1. First App Review and on Rejection: Apple Message:

Guideline 2.1 - Information Needed

We have started our review, but we need additional information to continue. Specifically, it appears your app may access or include paid digital content or services, and we want to understand your business model before completing our review.

Next Steps

Please review the following questions and provide as much detailed information about your business model as you can.

1. Who are the users that will use the paid content, features, and services in the app?
2. Where can users purchase the content, features, and services that can be accessed in the app?
3. What specific types of previously purchased content, features, and services can a user access in the app?
4. What paid content, subscriptions, or features are unlocked within your app that do not use in-app purchase?
5. How do users obtain an account? Do users have to pay a fee to create an account?

1. **Guideline 2.3.3 - Performance - Accurate Metadata**
   Issue Description

   The 13-inch iPad screenshots show an iPhone image that has been modified or stretched to appear to be an iPad image. Screenshots should highlight the app's core concept to help users understand the app's functionality and value.

   Next Steps

   Upload new screenshots that resolve the issues identified above and accurately reflect the app in use on each of the supported devices.

   Note some screenshots may only be viewed and updated by selecting "View All Sizes in Media Manager" in the Previews and Screenshots section of App Store Connect.

Our Reply On 1ˢᵗ Review:

Response to App Review

Thank you for your feedback.

Regarding Guideline 2.1
Who are the users that will use the paid content, features, and services in the app?
There are no paid contents, features, or services in the app. The app is used by:

Employees of our construction company (Supervisors, Project Managers, Engineers, Admin staff) to manage and track building projects.

Project Owners (our customers) who can log in to view updates about their specific building project.

Where can users purchase the content, features, and services that can be accessed in the app?
There are no purchases available inside or outside the app. All features are provided to employees and project owners at no cost.

What specific types of previously purchased content, features, and services can a user access in the app?
None. The app does not provide access to any previously purchased content or services.

What paid content, subscriptions, or features are unlocked within your app that do not use in-app purchase?
None. The app does not unlock any paid content, subscriptions, or features. All functionality is free to employees and project owners.

How do users obtain an account? Do users have to pay a fee to create an account?
Accounts are created and managed internally by our company's admin.

Employees receive login credentials from the company based on their role.

Project Owners (our customers) also receive credentials from us to view only their project's information.

No user pays any fee to create or use an account.

Regarding Guideline 2.3.3
We have updated and replaced the iPad screenshots with accurate images taken from the iPad version of the app. These now properly reflect the app's UI and functionality on iPad devices.

We kindly request that the app be reviewed again.

Thank you.

2. Second App Review and on Rejection: Apple Message:

Hello,

Thank you for your resubmission. Upon further review, we identified additional issues that need your attention. See below for more information.

If you have any questions, we are here to help. Reply to this message in App Store Connect and let us know

Guideline 3.2 - Business

We found in our review that your app is intended to be used by a specific business or organization, including partners, clients, or employees, but you've selected public distribution on the App Store in App Store Connect. Since the App Store is intended for apps with a public audience, we recommend reviewing the other distribution options available to you through your Apple Developer Program Account.

Next Steps

To resolve this issue, review the other distribution options available for apps designed for specific businesses or organizations and choose a distribution option that works for your app and users. You can review these app distribution options on Apple Developer.

Resources

- Learn more about unlisted app distribution.

- Learn more about custom app distribution using Apple Business Manager or Apple School Manager.