

Checklist of Things You Need to Have Ready Before Publishing Your iOS App to the App Store



☐ Store Listing.

It should contain the following details:

- ☐ **Name** should be between 2 and 30 characters
- ☐ **Subtitle** should not exceed 30 characters
- ☐ **Bundle ID** should be create by going to the *Developer's portal* ⇒ *Identifiers* ⇒ "+" button ⇒ add your App ID ⇒ click *Submit*
- ☐ **Content rights** for using third-party content if such content is present in your app
- ☐ **Age rating** to specify from what age users can access your app
- ☐ **Primary language** to specify the default language of your app
- ☐ **Category** to describe the focus of your app
- ☐ **Availability** in the Republic of Korea and China mainland
- ☐ **App Store icon** should be in a JPG or PNG format with a minimum resolution of 72 DPI, and RGB color space
- ☐ **Screenshots** (at least one is required) and **App Previews** (optional)

☐ **End-User License Agreement (EULA).**
It should identify the following information:

- ☐ What users are not allowed to do
- ☐ Licensing fees
- ☐ Terms of license termination
- ☐ Disclaimer of liability

☐ **Terms of Use or Terms and Conditions.**
Having these documents is optional, however, it's better to prepare them, so users know how to interact with the app.

☐ **Privacy Policy.**
It should specify the information on:

- ☐ What personal data is collected
- ☐ What technical data about devices and operating systems is collected
- ☐ The full list of features
- ☐ Company's registration location
- ☐ The legislation of which country is applied to the app
- ☐ Location of the user's majority
- ☐ Age limits and content description



App Store



Ideamotive