

Mobile App Changes Rules of Engagement

Purpose: These rules of engagement are designed to establish clear guidelines and expectations for clients when requesting changes to their mobile apps. They aim to streamline the communication process, ensure efficient project management, and maintain a positive working relationship between clients and the development team.

Core Metadata – any changes here require both an IOS and Android resubmission

1. App Icon – image must be 1024x1024px
2. App Icon Background Color
3. Splash Background Color
4. App Name

IOS Metadata

1. App Screenshots (iPhone 5.5" & 6.5" Displays, iPad 12.5" & 12.9" Displays)
 - a. Splash Screen – this is your app icon on the splash background color
 - b. Page #1 – this can be any screen within the portal
 - c. Page #2 – this can be any screen within the portal
2. Promotional Text – this can be changed at any time, no resubmission needed
3. Description
4. Keywords

On average, 50% of apps are reviewed within 24 hours and 90% are reviewed within 48 hours. Some apps, however, may require additional time to review, and there may be times during the year where we experience higher-than-average submission volume and therefore have delayed review times.

Android Metadata

1. App Screenshots (Phone 6.5" Display, Tablet 7" & 10" Displays)
 - a. Splash Screen – this is your app icon on the splash background color
 - b. Page #1 – this can be any screen within the portal
 - c. Page #2 – this can be any screen within the portal
2. Short Description – max 80 characters
3. Full Description – max 4000 characters

Standard publishing: Updates to existing apps are processed and published as soon as possible. By default, your app will use standard publishing. Certain apps may be subject to extended reviews, which may result in review times of up to 7 days or longer in exceptional cases.

Due to the final review being outside of our control – we suggest any changes account for the provided timelines from Apple or Google above.