

Game App Design Studio

Digital Connectors - November 2013

The Problem

Choose your favorite game (video/board game, etc) and design a page that would market their new app.

Instructions

Fill out the 8-up template with sketches for your ideas. Example of what we are looking for is included.

Items to include

- Name
- Description
- Price
- Screenshots
- Ratings/Reviews
- Anything else you think is important

Note: think about what things are most important, the easiest ways to present that information and types of treatments to differentiate information

Usability Dos & Donts

- DO sell me on what this app offers
- DO make information easily scannable (because people don't read)
- DO give me the facts so I can make a decision fast
- DON'T make it difficult to give you my money