Developer Console

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Based on the Official Android Development Guide

Google Play console is a web portal allowing to upload apps to Google Play and do many more related features as described in the coming slides.
Publishing to the Play Store

4 basic steps:

- **Disable Log calls** – the Proguard tool may help to strip any calls to the Log methods
- **Generate release ready apk** – use a built-in Wizard in Android Studio for that
- **Become a Publisher** – open a Google Play Developer account (25$ one-time fee). Set up a *Google Wallet Merchant Account* in case you monetize your apps

https://guides.codepath.com/android/Publishing-to-the-Play-Store

Play Console features

- **Track your performance**
- **Android vitals**
- **Release management**
- **Store presence**
- **User acquisition**
- **Financial reports**
- **User feedback**
- **Games services**
- **Team access and notifications**

Track your performance

• There are several pages within the Play Console where you can review your app's installs, uninstalls, ratings, revenue, and crashes data

• Dashboard page: The Dashboard page shows a quick overview of several key metrics

• Statistics page: The Statistics page allows you to customize more detailed reports

• You can also access and download reports as CSV files from Google Cloud Storage

https://developer.android.com/distribute/console/features.html#track-your-performance

Android vitals

• Android Vitals provides data about app stability, e.g., crashes and ANR messages

• This dashboard helps you understand the performance of your app and alerts you when your app is exhibiting bad behaviors

• Note: The data is collected from Android devices whose users have opted-in to automatically share usage and diagnostics data

https://developer.android.com/distribute/console/features.html#android-vitals
Release management

- App signing
- Alpha and beta tests
- Release dashboard
- Device catalog
- Pre-launch reports
- Staged rollouts
- Android Instant Apps
- Timed publishing

https://developer.android.com/distribute/console/features.html#release-management

Alpha and beta tests

- Release early versions of your app to trusted users for alpha and beta testing, and get feedback to make improvements before full release
- Allows to fix any technical or user experience issues before you release it widely
- Feedback from your test users won’t affect your app’s public rating

Release dashboard

- On your release dashboard, you can see how your app's most recent production release performs in relation to installs, uninstalls, updates, ratings, reviews, crashes, and ANRs
- You can also see how your primary release performs against a selected comparison release, or all releases
- Analyze the data and act accordingly, e.g., if your latest release has a significant increase in "Crashes per 1000 devices" compared to a successful previous release, consider **pausing your latest release** to investigate what caused the increase

https://support.google.com/googleplay/android-developer/answer/7383463

Device catalog

- After you've uploaded at least one APK to your Play Console, you can view the catalog of available devices and review which devices are compatible with your app
- To help ensure the widest availability of your app, review your supported and excluded devices lists regularly
- You may see data per device, e.g., the number of installs
- To prevent app crashes, you can exclude your app from being available to individual devices on Google Play

https://support.google.com/googleplay/android-developer/answer/7353455
Staged rollouts

- Google Play allows you to release an update to your app to subsets of all your users, then progressively to larger portions of your user base.
- Using staged rollouts helps ensure that the smallest number of users are affected by any issues you may have missed during testing.
- If you do find issues, you can suspend the rollout while you correct them before rolling out to more users, protecting your app’s reputation.
- It is done by selecting the **rollout percentage** of users you want to receive your app.


Timed publishing

- Choose when your app updates are published.
- Timed publishing can be helpful if you want to publish an app update at a specific time for an ad campaign, launch event, or to coordinate a new APK release with changes to your app’s store listing or distribution.
- Timed publishing is only available for updates, not when publishing an app for the first time.

https://support.google.com/googleplay/android-developer/answer/6334282#publish
Store presence

- **Store listing**
- **Store listing experiments**
- **Pricing and distribution**
- **Locally relevant content ratings**
- **Translation services**

Create a store listing page by adding descriptions, icons, graphics, videos, and more

Make your app free or paid, manage payments

Fill-in a questionnaire to have your app rated by rating authorities. “Unrated” apps may be blocked in certain territories or for specific users

Request a translation for your app from a qualified third-party translation service ($$$)

https://developer.android.com/distribute/console/features.html#store-preservation

User feedback

- **Ratings** – See your app’s overall rating, understand how it changes over time and varies among countries, languages, devices, etc. See how your app compares to similar apps in the same category

- **Reviews** – Browse and analyze user reviews to find trends and themes that will help you improve your app or game. Reply to reviews to engage with your users. See how your replies affect your app's ratings
Team access and notifications

- **Access management** – Invite team members and other collaborators to your Google Play Console account
- **Get the Play Console app** – Review your app's performance statistics and financial data. Be notified of your app's status and publishing changes. Read and reply to user reviews on the go
- **Notification center** – Choose to get email or web/app notifications about your app's status, reviews, beta feedback, pre-launch reports and more

https://developer.android.com/distribute/console/features.html#team-access-and-notifications

Linking to Google Play

- Google Play provides several link formats that let you bring users to your products in the way you want, from Android apps, web pages, ads, reviews, articles, social media posts, and more
- Use this format to deep-link directly to an app's Store listing page
  
- Use the `market://` prefix to link from an Android device, hence open the Play Store app
- To link from an Android app, use this intent:

```java
Intent intent = new Intent(Intent.ACTION_VIEW);
intent.setData(Uri.parse("market://details?id=com.example.android"));
startActivity(intent);
```

The app's fully qualified package name is declared in the app's manifest file

https://developer.android.com/distribute/marketing-tools/linking-to-google-play.html