

Project-1 Report:

Internet Design Zone

Summer Internship | May-June 2018

Nandini Bhosale
176450004
Communication Design '19
IDC, IIT Bombay

ACKNOWLEDGEMENT

Thank you IDC for giving me the opportunity to intern and learn in a professional environment.

I am very thankful to the director, Mr. Aditya Mohatta and all the members at IDZ Digital Pvt. Ltd to give me the opportunity and freedom to explore and learn. I would specially thank Ms. Prachi Karnik, Nikita, Mitalee and Abhijeet for imparting their valuable guidance and feedback throughout my time there.

IDZ DIGITAL PRIVATE LIMITED

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Date: June 26, 2018

To:

Ms. Nandini Bhosale
C/12, Taruvel,
Tarun Bharat, Chakala,
Andheri East,
Mumbai – 400099.

Internship Letter

This is to certify that Ms. Nandini Bhosale has completed Digital Marketing internship at our company from May 17, 2018 to June 22, 2018.

We wish her all the best for the future.

For IDZ DIGITAL PRIVATE LIMITED


Director

ABSTRACT

The app Icons and it's Screenshots displayed in the already overcrowded online application stores are extremely crucial. In split seconds they create impactful impressions and can directly affect the purchase rate of the app.

Under Digital Marketing space, the main area of work for me was designing Icons and Screenshots appearing in the App store and Playstore for those apps created by the company. This included studying the various existing game icons and screenshots in these online stores and generating the essential ideas for the same for the given games.

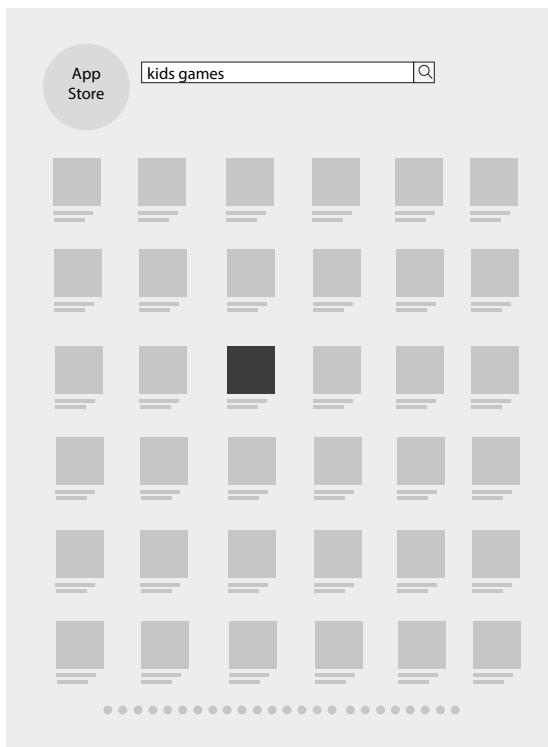
Also some areas of Content Development for ASO (App Store Optimization) and Creative Writing were covered.

ABOUT THE COMPANY

IDZ Digital Pvt. Ltd designs and develops apps for the online Application Stores for iOS and Android. While most of these are educational games, aimed for the pre-Kindergarten, Kindergarten and School levels, there exist other variety too. Founded in 2004, the company's apps have received several awards, Google play-most innovative app 2017, Mom's Choice Gold award, etc being some of them.

I got a chance to work with their Digital Marketing team which consisted of Content Developers, App store optimizers and Designers.

Game Icon Design



Game icon design is an exception to the usual icon design.

Usually most of the app icon designs aim at minimalistic depiction of the overall app concept. But in case of Gaming icons this is exactly opposite. Few of the many selling factors for games are their rich graphics, interesting characters, addictive interactions and catchy animations. The more the icon tells about its interesting features, the higher the

What kids think about the icon is extremely important. .

Even though finally it is the parents who install the app, as per the company's previous research, majority of the times it is the children who point out to the particular game that they want (merely by looking at the graphics and characters). In a few cases, children themselves learn to choose and install the app.

Company's strategy.

Developing new apps and rectifying the uploaded ones goes on simultaneously here. Daily analysis over the number of downloads and conversion rates for all apps is done. The number of competing apps from other developers increases day by day.

In such a scenario, there were a few apps that were not getting substantial downloads. There could be 2 reasons:

1. Poor visibility of the app (appearing later in search results)
2. App icon and screenshots fail to capture customer's interest.

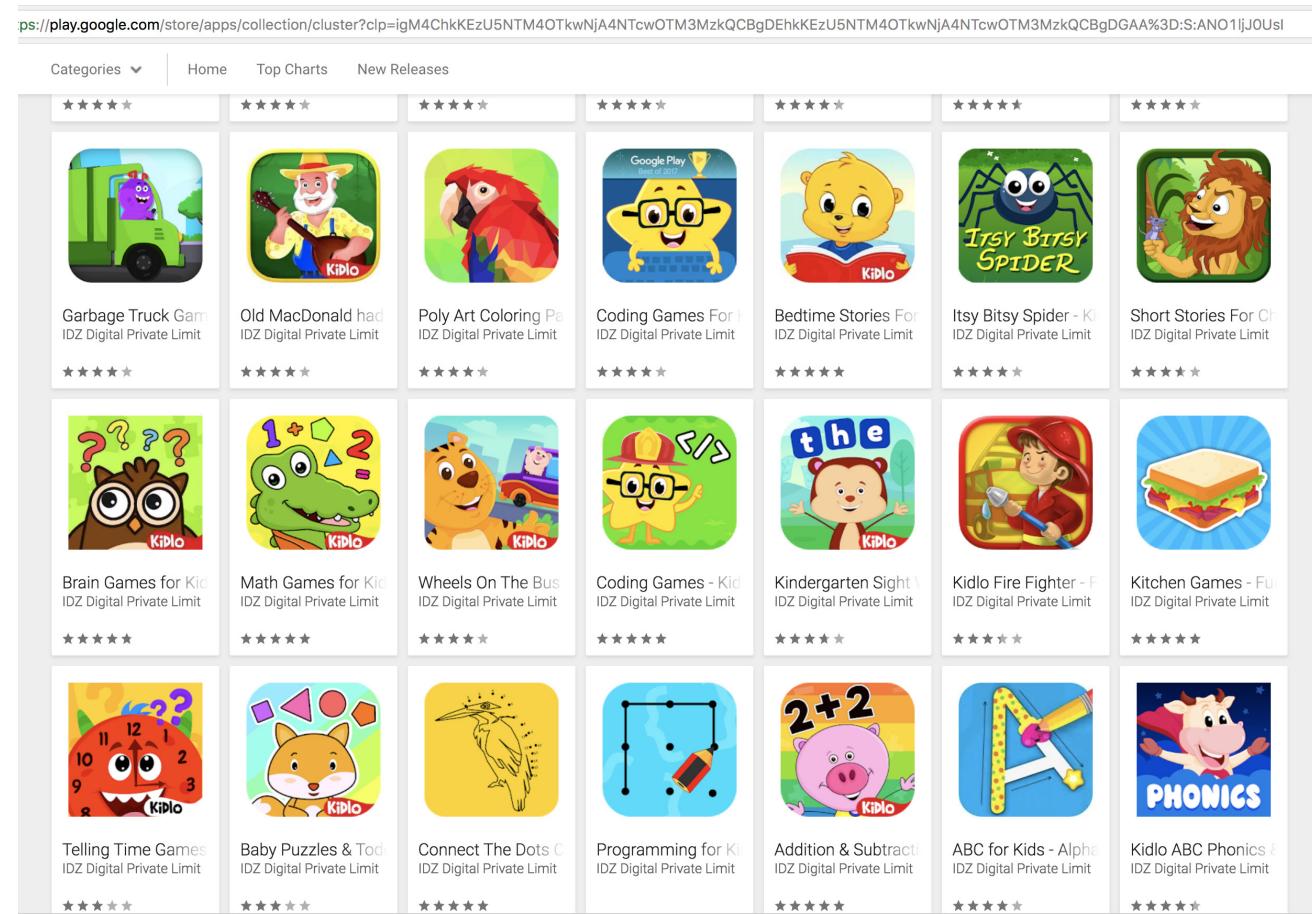
Hence, now the company was interested in experimenting with the Icon and Screenshot designs and analyse their effects on the number of downloads.

My Role.

As a part of the App store experiments, I was supposed to

1. Study icons and screenshots of all the top rated gaming apps in children's category.
2. Make a list of good features in them that must have led to increased downloads.
3. Sketch out ideas to design or improvise company's app icons and screenshots.

Company's current Icons



Observations:

Majority of them just have:

1. One character looking out from the screen
2. A little smile on the character's face

Icons of top games

Show the same concept in innovative ways



Chef Kids - Cook Yummy Food

TabTale Simulation Pretend Play

★★★★★ 35,763

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

Add to Wishlist

Install



Babysitter First Day Mania - Baby Care Crazy Time

TabTale Role Playing Pretend Play

★★★★★ 6,600

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

Install



Jungle Doctor X Adventure

TabTale Casual Pretend Play

★★★★★ 8

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

Add to Wishlist

Install

Characters seem to interact out of the screen



Baby Phone Game for Kids Free - Cute Animals

App Family Kids - Games for boys and girls
Educational Pretend Play

★★★★
11,314

3+

Contains Ads

ⓘ This app is compatible with all of your devices.



Preschool basic skills, numbers & shapes

EducaGames. The best educational apps for kids
Educational Education

★★★★★
12,321

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.



Little Kids Hospital Emergency Doctor - free app

Cool Kids Games Club Educational Pretend Play

★★★★★ 548

3+

Contains Ads

ⓘ This app is compatible with all of your devices.

Install

Character deeply involved in the game



Super Why! Phonics Fair

PBS KIDS Educational Education

★★★★

3+

This app is compatible with all of your devices.

Add to Wishlist

₹ 260.0



Baby Panda's Supermarket-Halloween Party Shopping

BabyBus Kids Games Educational Pretend Play

★★★★★ 90,425

3+

Contains Ads

This app is compatible with all of your devices.



Little Panda Restaurant

BabyBus Kids Games Educational Pretend Play

Editors' Cho

★★★★★ 54,679

3+

Contains Ads

This app is compatible with all of your devices.

Add to Wishlist

Install



Panda Chef, Chinese Recipes-Cooking Game for Kids

BabyBus Kids Games Educational Pretend Play

Editors' Cho

★★★★★ 51,904

3+

Contains Ads

This app is compatible with all of your devices.

Add to Wishlist

Different angles and focus on one object



Cooking Fever

Nordcurrent Arcade

★

3+

Contains Ads · Offers in-app purchases

This app is compatible with all of your devices.

Add to Wis



Guns of Glory

DIANDIAN INTERACTIVE HOLDING Strategy

7+

Offers in-app purchases

This app is compatible with all of your devices.

Ac



West Gunfighter

Candy Mobile Action

★★

16+

Contains Ads · Offers in-app purchases

This app is compatible with all of your devices.

Add to Wishlist

Show emotions



My Teacher - Classroom Play

TabTale Role Playing Pretend Play

★★★★★

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

Add to Wishlist



Tattoo Removal Plastic Surgery

Happy Baby Games - Free Preschool Educational Apps ★★★★★ 2,6⁺
Simulation

7+

Contains Ads

ⓘ This app is compatible with all of your devices.

Add to Wishlist Insta



Science Girl - Lab Super Star

TabTale Casual Pretend Play

★★★★★

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

Add to Wishlist



Babysitter Craziness: Kids Fun

TabTale Casual Pretend Play

★★★★★

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

Add to Wishlist

Strong, welcoming body language



Disney Channel : Top

Geographic Apps Entertainment

3+

Contains Ads

ⓘ This app is compatible with all of your devices

Ad



Appisodes: Hide the Hideo

Disney Casual Music & Video

3+

Contains Ads

ⓘ This app is compatible with all of your devices.

Add to Wishlist



Inside Out Thought Bubbles

Disney Puzzle Brain Games

★★★★★ 6

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

Add to Wishlist



Kids Play Club

TabTale Casual Pretend Play

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices

Add to Wishlist

Supercell- One of the biggest game companies has only 4 games and each one's icon just has face and powerful expressions



Hay Day
Supercell



Clash Royale
Supercell



Boom Beach
Supercell



Clash of Clans
Supercell

IDZ Digital's apps that did well showed unique features of expressions and body language



Kidlo Fire Fighter - Free
Game For Kids

IDZ Digital Private Limited Casual Action & Adventure

3+

Contains Ads

ⓘ This app is compatible with all of your devices



Tarot Card Reading -
Daily Horoscope

IDZ Digital Private Limited Entertainment

3+

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices



Nursery Rhymes, Kids Songs

IDZ Digital Private Limited

IDZ app icons



Bedtime Stories For Children - Story Books To Read

IDZ Digital Private Limited Education Education

★★★★★

3+

Offers in-app purchases

ⓘ This app is compatible with all of your devices.



Math Games for Kids – Count Numbers, Add, Subtract

IDZ Digital Private Limited Educational Education

★★★★★ 2

3+

Offers in-app purchases

Popular app's icons in same genre



Fairy Tales ~ Children's Books, Stories and Games

AmayaKids Educational Education

★★★★★ 18,797

3+

Offers in-app purchases

ⓘ This app is compatible with all of your devices.



Kids Brain Trainer (Preschool)

forqan smart tech Educational Education

★★★★★ 5,682

3+

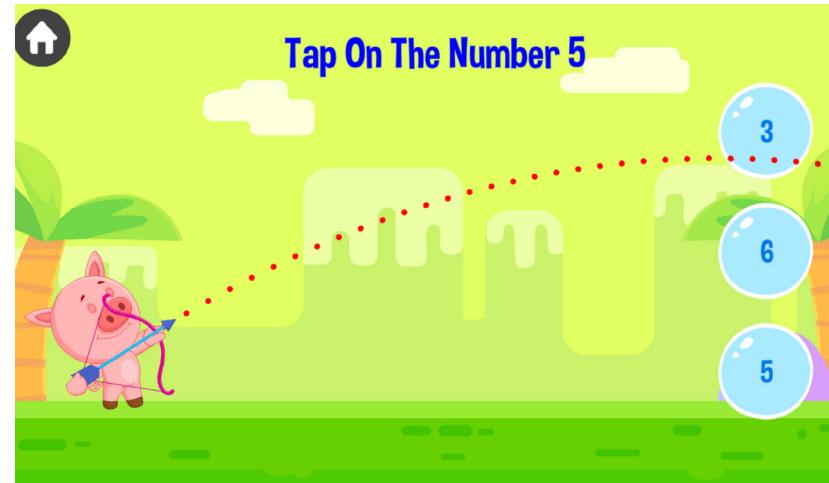
Contains Ads

ⓘ This app is compatible with all of your devices.

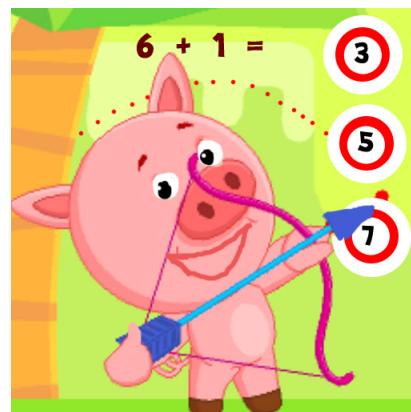
Add to Wishlist

Install

Math Games- Game Screen



Possible Icon- 1



Possible Icon- 2

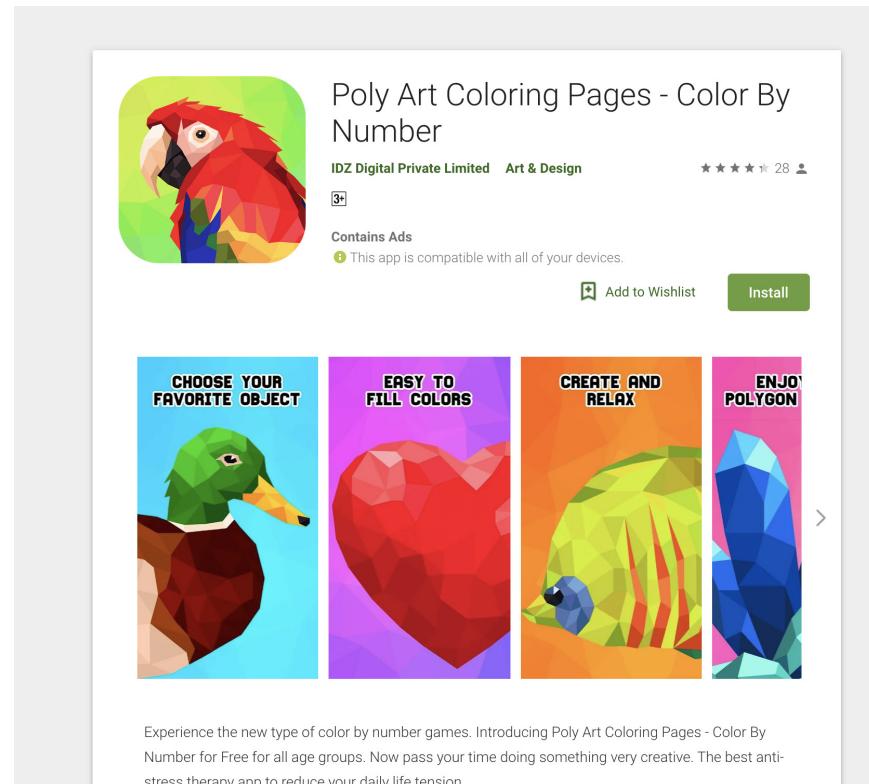


Game Screenshots Redesign

Must convey all the features of the app precisely and effectively.

Consumers do not spend more than a few seconds to make a decision whether to buy an app or not. Hence it is the duty of the screenshots to efficiently give out the most important information within a short space. It should effectively bring out the mood of the app, its benefits and encourage the consumers to hit the install button.

Existing Screenshots for Ploygon Art App



Redesigned screenshots



Conclusion.

Fitting an app's information into such a small space as well as persuading the consumer to buy the product is a great exercise for learning space-efficient design. I have learnt paying attention to minute details and how small changes in expressions, body language or colours can drastically affect the impact of the design and resulting purchase of the products.

