

Still Becoming iOS App Store And TestFlight Packet

This packet prepares the iOS path without submitting anything to Apple. It is a working draft for App Store Connect metadata, TestFlight planning, privacy/support readiness, and screenshot needs.

Recommended App Positioning

- App name: Still Becoming Tools
- Subtitle draft: Score your transition. Build your next plan.
- Primary category draft: Productivity
- Secondary category draft: Education
- Audience: readers of Still Becoming, professionals in transition, leaders rebuilding confidence, AI-curious experienced professionals, and people using the book tools after reading.
- Core promise: turn the book's practical frameworks into quick scorecards, result bands, and shareable action plans.

App Store Description Draft

Still Becoming Tools helps readers and professionals turn transition, reinvention, leadership growth, and AI-era uncertainty into practical action.

Use the same frameworks from Still Becoming to score where you are, identify what needs attention, and build a simple action plan you can carry into the week ahead.

Inside the app:

- Foundation Inventory
- Stabilization Stack
- Ownership Ladder
- Reinvention Intersection
- AI Comfort and Readiness Ladder
- Leadership Self-Assessment
- Transition Readiness Scorecard
- 90-Day Reinvention Roadmap

The app is built for people who are navigating change, rebuilding confidence, leading differently, or trying to stay relevant in a world that will not stop moving.

You are not finished.

Keywords Draft

reinvention, transition, leadership, AI, action plan, mindset, resilience, career, productivity, self development

App Store Connect Fields To Prepare

Field	Draft / Recommendation	John Gate
App name	Still Becoming Tools	Confirm final name
Subtitle	Score your transition. Build your next plan.	Confirm tone
Privacy Policy URL	https://stillbecomingtools.com/privacy	Requires legal pages promoted to production
Support URL	https://stillbecomingtools.com	Confirm support path or contact form route
Marketing URL	https://stillbecomingtools.com	No
Copyright	John M. Lowe	Confirm final legal wording
Age rating	Complete Apple questionnaire honestly	John/App Store Connect gate
App privacy	Current MVP should disclose only what is actually collected; if analytics or accounts are added, privacy answers must change	John approval before submission

Screenshot Storyboard

Use screenshots that show the real app, not generic lifestyle imagery.

1. Home/tool picker: "Choose the tool that matches the transition."
2. Score screen: "Score where you are right now."
3. Result band: "See what needs attention first."
4. Action plan: "Turn insight into the next 7 days."
5. Share plan: "Carry the plan into notes, email, or your workflow."

TestFlight Plan

- Internal test first with John's Apple account and a small trusted group if they can be added as App Store Connect users.
- External TestFlight only after the first build is stable enough for Beta App Review.

- Apple states TestFlight can support up to 100 internal App Store Connect users and up to 10,000 external testers.
- External testing can require Beta App Review before testers can access the build.
- Use external TestFlight only after the privacy policy URL, support URL, screenshots, and beta notes are coherent.

Beta Notes Draft

This beta tests the Still Becoming companion tool flow. Please complete at least two tools, adjust score values, edit the action plan, and use Share Plan to send the output to Notes, email, or another destination. Please report confusing wording, broken controls, layout issues, and whether the result gives you a useful next step.

App Review Risk Notes

- Metadata, screenshots, description, privacy information, and app behavior must match the actual app.
- The app should not imply medical, clinical, financial, or therapeutic outcomes.
- If grief content appears in the app, keep it supportive and non-graphic.
- If AI features are added later, explain what AI does and keep human judgment in the loop.
- If accounts, analytics, payments, email capture, or external links are added, update privacy disclosures and review flows before submission.

No-John Development Next Steps

- Keep the native app aligned with shared scoring logic.
- Add app-specific UAT scripts to the launch packet.
- Prepare screenshot copy and capture list.
- Keep persistence, PDF export, account sync, analytics SDKs, and App Store submission parked until John approves scope.

Sources Checked

- Apple App Store Connect Help: App privacy and Privacy Policy URL field. <https://developer.apple.com/help/app-store-connect/reference/app-information/app-privacy>
- Apple App Store Connect Help: TestFlight overview. <https://developer.apple.com/help/app-store-connect/test-a-beta-version/testflight-overview/>
- Apple Developer: TestFlight. <https://developer.apple.com/testflight>
- Apple App Review Guidelines. <https://developer.apple.com/app-store/review/guidelines/>