

App上架實務

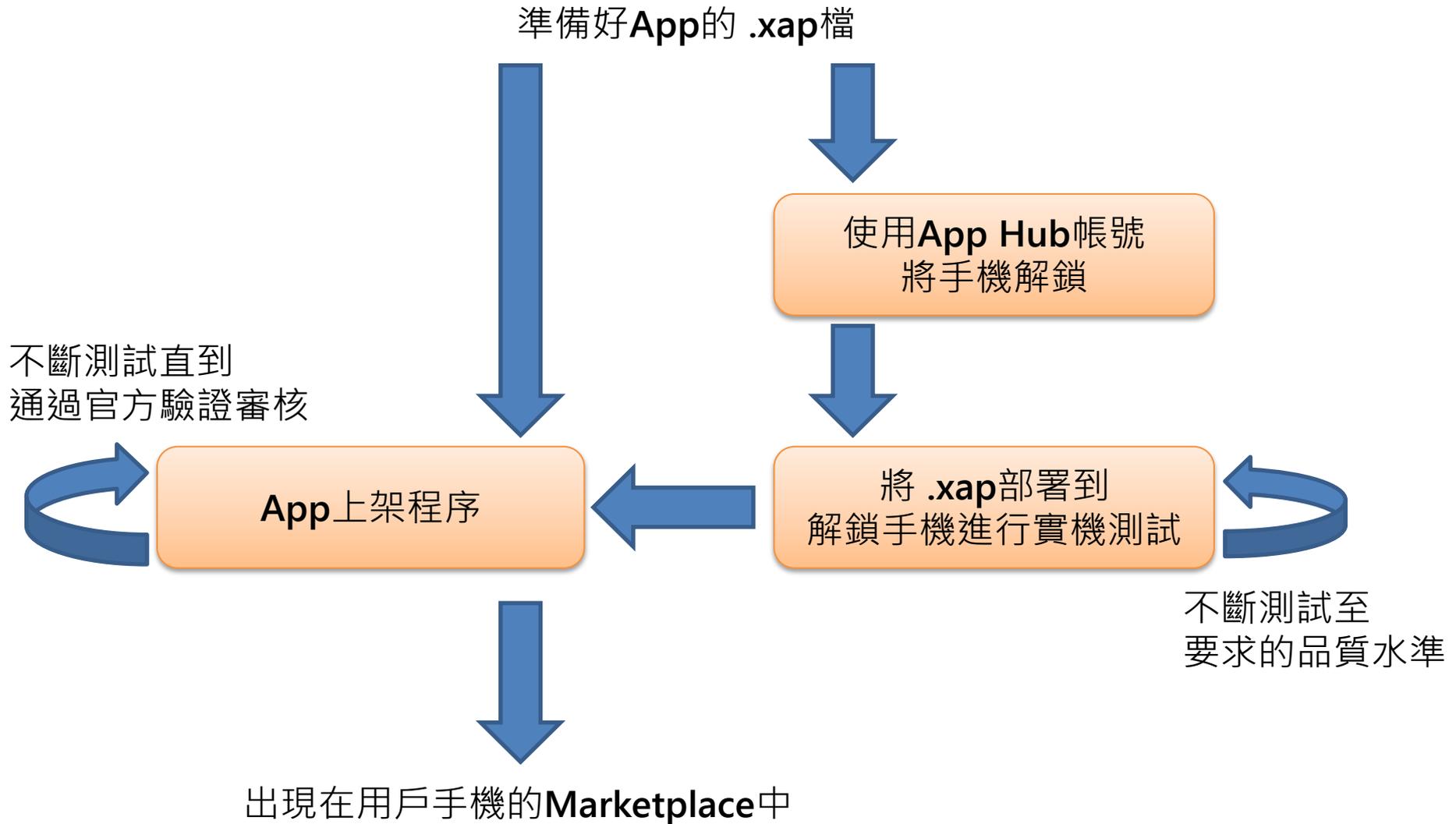


Windows Phone

解說

- 要讓您所開發的**Windows Phone 7 App**能夠在**Marketplace**上被消費者找到、下載、試用與購買，必須進行**App上架程序(App Submission)**。
- 進行**App**上架程序之前，建議先把您手上的**Windows Phone**機器解鎖(**Unlock**)，然後將**App(.xap檔)**部署到手機上進行測試。可以在微軟官方進行驗證審核之前先找出大部分的問題。
- 本文若提到 **上架程序** 或 **驗證審核程序**，其意義相同
- 本文若提到 **App部署** 或 **App安裝**，其意義相同

App上架流程總覽



解說

- 一個App Hub帳號可以解鎖三台Windows Phone手機。
- 利用Windows Phone 7 SDK提供的工具，輸入App Hub帳號進行解鎖。
- 利用Windows Phone 7 SDK提供的工具，可將App(.xap檔)安裝到手機中。
- 軟體必須符合所有規定於Application Certification Requirements for Windows Phone(<http://go.microsoft.com/fwlink/?LinkId=183220>)的規則。
- 如果第一次上架程序失敗被退件，第二次以後審核的速度會開始變慢，因此請盡量在上架程序前找出問題，**畢其功於一役**。

App上架之前

部署到實機上進行測試

App實機部署流程

準備好App的 .xap檔



使用App Hub帳號
將手機解鎖



將 .xap部署到
解鎖手機進行實機測試



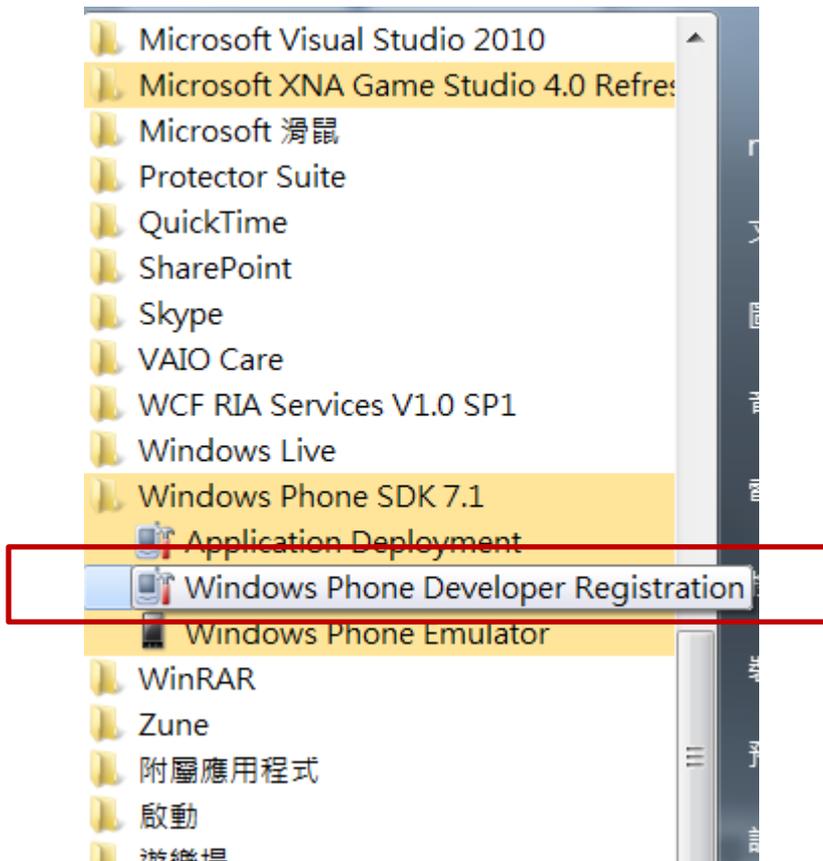
不斷測試至
要求的品質水準



進行App上架程序

使用**App Hub**帳號
將手機解鎖

1



安裝**Windows Phone SDK**之後
就會出現名為
Windows Phone Developer Registration
的手機解鎖工具

解說

□ 啟動Windows Phone Registration 解鎖工具之前，您必須擁有已繳費(或是利用DreamSpark抵免註冊費用)的App Hub帳號安裝，並安裝：

1. Windows Phone SDK

<http://create.msdn.com/resources/downloads>



2. Zune download the zune software

<http://www.zune.net/downloadsoftware.htm>

安裝Zune之後，必須先建立Zune與手機的連結關係。

使用**App Hub**帳號
將手機解鎖

2



代表手機並未正確地連結



輸入**App Hub**帳號並按下**Register**即可

解說

- 解鎖時，應該將手機連結至PC，此時會開啟Zune，並顯示Zune與手機同步中。請勿關閉Zune。



- 解鎖時，手機不能進入螢幕保護的狀態。
- 解鎖是綁定手機的內部序號。

使用**App Hub**帳號
將手機解鎖

3



Windows Phone Developer Registration

Developer Phone Registration

Windows Phone

This tool allows you to register your Windows Phone for use in development and debugging of Windows Phone applications. Before using this tool you must have a current account on the App Hub. Please visit <http://create.msdn.com> for more information. Please enter the Windows Live ID you use with the Windows Phone App Hub.

Windows Live ID:

Password:

Status: Your phone has successfully been registered.

成功解鎖
由於每個**App Hub**帳號
僅能解鎖三隻手機，
未來隨時可以利用**Unregister**
還原成未解鎖狀態



手機解鎖驗證

<https://users.create.msdn.com/Account/Devices>

這裡列出所有被解鎖手機的名稱與有效時間

my account

account info

forum options

payout setup

devices

certificates

my registered devices

The following devices have been registered and may be used to test your unpublished Windows Phone 7 applications.
More information on managing your devices can be found [here](#).

Device Name	Registered Date	Expiration Date	
Moli's 7 Mozart	7/27/2011	7/27/2012	Remove

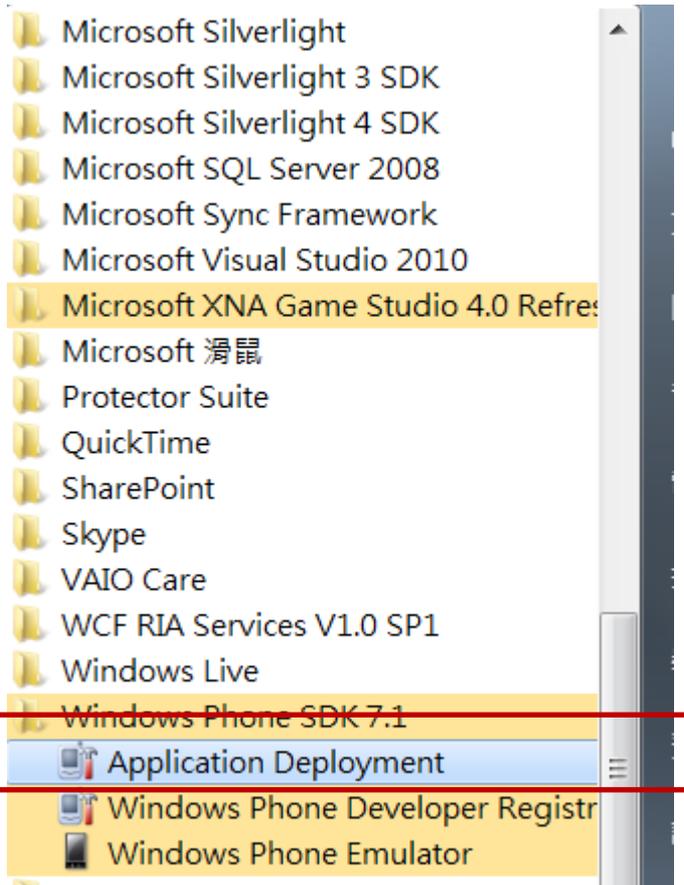
Maximum allowable device registrations: 3



Remove也可以將手機還原為未解鎖狀態

將 .xap 部署到
解鎖手機進行實機測試

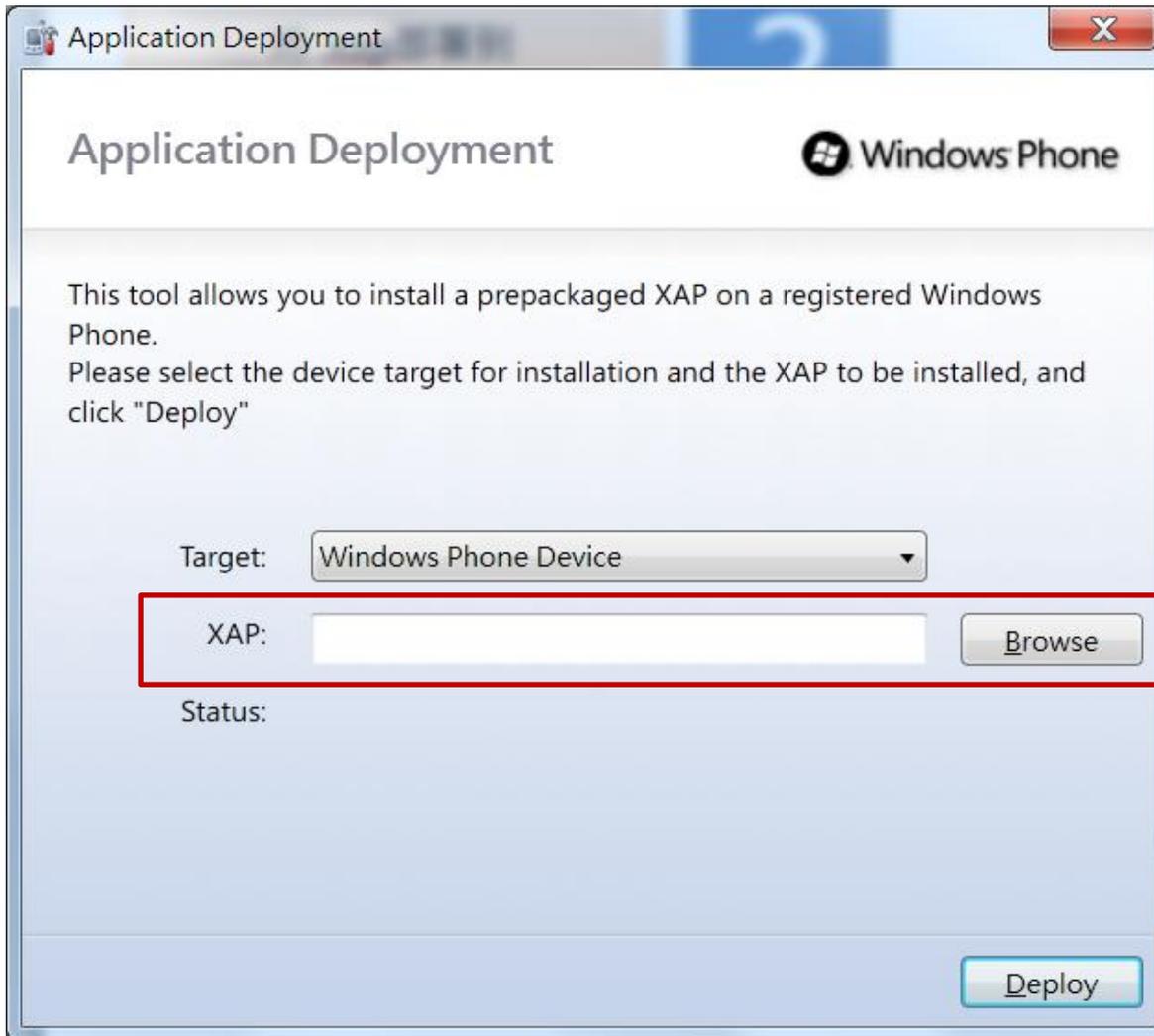
1



安裝Windows Phone SDK之後
就會出現名為
Application Deployment
的App部署(安裝)工具

將 .xap 部署到
解鎖手機進行實機測試

2

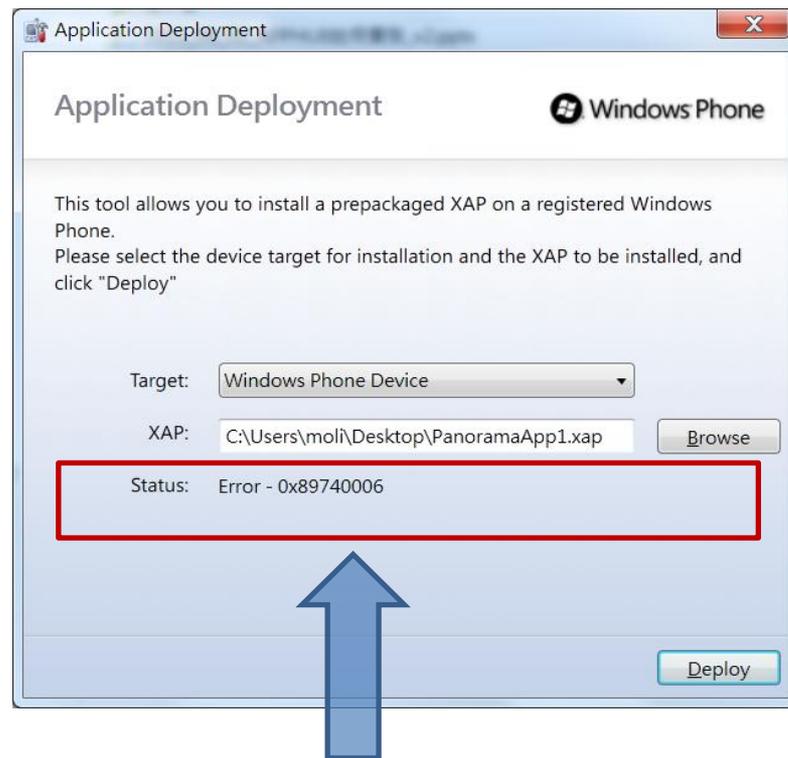


Target 選擇
Windows Phone Device

利用 Browse 選擇您準備
安裝的 App(.xap 檔)

解說

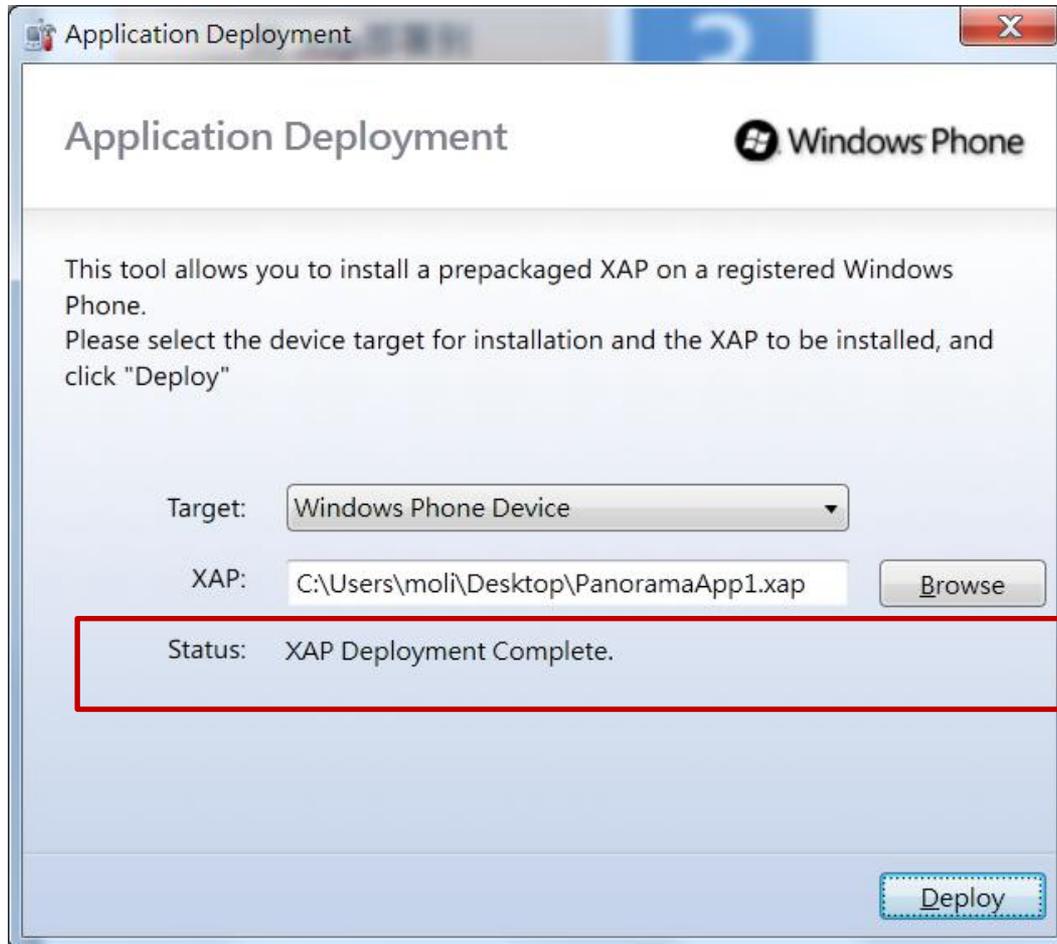
- 安裝時，應該將手機連結至PC，此時會開啟Zune，並顯示Zune與手機同步中。請勿關閉Zune。



- 安裝時，手機不能進入螢幕保護的狀態。否則會出現難以辨識的錯誤訊息。

將 .xap 部署到
解鎖手機進行實機測試

3



部署成功

直接打開手機
即可看到您的App

App上架程序

將App發佈到Marketplace

App上架流程



本文所提到的上架流程，僅到 **Adding Metadata**。之後紅色框框所涵蓋的程序皆由微軟驗證審核人員進行。

上架程序

1



home

my dashboard

community

education

resources

Windows Phone

Xbox 360

進入 <https://windowsphone.create.msdn.com/app>

上架程序

2

[home](#) [my dashboard](#) [community](#) [education](#) [resources](#)

Windows Phone

My Payouts

Last Payout

 Data Unavailable

Royalties to Date

 Data Unavailable

[View payout reports](#)

[submit a new app](#)



How To

[Register your phone](#)
[Certify your apps](#)

Ann Highlights

選擇 [submit a new app](#)

上架程序

3-1

App Submission

upload

describe

price

test

submit

submit an app!

Let's get started. Distribute your app by giving it a name and uploading the app package.

You can also learn what to expect during this [submission and certification process](#).

* Required fields

* App name for App Hub:

App name only visible in App Hub

填寫App的名稱

* Distribute to:

Public Marketplace

Private Beta Test. Learn more about [beta testing](#).

* Browse to upload a file:

Browse

Max size: 225 MB

Expected format: *.xap

上傳App(.xap檔)，有225MB的大小限制

* App version number:

1



.

0



設定App的版本

Requires technical exception?

Submitting a technical exception will add several days to the certification approval process unless you have been previously approved. Additionally, exception request approval is not guaranteed. [What is a technical exception and why do I need it?](#)

上架程序

3-2

App Submission



submit an app!

Let's get started. Distribute your app by giving it a name and uploading the app package.
You can also learn what to expect during this [submission and certification process](#).

* Required fields

* App name for App Hub:

App name only visible in App Hub

* Distribute to: Public Marketplace
 Private Beta Test. Learn more about [beta testing](#).

要發佈到公開的軟體市集(Marketplace)
或是先進行Private Beta Test

* Browse to upload a file: **Browse**

Max size: 225 MB

Expected format: *.xap

* App version number: .

Requires technical exception? Submitting a technical exception will add several days to the certification approval process unless you have been [previously approved](#). Additionally, exception request approval is not guaranteed. [What is a technical exception and why do I need it?](#)

解說

- 公開的軟體市集(**Public Marketplace**)即一般消費者尋找與購買軟體的地方，亦即一般我們所稱的 **Marketplace**。
- **Private Beta Test** 可以提供最多**100**個人協助我們進行私人測試。**App**經過審核驗證程序之後，指定的私人測試參與者將會收到**email**，裡面將有**App**的連結，只要點選連結即可進行**App**的安裝(其他人將無法從任何地方搜尋到**email**中所提供的連結，也無法安裝該**App**)

上架程序

3-3

App Submission



submit an app!

Let's get started. Distribute your app by giving it a name and uploading the app package. You can also learn what to expect during this [submission and certification process](#).

* Required fields

* App name for App Hub:

App name only visible in App Hub

* Distribute to: Public Marketplace
 Private Beta Test. Learn more about [beta testing](#).

* Browse to upload a file: Browse

Max size: 225 MB
Expected format: *.xap

* App version number: .

Requires technical exception? Submitting a technical exception will add several days to the certification approval process unless you have been previously approved. Additionally, exception request approval is not guaranteed. [What is a technical exception and why do I need it?](#)

確認是否需要
Technical Exception

如果準備進行Private Beta Test，
此選項將會消失

解說

- **Technical Exception**是一份讓App驗證審核人員參考的文件。在必要的情況下(很少)，這份文件可以協助驗證審核人員審核您的App
- 如果準備進行**Private Beta Test**，此選項將會消失。
- 如果需要**Technical Exception**，則需要上傳一份PDF格式的**Technical Exception Form**

Requires technical exception? Submitting a technical exception will add several days to the certification approval process unless you have been previously approved. Additionally, exception request approval is not guaranteed. [What is a technical exception and why do I need it?](#)

* Upload your technical exception form

Browse

- **Technical Exception Form**可以在
<http://go.microsoft.com/fwlink/?LinkID=201159>

下載

上架程序

4-1

App Submission

upload

describe

price

test

submit

tell us about your app

The information you provide here is displayed in the Marketplace catalog so users can learn about your app. Click on each of the languages listed below on the left to enter localized details for each language we detected in your app.

[Learn more about the fields on this page.](#)

Category

*** Required fields**

*** Category**

books + reference

*** Subcategory**

fiction

設定App的
分類(Category)
和
子分類(Subcategory)
並非每種分類都有子分類

上架程序

4-2

Details

Traditional Chinese →

Traditional Chinese app name: PhoneApp1

Short description:

* Detailed description:

* Keywords:

Tip: provide keywords in English and Chinese to increase searchability of your app

[help choosing effective keywords](#)

Legal URL:

Email address:
For app support

根據Assembly中的
NeutralResourcesLanguage
屬性決定您的目標市場
這裡是設定為
NeutralResourcesLanguage("zh-tw")
的結果

Keyword決定使用者搜尋您的
App時所使用的關鍵字，可以輸入
英文與目標市場所使用的文字
這對於您的App是否能夠被消費者
很容易地找到有非常關鍵的意義。

上架程序

4-3

Artwork

Select artwork images: **Browse**
expected format *.png, 96dpi
resolution

Large mobile app tile
173x173 px



*** Small mobile app tile**
99x99 px



*** Large PC app tile**
200x200 px



Background art
1000x800 px



上傳App的Icon圖檔，只有 **99x99**
與**200x200**的圖檔為必須。

系統僅接受**PNG**格式的圖檔

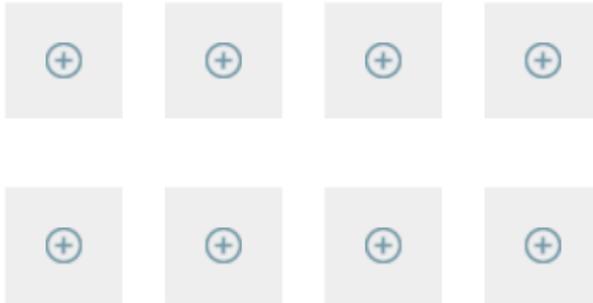
為了讓您的**App**圖示可以在任何適合的地方顯示
適當的解析度圖檔，建議全部提供

上架程序

4-4

*** In app screenshots (8)**

First screenshot is required
480x800 px



Previous

Save and Quit

Next

上傳App的軟體截圖(Screenshot)

解說 關於軟體截圖

- 過去抓取App截圖需要倚賴各種工具抓取(例如Windows內建的剪取工具，但是抓取的大小有時候不合規定，需要高超的技術才能抓取到符合需求的截圖。



- Windows Phone SDK 7.1之後，模擬器內建截圖的工具，可以直接抓取最適當大小的軟體畫面截圖。

上架程序

5-1

如果選擇進行
Private Beta Test

App Submission

upload

describe

price

test

submit

Beta testing

Invite your friends and acquaintances to beta test your app before you publish it to Marketplace. Participant email addresses must match the one they used for the Live ID that is associated with their Windows Phone. You will receive a confirmation with instructions that you can forward to the participants.

*** Required fields**

*** Enter beta tester email addresses:**
semicolon delimited
maximum 100 addresses

Previous

Save and Quit

Submit

輸入欲邀請參與測試者的**email**(最多**100**個)
每個**email**請用分號“;”隔開，否則最後測試者安裝時會顯示沒有權限安裝的錯誤訊息
按下**Submit**即可開始**Private Beta Test**

上架程序

5-2

如果選擇進行
Private Beta Test

App Submission



Your app is now ready for private beta testing!

Description: You will soon receive an email listing the beta testers you identified and it will contain instructions on how they may access your app for beta testing. Your app will be available within 2 hours for download.

The beta test period lasts 90 days. After the beta test is complete, you can update your XAP with any bug fixes and submit it for another private beta test. When you're ready, you can submit it for certification and publication to the public Marketplace.

What's next? Monitor your app on the lifecycle page, where you can perform any required actions and watch its progress.

[View lifecycle page](#)

至此**Private Beta Test**上線程序完成，後續將由微軟的審核驗證人員接手後續的步驟

上架程序

5-1

如果選擇發佈到
Public Marketplace

App Submission

upload

describe

price

test

submit

set price and market availability

Set the price tier and trial options, and select the markets you want to distribute your app to. Customers purchasing your app will see an approximate price equivalent in their currency. Sales in multiple countries may settle in different amounts due to currency fluctuations and resulting adjustments to price tiers over time.

Learn more about [taxes](#) and other worldwide legal responsibilities.

Learn about [game ratings](#) on how to get certification.

Select Price tier: 30.00 ▼ TWD

Enable trials to be downloaded:

[select all](#)

Worldwide distribution

Region



[select all](#)

Africa, Asia and the Pacific



[select all](#)

Europe



[select all](#)

North and South America

訂定價格。將以目標市場的貨幣為基準。使用者購買時，給付的價格並非美金定價與美金即時匯率。而是使用一個已經設定好的固定匯率。

決定是否提供試用版(**Trails**)。提供試用版可以有效降低購買後要求退款的情況，還可以用不用擔心各縣市整府的消保會...

上架程序

5-2

如果選擇發佈到
Public Marketplace

App Submission

upload

describe

price

test

submit

app testing and certification

Enter optional test instructions and select your publication options.

*** Required fields**

Test notes or instructions:

選擇您希望的**App**發佈(**Publish**)方式後，
按下**Submit**即可

*** Publish options:** choose how and when to publish your app. [Learn more about publish options.](#)

none ▼

none

As soon as it's certified

As soon as it's certified, but make it hidden

I will publish it manually after it has been certified

Previous

Save and Quit

Submit

至此**Public Marketplace**上線程序完成，後續將由微軟的審核驗證人員接手後續的步驟

上架程序驗證

<https://windowsphone.create.msdn.com/app>

The screenshot displays the Windows Phone app submission dashboard. At the top, there are two summary cards: 'Last Payout' and 'Royalties to Date', both showing 'Data Unavailable' with a red information icon. To the right is a 'How To' section with links for 'Register your phone' and 'Certify your apps'. The main area is titled 'App Highlights' and contains two sub-sections: 'Most downloaded' and 'Recent crashes', both currently empty. On the right side, a 'Notifications' section is highlighted with a red box, showing a progress bar for an app named 'Test'. The progress bar is partially filled with green, and the text 'Signed and encrypted' is visible below it. At the bottom right, there is a link to 'View all submitted apps'.

Last Payout
Data Unavailable

Royalties to Date
Data Unavailable
[View payout reports](#)

How To
[Register your phone](#)
[Certify your apps](#)

App Highlights

Most downloaded

Recent crashes

Notifications

Test
Signed and encrypted

[View all submitted apps](#)

Windows Phone 7 apps

可以看到目前**App**的上架進度

上架程序驗證

<https://windowsphone.create.msdn.com/ApplicationList?view=Submission>

Windows Phone

my apps

submit a new app



View: [Published](#) | [Submitted](#)

Name ▲

Submitted on

Progress



Test
Version 0.0

8/3/2011



Signed and encrypted

上架程序驗證

查詢目前App上架程序的細部流程

 test



reviews

pricing

details

lifecycle

Binary Name : PhoneApp1.xap - v.0.0

total downloads
0

current crash count
0

This page displays the certification lifecycle of your app. You can follow your app as it progresses through the various stages of certification and publication. Here you have the ability to review and take actions as needed. For more information, go [here](#).

Beta

1 Validation

- ✓ Submission started
- ✓ Package verified
- ✓ Submission complete

2 Certification

Signed and encrypted

3 Publish

Ready to publish
Published

上架程序驗證 (Private Beta Test)

如果進行 Private Beta Test(1)

test

reviews pricing details lifecycle

Binary Name : PhoneApp1.xap - v.0.0

This page displays the certification lifecycle of your app. You can follow your app as it progresses through the various stages of certification and publication. Here you have the ability to review and take actions as needed. For more information, go [here](#).

total downloads
0

current crash count
0

Beta

1 Validation

✓ Submission started

✓ Package verified

✓ Submission complete

2 Certification

✓ Signed and encrypted

3 Publish

✓ Ready to publish

✓ Published

🔄 Update testers

⊖ End beta

審核驗證沒問題的話，
幾個小時內就會完成整個程序

上架程序驗證 (Private Beta Test)

如果進行Private Beta Test(2)



 Test available in Beta!

Congratulations! Moli Test for Windows Phone is now available to the Windows Live ID participants you named as reviewers. They may now use the app at no charge until the Beta expires on November 1, 2011.

To get the best results from your Beta:

1. Notify your reviewers that the app is available for review. For your convenience, we've appended the list of Windows LIVE IDs that you provided with your submission. Reviewers must have a Windows Phone and their Windows Live account must be listed below.
2. Send the reviewers the Beta link, which will enable them to download Moli Test from the Windows Phone Marketplace: zune://navigate/?appid=14836042-208f-4464-80a9-02faf57057f5.
3. Use ratings and review data on App Hub to learn what your reviewers are saying about your application.

Windows Live IDs for this Beta:

@msn.com

Learn more about the Beta program: <http://go.microsoft.com/fwlink/?LinkId=223181>.

Thank you,

The Windows Phone Team

您將收到一封**email**，告知**App**的存取**URL**位址。在**PC**上直接點選此連結，就可以開啟**Zune**直接下載

上架程序驗證 (Private Beta Test)

如果進行Private Beta Test(3)



 Test available in Beta!

Congratulations! Moli Test for Windows Phone is now available to the Windows Live ID participants you named as reviewers. They may now use the app at no charge until the Beta expires on November 1, 2011.

To get the best results from your Beta:

1. Notify your reviewers that the app is available for review. For your convenience, we've appended the list of Windows LIVE IDs that you provided with your submission. Reviewers must have a Windows Phone and their Windows Live account must be listed below.
2. Send the reviewers the Beta link, which will enable them to download Moli Test from the Windows Phone Marketplace: <zune://navigate/?appid=14836042-208f-4464-80a9-02faf57057f5>.
3. Use ratings and review data on App Hub to learn what your reviewers are saying about your application.

Windows Live IDs for this Beta:

@msn.com

Learn more about the Beta program: <http://go.microsoft.com/fwlink/?LinkId=223181>.

Thank you,

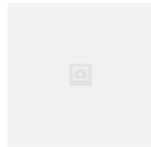
The Windows Phone Team

這是說明測試參與者所使用的
Windows Live ID。測試者的手
機必須綁定這個
Windows Live ID才具有此App的
安裝權限

上架程序驗證 (Private Beta Test)

如果進行Private Beta Test(4)

test



reviews pricing details lifecycle

Binary Name : PhoneApp1.xap - v.0.0

total downloads
0

current crash count
0

This page displays the certification lifecycle of your app. You can follow your app as it progresses through the various stages of certification and publication. Here you have the ability to review and take actions as needed. For more information, go [here](#).

Beta

- 1 Validation
- ✓ Submission started
 - ✓ Package verified
 - ✓ Submission complete

- 2 Certification
- ✓ Signed and encrypted

- 3 Publish
- ✓ Ready to publish
 - ✓ Published

Update testers

End beta

隨時可以用Update testers新增/
刪減測試參與者

上架程序驗證 (Private Beta Test)

如果進行Private Beta Test(5)

Beta testing

Invite your friends and acquaintances to beta test your app before you publish it to Marketplace. Participant email addresses must match the one they used for the Live ID that is associated with their Windows Phone. You will receive a confirmation with instructions that you can forward to the participants.

* Required fields

* Enter beta tester email addresses:
semicolon delimited
maximum 100 addresses

xxx@msn.com;ooo@gmail.com;abs@hotmail.com|

注意! 每個email請用分號";"隔開，
否則最後測試者安裝時會顯示沒有權限安裝的錯誤訊息

上架程序驗證 (Private Beta Test)

如果進行Private Beta Test(6)

如果想在手機上直接點選**URL**就進行安裝，請修改**URL**為另外一種格式，舉例來說：

官方提供的**URL**格式，只能在**PC**上經瀏覽器透過**Zune**進行安裝

`zune://navigate/?appid=14836042-208f-4464-80a9-02faf57057f5`

改成底下**URL**格式，可以在**PC**安裝或手機上直接進行安裝

`http://www.microsoft.com/windowsphone//s?appid=14836042-208f-4464-80a9-02faf57057f5`

收到**URL**與實際上可以進行安裝之間有時間差，如果點選**URL**之後系統顯示無此**App**，建議再等待一陣子。

App上架程序

常見問答

問題1:

App Submission

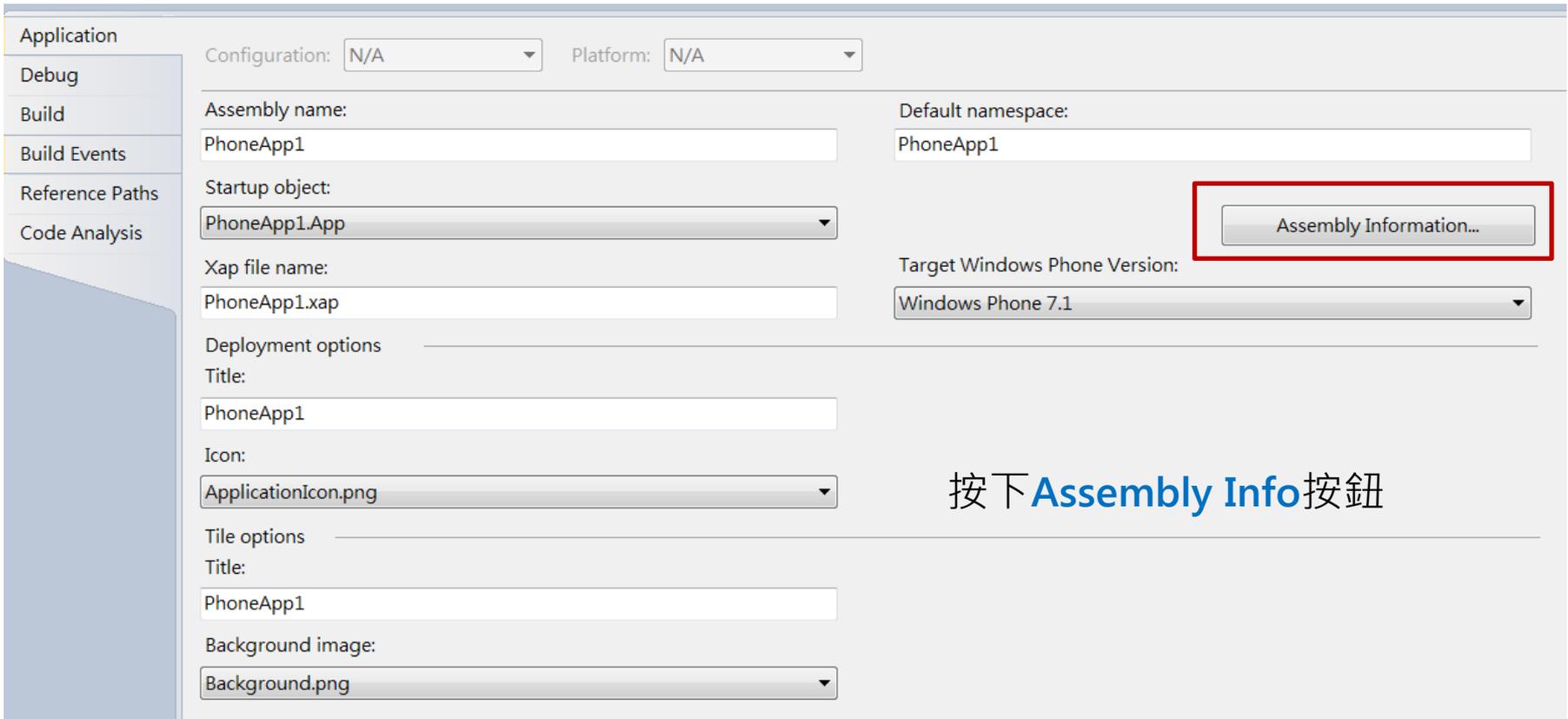


❗ Static validation completed with errors.
One or more errors were encountered while validating the XAP package that was provided for submission. Please correct these errors and submit a new xap file.
[Upload new XAP package.](#)

- The [NeutralResourceLanguage] attribute is missing on the entry assembly.
(2003)

答案1:

Visual Studio中，專案上按右鍵，選Property



The screenshot shows the Visual Studio Property window for a project named 'PhoneApp1'. The window is divided into several sections:

- Configuration:** N/A (dropdown), Platform: N/A (dropdown)
- Assembly name:** PhoneApp1
- Default namespace:** PhoneApp1
- Startup object:** PhoneApp1.App (dropdown)
- Xap file name:** PhoneApp1.xap
- Target Windows Phone Version:** Windows Phone 7.1 (dropdown)
- Deployment options:** Title: PhoneApp1
- Icon:** ApplicationIcon.png (dropdown)
- Tile options:** Title: PhoneApp1
- Background image:** Background.png (dropdown)

The 'Assembly Information...' button is highlighted with a red box. Below the screenshot, the text '按下 Assembly Info 按鈕' is displayed.

Assembly Information

Title: PhoneApp1

Description:

Company: Microsoft

Product: PhoneApp1

Copyright: Copyright © Microsoft 2011

Trademark:

Assembly Version: 1 0 0

File Version: 1 0 0

GUID: d6a784df-830a-4b77-a3af-0d48c8f9

Neutral Language: Chinese (Traditional, Taiwan)

OK Cancel

根據目標市場，選擇**Neutral Language**

Solution 'PhoneApp1' (1 project)

PhoneApp1

Properties

AppManifest.xml

AssemblyInfo.cs

WMAppManifest.xml

References

App.xaml

App.xaml.cs

ApplicationIcon.png

Background.png

MainPage.xaml

SplashScreenImage.jpg

```
on
//      Minor Version
//      Build Number
//      Revision
//
// You can specify all the values or you can default the Revision and Build Numbers
// by using the '*' as shown below:
[assembly: AssemblyVersion("1.0.0.0")]
[assembly: AssemblyFileVersion("1.0.0.0")]
[assembly: NeutralResourcesLanguageAttribute("zh-TW")]
```

根據您的設定，Visual Studio會自動在AssemblyInfo.cs加入
NeutralResourcesLanguageAttribute屬性

問題2: 如何抓取上架時所需的截圖(1)

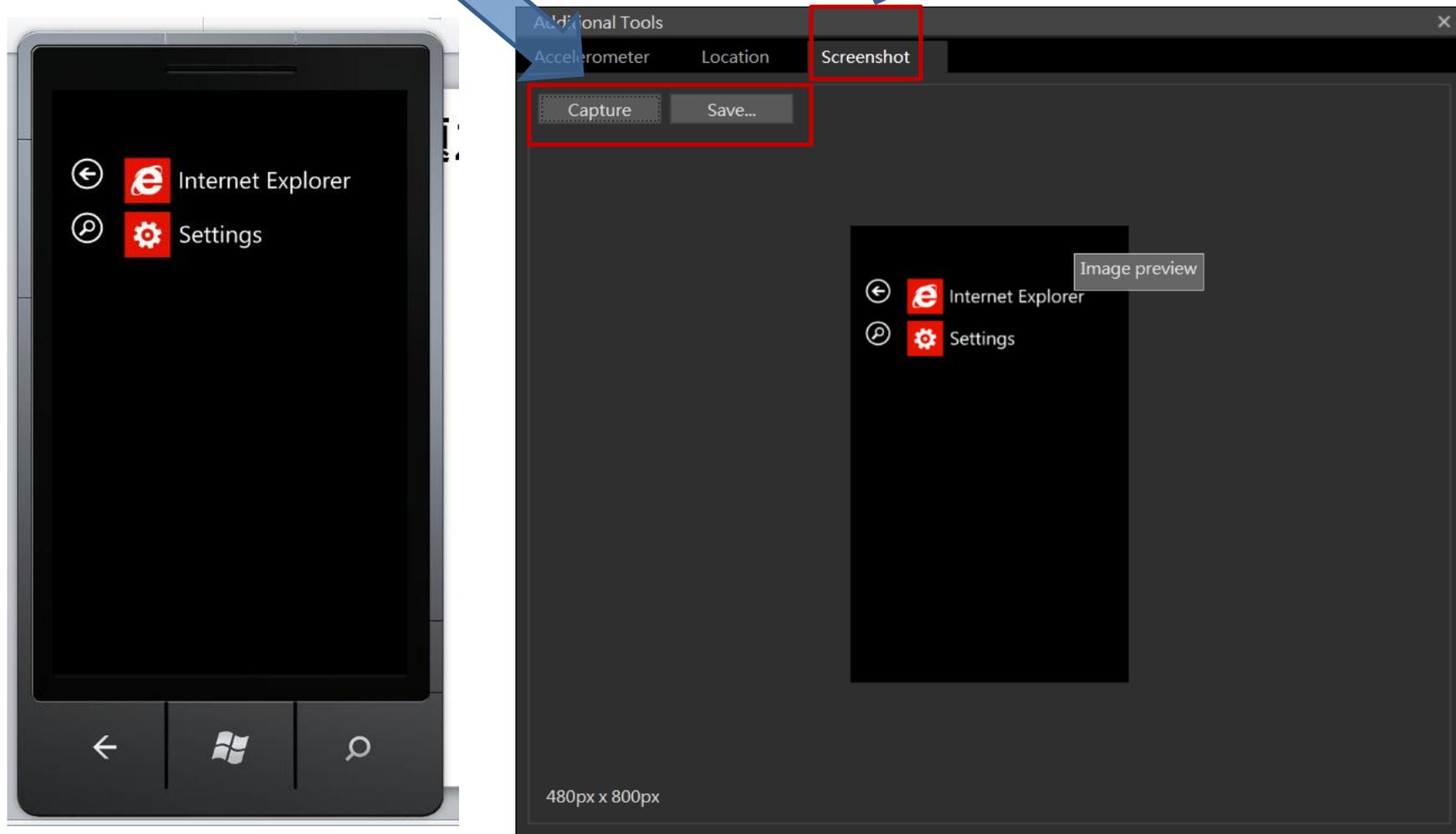


模擬器運行時，按下>>按鈕

問題2: 如何抓取上架時所需的截圖(2)

2 Capture可以抓取截圖
Save可以將截圖存成PNG圖檔

1 選擇Screenshot分頁





Windows® Phone



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