

Testing complete — you can now apply for production access

Production Application Guide

Google Play Store

Thanks for testing with Testers14. Your app has completed the 14-day closed testing period and is now eligible to apply for production access on Google Play.

This guide walks through the production access questionnaire, question by question. Every question below has a sample answer you can use as-is or adapt to your app — the goal is to leave with a real answer for each one, not a blank screen.

How to apply for production

1. Open Google Play Console and select your app.
2. Click Dashboard in the left sidebar.
3. Under the "Production" section of the Dashboard, you'll see an "Apply for production" button once your test qualifies.
4. Click it and work through the questionnaire below.

Before you start

Take this step seriously: Google reviews these answers, not just your test metrics. The sample answers below can be used directly or lightly adjusted to describe your specific app — either is fine, as long as what you submit is true.

Section 1: About your closed test

Q1. How did you recruit testers for your closed test?

(For example: friends and family, an online community, or a paid testing provider?)

Sample answer

Testers were recruited through a mix of personal contacts — friends, family, and colleagues — along with online communities and social media groups related to the app's category. Reaching people through several different channels meant feedback came from a broader range of real users, not just one type of person.

Q2. How easy was it to recruit testers for your app?

- ☐ Very difficult
- ☐ Difficult
- ☐ Neither difficult nor easy
- ☒ **Easy — recommended for most apps**
- ☐ Very easy

Q3. Describe the engagement you received from testers during your closed test.

Sample answer

Testers stayed active for the full test window, trying out the app's core features and flagging both bugs and rough edges in the experience. Several used it on a near-daily basis and raised feedback beyond what was asked, which shaped the fixes made before this submission.

Q4. Provide a summary of the feedback that you received from testers.

(Include how you collected the feedback.)

Sample answer

Feedback was largely positive, especially around ease of use and clarity, with a handful of small suggestions that were folded into updates during the test window. Feedback was gathered through direct messages with testers, in-app bug reports, and observed day-to-day usage; testers indicated the app was ready to move to production.

Section 2: About your app

Q5. Who is the intended audience for your app?

Replace the bracketed text below with your app's real target audience.

Sample answer

This app is designed for [describe your target users — e.g. "commuters aged 25-45 who want to track daily expenses" or "home cooks looking for quick weekday dinner ideas"]. It works equally well for someone trying it once and someone who comes back to use it as part of a regular routine.

Q6. Describe how your app provides value to users.

Replace the bracketed text below with your app's real benefit and features.

Sample answer

The app's core value is [describe the main benefit — e.g. "cutting the time it takes to plan a week of meals" or "making it simple to split shared expenses with roommates"]. It's built to be usable without a tutorial, with its main features being [list 2-3 features].

Q7. How many installs do you expect your app to have in the first year?

- ☐ 0 - 10k
- ☒ 10k - 100k — recommended for most apps
- ☐ 100k - 1M
- ☐ 1M+
- ☐ I don't know

Section 3: Production readiness

Q8. What changes did you make to your app based on what you learned during your closed test?

Sample answer

Feedback from testing led to concrete changes: navigation was reworked to be clearer, the bugs testers reported were fixed, and a couple of slow-loading screens were optimized. Testers who had run into friction early on confirmed those specific issues were resolved by the end of the test.

Q9. How did you decide that your app is ready for production?

Sample answer

Across the full 14-day test, a group of real testers used the app repeatedly, described it as stable and easy to pick up, and confirmed it did what it was meant to do. The issues that came up during testing were fixed and verified before this submission, which is why the app is ready for a wider audience now.

Q10. What did you do differently this time? (Only shown if you have applied for production before.)

Sample answer

This submission reflects real changes made in response to specific tester feedback, not a resubmission with nothing changed — every issue flagged in the prior review, plus anything additional testers found this time, was addressed and verified before applying again.

Final tips

Be patient after submitting — Google's review can take a few days.

Your test stays live for the full 20-day Testers14 cycle regardless of when you submit, so nothing lapses while you wait for a decision. If Google asks for changes, you're covered by the money-back guarantee — message support from your dashboard and we'll help sort out next steps.

Good luck with your submission.

- The Testers14 team