting on a consumer's creditworthiness, or (2) obtaining information on a consumer's creditworthiness for the specific purpose of making a credit determination.
Third-Party Data
Third-Party Data is any data about a particular end-user or device collected from the apps, websites, or offline properties not owned by the developer.
Back
Cancel
Next


Edit
Device ID
To help put tracking into context, here are a few examples:
Displaying targeted advertisements in your app based on user data collected from apps and websites owned by other companies
Sharing device location data or email lists with a data broker
Sharing a list of emails, advertising IDs, or other IDs with a third-party advertising network that uses that information to retarget those users in other developers' apps or to find similar users
Placing a third-party SDK in your app that combines user data from your app with user data from other developers' apps to target advertising or measure advertising efficiency, even if you don't use the SDK for these purposes. For example, using a login SDK that repurposes the data it collects from your app to enable targeted advertising in other developers' apps.
If you plan to request access to the advertising identifier (IDFA), you must indicate on your App Store privacy label that you collect Device IDs and use them for tracking purposes.
Back
Cancel
Next
Set Up Product Interaction

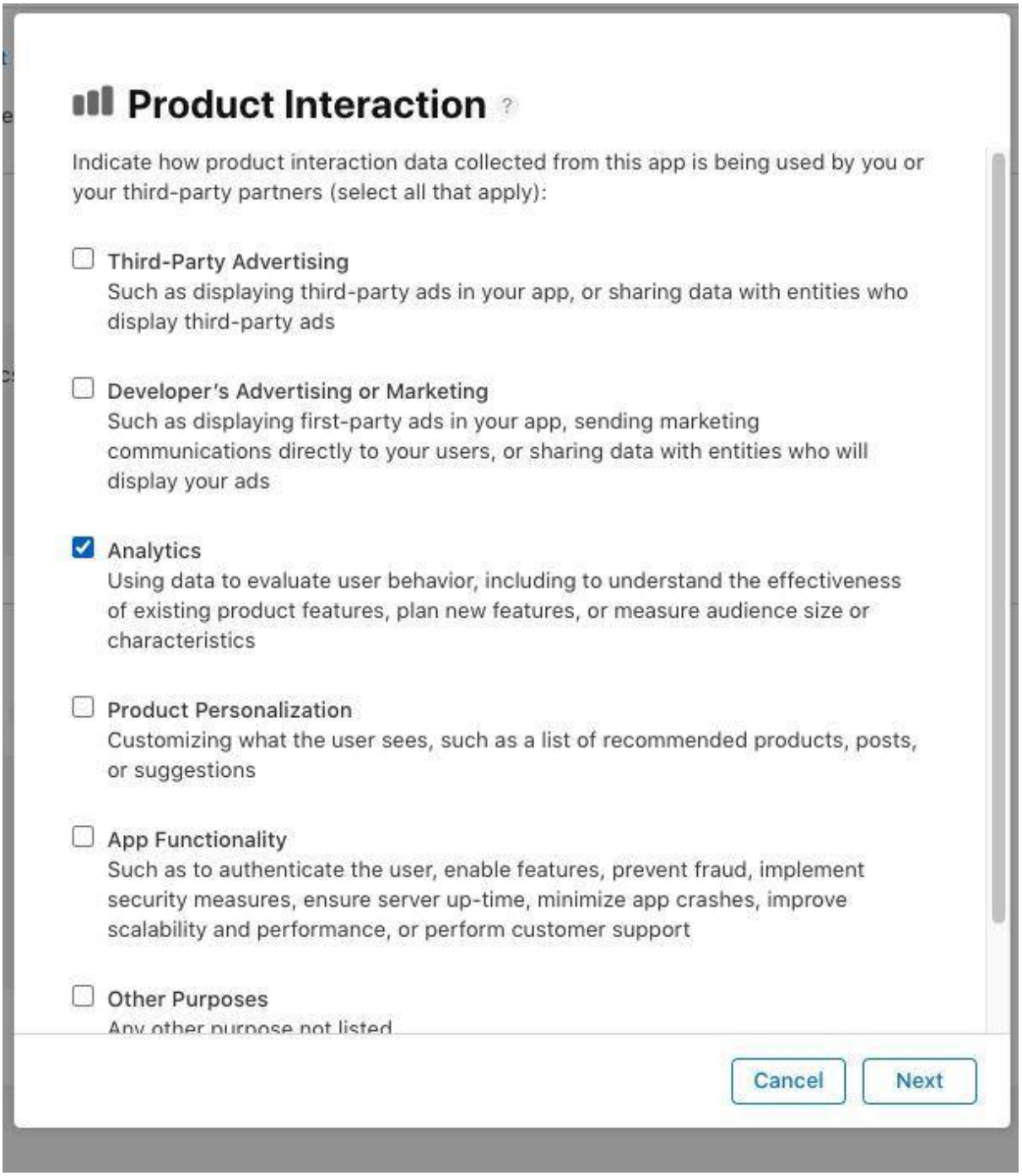

cy Edit
?
User Privacy Choices URL (O
narketing.com/mobile-app-privacy-policy
-
Edit
ecte
Device ID ?
Finally, indicate if device IDs will be used for tracking purposes.
Do you or your third-party partners use device IDs for tracking purposes?
Yes, we use device IDs for tracking purposes
No, we do not use device IDs for tracking purposes
Definitions and Examples
Back
Cancel
Save
on ?
Set Up Product Interaction

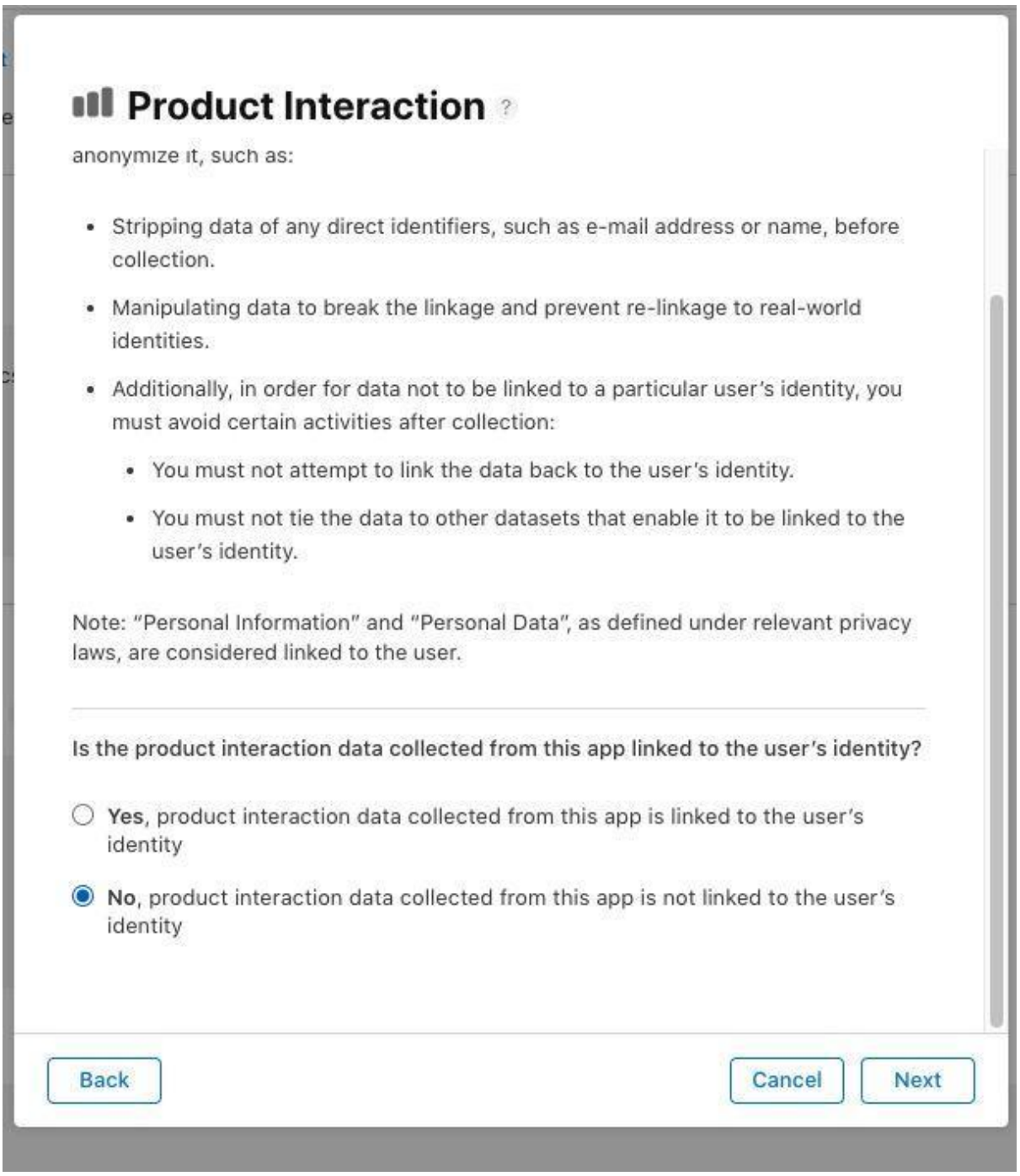


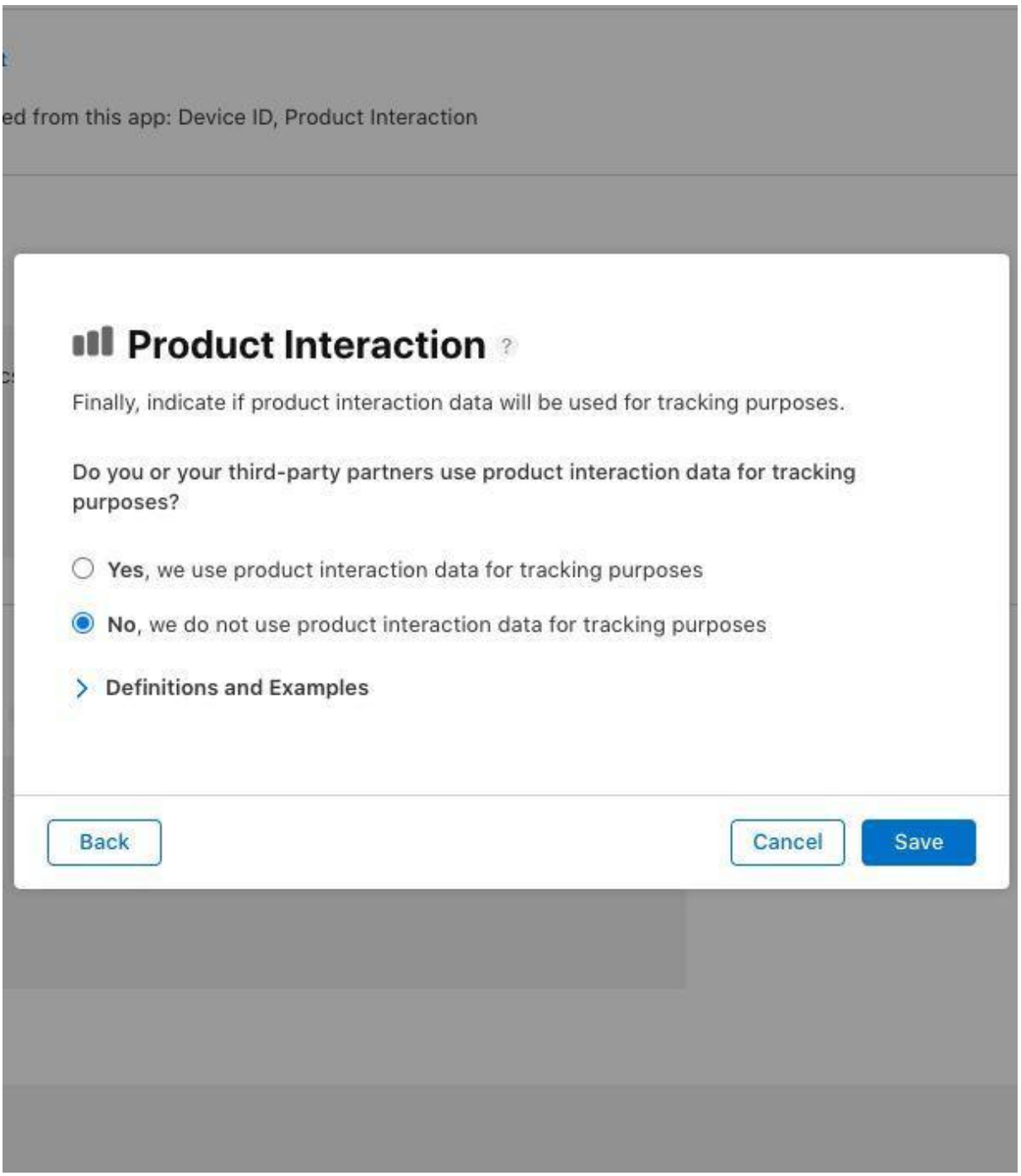
24. Click on “Set Up Product Interaction”



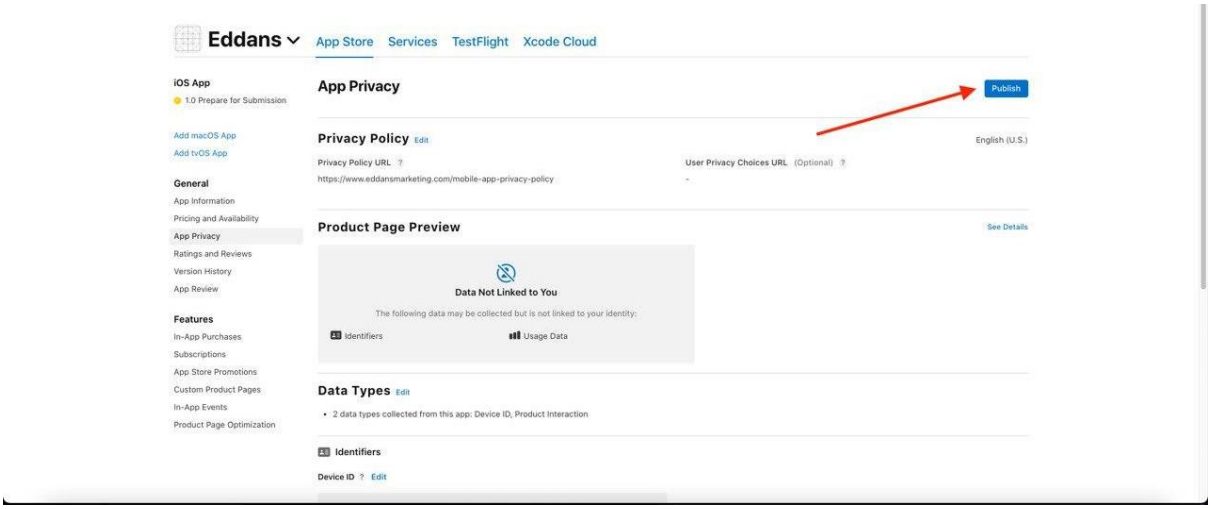
25. Fill the form as shown on screenshots

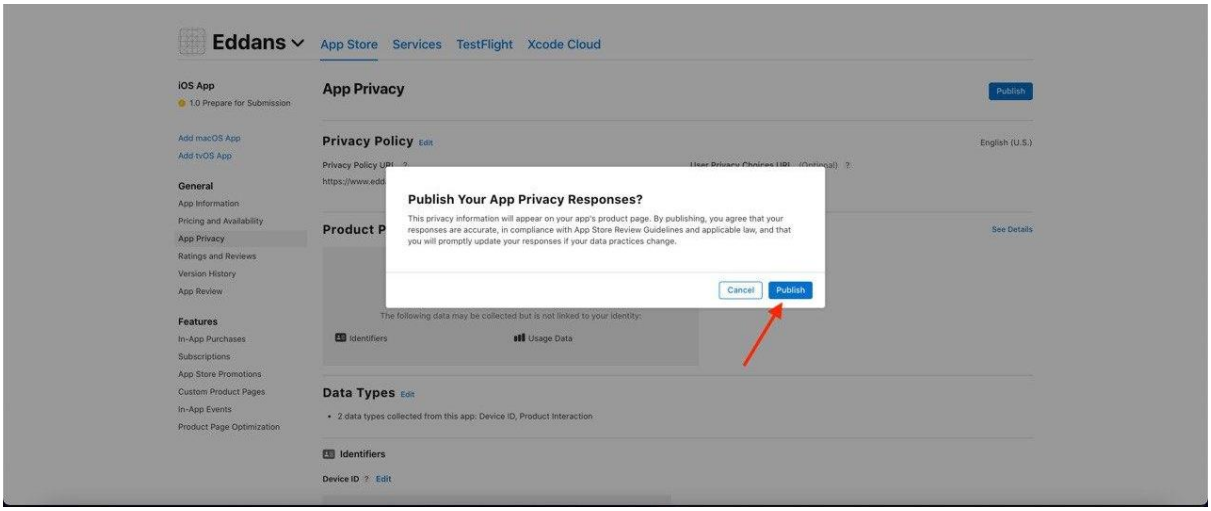



Product Interaction
anonymize it, such as:
Stripping data of any direct identifiers, such as e-mail address or name, before collection.
Manipulating data to break the linkage and prevent re-linkage to real-world identities.
Additionally, in order for data not to be linked to a particular user's identity, you must avoid certain activities after collection:
You must not attempt to link the data back to the user's identity.
You must not tie the data to other datasets that enable it to be linked to the user's identity.
Note: "Personal Information" and "Personal Data", as defined under relevant privacy laws, are considered linked to the user.
Is the product interaction data collected from this app linked to the user's identity?
Yes, product interaction data collected from this app is linked to the user's identity
No, product interaction data collected from this app is not linked to the user's identity
Back
Cancel
Next

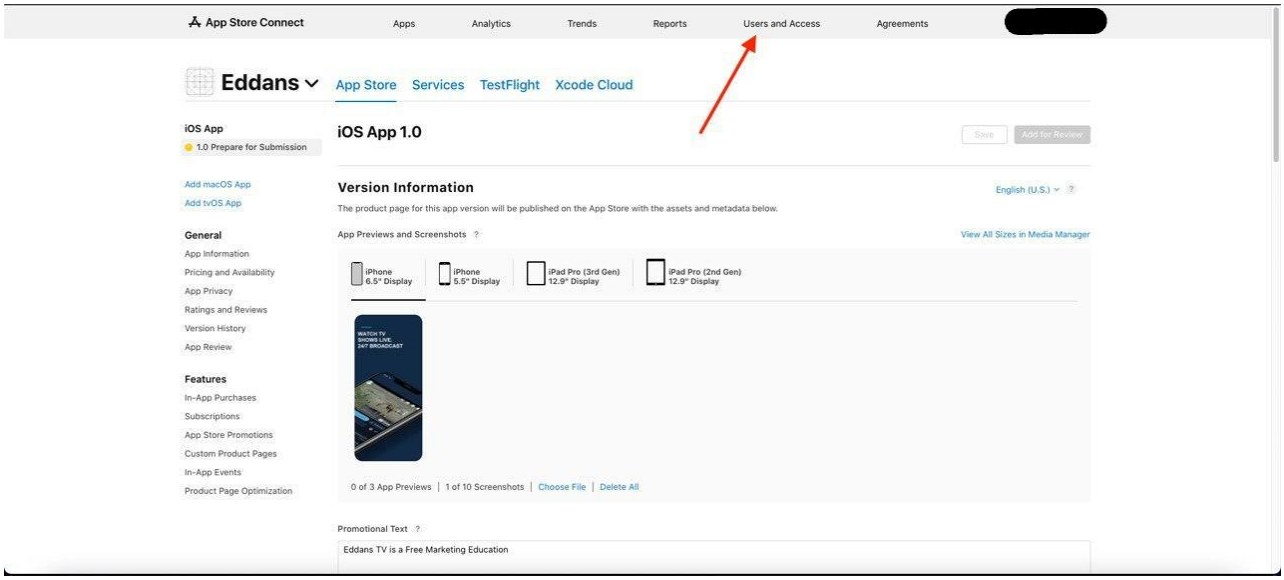

ed from this app: Device ID, Product Interaction
Product Interaction
Finally, indicate if product interaction data will be used for tracking purposes.
Do you or your third-party partners use product interaction data for tracking purposes?
Yes, we use product interaction data for tracking purposes
No, we do not use product interaction data for tracking purposes
Definitions and Examples
Back
Cancel
Save

26. Click on Publish button to publish all changes

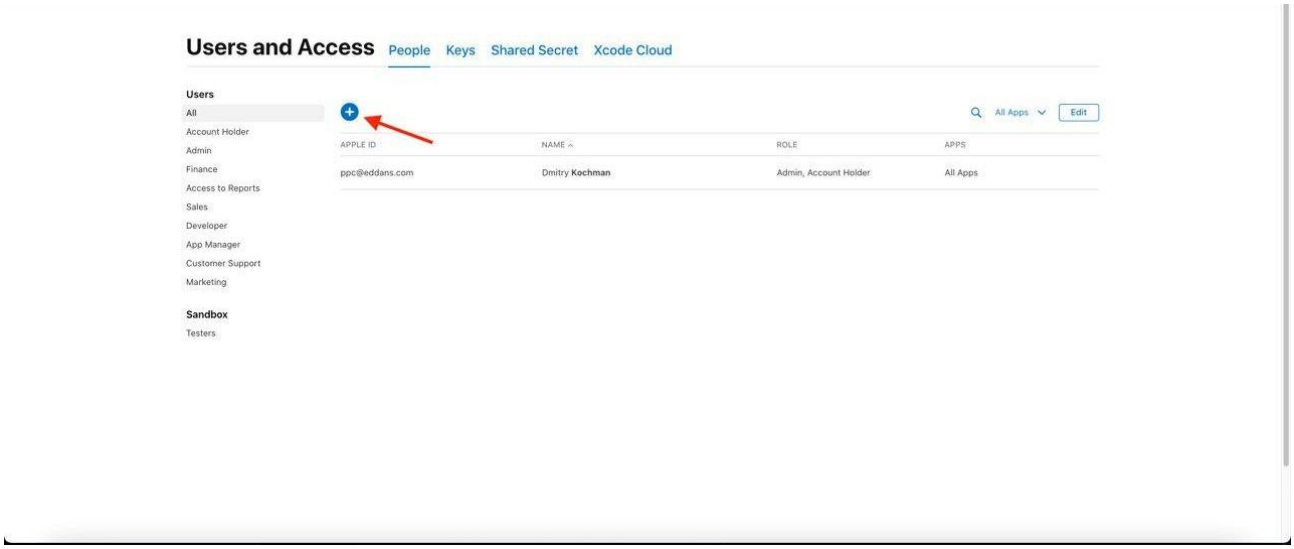




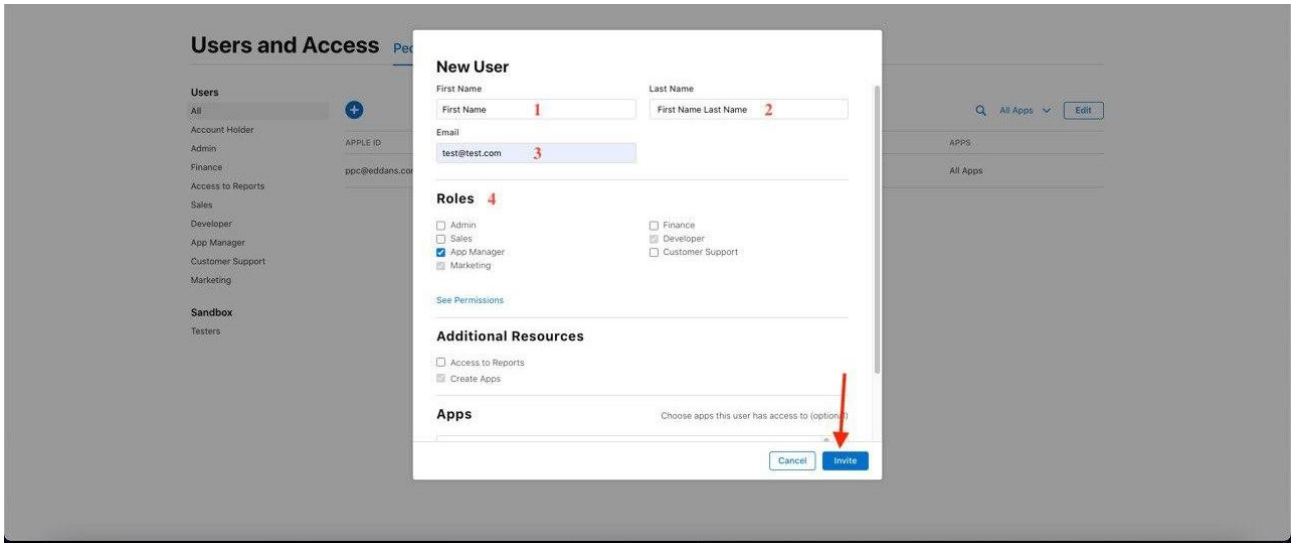
27. Go to Users And Access



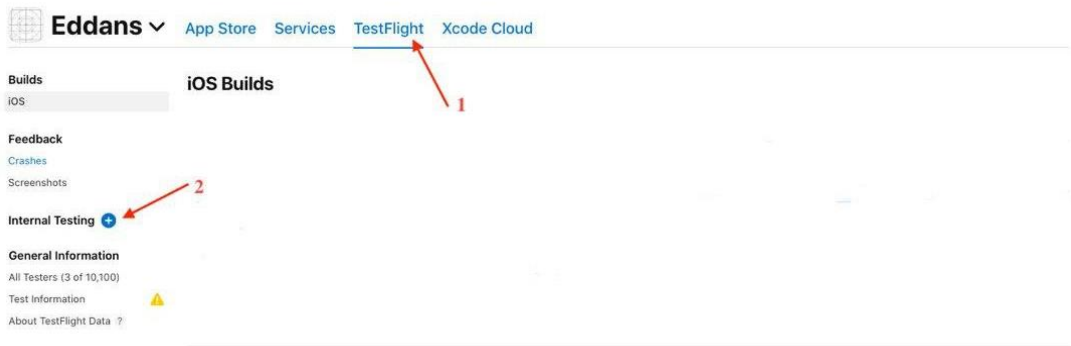
28. Click “+”



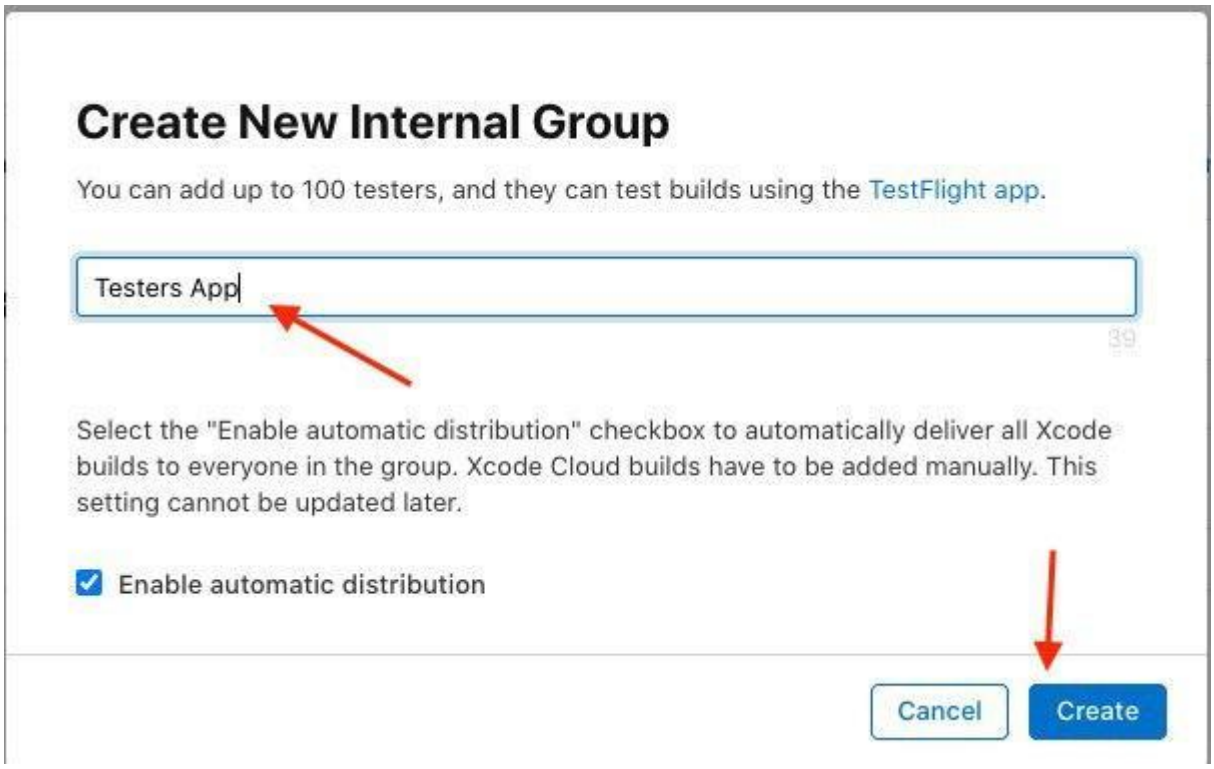
29. Fill these fields: First Name, Last Name, Email, select user role and press “Invite” (invite user for internal testing). You can add yourself as a tester / user.



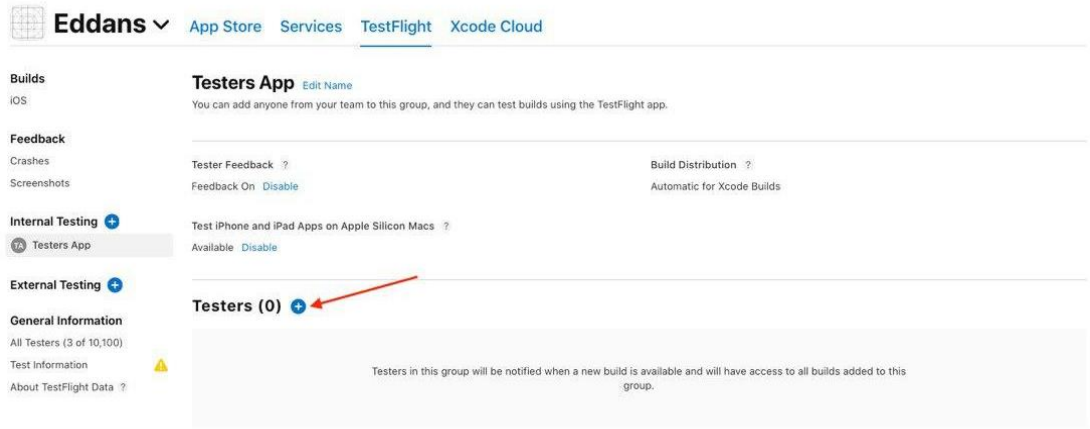
30. Go to ‘’App’s’’ → Your App → TestFlight and select “Internal Testing”



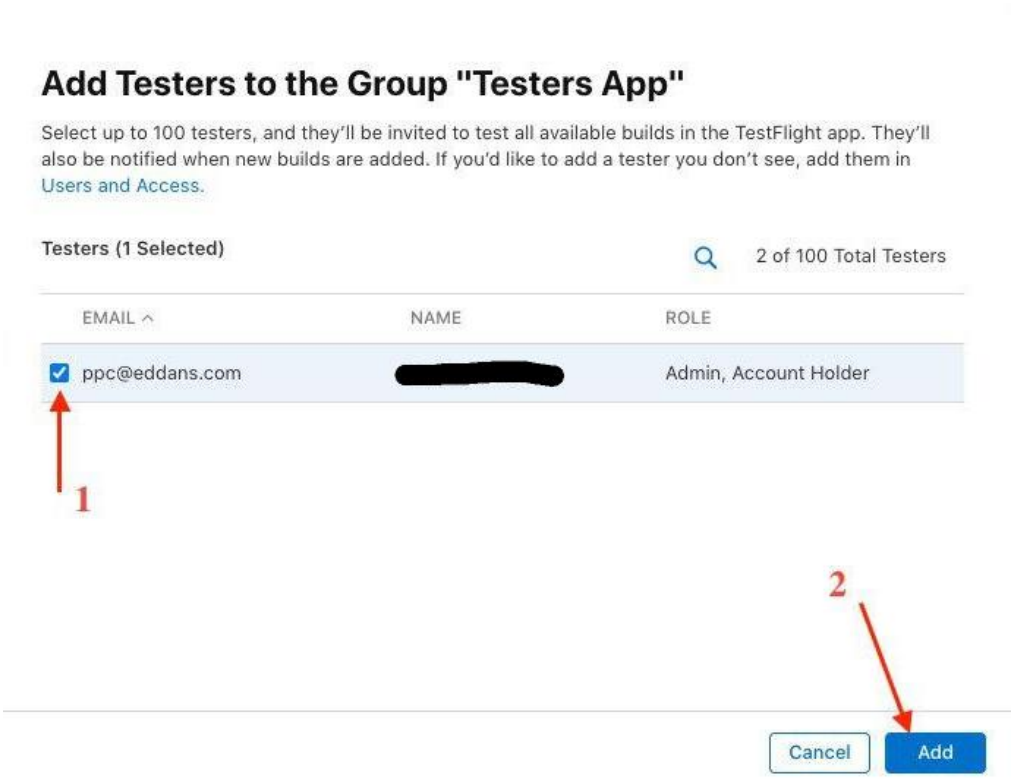
31. Enter testers group name. You can name it anyway you want. Enable automatic distribution. Press “Create”



32. Press “+” to add testers



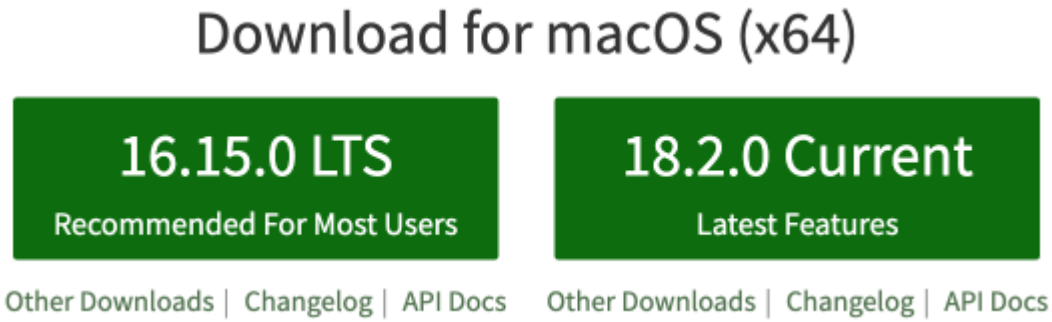
33. Select testers and press “Add”. You can add yourself as a “tester” or someone else from your team.


Add Testers to the Group "Testers App"
Select up to 100 testers, and they'll be invited to test all available builds in the TestFlight app. They'll also be notified when new builds are added. If you'd like to add a tester you don't see, add them in Users and Access.
Testers (1 Selected)
2 of 100 Total Testers
EMAIL
NAME
ROLE
ppc@eddans.com
Admin, Account Holder
1
2
Cancel
Add

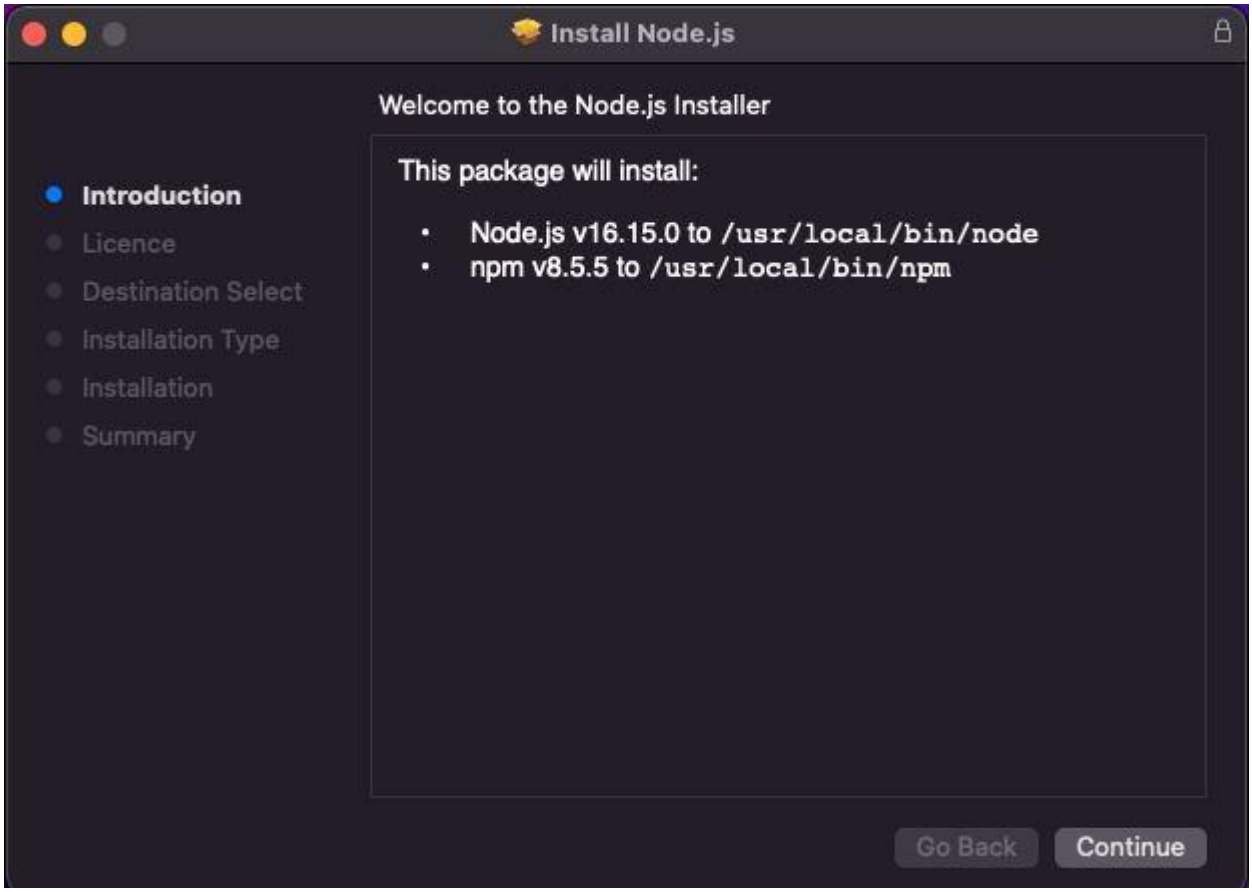
E. Preparing your developer environment

You can skip this step if it's already done!

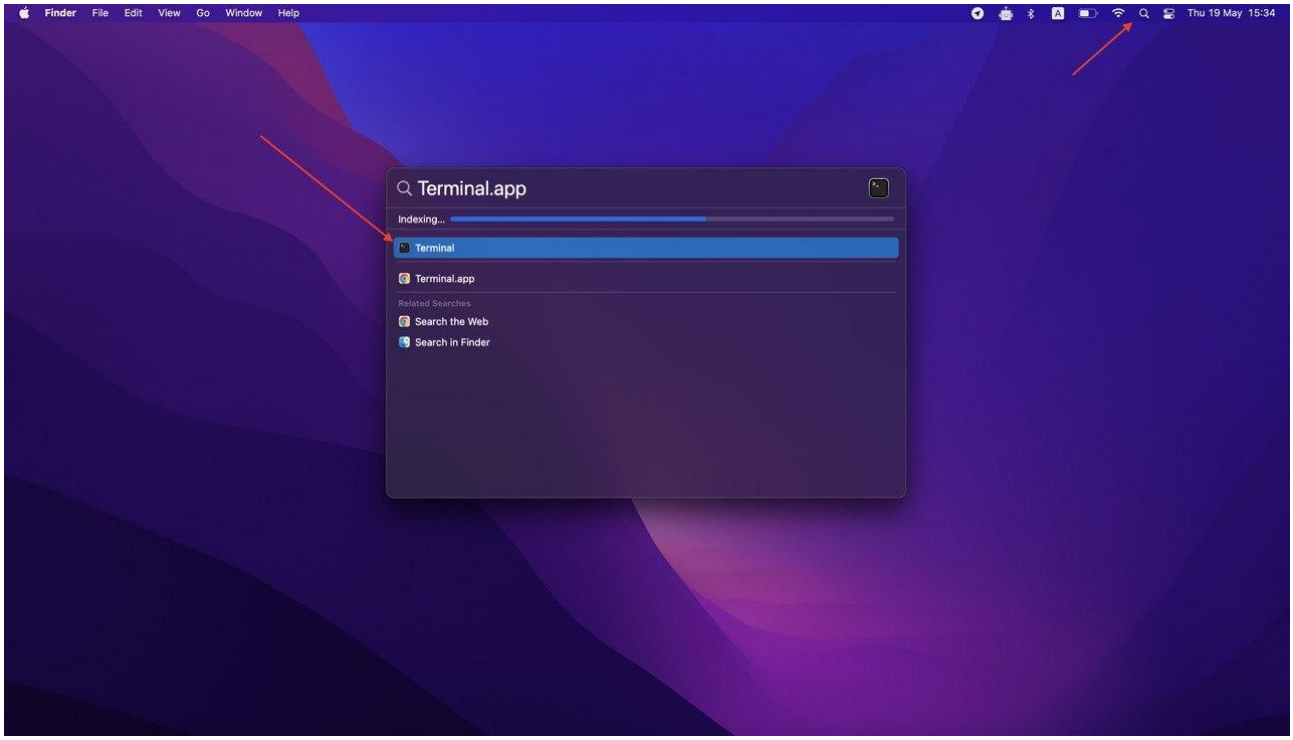
1. Download the Node JS Installer (latest LTS version, like 16.15.0.LTS) from https://nodejs.org/en/#home-downloadhead



2. Open node-v16.15.0.pkg file and follow the instructions to install Node.js



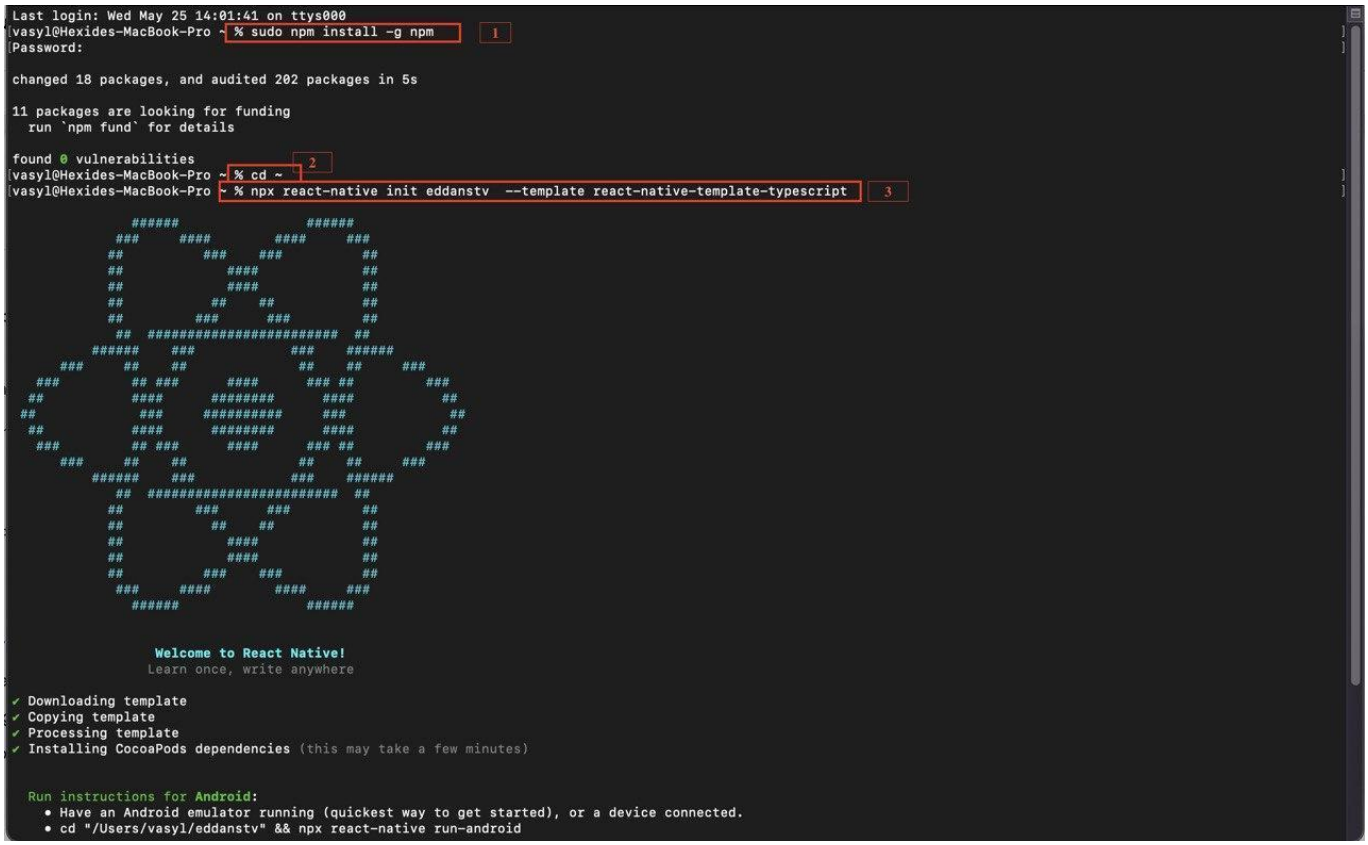
3. Open Terminal



4. Type “sudo npm install -g npm” to install NPM (Node Package Manager) and press Enter. Provide your administrator password if needed.
5. Wait until the NPM installed.
6. Change the current working directory by typing “cd ~”

7. Create new project with a command: “npx react-native init {app_slug} --template react-native-template-typescript”

Please, replace {app_slug} with your app’s slug (lower case, no spaces and special characters)

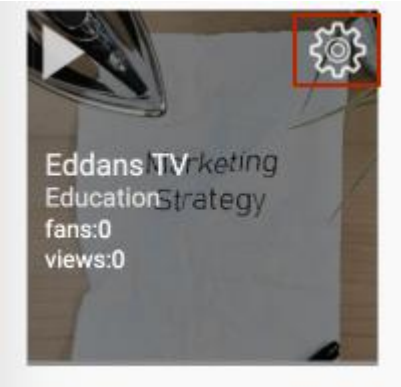


8. Wait until the project is created

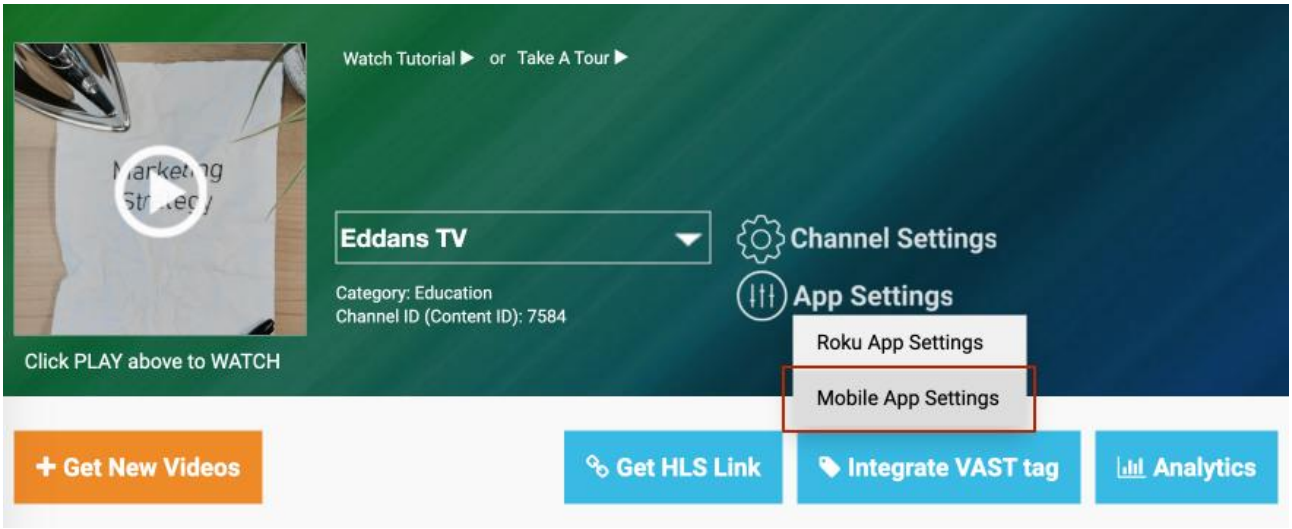
F. Working with the App source code on Strimm.com

You can skip this step if it's already done!

1. Go to Production Studio on Strimm.com
2. Click on Channel Settings



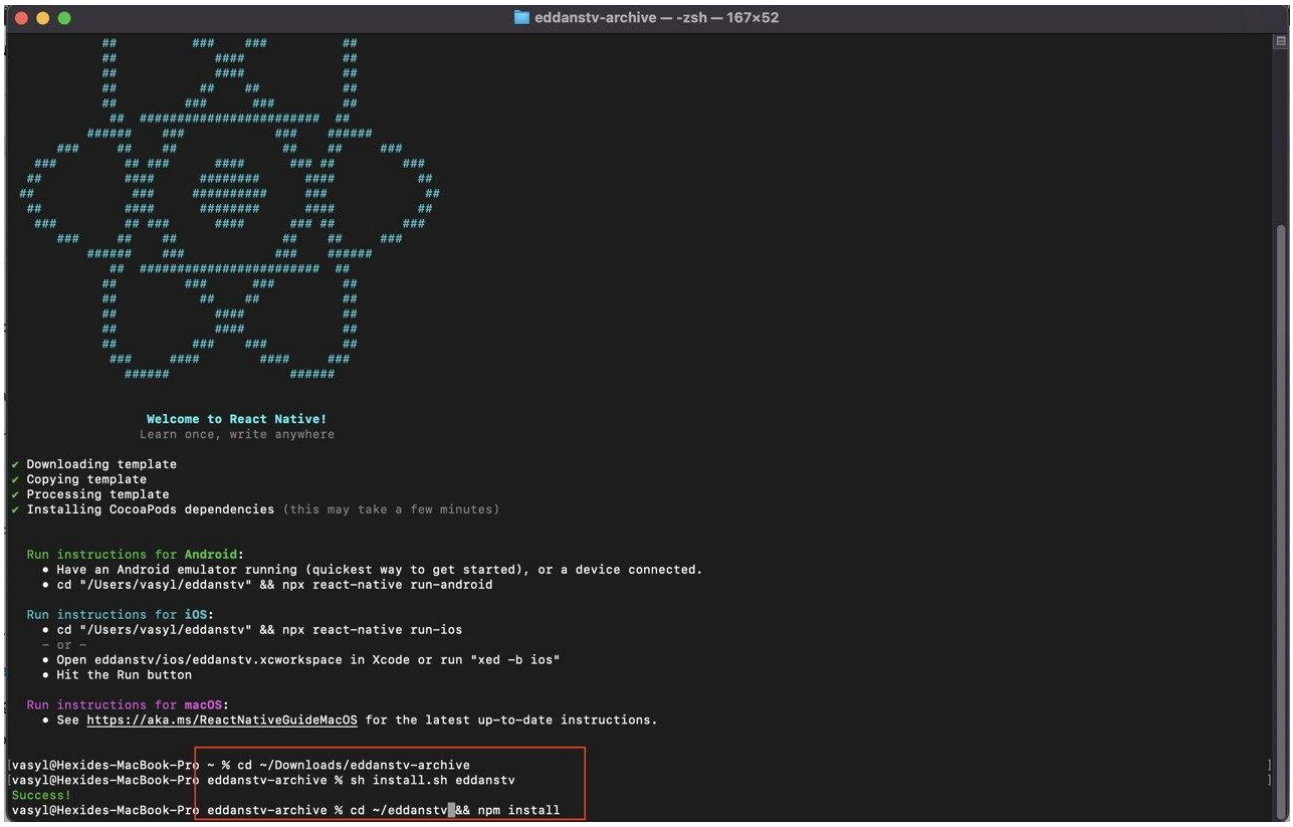
3. Click on App Settings -> Mobile App Settings



4. Complete the form.
5. Click on **Generate/Update Changes** to download the archive with the source code of your app

6. Save the archive file (Zip file) with the source code of your app on your Mac Computer in the Downloads folder.
7. Unzip the archive.
8. Open terminal. Type cd ~/Downloads/{app_slug}-archive. Please, replace {app_slug} with your app's slug.
9. Enter the command: sh install.sh {app_slug}. Please, replace {app_slug} with your app's slug (lower case, no spaces and special characters)

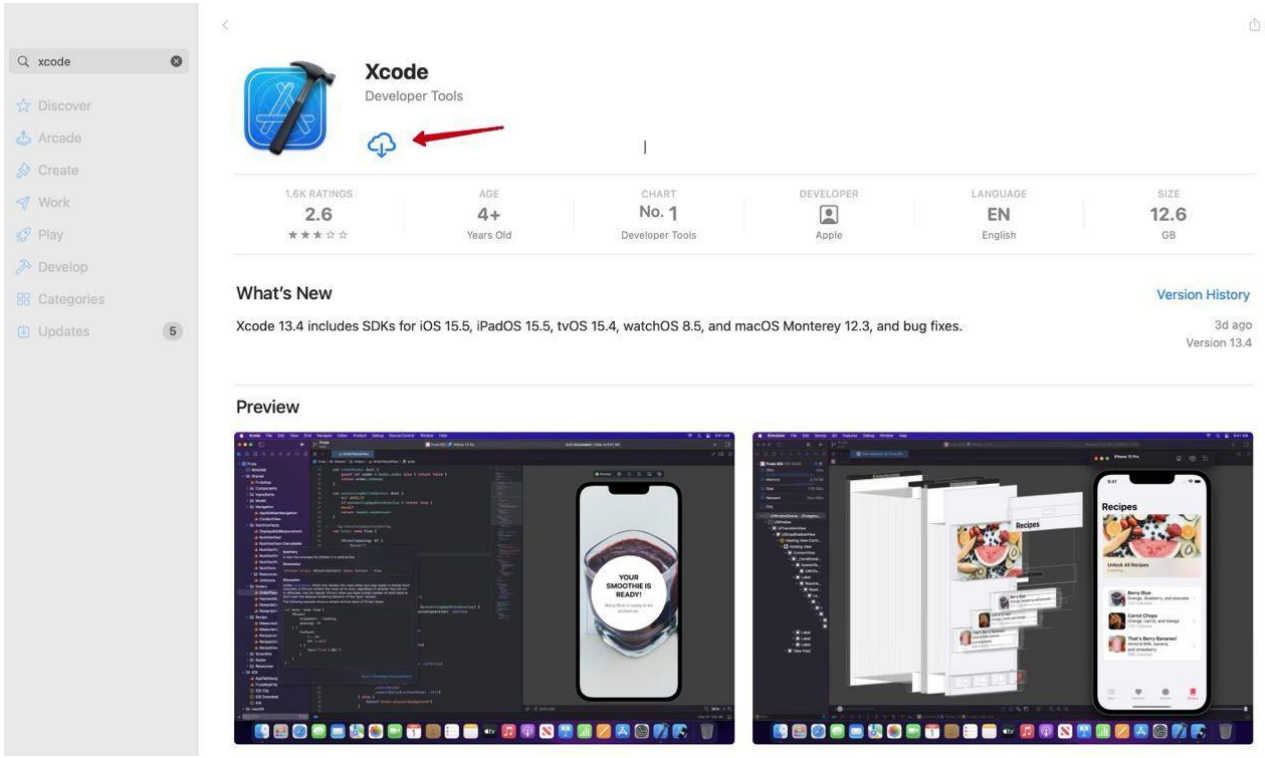
10. In Terminal go to your project's directory and install NPM dependencies by typing: "cd ~/{app_slug} && npm install". Please, replace {app_slug} with your app's slug.



G. X-Code installation and configuration

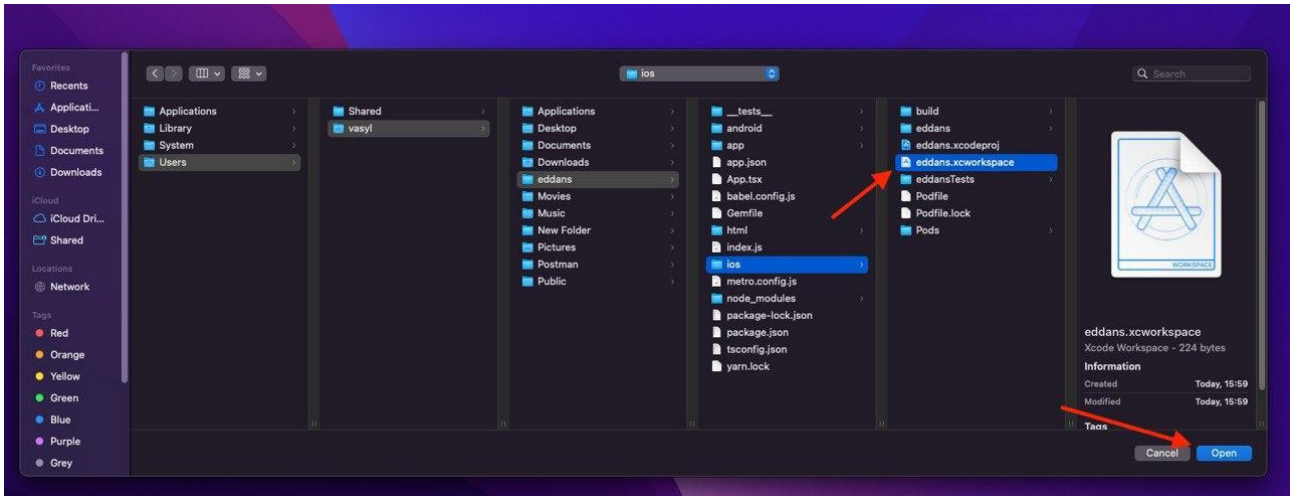
Now you need to have the X-Code installed.

1. Go to the App Store (https://apps.apple.com/ua/app/xcode/id497799835?mt=12) and install X-Code to your Mac Book.



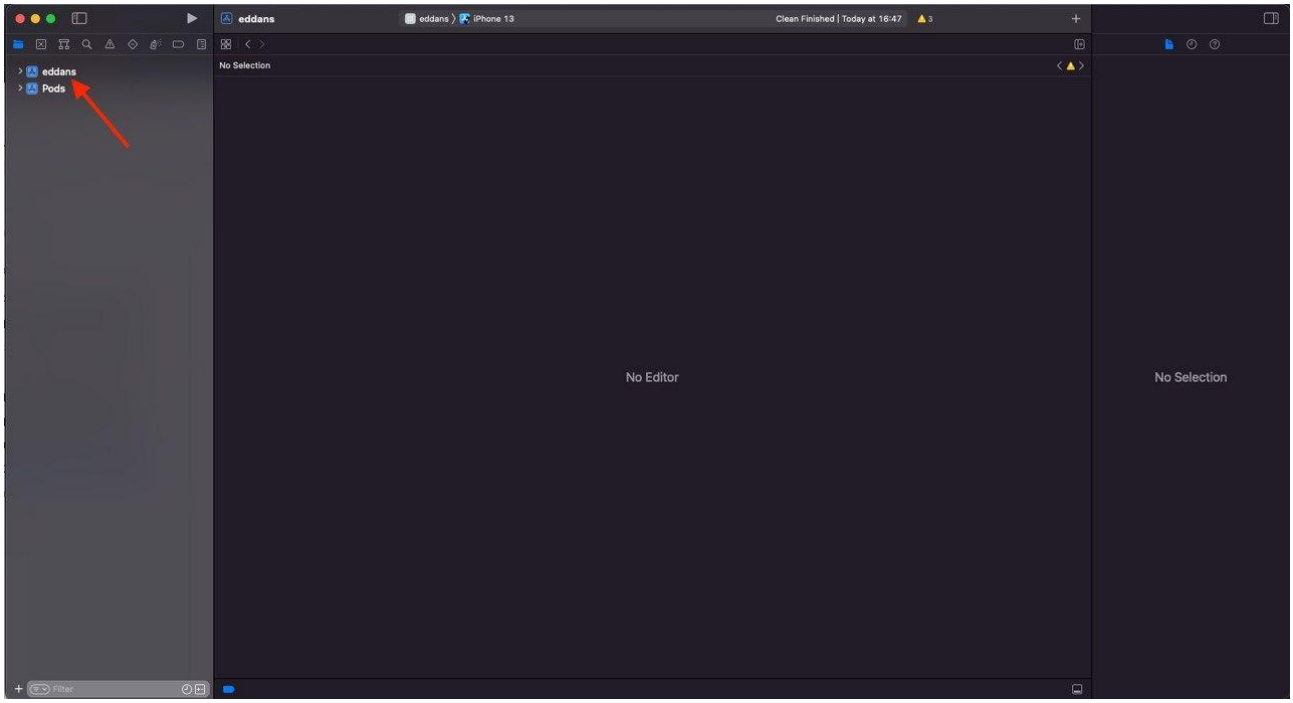
2. Open X-Code
3. Select ''Open a project or file''

4. Select {app_slug} → ios → {app_slug}.xcworkspace and click Open

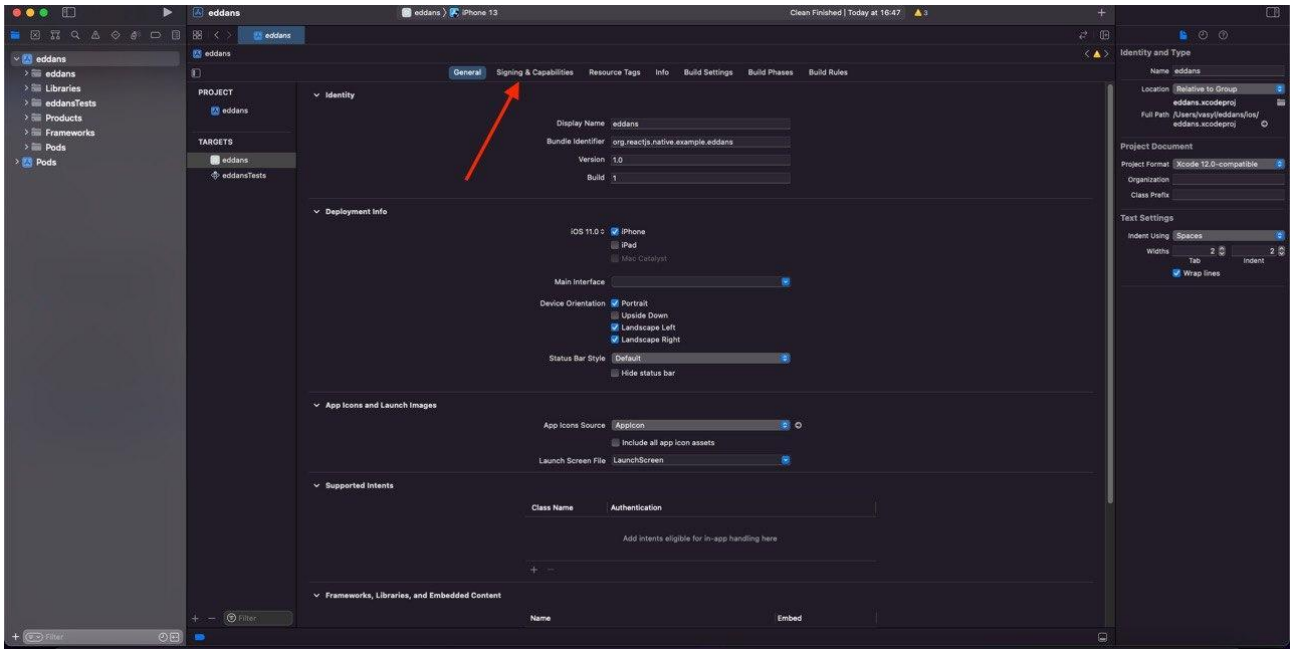


H. Build your project from the source code

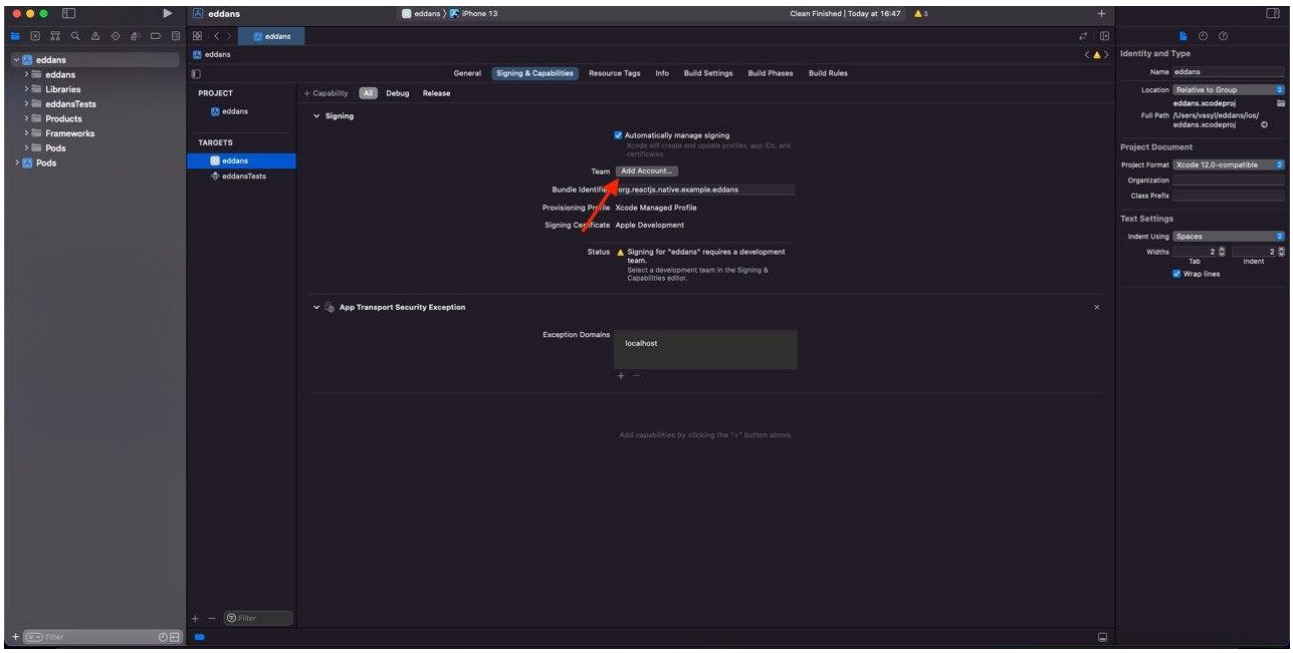
5. Click on your project name



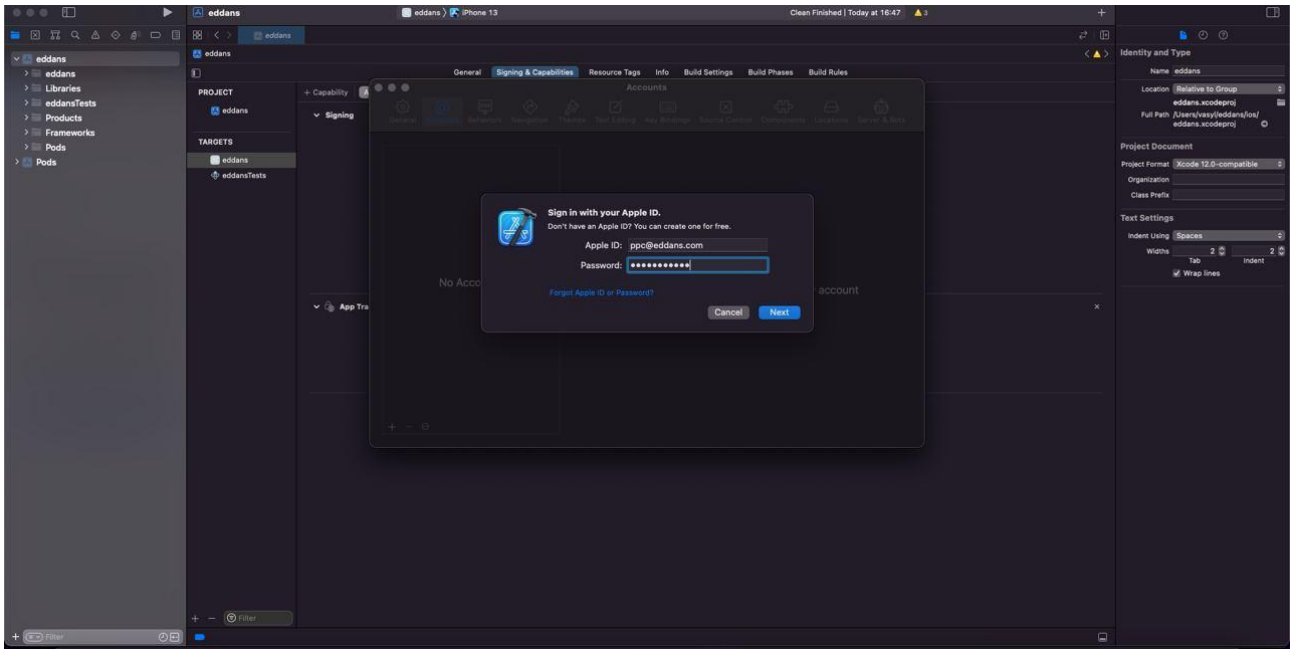
6. Select tab “Signing and Capabilities”



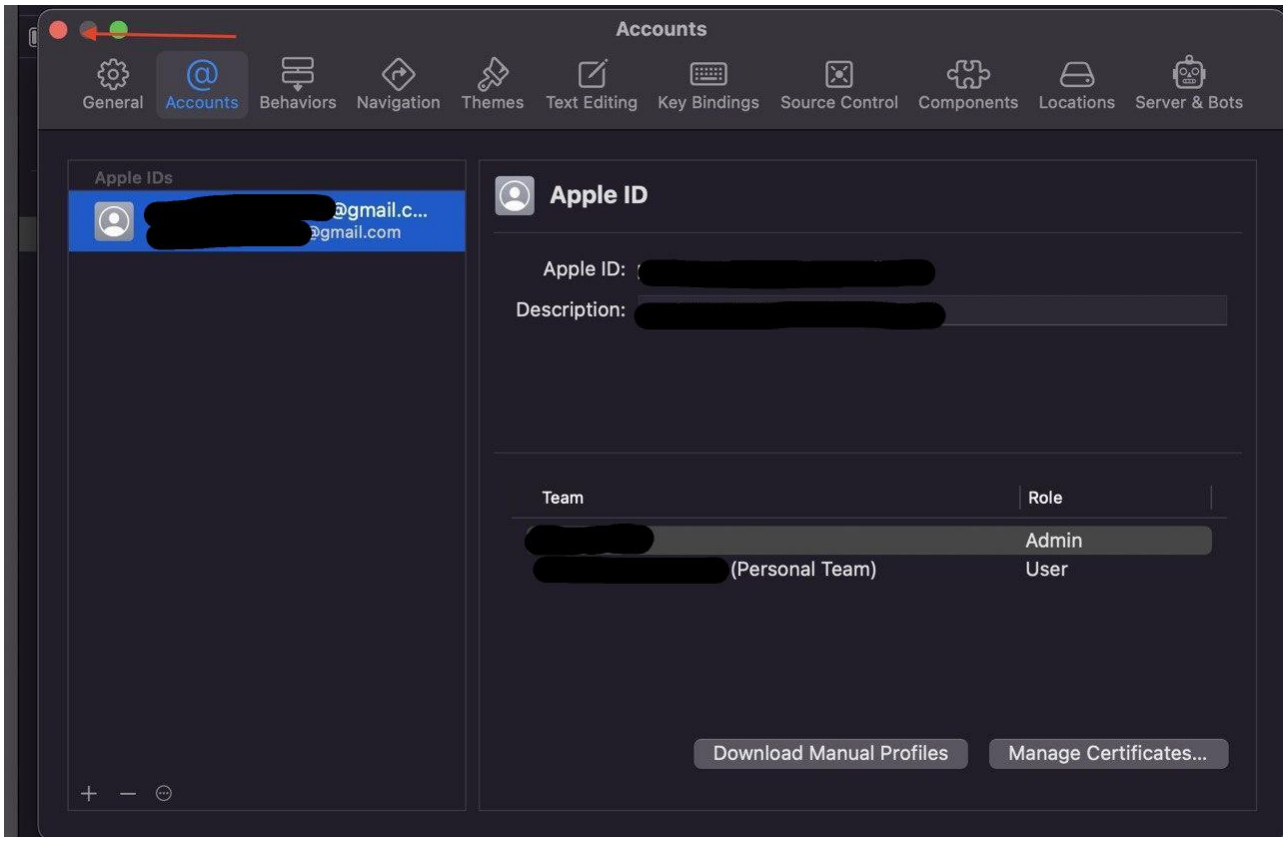
7. Click “Add Account”



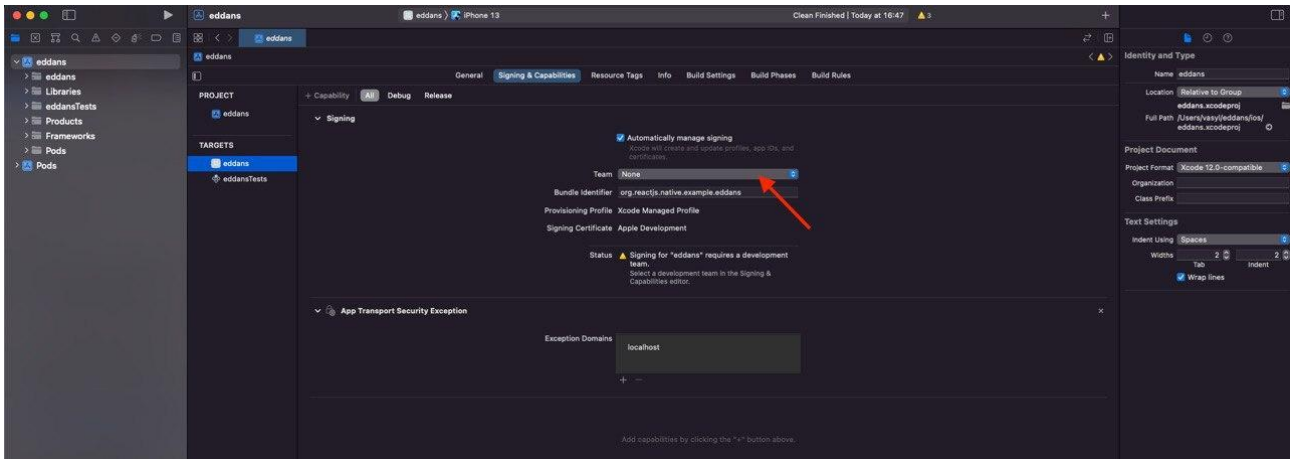
8. Enter your Apple Id and password

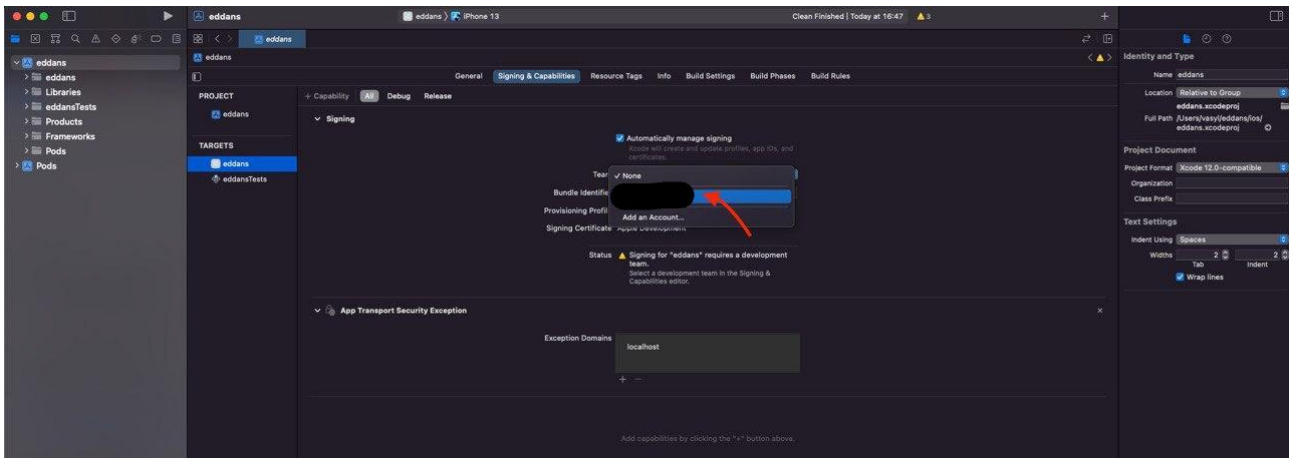


Then, close this window.

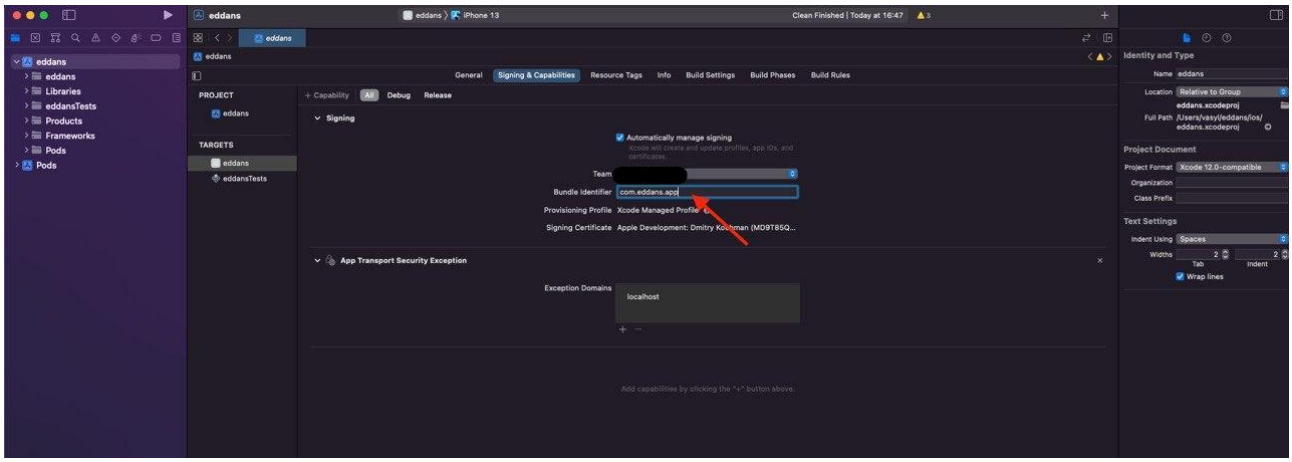


9. Select a Team

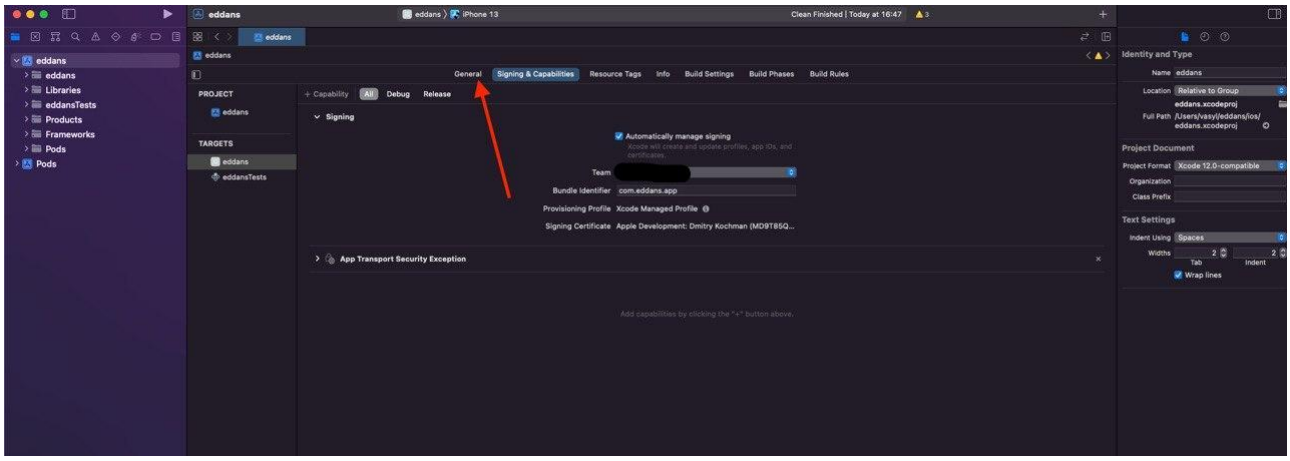




10. Enter your Bundle Id

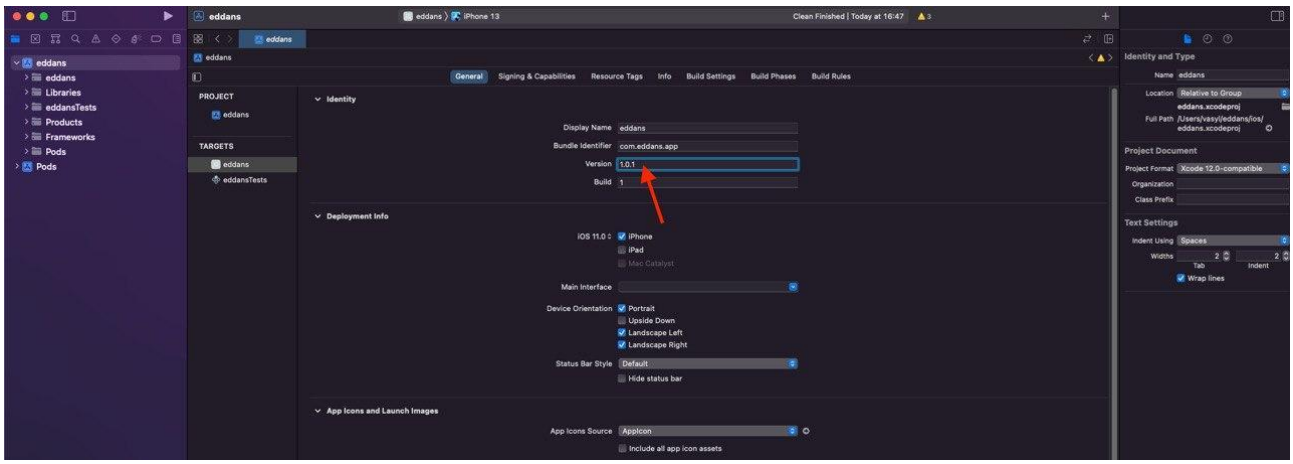


11. Click tab “General”

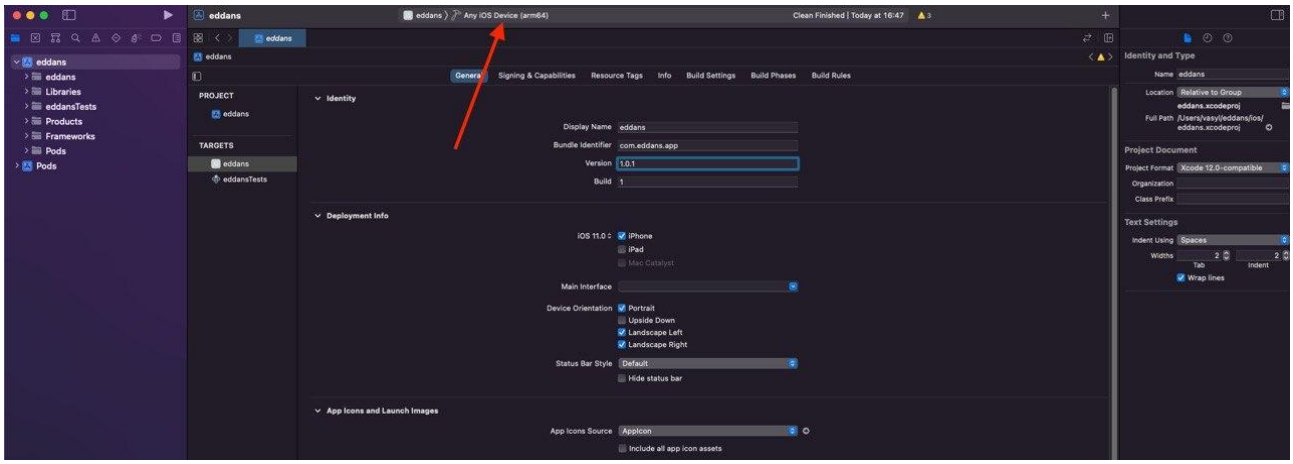


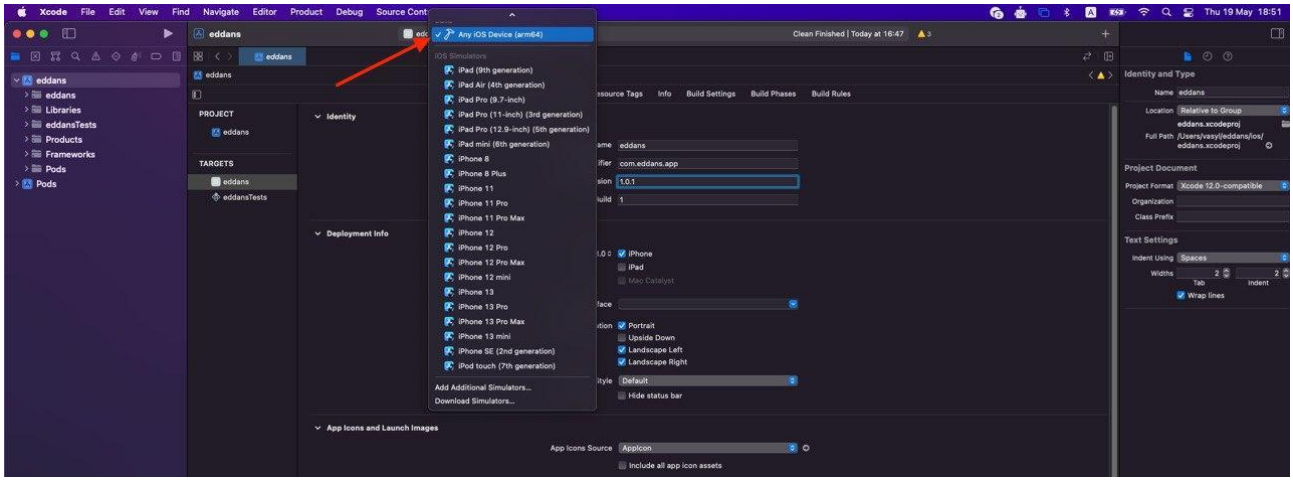
16. Change app version to 1.0.1

Increase app version to the next level (for example: 1.0.2)

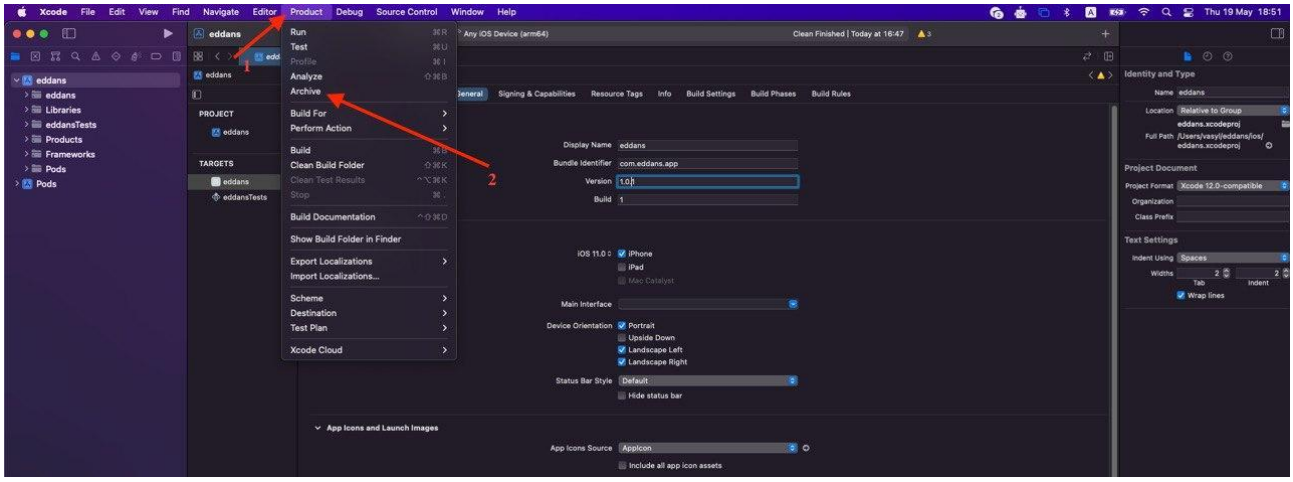


17. Select “Any iOS device”

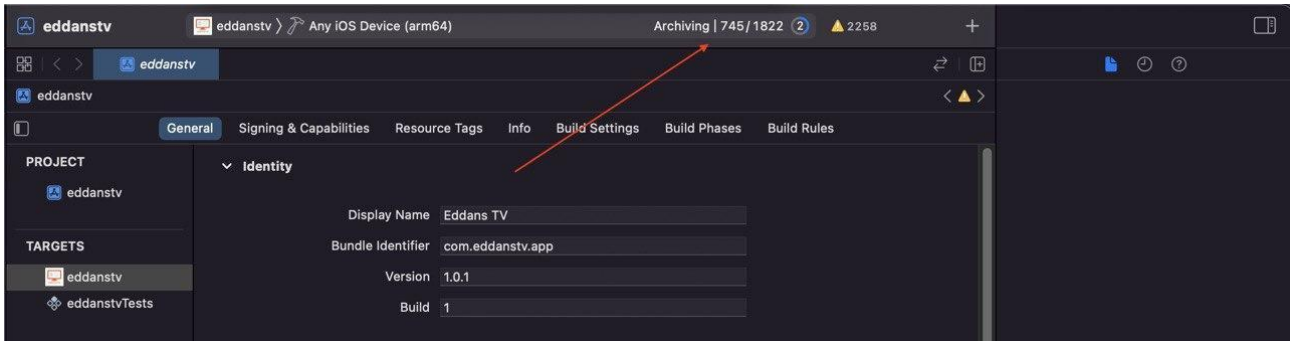




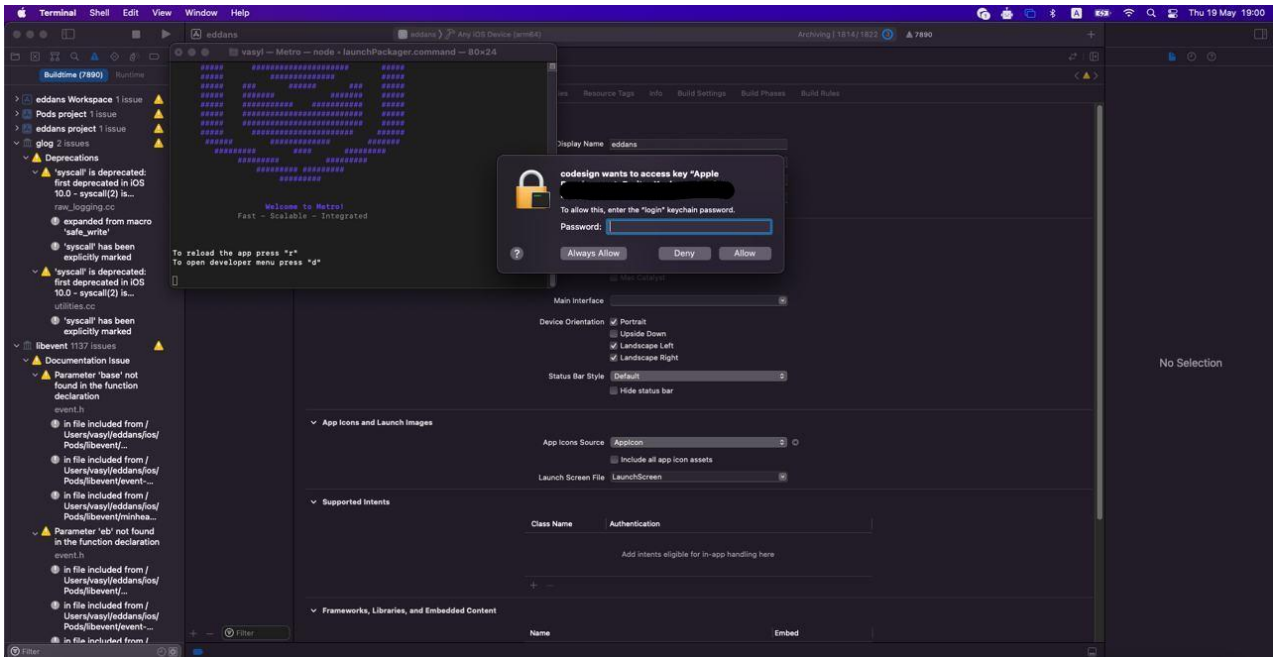
18. Click Product → Archive



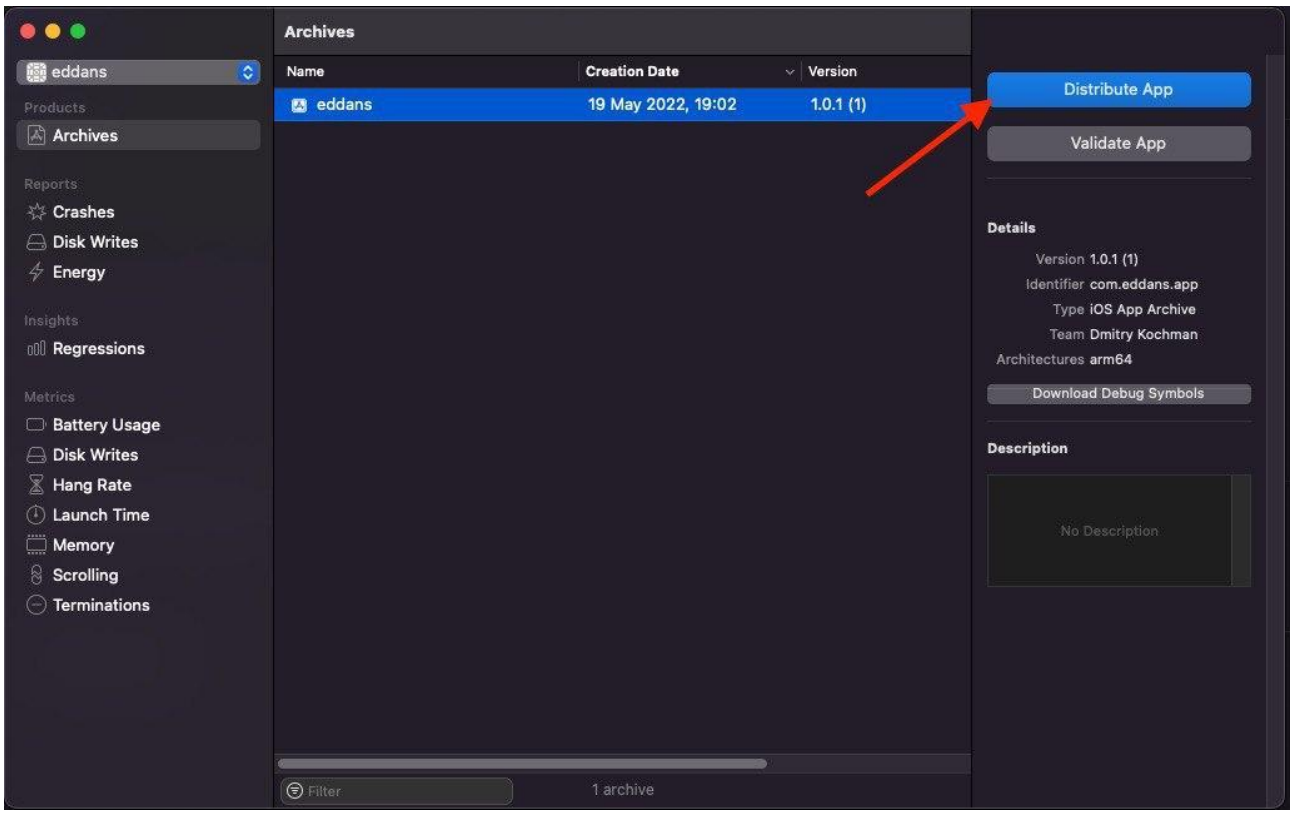
Then, wait for a few minutes.



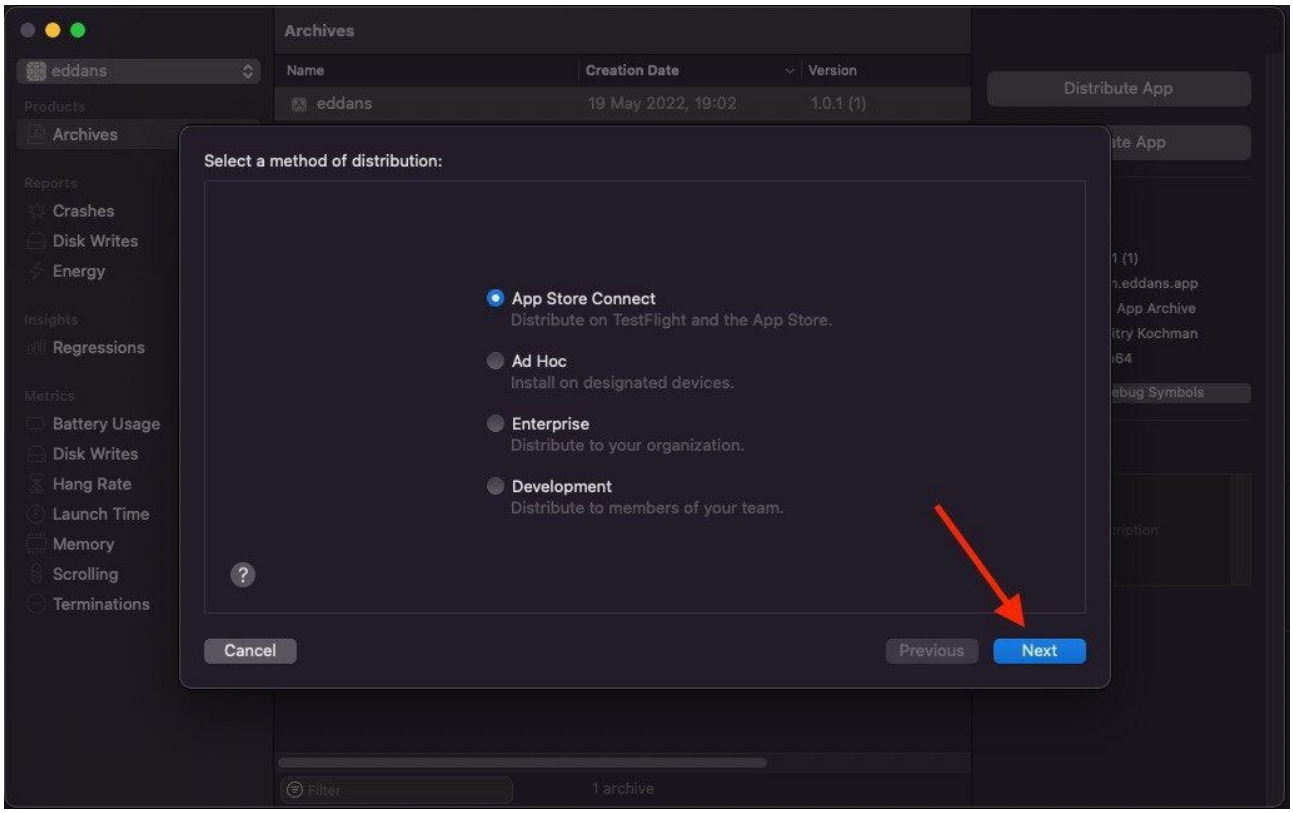
19. Enter your Mac password and Press “Always Allow”



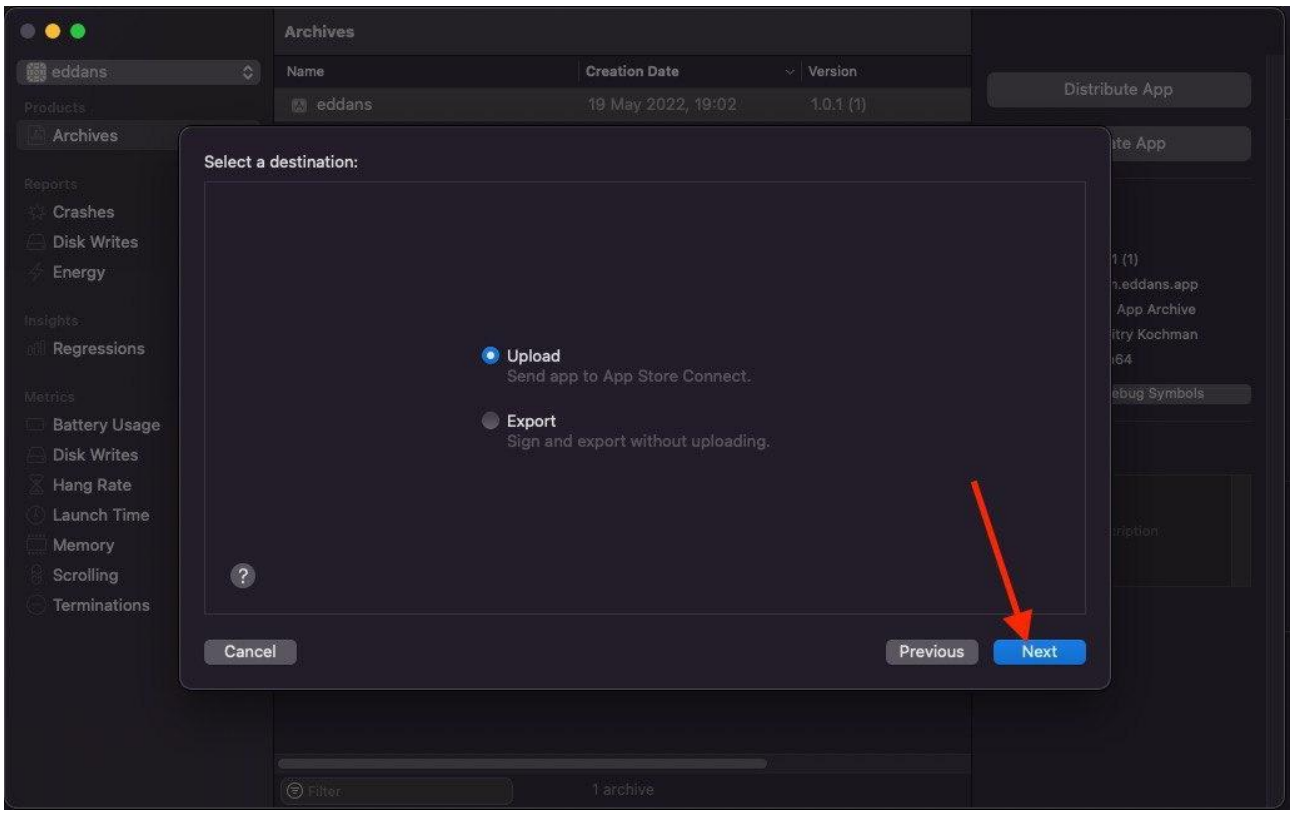
20. Click “Distribute App”



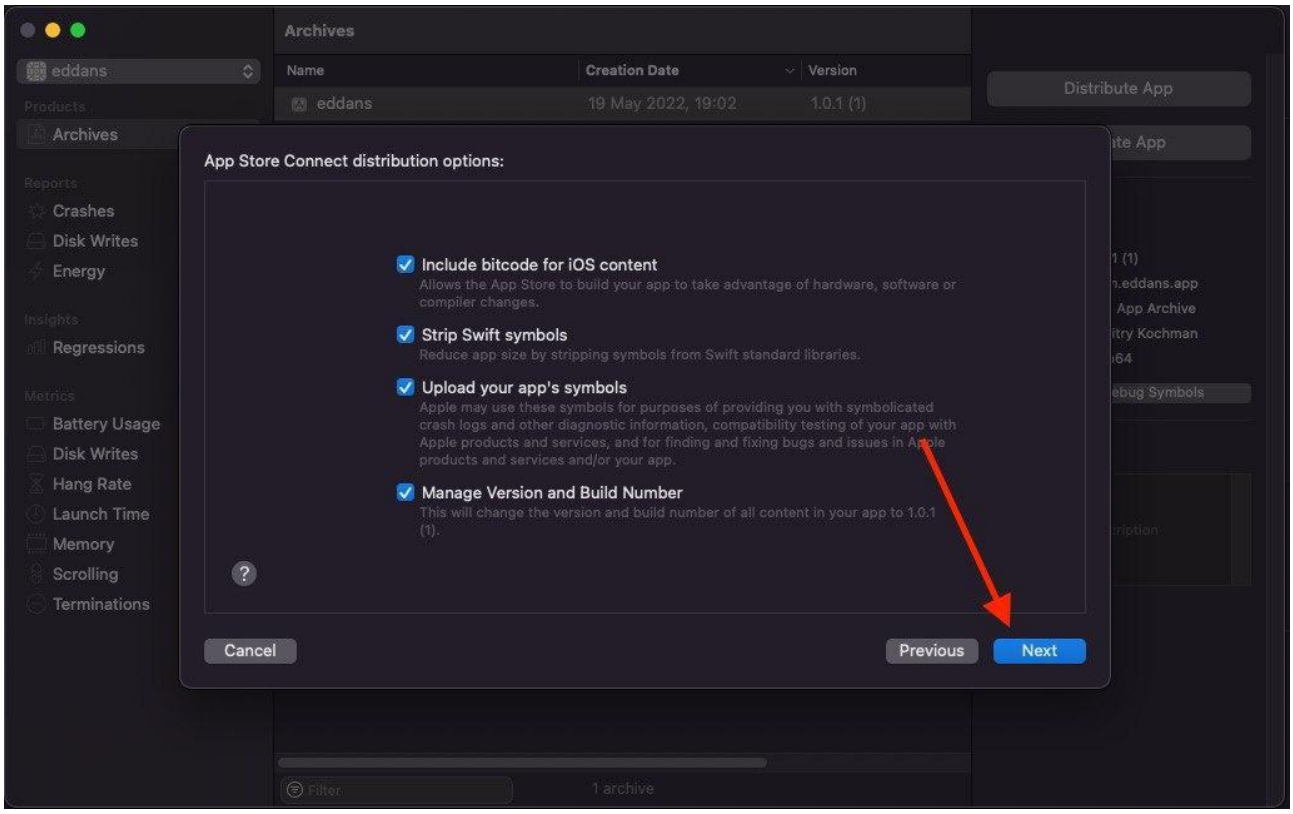
21. Select “App Store Connect” and click “Next”



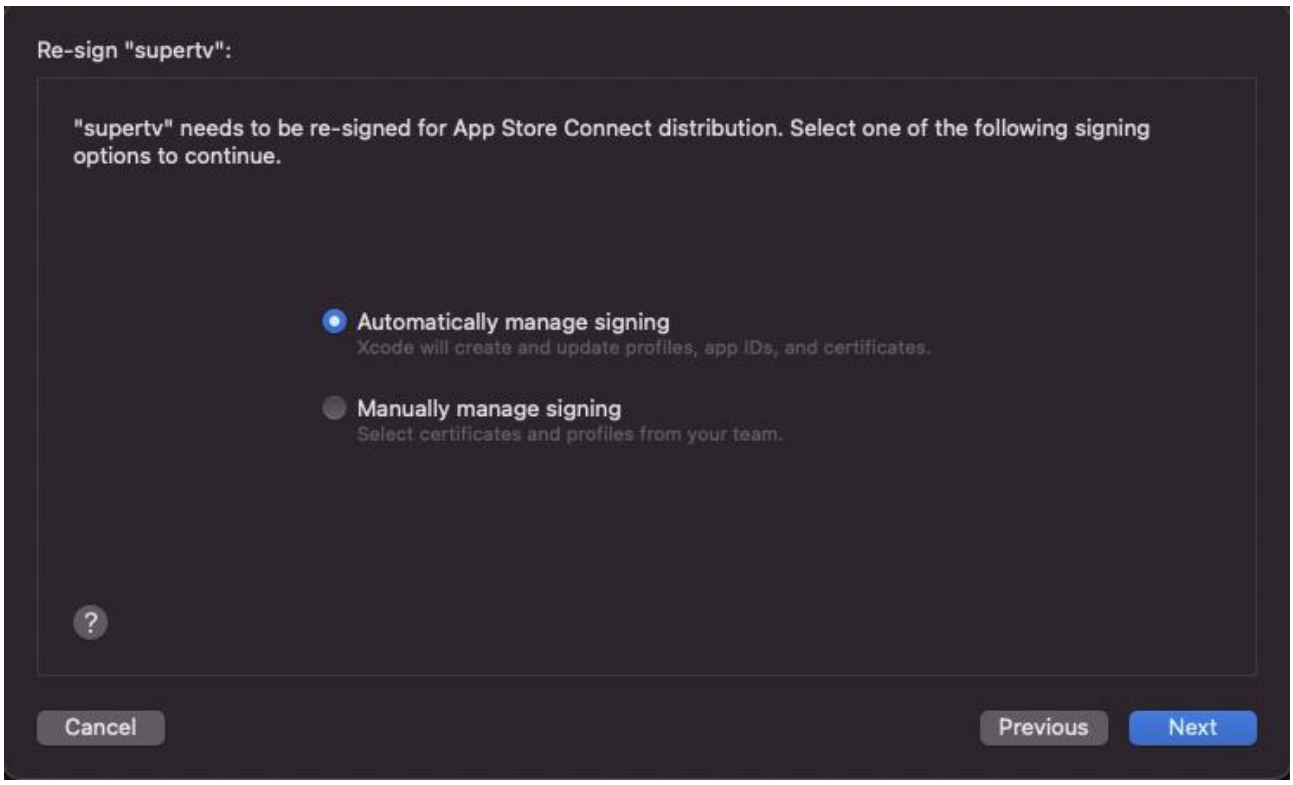
22. Select “Upload” and click “Next”



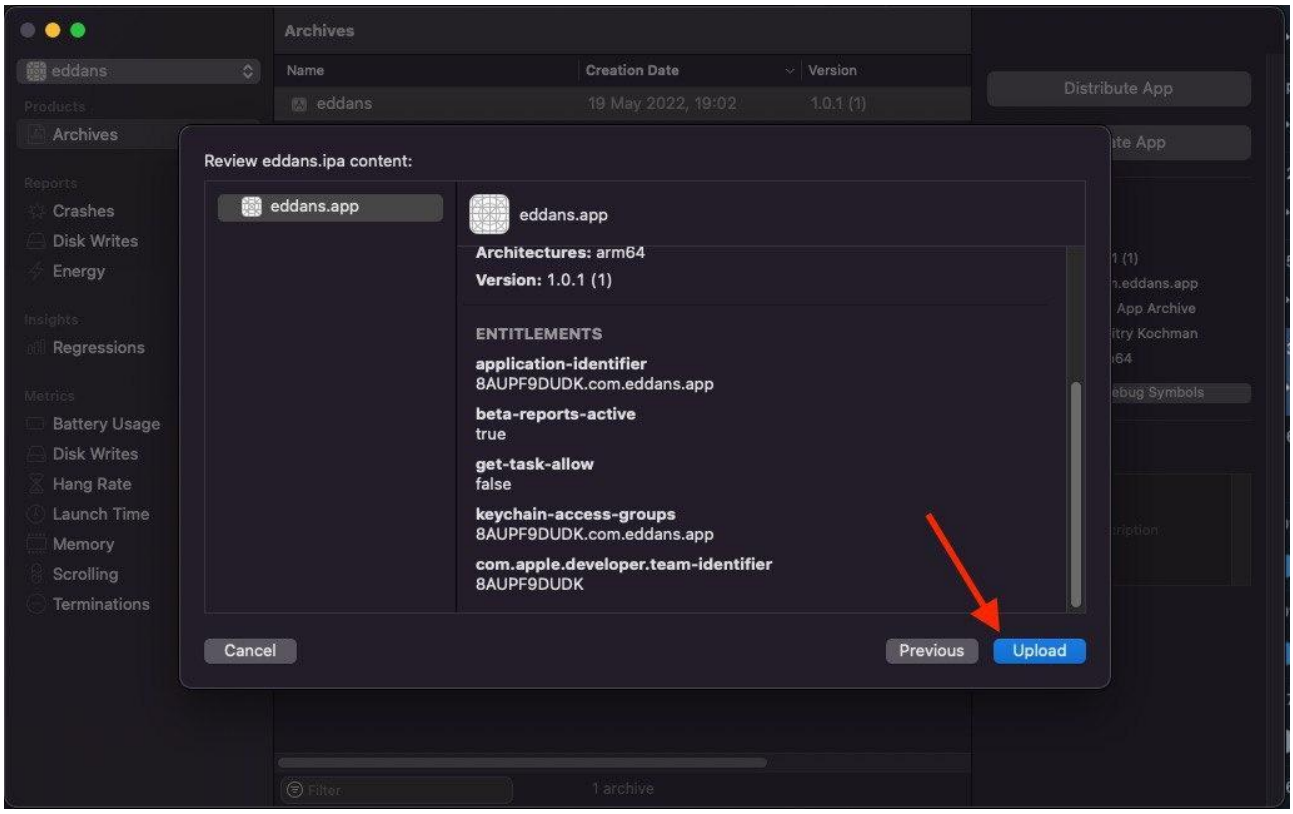
23. Set all items checked and click “Next”



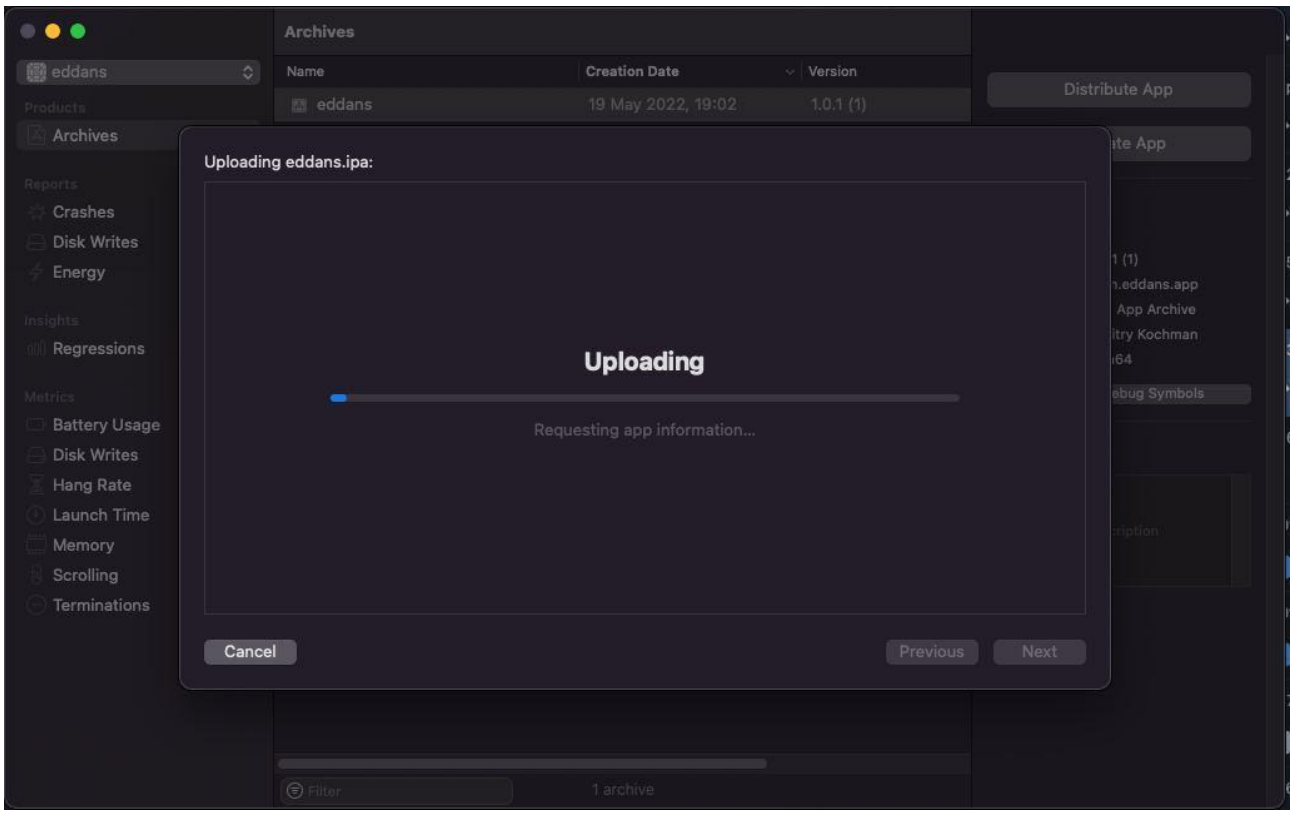
24. Select “Automatically manage signing” and press “Next”



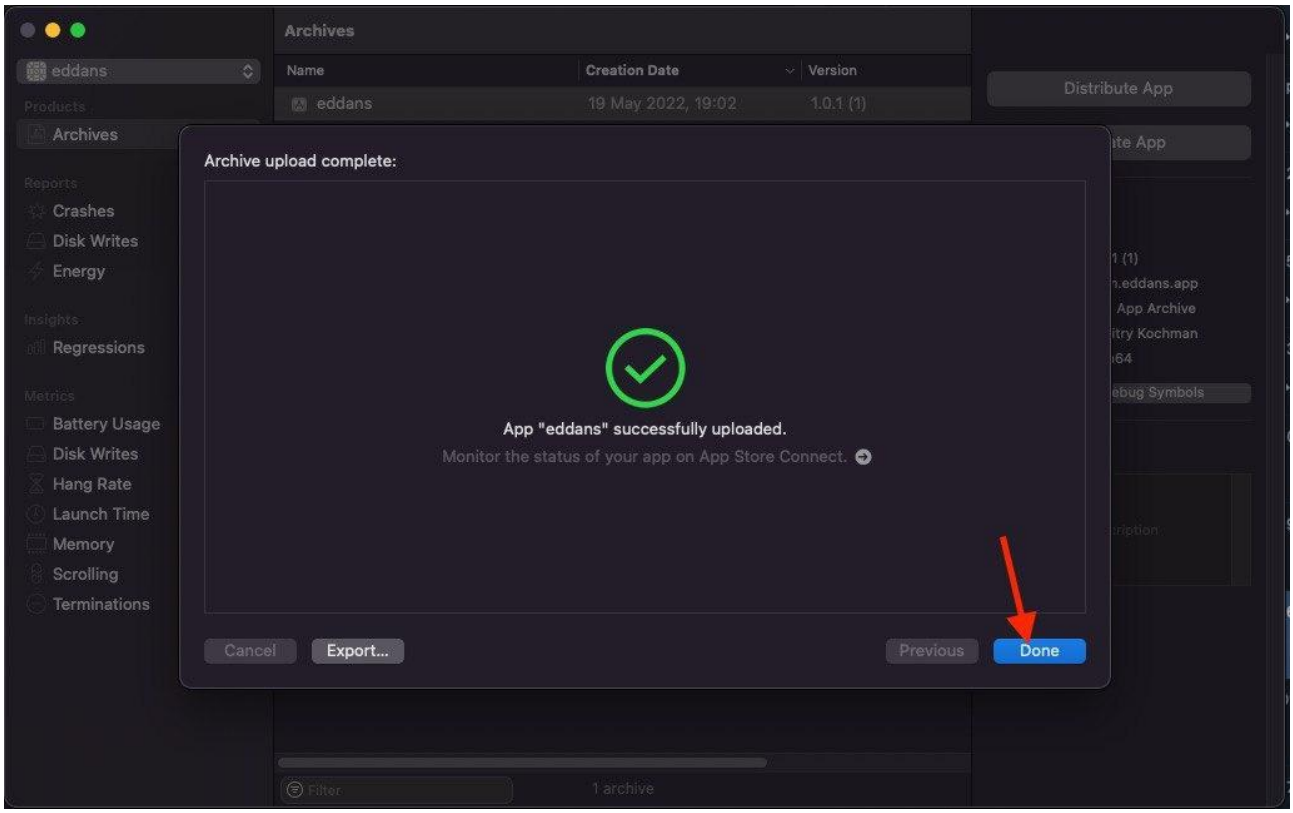
25. Click “Upload”



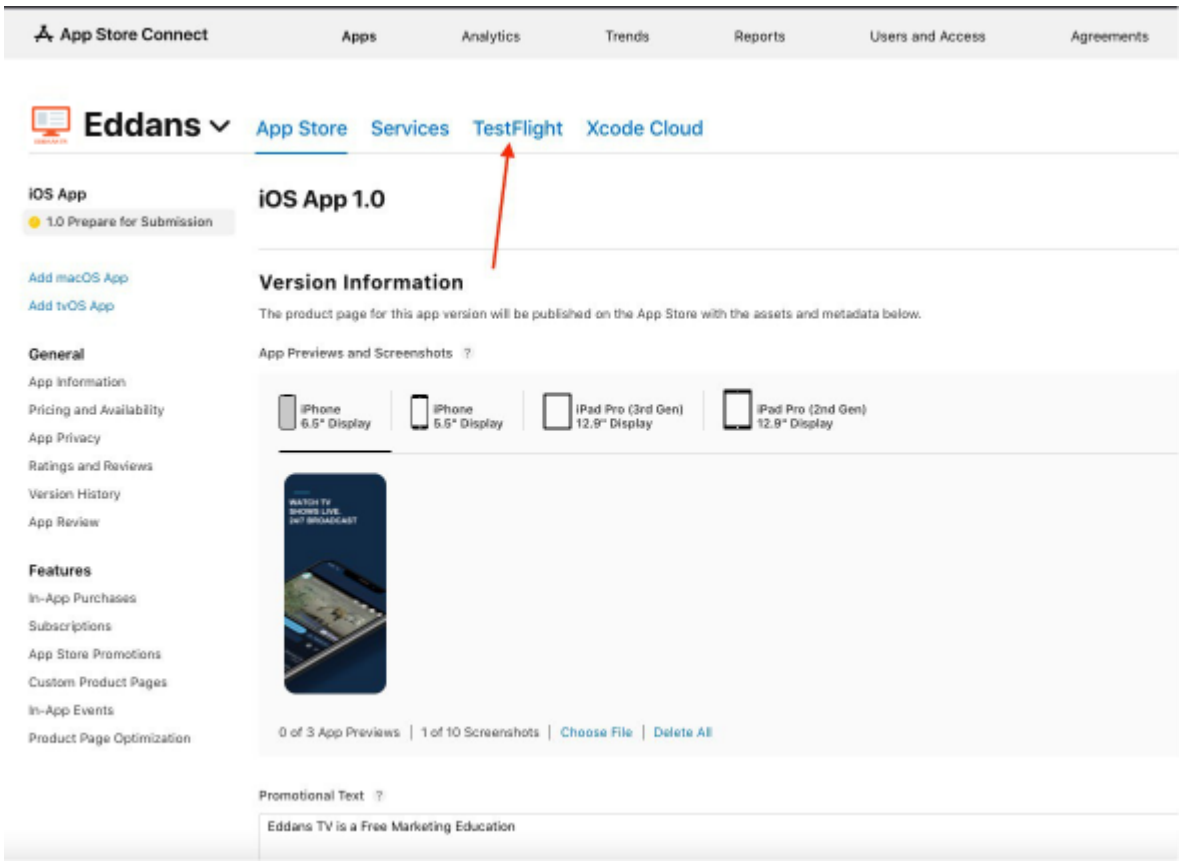
26. Wait for uploading 10-15 minutes

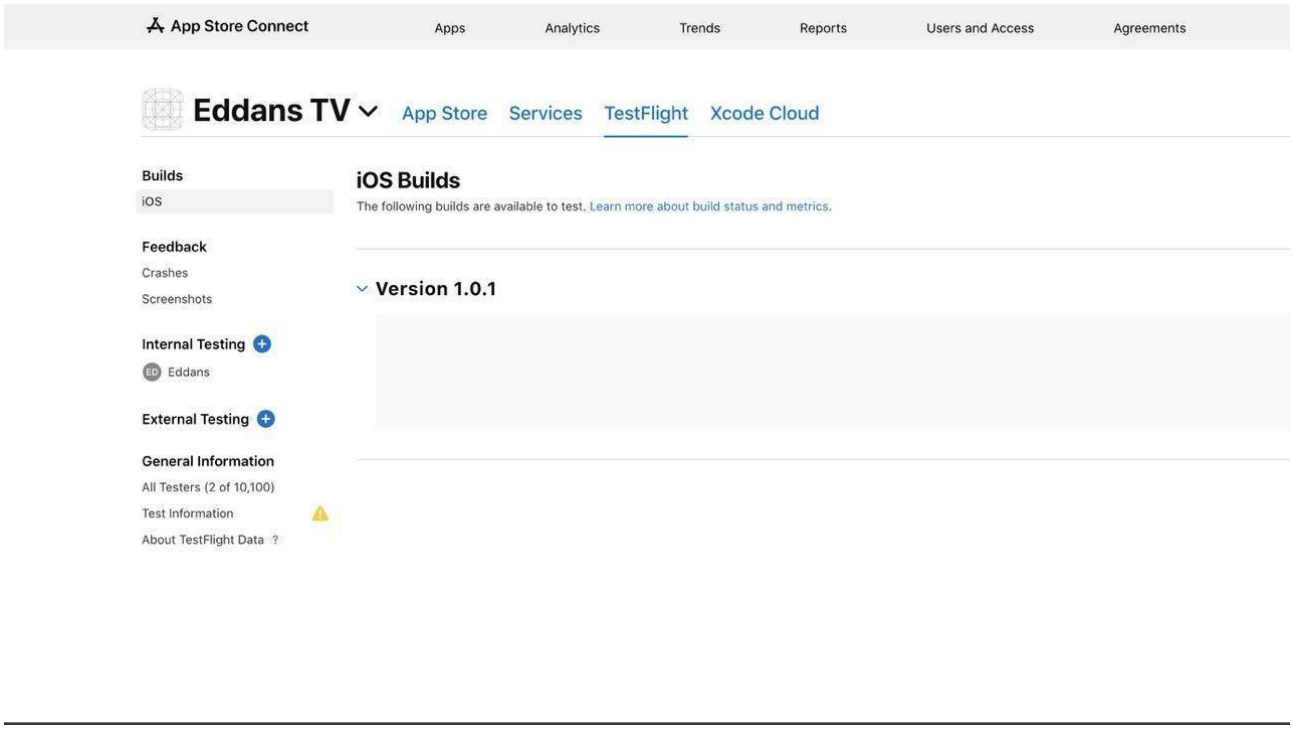


27. Your app was successfully uploaded into TestFlight.

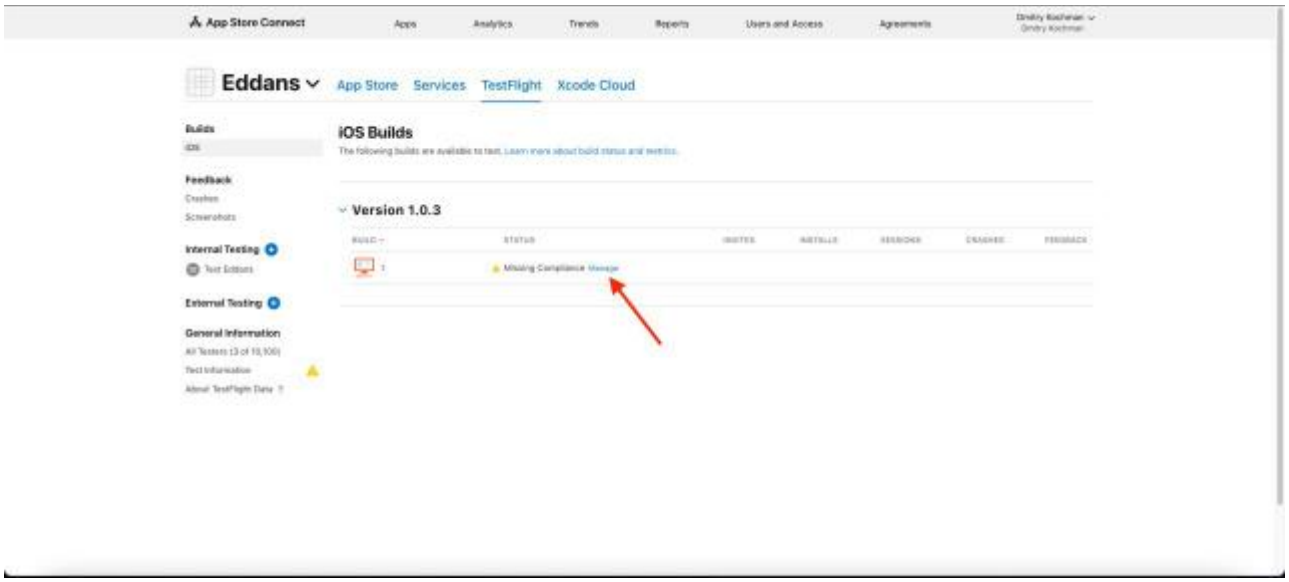


28. Go to the App Store. Open TestFlight tab and wait for processing. It may take a few minutes.

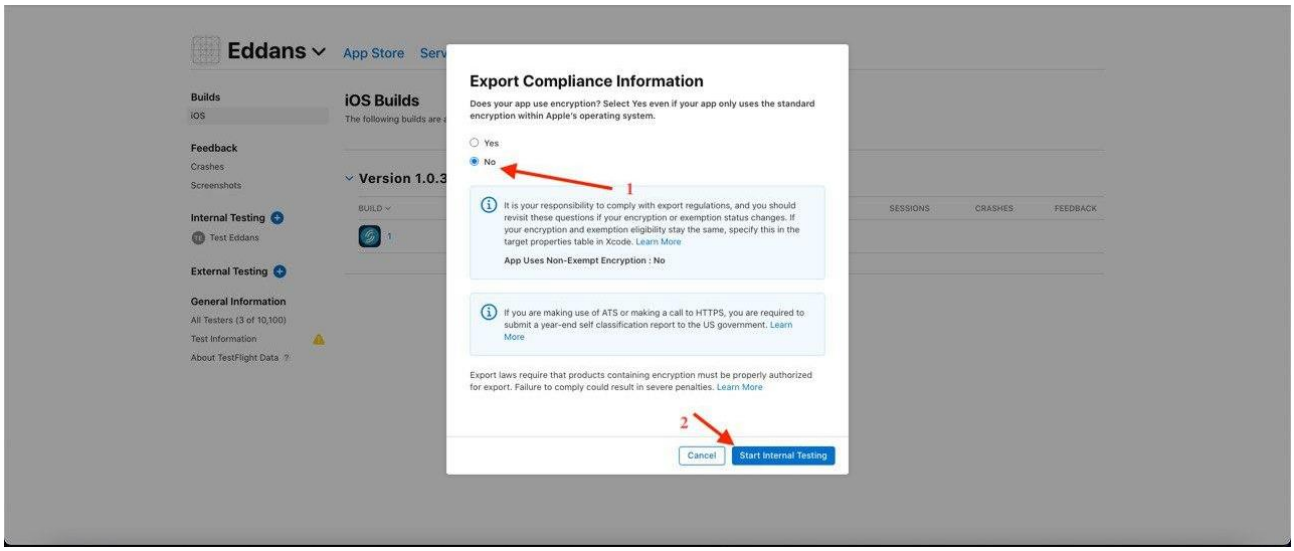

App Store Connect
Apps
Analytics
Trends
Reports
Users and Access
Agreements
Eddans
App Store
Services
TestFlight
Xcode Cloud
iOS App
1.0 Prepare for Submission
Add macOS App
Add tvOS App
General
App Information
Pricing and Availability
App Privacy
Ratings and Reviews
Version History
App Review
Features
In-App Purchases
Subscriptions
App Store Promotions
Custom Product Pages
In-App Events
Product Page Optimization
iOS App 1.0
Version Information
The product page for this app version will be published on the App Store with the assets and metadata below.
App Previews and Screenshots
iPhone 6.5" Display
iPhone 5.5" Display
iPad Pro (3rd Gen) 12.9" Display
iPad Pro (2nd Gen) 12.9" Display
0 of 3 App Previews | 1 of 10 Screenshots | Choose File | Delete All
Promotional Text
Eddans TV is a Free Marketing Education


App Store Connect
Apps
Analytics
Trends
Reports
Users and Access
Agreements
Eddans TV
App Store
Services
TestFlight
Xcode Cloud
Builds
iOS
Feedback
Crashes
Screenshots
Internal Testing
Eddans
External Testing
General Information
All Testers (2 of 10,100)
Test Information
About TestFlight Data
iOS Builds
The following builds are available to test. Learn more about build status and metrics.
Version 1.0.1

Then the build is ready press Manage.



29. Select “No” and press “Start internal testing”. The app will appear in TestFlight.

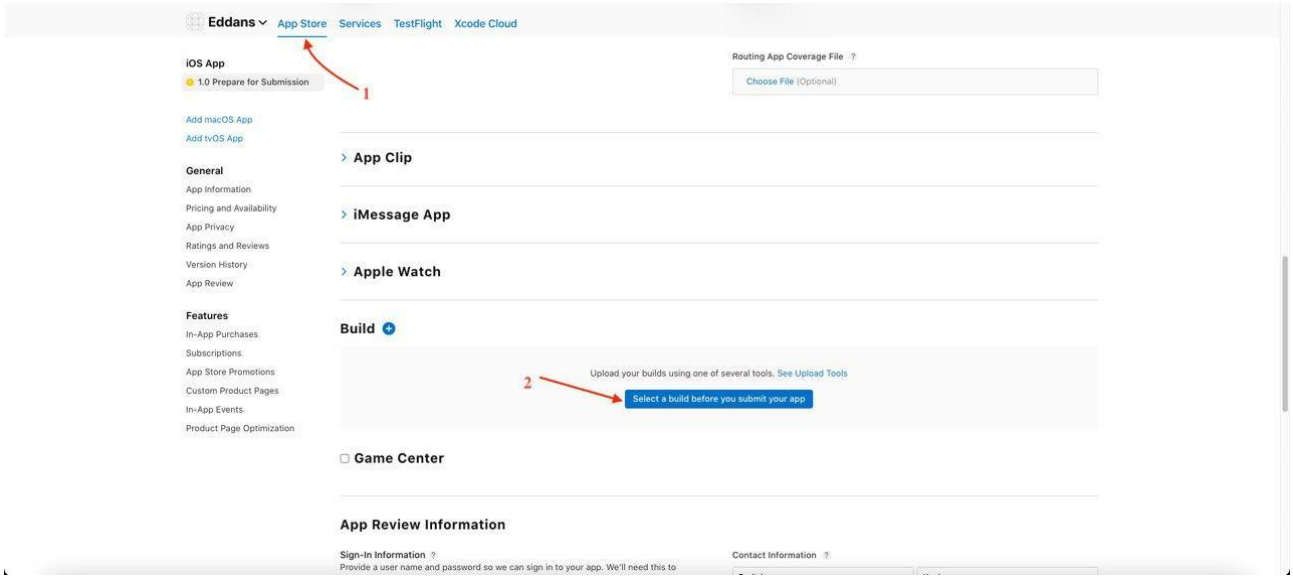


30. The email confirmation will be sent to the selected user/tester with a link to confirm the testing of the app. Please confirm to continue.

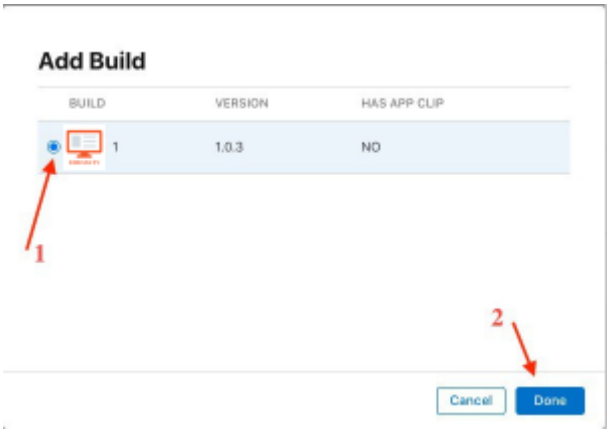
31. Follow the link in the email to install your app through a Test Flight.
You can adjust app settings in your Production Studio on strimm.com before publishing app.

J. Publish your app at AppStore

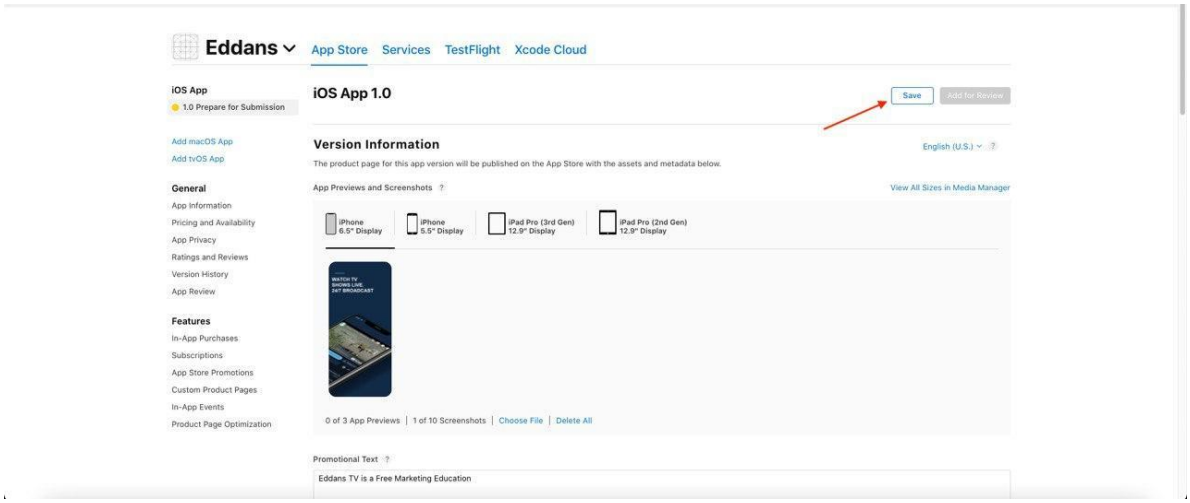
1. Go to the App Store tab and press button “Select a build before you submit your app”



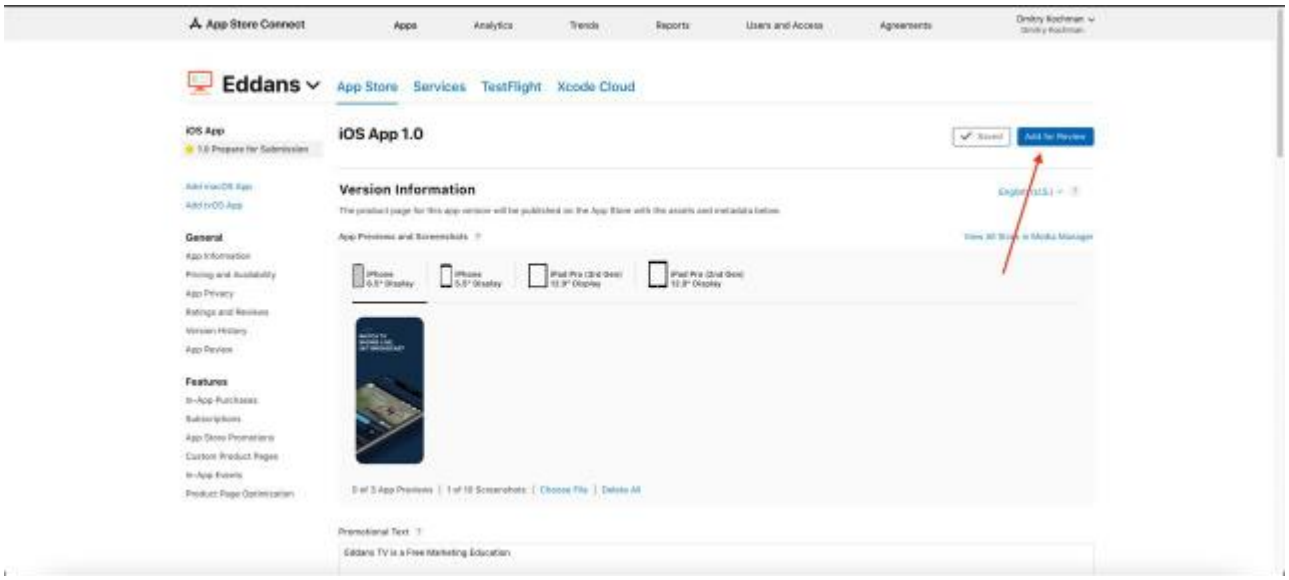
2. Select build and press “Done”



3. Press “Save"



4. Submit your app to the review from Apple



That's it! Please wait for the Apple Team to review your app and publish it.