

# Lecture 17: App Icon Strategies

Experts always say you only get one shot to make a great first impression. Your icon is the first thing that will draw users' attention to your app – screw this chance up and it'll be a much harder uphill battle. Most successful app developers have this in common: use simple graphics, incorporate bright colors one or two colors at the most, and use unique shapes. Apple uses Icon (required): 2048 x 2048 pixels and 57 x 57 pixels for mobile devices. Ipad is 2048 pixels wide x 1536 pixels tall. Google Play store 512 x 512 pixels and mobile devices 48 x 48 pixels. Google now allows you to A/B split test your app icons and screenshots in real time.

It's super important to always split test everything especially your app icon. I know of one situation where they changed just their app icon and experienced over a 200 percent increase in downloads overnight! You just never really know what's going to be a hit with your targeted users. That's why I want you to have several app icons created and then split tested to see which app icon is going to deliver you the most downloads and reign supreme.

## **Tips For Both Apple and Android:**

- Try to make it stand out such as 3D border or character that blocks some part of the border.
- Apple rounds the borders automatically! Therefore you don't have to round the edges.
- Think of something simple that sums up your app.
- Use colors that make it pop out go with one or two colors at the most.
- Always Make it consistent with your app design.
- Don't forget about details – users will see a small icon, but it also has to look great when scaled as well.
- Keep trends in mind – you don't have to follow them rigidly, but they are trends

for a reason.

- Always Remember it's not just for an app store – It will also be displayed on your users' phones or tablets. Try and give them something they will love to see on there.
- Never use words – they won't be visible on a tiny icon. Avoid Text
- Never use a photo. Try an illustration instead
- Be Creative yet Simple
- Test Your App Icon On Different Wallpapers To See How It Stands Out To Simulate How It Will Look Like Against Different Wallpapers One Might Have
- Test your app icon on a solid background color first and not a gradient.
- Split Test Your App Icons

Okay, I'll see you in the next lecture.