Featured on the App Stores
An Indie Guide

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@kinnth

SMARTPHONE & TABLET GAMES SUMMIT

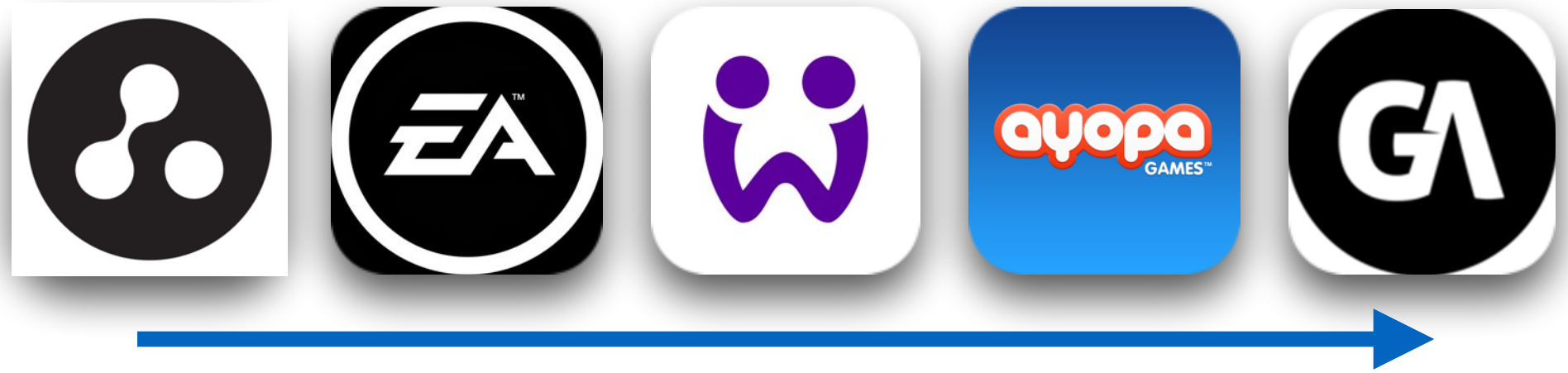
GAME DEVELOPERS CONFERENCE®
MOSCONE CENTER · SAN FRANCISCO, CA
MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015

LIMITED EDITION
BIG MAC®
SpecialSauce
No. 001 OF 200
500ML

Be unique!

How do I get Featured?

My path

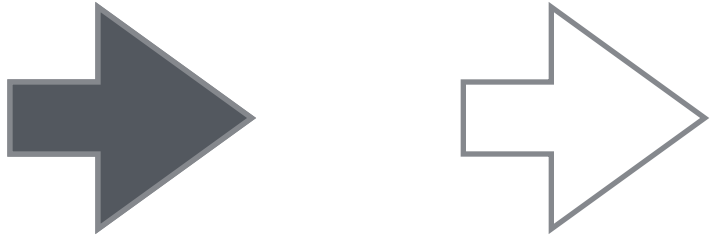


Producer Designer Publisher

How do we get Featured?

In your control

Out of your control

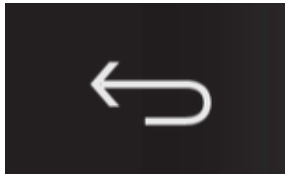


Unique Gameplay

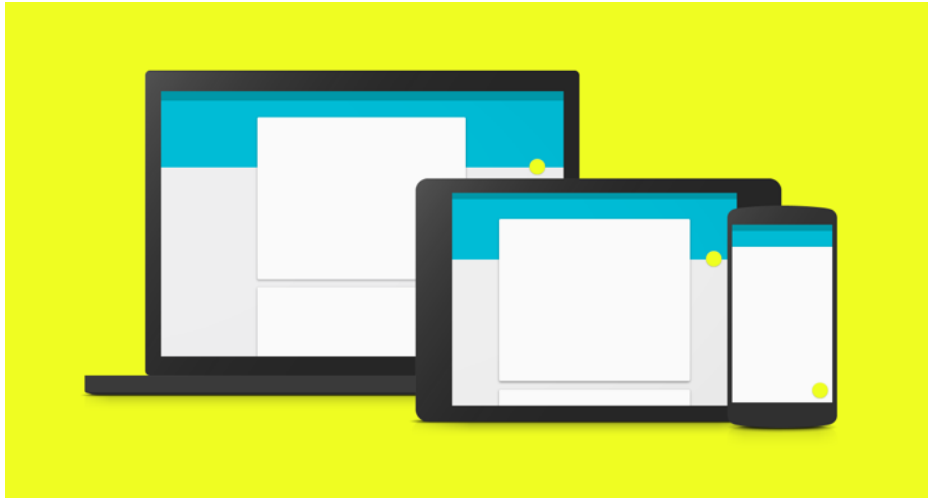
Strong Brand

Stylistic

Latest Features



Material Design



http://www.google.co.uk/design/spec/material-design/introduction.html

Apple Design

https://www.apple.com/ios/whats-new/design/

In your control

Out of your control

Development Submission Curation Feature

Icon

Simple Textures

Captures Idea

Represents Art Style

High Contrast

Single Character

Represents Game

Report | Insights

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

All of the USA

Sum	Compare

Urban Density

Sum	Compare
Urban	
Suburban	
Rural	

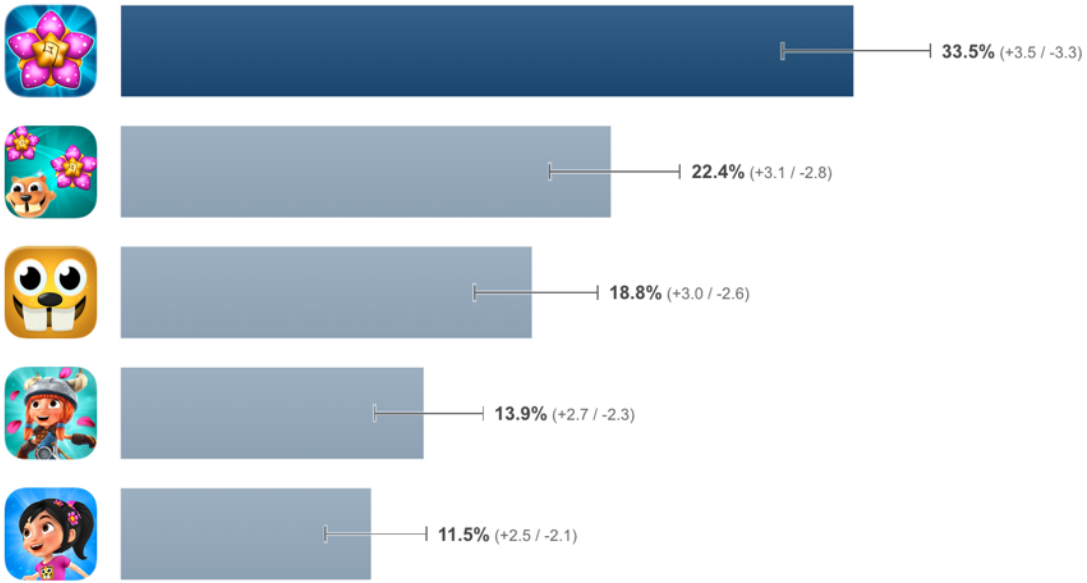
Inferred Income

Sum	Compare

LARGE IMAGE CHOICE

Flowerpop Adventures is a game where you shoot a squirrel from a cannon to pop flowers and score points! Which **icon** is your favourite?

Results for all respondents. Weighted data unavailable for this view. (750 responses)
Winner statistically significant.

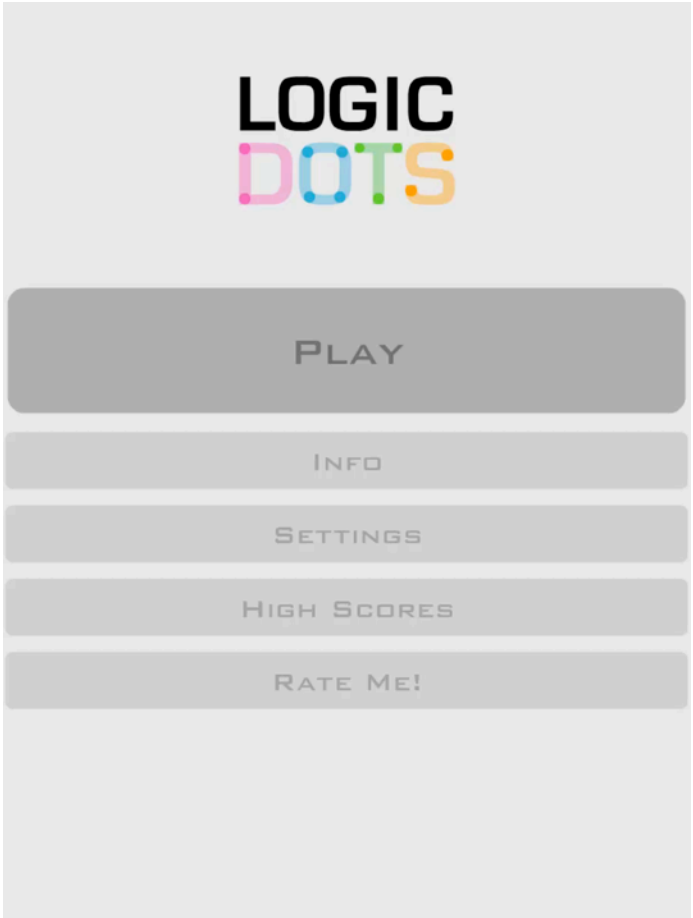


Options

Weighted ON
Percentages ON
Sort by winner ON

Answers

- [x] A
- [x] B
- [x] C
- [x] D
- [x] E



Video

- Unique Gameplay
- Communicate 1 thing
- Voiceovers help complexity
- Outsource if necessary

Promo Artwork

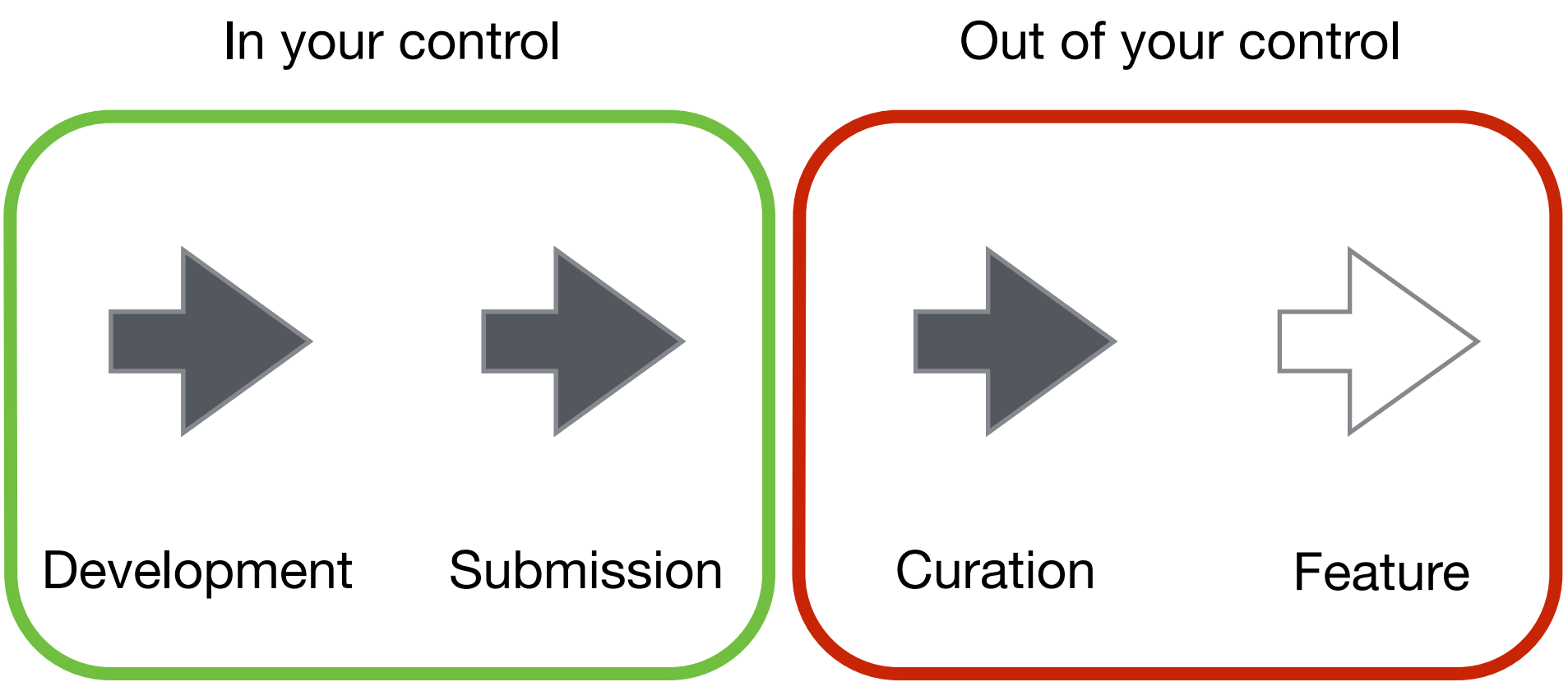
3200px

HEARTHSTONE
HEROES OF WARCRAFT
Deceptively Simple. Insanely Fun.

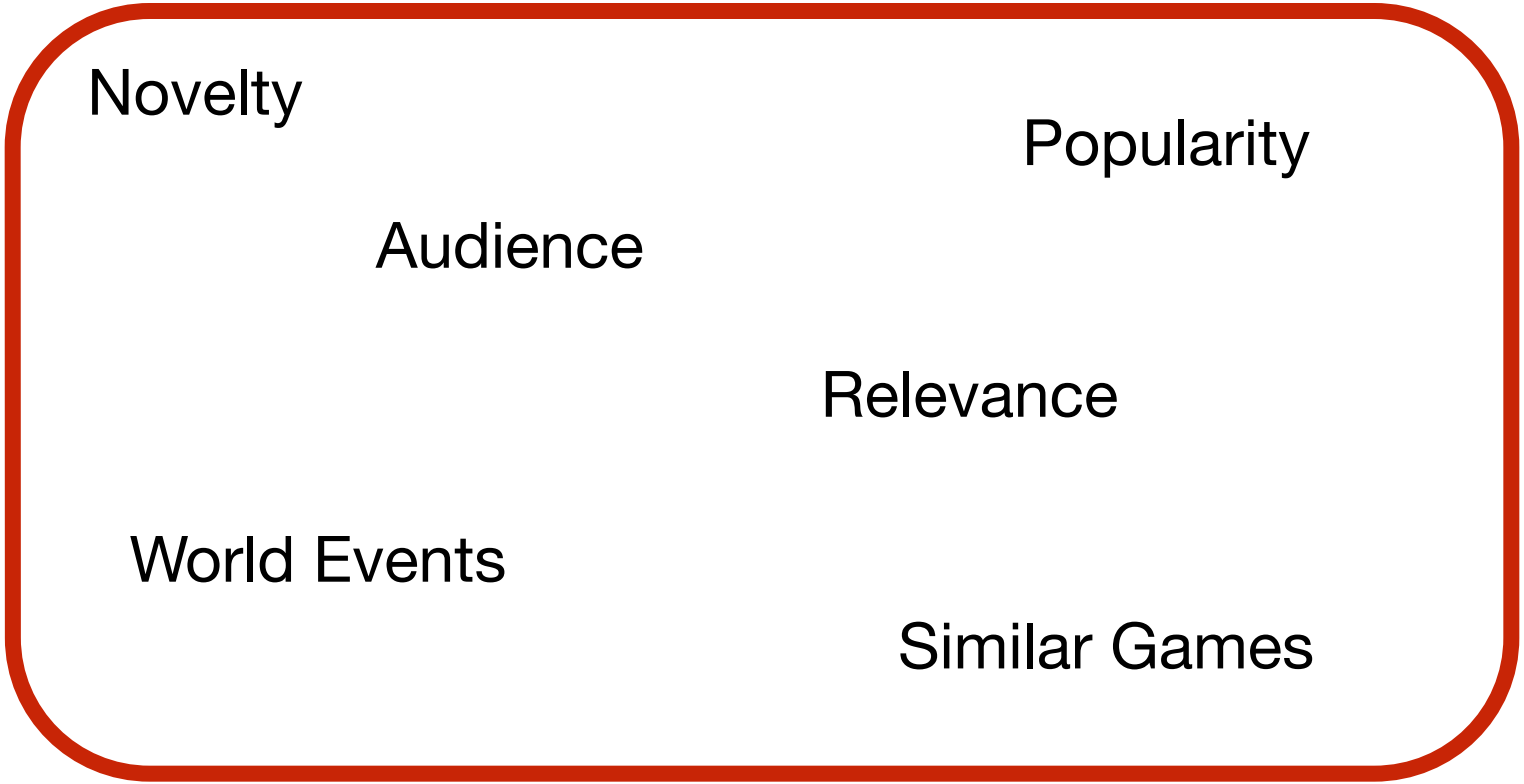
4
5
Leeroy Jenkins
Charge. Battlecry:
Hone Your Skills

The Innkeeper
END TURN
Jaina
Jump Right In

Duel Epic Heroes


In your control
Out of your control
Development
Submission
Curation
Feature

Curation


Novelty
Popularity
Audience
Relevance
World Events
Similar Games

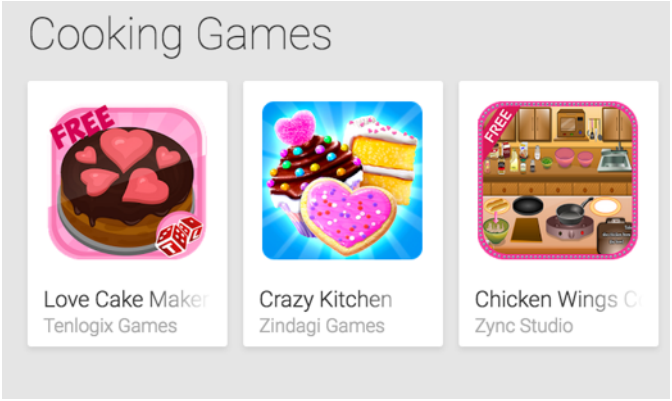
Preparation

- Give the stores time
- Game is bug free
- Have assets prepared
- Be confident of your KPI’s

Localisation

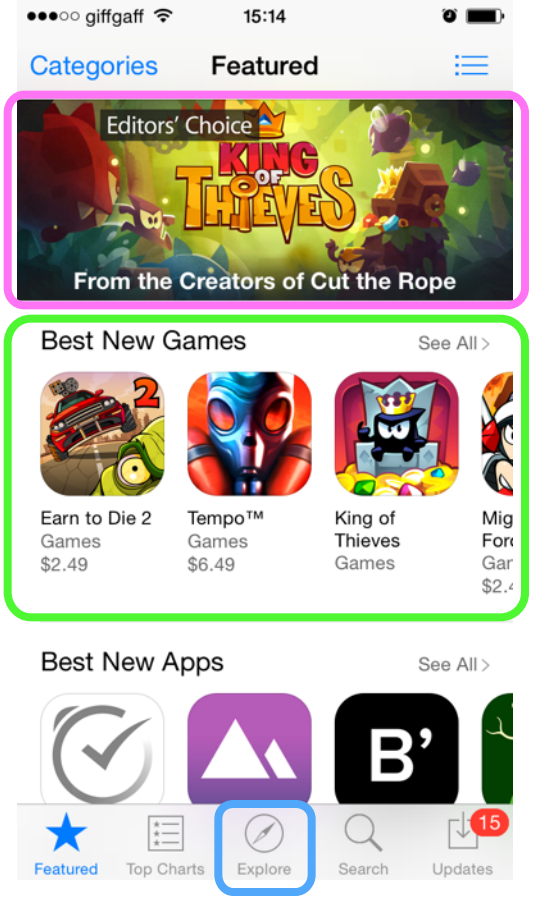
Event Curation

- Holidays
- Themes
- Mechanics
- Audience



In your control

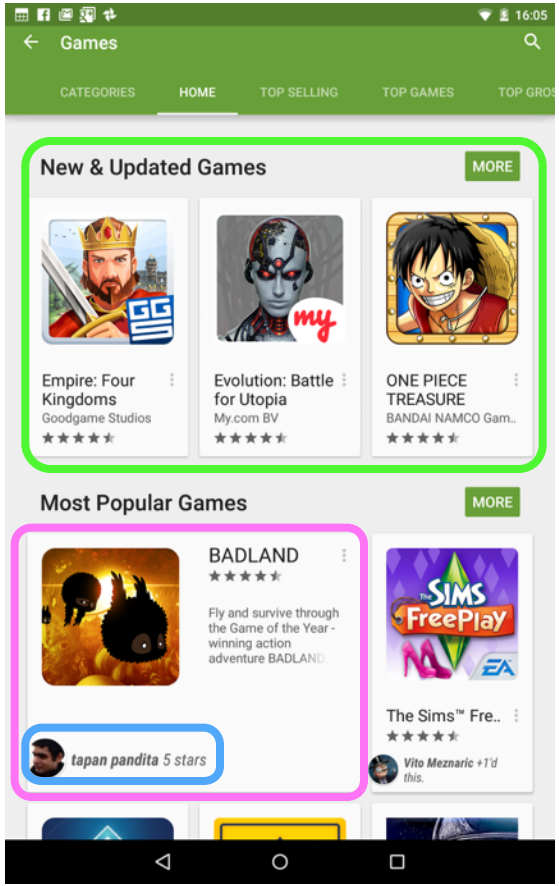
Out of your control



Editors' Choice

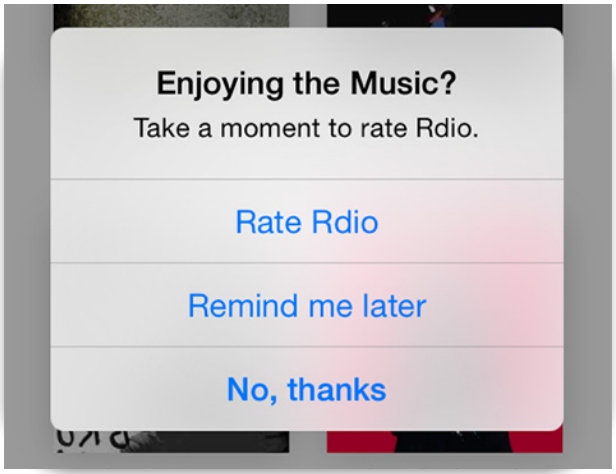
Sections

Personalisation



Reviews

★★★★½ (1,311)



- Important for momentum
- Prompt to review
- Ask for feedback

http://dancounsell.com/articles/prompting-for-app-reviews

Further Reading

http://android-developers.blogspot.co.uk/2014/11/introducing-new-guide-secrets-to-app.html

https://developer.apple.com/videos/wwdc/2014/

Summary

Create a unique “Special Sauce”

Focus on what you can control

Don’t be caught in a rush

Test and track as much as you can

Any questions?

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