FirstNet Applications Publishing Guidelines

Policy Number: Ca-02

Effective Date: 09/30/2017; Updated 12/10/2020

Policy Sponsor: AT&T

1. **Purpose and Scope**

Provide FirstNet Applications Publishing Guidelines to Developers in the FirstNet Developer Program who wish to submit applications into the FirstNet App Catalog.

2. **Applicability**

All Developers who wish to submit applications to the FirstNet App Catalog, including those from opt-in or opt-out states, must be members of the FirstNet Application Developer Program and follow the FirstNet Applications Publishing Guidelines.

3. **Policy description**

FirstNet Application Developers who wish to submit applications to the FirstNet App Catalog, must follow the FirstNet Applications Publishing Guidelines located at
https://appcontrol.firstnet.att.com/PublishingGuidelines

Distribution and Publishing of Apps on the FirstNet App Catalog

The FirstNet App Catalog is a mobile app distribution platform, exclusively for public safety entities that subscribe to FirstNet services.

There is no fee to distribute apps via the FirstNet App Catalog.

As a developer you have two options for distribution via the FirstNet App Catalog:

- Cross-list your app in the FirstNet App Catalog but distribute to devices via the public-facing Apple App Store or Google Play Store
- Cross-list your app in the FirstNet App Catalog but distribute to devices via the Apple Enterprise Program (VPP/Business Manager) or Google Managed Play Store

Irrespective of whether your app is distributed through the public-facing stores or Enterprise stores, it must be approved by the FirstNet App Review process.

Marketing your App in the FirstNet App Catalog

Introduction

An effective marketing strategy for your app to users of the FirstNet App Catalog will differ from your strategy for a traditional app store such as the Apple App Store or Google Play Store. The FirstNet App Catalog user base is limited to members of the public safety community, i.e. first responders such as police officers, EMTs, firefighters, etc. Positioning your app as one with specific relevance to the public safety community will enhance its chance for adoption by the public safety community.

As developers across the country learn of the opportunity to use their coding skills to develop apps that will benefit the public safety community, the FirstNet App Catalog will begin to fill up with apps. As that happens, it will become increasingly important to strategically market your app in the store, so that many of the right users will begin using it.

Search engine optimization

The FirstNet App Catalog's search engine searches several fields for the search keywords. By strategically inputting metadata into your submission, FirstNet App Catalog users who will find your app relevant to their line of work will become more likely to encounter it in their searches. Fields searched:

- App name
- Short description
- Long description
- Search keywords

Good example:
When entering the metadata associated with your app, a balance between writing engaging, targeted descriptions and including popular search keywords is considered a good SEO strategy.

Long Description: "Keep your community safe with the new and improved First Responder Alert app! If there is a fire, earthquake, tornado, or other public safety incident, alert the first responder community in your area by sending a text right from your phone! Alerts will be sent to the fire and police stations in your area!"

Bad example
Although using bad SEO techniques such as keyword stuffing will lead to increased visibility of your app in search results, it will disincline the user to actually interact with your content and learn the information that may convince them to download the app.

Long Description: "public safety community, first responder, fire, police station, earthquake, tornado, disaster, incident, response"

Filter optimization

The homepage of the FirstNet App Catalog has three filters (with the following selections) that allow users to curate their app store experience:
- Category
  - Public Safety (Communication) Tools
  - Device Security

- - Secure Connections
    - Cloud Solutions
    - Next Gen 9-1-1
    - CAD Solutions
    - Video Surveillance
    - In Building Coverage & Mapping
    - Situational Awareness & Detection
    - Cyber Security & Fraud Detection
    - Forensic Intelligence
    - Public Safety Community
- Branch/Discipline
    - Law Enforcement
    - Fire and Rescue
    - Emergency Management
    - Hazmat
    - Dispatch
    - Wellness and Safety
    - Critical Infrastructure
- Platform
    - iOS
    - Android
- Device Type
    - Mobile
    - Tablet

In your app submission, be sure to tactically select which Categories and Branches/Disciplines are appropriate for your app.

> **Good example:**
> *Selecting several <u>relevant</u> Categories and Branches/disciplines is an effective approach to getting your app in front of a wide range of users who would potentially be interested in downloading your app. It is recommended to select up to 3 relevant Categories and 3 relevant Branches/disciplines.*
> - *Category: Cloud Solutions, Video Surveillance, In Building Coverage & Mapping*
> - *Branch/discipline: Law Enforcement, Emergency Management, Critical Infrastructure*
>
> **Bad examples:**
> *Selecting too many or even every Category and Branch/discipline will yield your app in many search results, but it is unlikely that users will click on the app summary card from the search page to navigate to the app details page. It is recommended to select up to 3 relevant Categories and 3 relevant Branches/disciplines.*
> - *Category: Public Safety (Communication) Tools, Secure Connections, Cloud Solutions, CAD Solutions, Situational Awareness & Detection, Cyber Security & Fraud Detection, Forensic Intelligence, Public Safety Community*
> - *Branch/discipline: Law Enforcement, Fire and Rescue, Emergency Management, Dispatch, Critical Infrastructure*
> - *Platform: Android*

What Information You Can Show in the Store

Reviewing the following documentation will help you as you proceed through Steps 0-5 in the App Submission forms in App Control, you will know how this information will appear to users of the FirstNet App Catalog.

On the FirstNet App Catalog homepage, users will see a number of app summary cards.

App Summary Card

Certified icon (21) in the top left-hand corner of the card, a FirstNet icon displays if the app is FirstNet certified. This attribute is selected in Step 1, in the field App Type.

App icon (22) in the middle of the card, the app icon displays a) from the APK/IPA uploaded in Step 2 if the app is hosted on the FirstNet App Catalog or b) from the high-resolution icon uploaded in Step 3 if the app is hosted on an external third-party app store (i.e. Apple App Store or Google Play Store).

App name (1) displayed from the App Name field in Step 0.

Developer company (13) displayed from the Developer Name field in Step 1.

Rating (23) displays both the numerical and graphical average of ratings submitted by FirstNet App Catalog users.

Platform (2) displayed from the Platform field in Step 0.

Short description (7) displayed from the Short Description field in Step 1.

When a FirstNet App Catalog user clicks on an app summary card or featured app banner, they will navigate to the App Details page, as shown below.

App Details page

1) Header banner
   App icon (22) displays from the APK/IPA uploaded in Step 2.
   App name (1) displayed from the App Name field in Step 0.
   App type (21) displayed if Endorsed is selected as App type in Step 0.
   Developer company (13) displayed from the Developer Name field in Step 0.
   Rating (23) displays both the numerical and graphical average of ratings submitted by FirstNet App Catalog users.

Version (4) displayed from the Version field in Step 1.

Release date (5) displayed from the Release date field in Step 1. If a future release date is selected, that release date will be shown in the store.

Platform (2) displayed from the Platform field in Step 0.

Installation field (25) - variable

i) Install: If the user is viewing the App Details page for a FirstNet hosted app, on a device type and platform that is supported by the app, they will see an Install button. If the Install button is clicked, the app will download to the user's device.

ii) External store linked icon: If the user is viewing the App Details page for an app hosted on the Apple App Store or Google Play Store, they will see the relevant store icon. If the store icon is clicked, the App Details page in the external store will open in a new window.

iii) Installation comment: If the user is viewing the App Details page for an app on a device type and/or platform that is not supported by the app, he will see a statement describing what device type and/or platform to switch to in order to install the app.

2) Screenshots

Mobile/tablet screenshots (19) displays any mobile/tablet screenshots input in Step 3.

Screenshot descriptions (24) displays any screenshot descriptions input in Step 3.

3) General information

Description (8) displays the Long Description input in Step 1.

What's new (9) displays the Version Notes input in Step 1.

4) **Reviews (23)**

Graphic: shows the average rating, as well as a display of the # of reviews submitted with each rating.

Individual reviews: shows the rating, subject, comment, reviewer name, and reviewer date associated with each review.

5) Developer information

About this developer (14) displays the About this developer field input in Step 1.

Visit Developer website (15) a button that if clicked, will navigate the FirstNet App Catalog user to the website input in the Developer Website field in Step 1.

Other

There are several fields in the app submission forms that haven't explicitly been called out as being displayed in the UI sections detailed above.

1) Search:
   a) Name: the search bar uses the App name input in Step 0 to generate search results.
   b) Short description: the search bar uses the Short Description input in Step 1 to generate search results.
   c) Long description: the search bar uses the Long description input in Step 1 to generate search results.
   d) Search keywords: the search bar uses the Search keywords input in Step 1 to generate search results.

2) Filter:
   a) Categories: on the FirstNet App Catalog homepage, the user can filter the entire app store by Category. The categories selected in Step 1 will enable your app to display in the user's filtered search if they select a category that pertains to your app.

b) Branches/disciplines: On the FirstNet App Catalog homepage, the user can filter the entire app store by Branches/disciplines. The branches/disciplines selected in Step 1 will enable your app to display in the user's filtered search if they select a branch/discipline that pertains to your app.

c) The FirstNet App Catalog homepage's default arrangement is by sections based on Branch/discipline. If in Step 1 you select the Branch/discipline "Law Enforcement," then it will appear in the "Law Enforcement" section on the FirstNet App Catalog homepage.

App Control Input Fields

Creating Effective App Screenshots

Effective app icons/screenshots are both visually stimulating and informative and can instill potential users with confidence in the content and quality of the app. You can upload five screenshots for every device your app supports.

Device	iOS	Android
Mobile screenshots	PNG only Max 5 images Suggested size: 1136x640px (portrait) 640x1136px (landscape) Min dimensions: 640x640px	PNG only Max 5 images Suggested size: 1920x1080px (portrait) 1080x1920px (landscape) Min dimensions: 420x420px
Tablet screenshots	PNG only Max 5 images Suggested size: 1024x768px (portrait) 768x1024px (landscape) Min dimensions: 768x768px	PNG only Max 5 images Suggested size: 1280x800px (portrait) 800x1280px (landscape) Min dimensions: 800x800px

4. **Related materials**This policy document will be updated on or prior to 8/30/17.