



Playbook: App Store Optimization

Improve your mobile game's app store creative to boost downloads.

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Q: Which game icon makes you MOST want to download and play a mobile RPG game? Explain what catches your eye.

Ranked poll with images

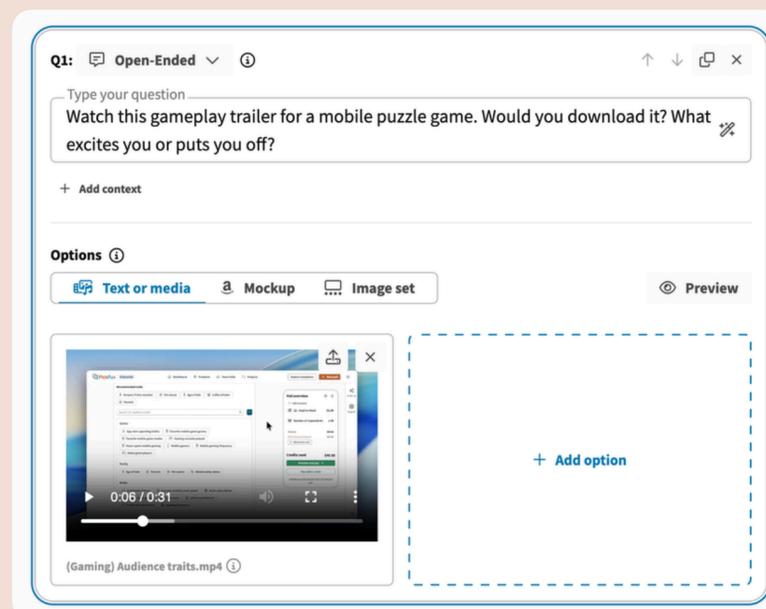


Step 1: Icon design comparison

Your app icon is often the first impression people have of your game. Choose the version that stands out.

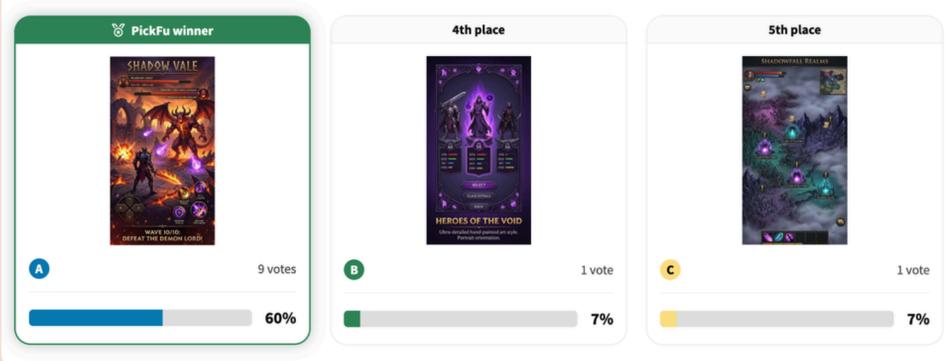
Step 2: Preview video validation

Test your game's preview video to see which elements excite – or turn off – potential players.



Q: Which image would make you MOST likely to download and play a mobile RPG game? Tell us what about the image makes you want to play.

Ranked poll with images



Step 3: Screenshot order test

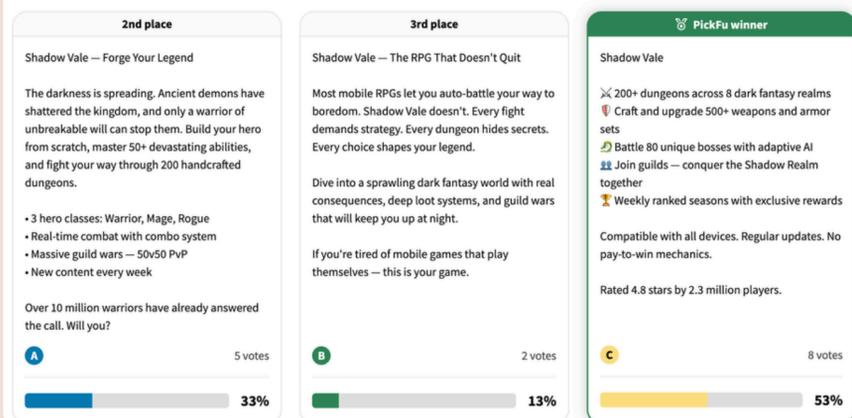
Screenshots are your game's visual sales pitch. Find the optimal order for maximizing installs.

Step 4: App description test

Test different copy angles (feature-led, emotion-led, etc.) to learn which converts better.

Q: Which app description would make you MOST likely to download this mobile RPG game? What about the description appeals to you?

Ranked poll with text options





Playbook: Game Concept Validation

Test your art direction, mechanics, and more before committing dev resources.

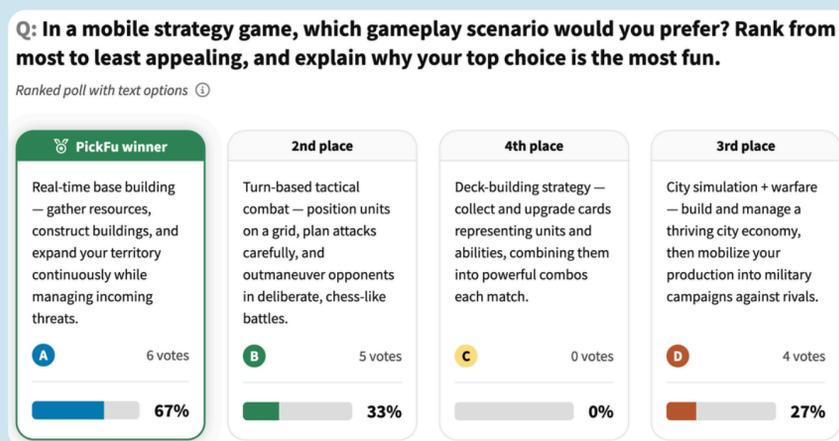
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| <p>Quick wins keep players hooked</p> <p>Players return for frequent mini-accomplishments (missions, tokens, progress). Add short goals, clear rewards, and satisfying completion moments every session.</p> | <p>Cozy strategy beats stress</p> <p>Many want relaxing, repetitive, puzzle-like play (bedtime/zone-out) that's still challenging. Offer a "casual/cozy" mode with lower pressure and steady pacing.</p> | <p>Customization + base building matters</p> <p>Creative control (character/base/empire layout) is a key draw. Expand cosmetic + functional customization and showcase player creations to drive attachment.</p> |
| <p>Progress while away drives returns</p> <p>People like coming back to see what advanced over time. Improve idle/offline progression with clear "while you were gone" summaries and smart catch-up boosts.</p> | <p>Real strategy—not automation</p> <p>Some strongly value meaningful decisions over automated gameplay. Add optional manual controls, deeper tactical choices, and reduce forced auto-play in core modes.</p> | <p>Competition & teamwork motivate</p> <p>Leaderboards/challenges and not letting teammates down keep players engaged. Run recurring events with guild goals, co-op tasks, and fair competitive brackets.</p> |

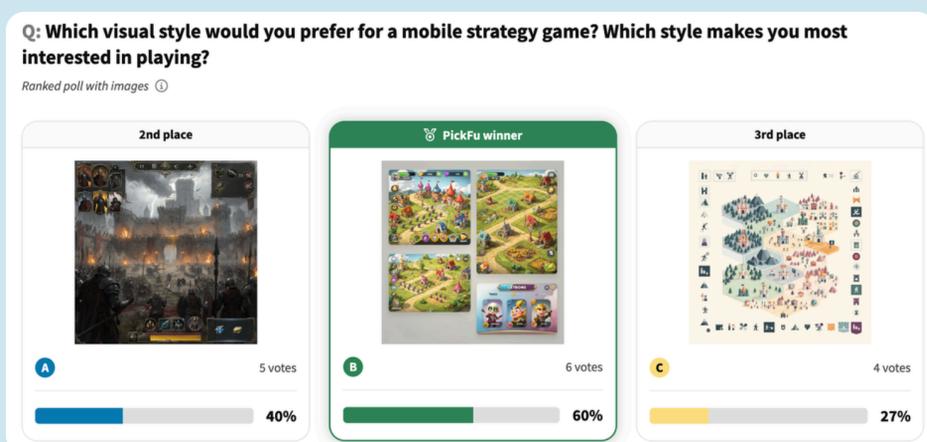
Step 1: Competitive research

Learn what players already love, hate, and wish existed in your genre to uncover opportunities.



Step 2: Mechanics validation

Validate which core mechanic combinations resonate before you commit engineering resources.



Step 3: Visual style exploration

Identify which visual direction appeals to your target audience before you brief your art team.

Step 4: Feature preference ranking

This test prioritizes your feature backlog using real player preferences rather than internal assumptions.

