

## *The Bootstrapper's Guide to the Mobile Web*

by Deltina Hay

### **Mobile App Asset Prep Worksheet**

You should prepare descriptive text and graphic assets before you add your app to mobile app stores. Preparing optimized text and graphics ahead of time can help keep your app presence consistent across all the app stores, directories, galleries, review sites, and other places you plan to feature your app.

This worksheet can help you prepare your content for your mobile website. Refer to respective sections of the book for clarification of specific questions.

#### **I. Prepare Descriptive Text**

When preparing descriptive text, use your best keywords. App store search algorithms put a lot of emphasis on titles, descriptions, and tags when determining placement.

Prepare the following descriptive text items:

**Main App Title:** This is the title that shows on the user's home screen, and can only be 11 characters long on iOS devices, and 15 characters for Android devices. Try to include keywords, but not at the expense of losing clarity.

11 Character Title:

15 Character Title:

**Descriptive App Title:** Think carefully about your app title. Include your best keywords while keeping clarity. App stores limit your title length to around 30 characters.

**App Description:** Descriptions can be substantially longer than titles, but get cut off on your main app page and in app store listings. Use your best keywords, but make certain you use the first paragraph of your description to gain the user's attention.

**App Categories:** You need to choose categories for your apps in most of the stores. Research the types of apps in a store's categories to make sure you choose the appropriate categories for your apps. List some generalized categories here to use as a guide:

**App Tags:** Some stores allow you to add your own tags to describe your app. Use your best one, two, and three-word key terms as tags. Make certain the tags are also contained within your title and/or description.

## II. Prepare Graphic Assets

Mobile app graphic assets are images and video that you submit along with your app build and descriptive text when adding your app to app stores. Though the types of images are fairly consistent, the size and resolution can fluctuate. Always check with a store's asset guidelines before attempting to upload assets.

Usually, the following types of assets are required:

- App Icon:** This is the small icon that represents your app in the app stores as well as on the home screen of the user. Apple adds a glassy effect to your icon automatically, so do not add that yourself.
- Thumbnail Image:** This is a larger version of your icon that is used on many of your app store pages.
- Screen Shots:** These are actual screen shots of your app that give users an idea of what they can expect to find within your app.
- Promotional Graphic:** This is the graphic that is used to represent your app in the listings of the app stores.
- Featured Graphic:** This is a graphic used by the Android Market for featuring apps on the their feature pages.
- Video:** App videos should be short (from 30 seconds to two minutes) videos that show a glimpse into what a user might experience when using your app.

## III. Specific Requirements

Following are the general requirements of the Apple App Store, the Google Android Market, and the Amazon Appstore to give you an idea of their expectations. Note that these specs may have changed; you should always check the asset requirements of a store before preparing your assets. This table only shows specs for portrait screen shots (px stands for pixels).

Asset Type	Apple App Store (iPhone)	Android Market	Amazon Appstore
App Icon	57 x 57 pixels 24 bit PNG	96 x 96 pixels 32 bit PNG with transparent background	114 x 114 pixels PNG with transparent background
Thumbnail Image	512 x 512 pixels High Quality JPEG or 24 bit PNG	512 x 512 pixels 32 bit PNG or JPEG	512 x 512 pixels PNG with transparent background
Screen Shots	Required: 1 Allowed: 3 From: 320 x 460 pixels To: 640 x 960 pixels	Required: 2 Allowed: 8 From: 320 x 480 pixels To: 480 x 854 pixels 24 bit PNG or JPEG	Required: 3 Allowed: 10 480 x 854 pixels 24 bit PNG or JPEG

<b>Asset Type</b>	<b>Apple App Store (iPhone)</b>	<b>Android Market</b>	<b>Amazon Appstore</b>
Promotional Graphic	N/A	180 x 120 pixels 24 bit PNG or JPEG	290 x 140 pixels (landscape only) or 512 x 512 pixels PNG, JPEG, or GIF
Featured Graphic	N/A	1024 x 500 pixels 24 bit PNG or JPEG with no transparency	N/A
Video	N/A	Link to YouTube video	Up to 5 uploaded videos. At least 720 px wide, 30 megabytes (maximum), 1,200 kbps or higher, MPEG-2, WMV, Quicktime, FLV, AVI, H.264 MPEG-4

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