



# What's New for Developers on Google Play

The Developer Console and beyond

Ellie Powers, Miles Barr, Riccardo Govoni




# The Developer Console team

Alan Brian Debashish **Ellie** Eva-  
Lotta John Julien Krishna Marc  
Max Michael Milena **Miles** Nick  
Paul Pierre Piotr **Riccardo**  
Sreekanth Tim  
and many more...



# The old Developer Console





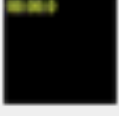

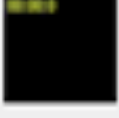





Android Market Test | [Home](#) | [Help](#) | [Android.com](#) | [Sign out](#) [Try the new design](#)

 **Google play** | ANDROID DEVELOPER CONSOLE

## Android Market Test

[Edit profile »](#)

### All Google Play Android app listings

	<a href="#">Handy Developer Guide</a> 100.4.2.23 Applications: Tools <a href="#">In-app Products</a> <a href="#">Subscriptions</a>	(1)  <a href="#">Comments</a>	103 total user installs 3 active device installs <a href="#">Statistics</a>	Free	<a href="#">Errors</a>	✓ Published <a href="#">Advertise this app</a>
	<a href="#">Microphone</a> 2.1 Applications: Libraries & Demo <a href="#">In-app Products</a> <a href="#">Subscriptions</a>	(0)  <a href="#">Comments</a>	2 total user installs 0 active device installs	Free	<a href="#">Errors</a>	✓ Published <a href="#">Advertise this app</a>
	<a href="#">Microphone</a> 1.0 Applications: Books & Reference <a href="#">In-app Products</a> <a href="#">Subscriptions</a>	(0)  <a href="#">Comments</a>	2 total user installs 0 active device installs	Free	<a href="#">Errors</a>	✓ Published <a href="#">Advertise this app</a>
	<a href="#">Microphone</a> 1.0 Applications: Books & Reference <a href="#">In-app Products</a> <a href="#">Subscriptions</a>	(0)  <a href="#">Comments</a>	0 total user installs 0 active device installs	Free	<a href="#">Errors</a>	✓ Published <a href="#">Advertise this app</a>
	<a href="#">Microphone Test Application</a> 1.0.0 Applications: Education <a href="#">In-app Products</a> <a href="#">Subscriptions</a>	(0)  <a href="#">Comments</a>	0 total user installs 0 active device installs	Free	<a href="#">Errors</a>	✓ Published <a href="#">Advertise this app</a>
	<a href="#">Microphone Test Application</a> 1.0.0	(0)  <a href="#">Comments</a>	2 total user installs	\$134.00	<a href="#">Errors</a>	✓ Published



# The new Developer Console

Google play | Developer Console

Sign out

ALL APPLICATIONS [+ Add new application](#)

Page 1 of 8

APP NAME	PRICE	ACTIVE/TOTAL INSTALLS	AVG. RATING / TOTAL NO.	CRASHES & ANRS	LAST UPDATE
<b>Handy Developer Guide 100.4.2</b>	Free	0 / 5	★ 5.00 / 1		7 Feb 2013
<b>Handy Developer Guide 100.4.2</b>	Free	1,263 / 1,297	★ 4.33 / 561	24	20 Feb 2013
<b>Handy Developer Guide 100.4.2</b>	Free				—
<b>Handy Developer Guide 100.4.2</b>	Free				—
<b>Handy Developer Guide 100.4.2</b>	—				—
<b>Handy Developer Guide 100.4.2</b>	\$2.00	0 / 1			12 Dec 2012
<b>Handy Developer Guide 100.4.2</b>	Free	1 / 4		36	18 Jan 2012
<b>Handy Developer Guide 100.4.2</b>	Free	0 / 50	★ 2.00 / 2		3 Jan 2013

DEVICE COMPATIBILITY [Learn more](#)

Supported (2042)

ACER [Show all 18](#)

- E140 - k4
- Liquid Metal - a4
- Z110 - Z1
- CloudMobile S500 - a9
- Acer E320-orange - C6
- AT390 - T2

ANYDATA

- Philips W626 - sangfei73\_gb
- Philips W632 - robot
- Philips W536 - Philips\_WG-MANTO-RU\_B
- Philips W832 - Philips\_WG-ROVER-RU\_A
- ASP320Q\_ANDi - ASP320Q\_GSM

ARCHOS

- ARCHOS 97 XENON - A97XE

ASUS

- Nuvifone - a50
- ASUS Transformer Pad TF700KL - TF700KL
- ME171 - EP71
- PadFone 2 - A68

[Save](#) [Cancel](#)

[Show details](#)





I read thousands of pieces  
of your feedback



# Google Play is evolving rapidly





Publishing  
your way



Insights  
to optimize your  
app



Global  
expansion



Publishing your way





# Alpha/Beta testing and staged rollouts



Test internally with a small group



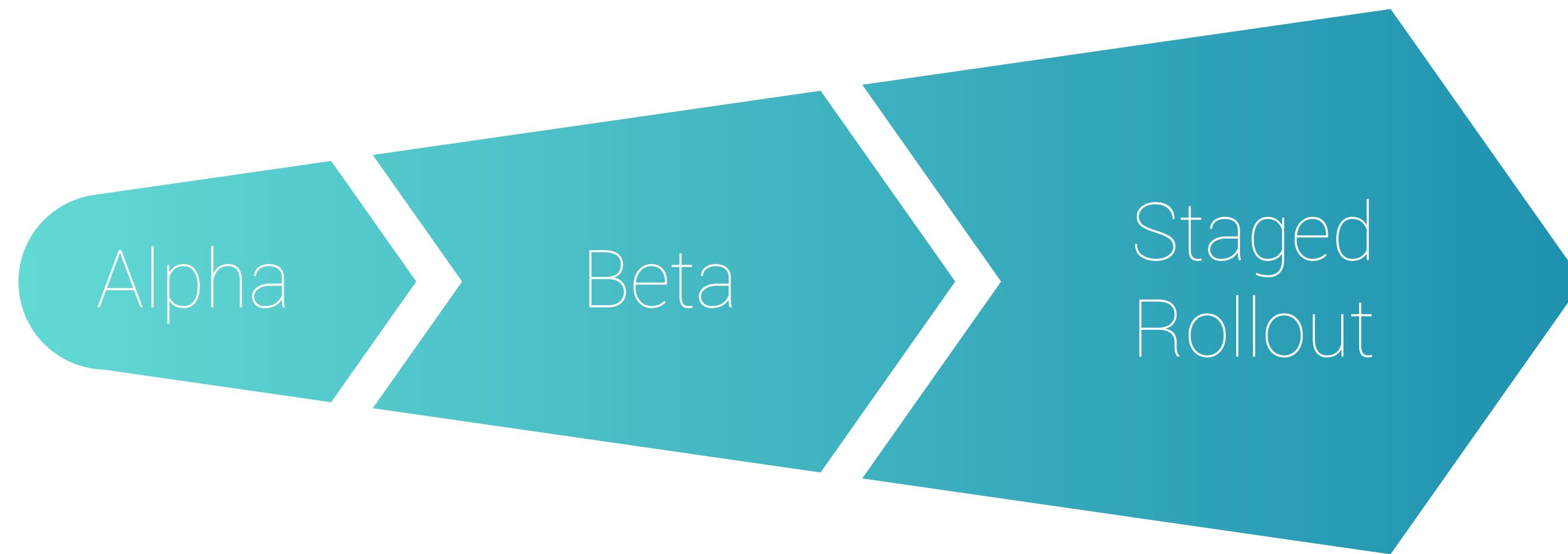
# Alpha/Beta testing and staged rollouts



Test externally with a group of trusted testers



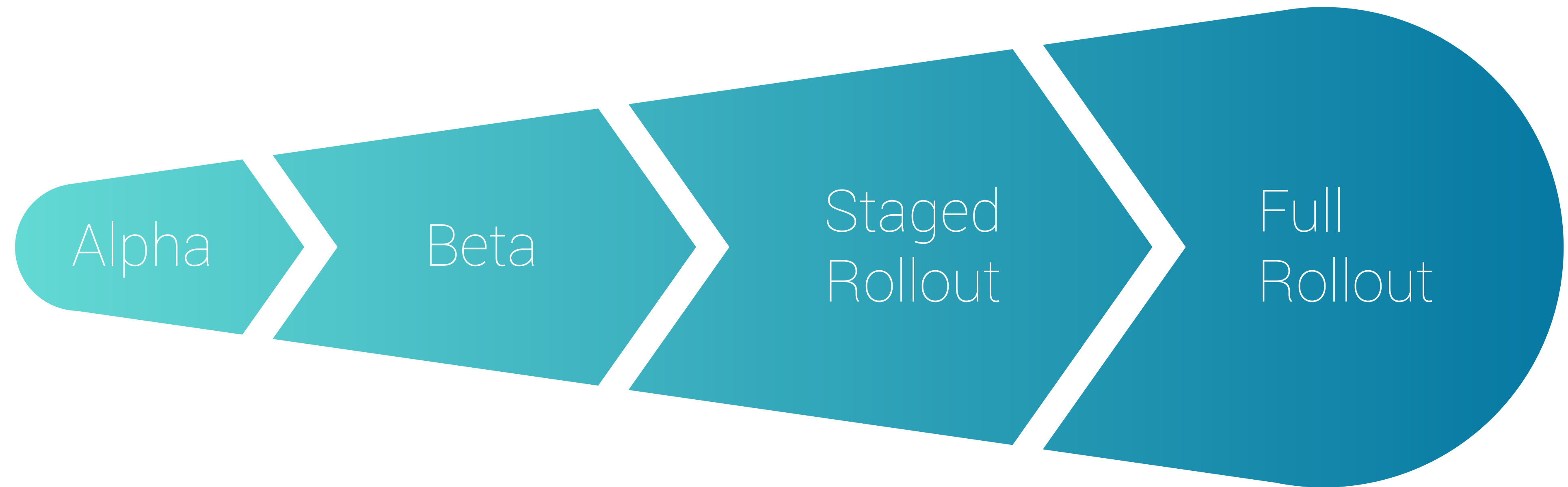
# Alpha/Beta testing and staged rollouts



Roll out to a percentage of your users



# Alpha/Beta testing and staged rollouts

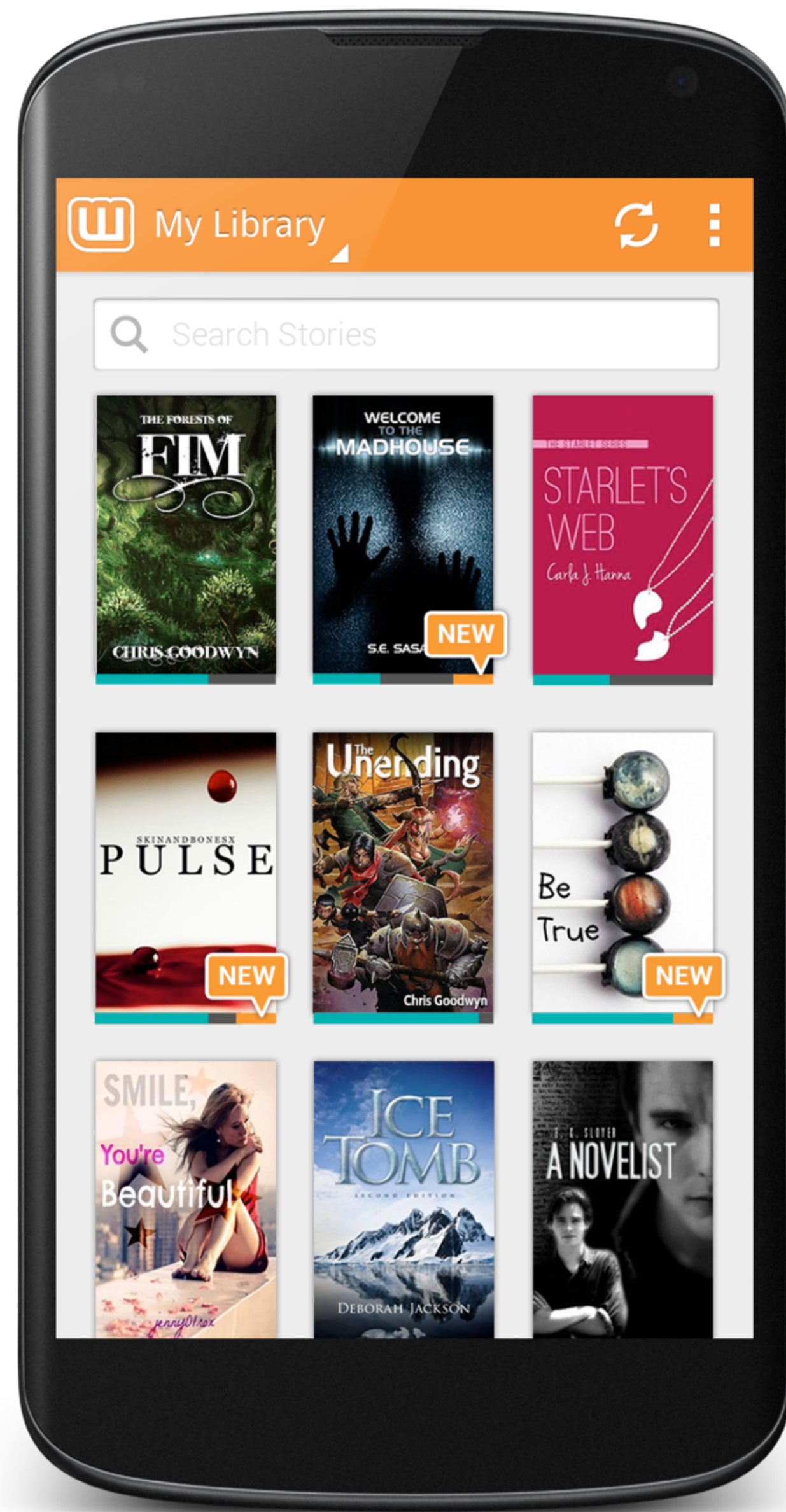


Roll out to the whole of Google Play





# Demo: Alpha/Beta Testing & Staged Rollout



## Wattpad

New features tested first in beta, then released to all users.

Recruit engaged users through social media, customer support.

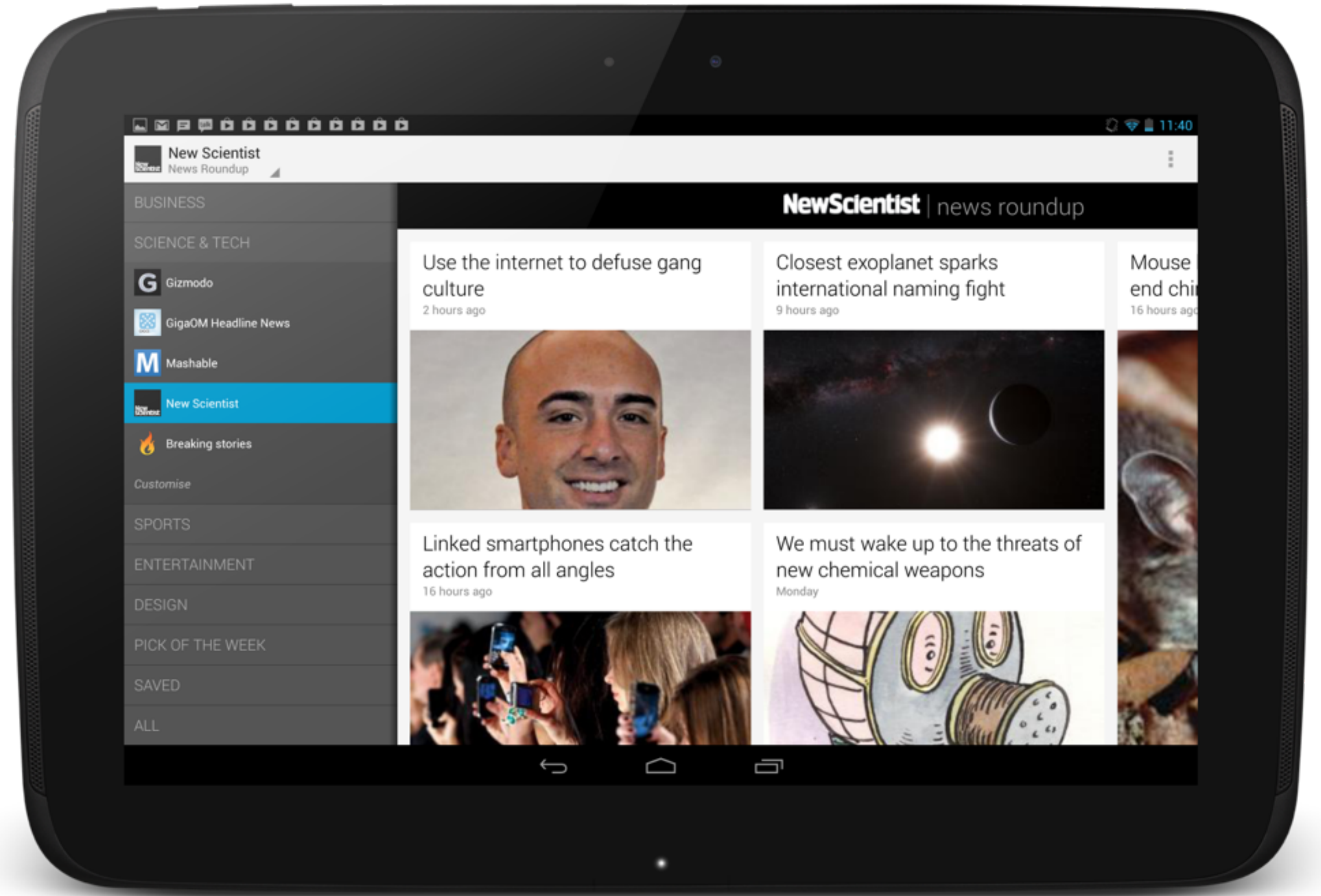
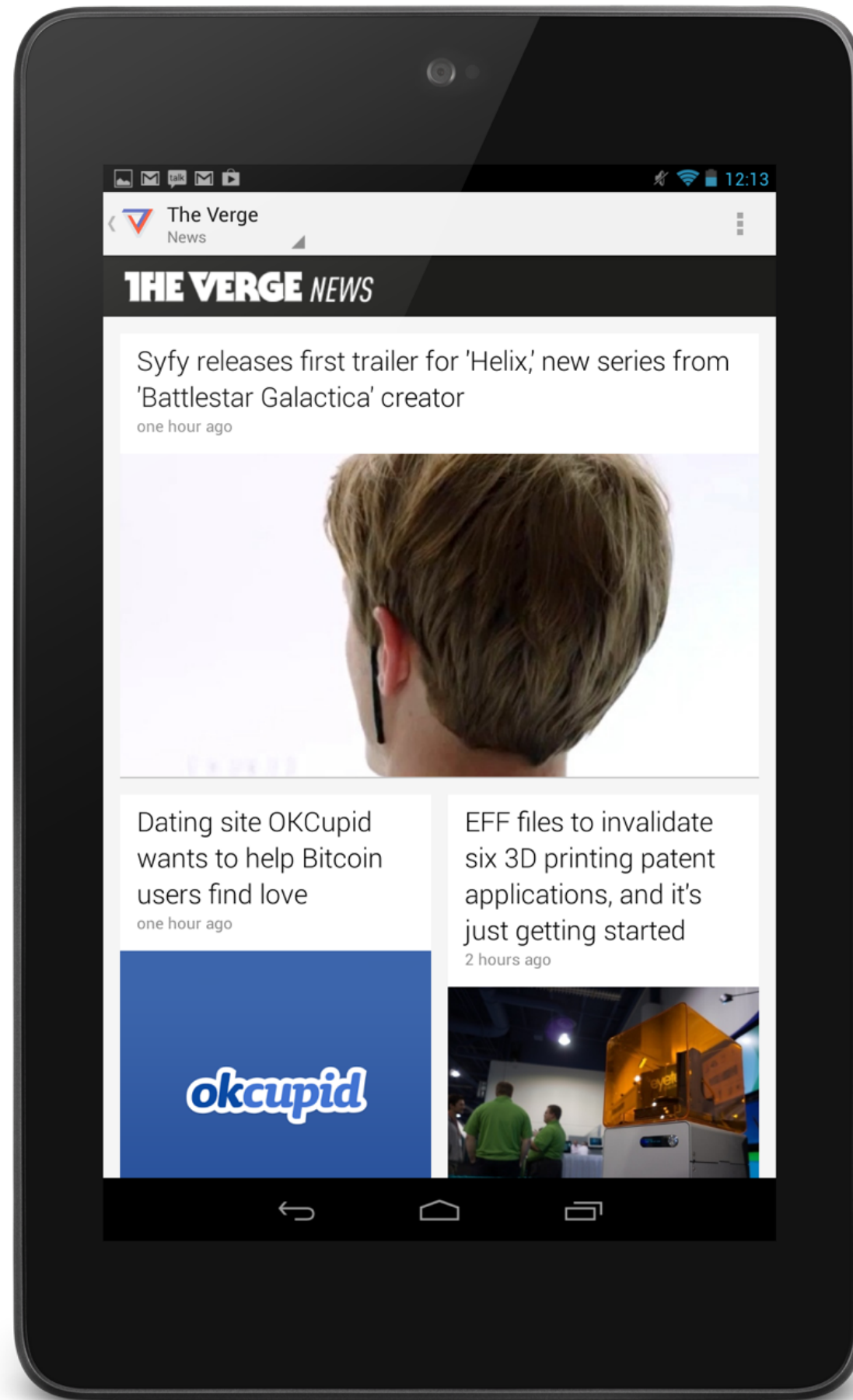
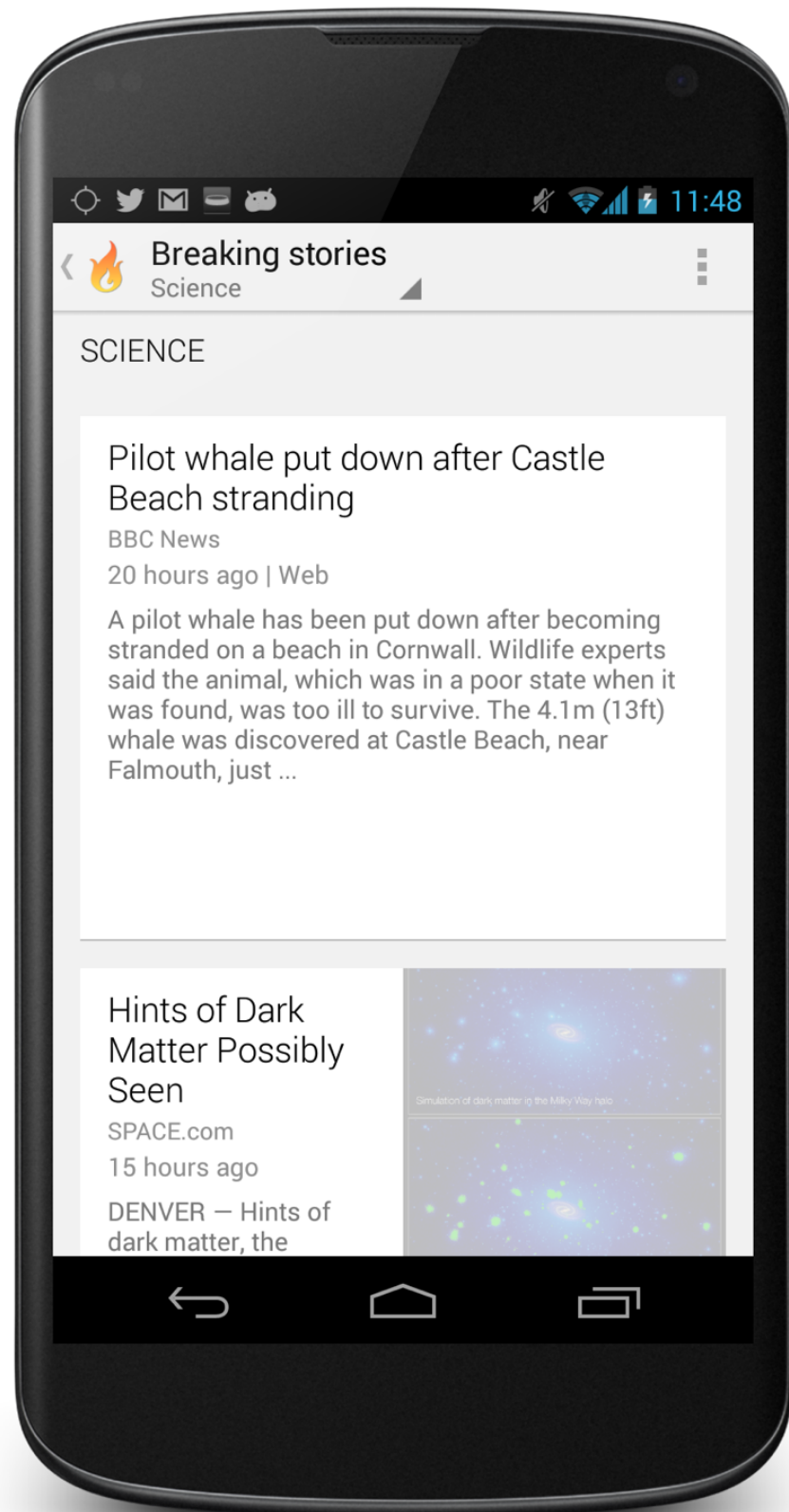
Customer support issues fixed first in beta, verified by user who reported.

Every issue report is an opportunity to improve and engage.

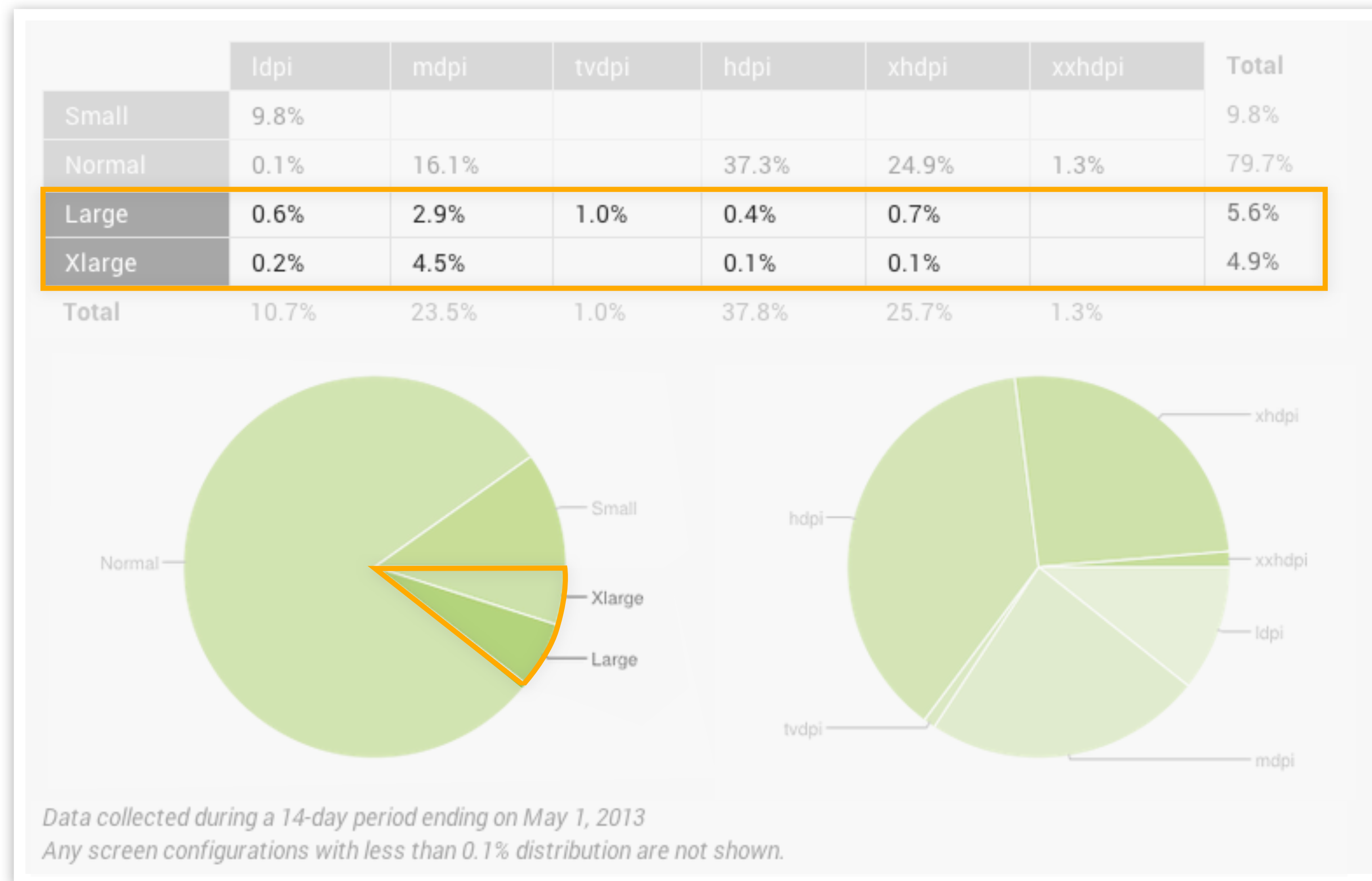




# One app, many devices



# Tablet screen size statistics - developer.android.com

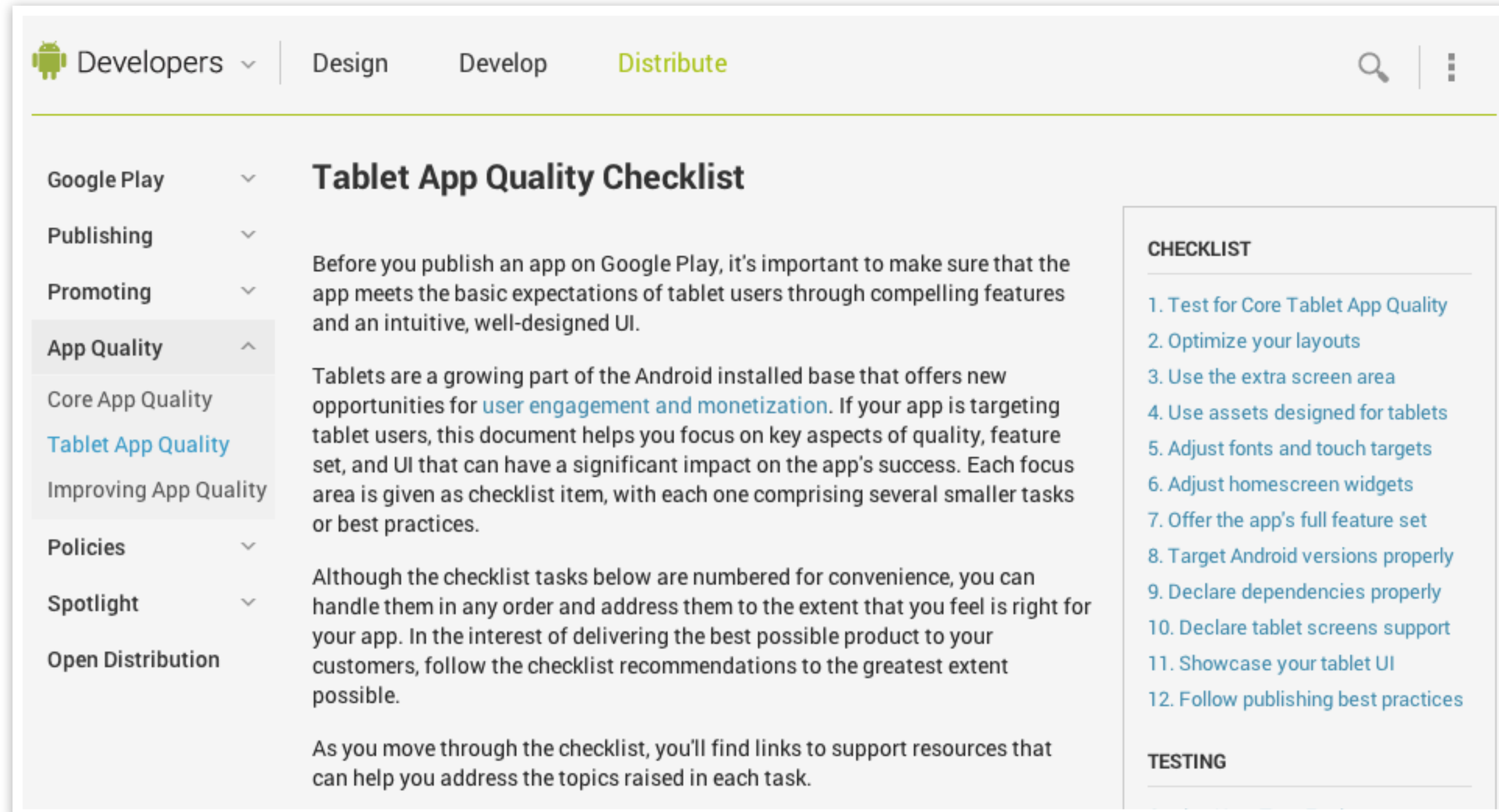


Tablets are **LARGE** and **XLARGE**





# Tablet app quality checklist - developer.android.com



The screenshot shows the Android Developer website interface. At the top, there is a navigation bar with the Android logo, 'Developers' dropdown, and tabs for 'Design', 'Develop', and 'Distribute' (which is highlighted). A search icon and a menu icon are also present. Below the navigation bar, a left sidebar contains a list of categories: 'Google Play', 'Publishing', 'Promoting', 'App Quality' (expanded), 'Core App Quality', 'Tablet App Quality' (highlighted), 'Improving App Quality', 'Policies', 'Spotlight', and 'Open Distribution'. The main content area is titled 'Tablet App Quality Checklist'. It contains two paragraphs of introductory text and a checklist of 12 items. The checklist items are: 1. Test for Core Tablet App Quality, 2. Optimize your layouts, 3. Use the extra screen area, 4. Use assets designed for tablets, 5. Adjust fonts and touch targets, 6. Adjust homescreen widgets, 7. Offer the app's full feature set, 8. Target Android versions properly, 9. Declare dependencies properly, 10. Declare tablet screens support, 11. Showcase your tablet UI, and 12. Follow publishing best practices. Below the checklist, there is a section titled 'TESTING'.

Developers ▾ | Design Develop **Distribute** 🔍 ☰

Google Play ▾

Publishing ▾

Promoting ▾

App Quality ▲

Core App Quality

**Tablet App Quality**

Improving App Quality

Policies ▾

Spotlight ▾

Open Distribution

## Tablet App Quality Checklist

Before you publish an app on Google Play, it's important to make sure that the app meets the basic expectations of tablet users through compelling features and an intuitive, well-designed UI.

Tablets are a growing part of the Android installed base that offers new opportunities for [user engagement and monetization](#). If your app is targeting tablet users, this document helps you focus on key aspects of quality, feature set, and UI that can have a significant impact on the app's success. Each focus area is given as checklist item, with each one comprising several smaller tasks or best practices.

Although the checklist tasks below are numbered for convenience, you can handle them in any order and address them to the extent that you feel is right for your app. In the interest of delivering the best possible product to your customers, follow the checklist recommendations to the greatest extent possible.

As you move through the checklist, you'll find links to support resources that can help you address the topics raised in each task.

### CHECKLIST

1. [Test for Core Tablet App Quality](#)
2. [Optimize your layouts](#)
3. [Use the extra screen area](#)
4. [Use assets designed for tablets](#)
5. [Adjust fonts and touch targets](#)
6. [Adjust homescreen widgets](#)
7. [Offer the app's full feature set](#)
8. [Target Android versions properly](#)
9. [Declare dependencies properly](#)
10. [Declare tablet screens support](#)
11. [Showcase your tablet UI](#)
12. [Follow publishing best practices](#)

### TESTING



# Is your app designed for tablets?

The screenshot shows the Google Play Console interface. On the left is a navigation menu with items: Statistics, Revenue, Ratings & Reviews, Crashes & ANRs, Optimization Tips (highlighted), APK, Store Listing, Pricing and Distribution, In-app Products, and Services & APIs. The main content area is titled 'OPTIMIZATION TIPS' with a lightbulb icon. It features two tabs: 'TO DO' (Things you can do to improve your app on Google Play) and 'DONE' (Things you already did to improve your app). Below the tabs, there are two columns: 'WHAT YOU SHOULD DO' and 'WHY WE ARE PROPOSING THIS'. The 'WHAT YOU SHOULD DO' column contains a tip: 'Design your app for tablets' with a 'Hide details' link. Below this, it states 'Your APK needs to meet the following criteria:' followed by three items, each with a red 'x' icon: 1. 'Target and minimum Android versions support tablets (check targetSdkVersion and minSdkVersion). Learn more' 2. 'Supports common tablet screen sizes (LARGE and XLARGE). Learn more' 3. 'Upload tablet screenshots: Upload at least two screenshots for 7-inch and 10-inch tablets to the Store Listing. Learn more'

Statistics

Revenue

Ratings & Reviews

Crashes & ANRs

**Optimization Tips**

APK

Store Listing

Pricing and Distribution

In-app Products

Services & APIs

## 💡 OPTIMIZATION TIPS

**TO DO**  
Things you can do to improve your app on Google Play

**DONE**  
Things you already did to improve your app

WHAT YOU SHOULD DO	WHY WE ARE PROPOSING THIS
<p><b>Design your app for tablets</b> <a href="#">Hide details</a></p> <p><b>Your APK needs to meet the following criteria:</b></p> <ul style="list-style-type: none"><li>✘ Target and minimum Android versions support tablets (check targetSdkVersion and minSdkVersion). <a href="#">Learn more</a></li><li>✘ Supports common tablet screen sizes (LARGE and XLARGE). <a href="#">Learn more</a></li><li><b>Upload tablet screenshots:</b><ul style="list-style-type: none"><li>✘ Upload at least two screenshots for 7-inch and 10-inch tablets to the Store Listing. <a href="#">Learn more</a></li></ul></li></ul>	<p>Designing your app for tablets can help you reach more customers on a wider variety of devices.</p>



# Upload tablet screenshots

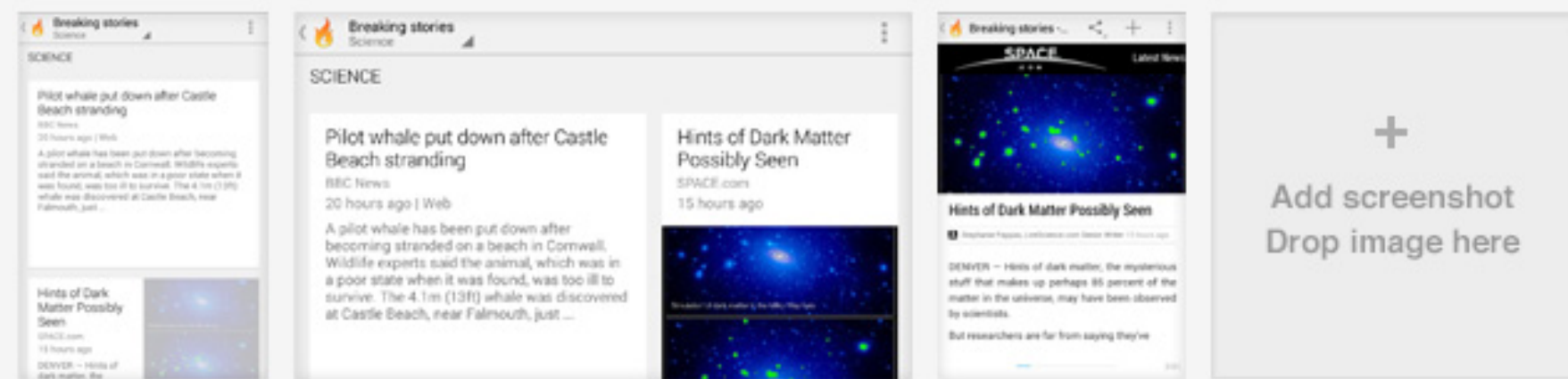
## Screenshots \* ?

French

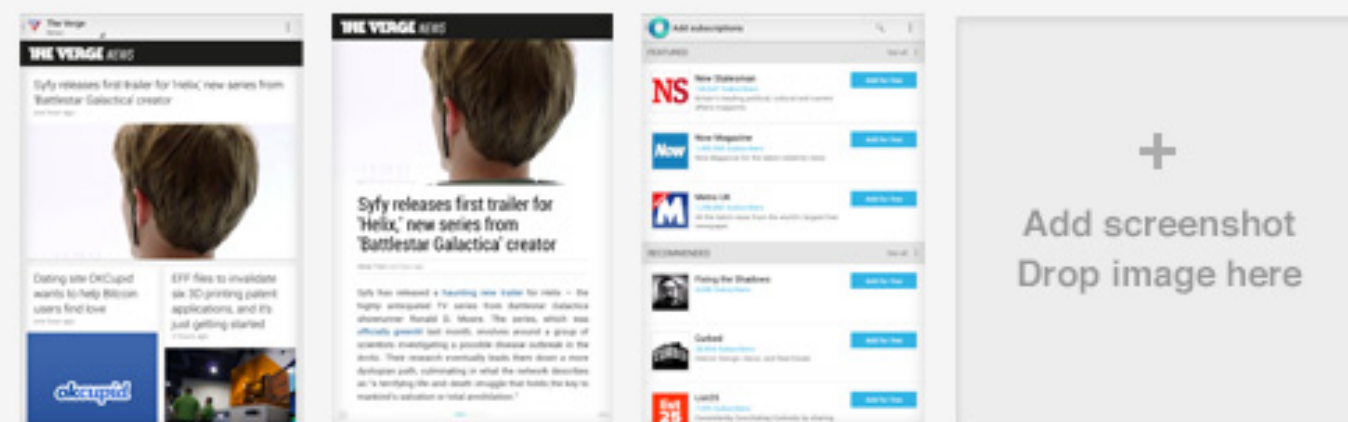
JPG or 24-bit PNG (no alpha). Min length for any side: 300px. Max length for any side: 3000px

At least **2 screenshots** are required overall. **Max. 8 screenshots per type.** Drag to reorder or to move between types.

### Phone



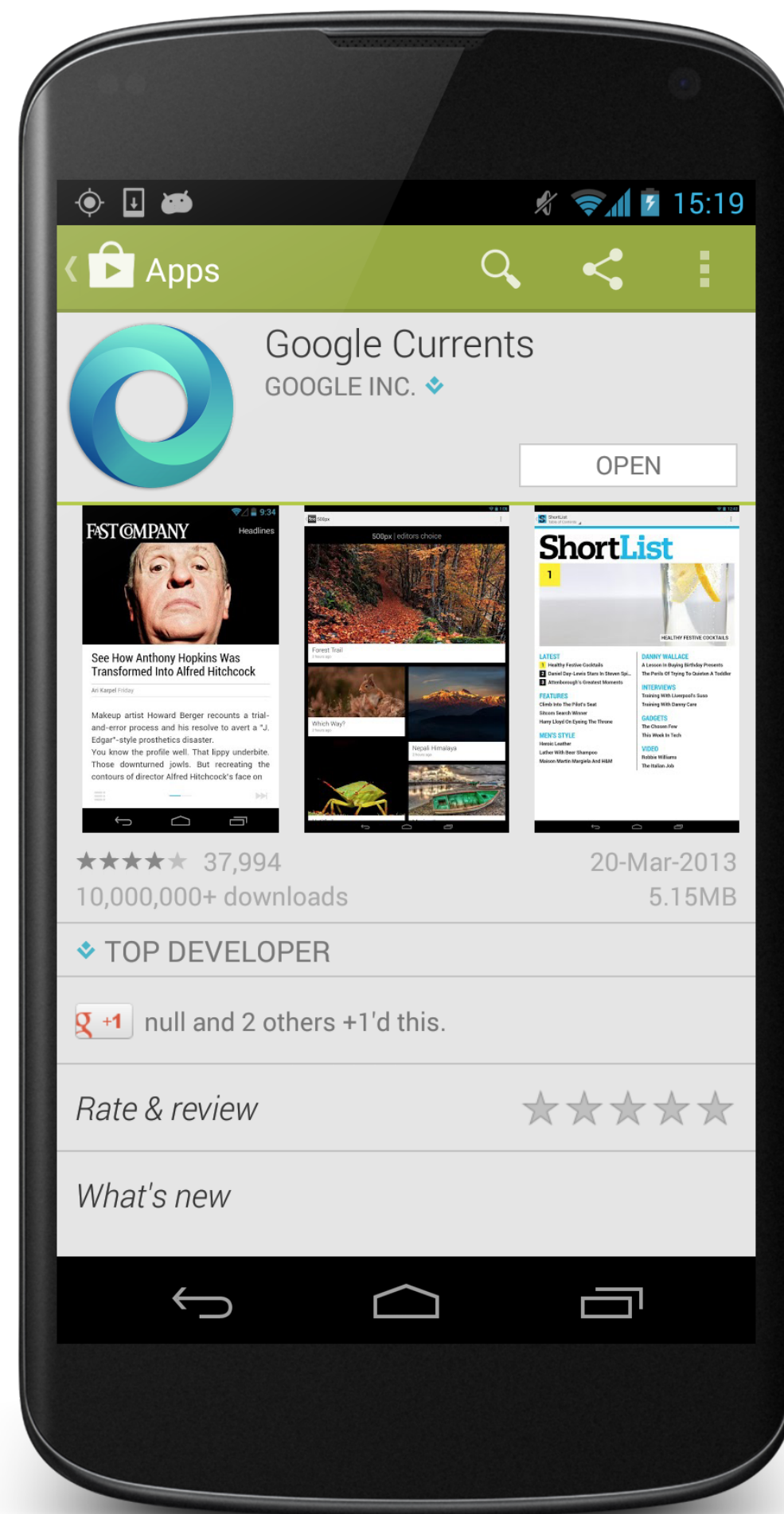
### 7-inch tablet Only upload tablet screenshots if your app is designed for tablets. [Learn more](#)



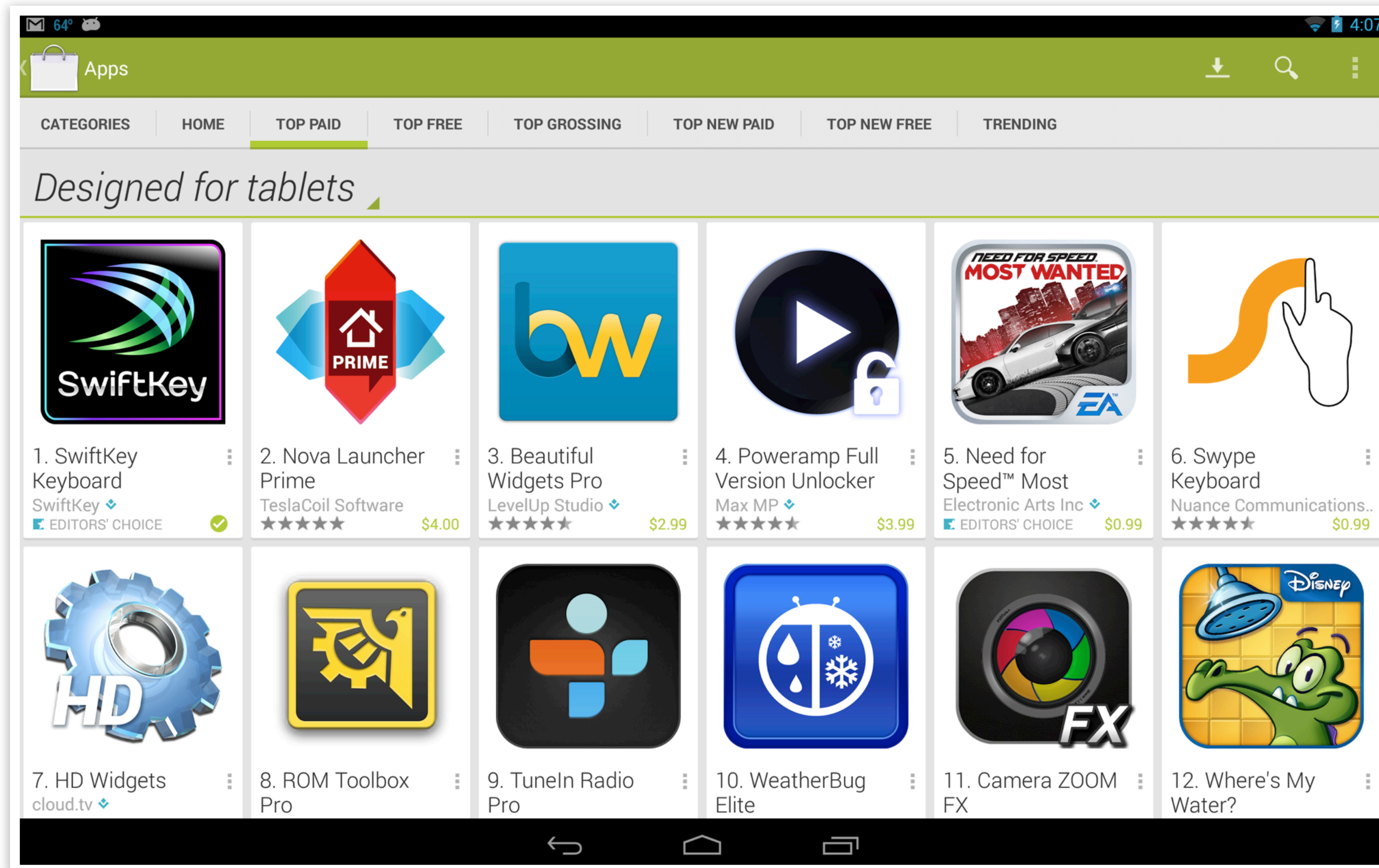
### 10-inch tablet Only upload tablet screenshots if your app is designed for tablets. [Learn more](#)



# Users on tablets see tablet screenshots



# Play Store top lists show apps designed for tablets





# Evernote on tablets

Nexus 7 is the 2nd most popular device on Play

Long-time Evernote users are more likely to pay

Paying users are more engaged and more likely to use multiple devices



At Evernote we find that our tablet users are one of our most engaged populations. They choose to use a tablet because they want a fast, full-featured, comfortable experience to search, browse and create notes.

Evernote creates Android apps tailor-made for tablets to take advantage of the beauty of the larger screen, the fluidity of delight created by swipe interface and the ease of navigation made possible with independent interactive fragments on a single screen.

Phil Constantinou, VP of Product for Evernote



# Better ways to control Developer Console access

USER ACCOUNTS & RIGHTS Invite new user Save

PENDING INVITES

EMAIL	ROLE	Publish apps & games	Edit draft apps & games	Reply to reviews	See financial data	INVITE SENT	ACTIONS
<a href="#">newengineer@mycompany.com</a>	Release Engineer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	01 May 2013	

USERS WITH ACCESS

EMAIL	ROLE	Publish apps & games	Edit draft apps & games	Reply to reviews	See financial data	ACTIONS
<a href="#">engineer@mycompany.com</a>	Release Engineer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Angry Carrots		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Angry Otters		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<a href="#">admin@mycompany.com</a> Account owner	Administrator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<a href="#">financeguy@mycompany.com</a>	Financial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<a href="#">support@mycompany.com</a>	Custom	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	





# All developers can reply to reviews

★★★★★  
App version 1.7  
Galaxy Nexus (maguro)

**A Google User** on May 23, 2012 at 9:28 AM  
Simple but effective Would be really nice to have multiple counters.

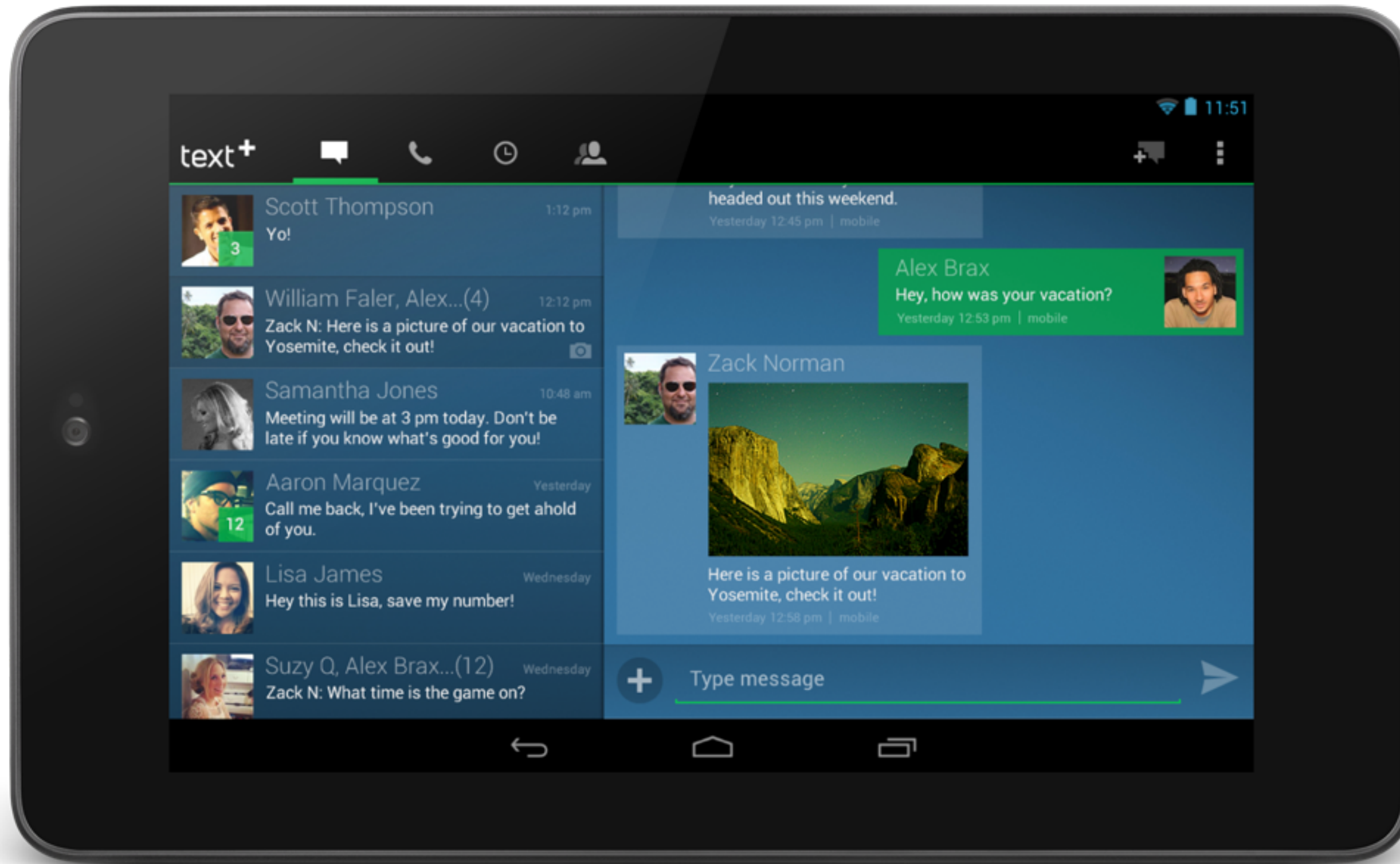
That's a great idea for a new feature. Thanks for the suggestion!

66 of 350 characters

Your reply will be publicly visible underneath the original review in the Google Play store. Please see [the posting guidelines](#).

**Publish reply** Cancel





## textPlus replies to review

Identify top issues daily

Provide solutions or links to more help

Get feedback on new features

Average rating for new app versions is higher

Some users change reviews once the issue is addressed



“The Google Play reply to review feature has provided a direct line to users, allowing textPlus to more clearly define issues, prioritize initiatives and create a valuable and cohesive user experience.”

James Jerlecki, textPlus

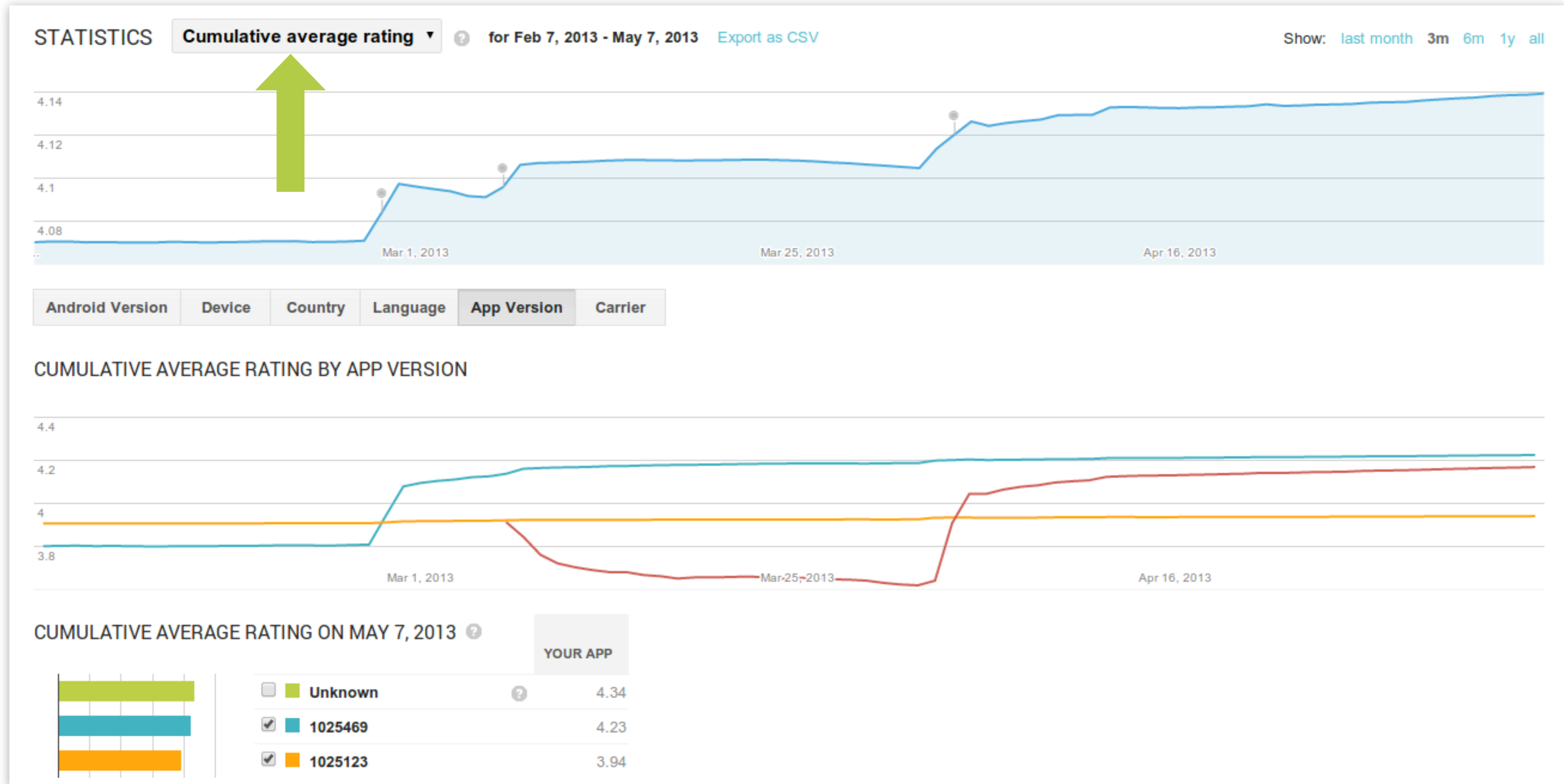




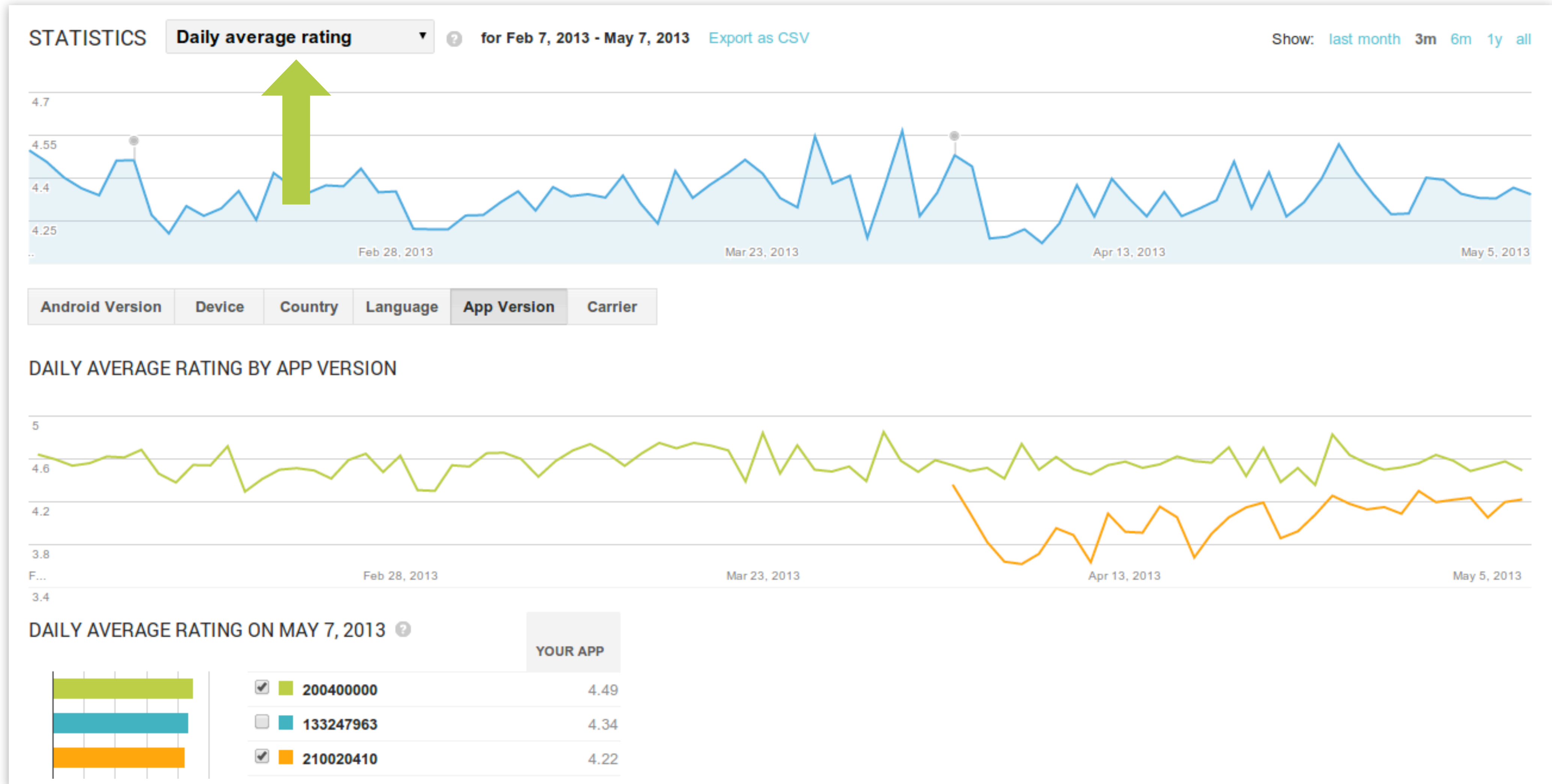
Insights to optimize your app



# Cumulative rating stats by app version




# Zoom in with daily rating stats



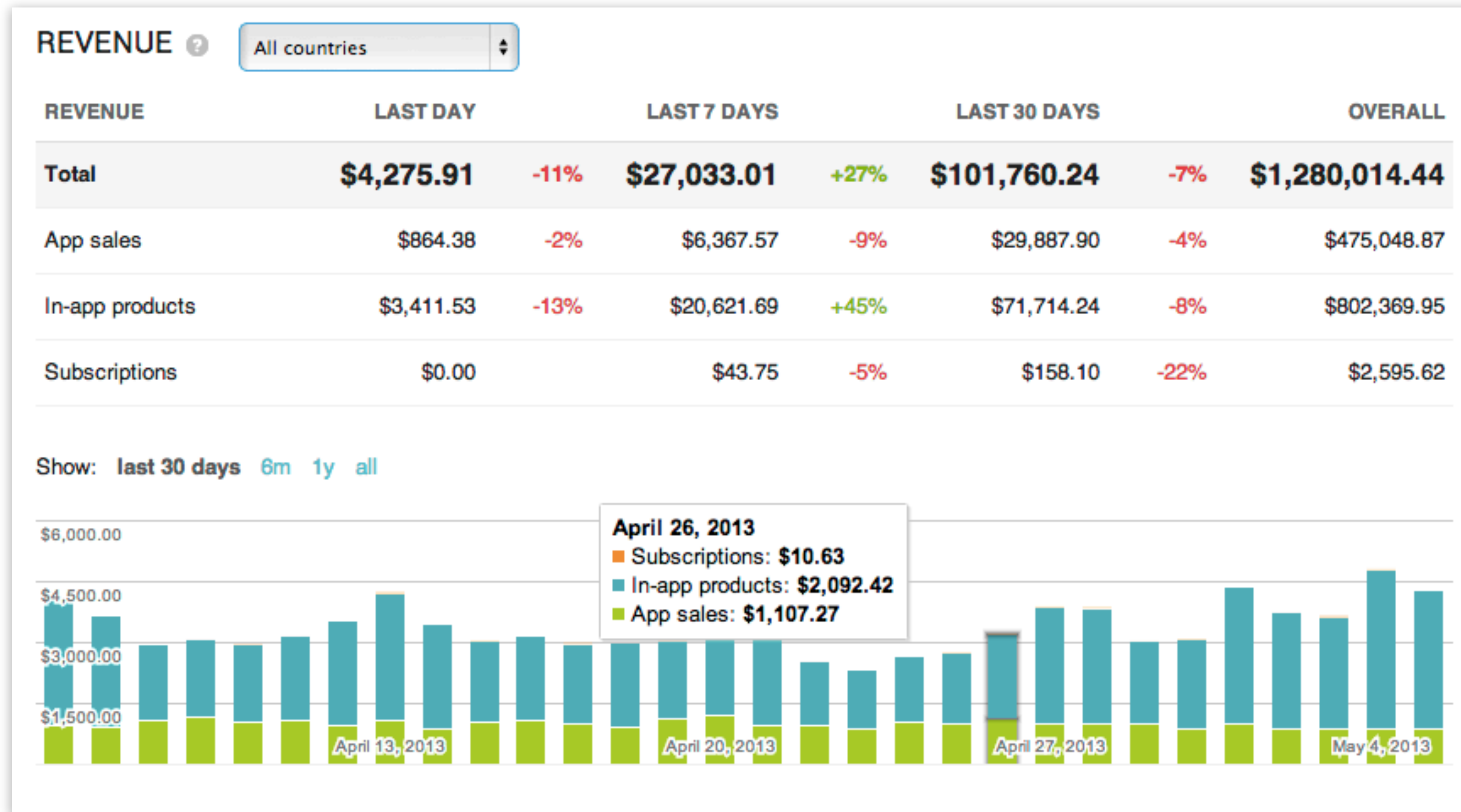
# Filter crash reports by app version

**CRASHES & ANRS**

Type	Show hidden	Last reported	Application version	Device
<b>Crashes</b> ANRs	YES NO	Last 7 days ↕	<b>Current (1.7)</b> ↕	Add filter

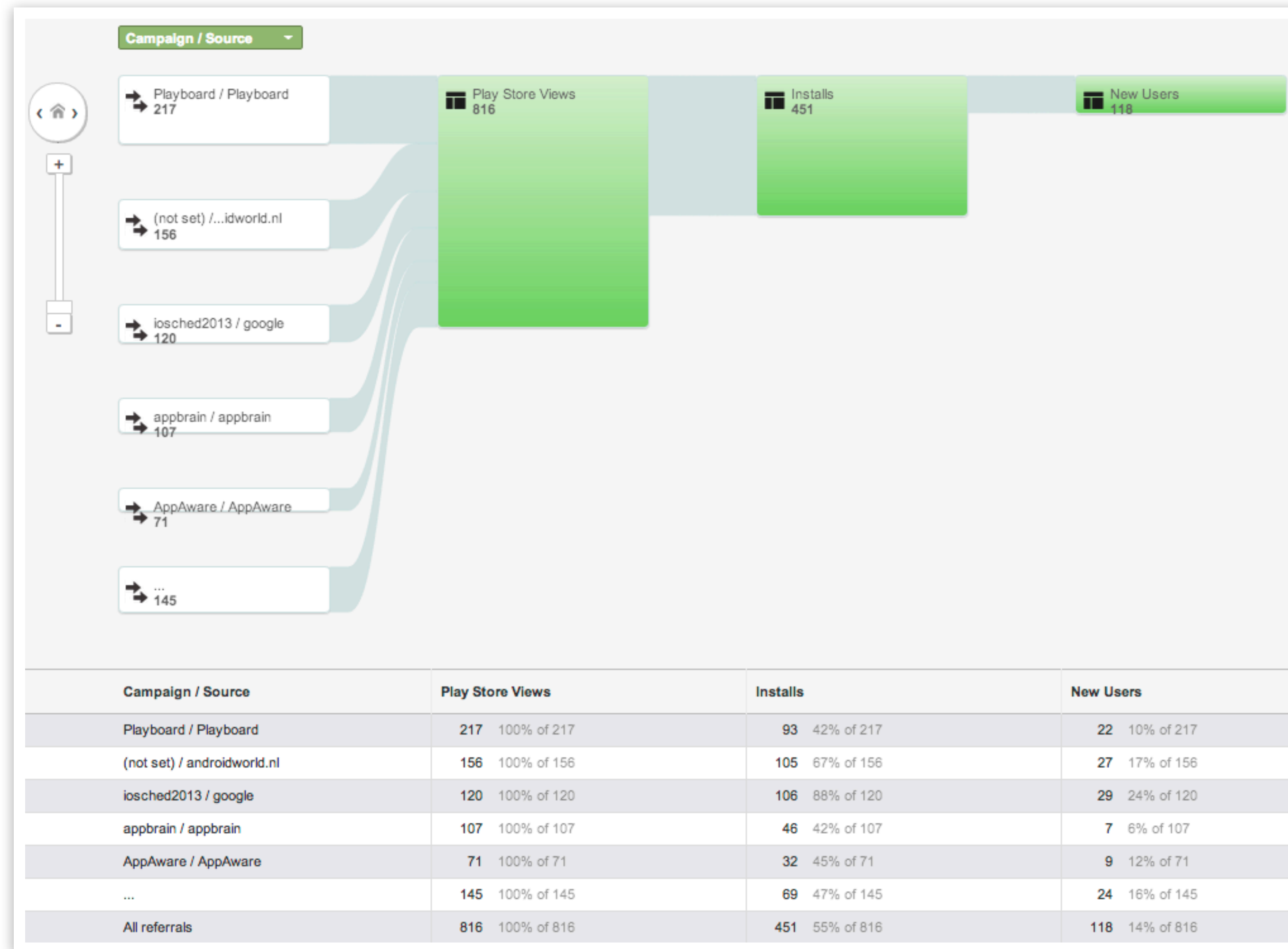


# Easily track Play app revenue

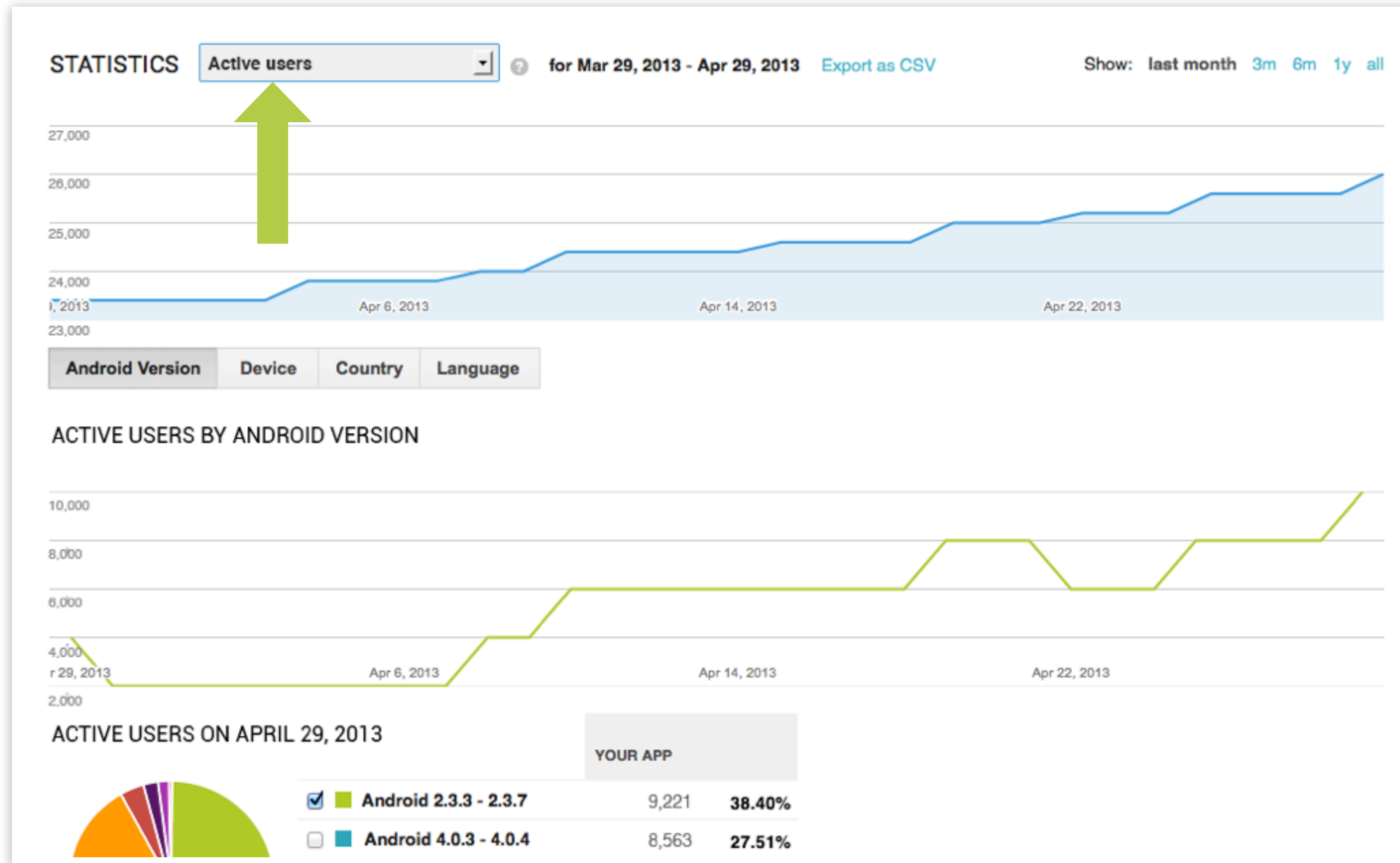




# Google Analytics shows campaign conversion



# Developer Console shows user engagement



# Optimization tips for localization

💡 OPTIMISATION TIPS

TO DO	DONE
Things you can do to improve your app on Google Play	Things you already did to improve your app

WHAT YOU SHOULD DO	WHY WE ARE PROPOSING THIS	
<b>Translate Product descriptions</b> into <b>Korean, Japanese</b> and <b>Spanish</b> <a href="#">Go to Store listing</a>	You have already translated your APK into Korean, Japanese and Spanish, but the store listing isn't translated yet.	<a href="#">Dismiss</a>
<b>Add localised graphics</b> for <b>French</b> and <b>Italian</b> <a href="#">Go to Store listing</a>	You have already translated your APK into French and Italian. Localised graphics could help users to better understand what you app does.	<a href="#">Dismiss</a>
<b>Translate strings in your APK</b> into <b>French, German</b> and <b>Portuguese</b> <a href="#">Go to APK page</a>	You have already translated your store listing into French, German and Portuguese, but your APK isn't translated yet.	<a href="#">Dismiss</a>





Reaching Play's global audience





# Demo: App translation



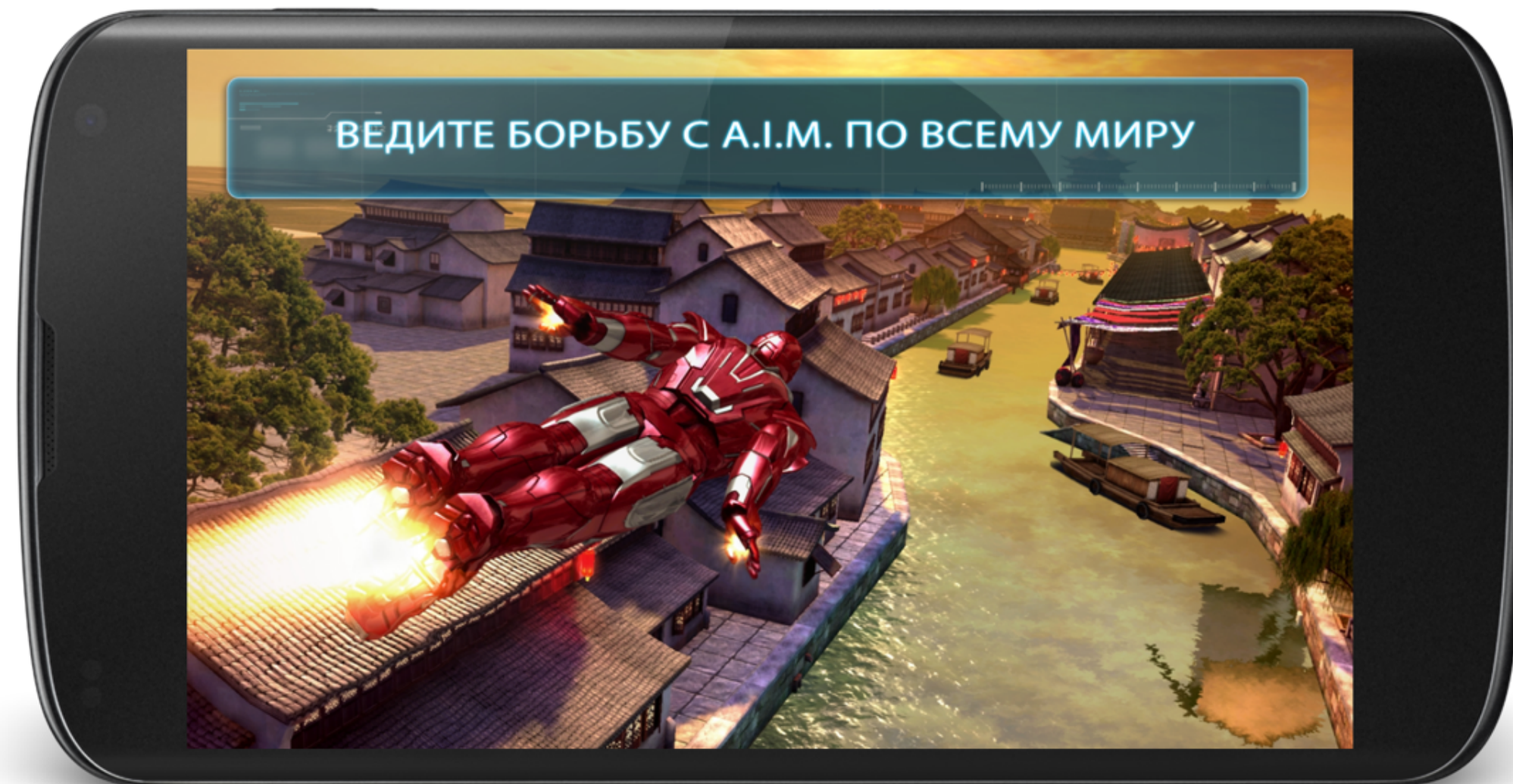
## Gameloft App translation

My Little Pony: translation increased revenue in Turkey almost 600%

Russians are largest market for World At Arms and 2nd largest for Ice Age Village

Support 12+ languages, use market size and usage to choose new languages

Local holiday promotions





Publishing  
your way



Insights  
to optimize your  
app



Global  
expansion

# What's new



Alpha, Beta, Staged Rollout



User rating & revenue statistics



Tablet Screenshots & Optimization tips



Localization tips



Everyone can reply to reviews



New access controls



Google Analytics integration

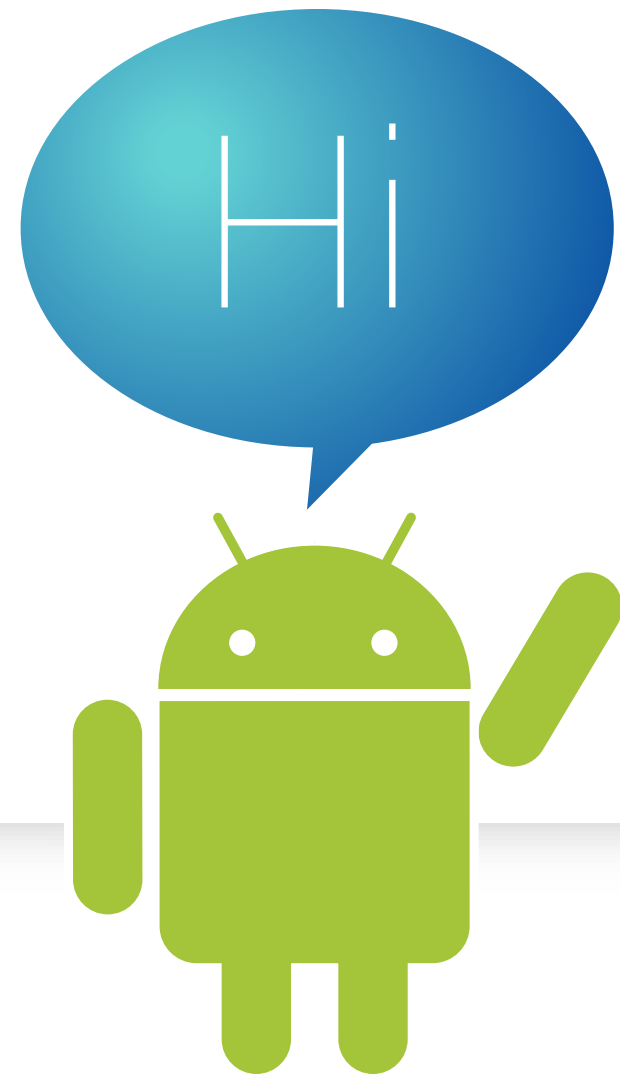


Professional app translation





# Keep the feedback coming



Come to  
**Office Hours** today!



Follow  
**+Android Developers**





# Thank you!

Come see us at Office Hours.

