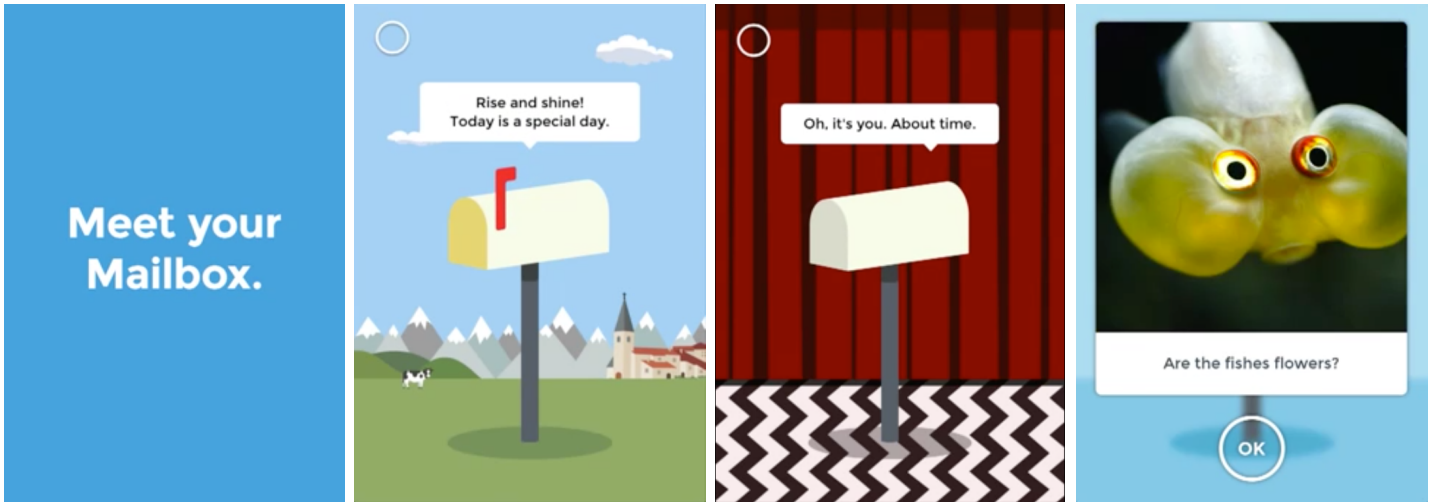


Tricky Eyes

Brand voice (Copy-editing)



Watch the full promo video on [YouTube](#).

App Store description (Copy-editing)

App

A simple app where you receive surprise letters filled with tiny wisdom, meaningful quotes, and inspirational art every day. The only catch? You don't know when the next letter will come. The Mailbox will keep you company while you wait. Just don't upset him!

Features:

- Letters contain daily wisdom, motivational quotes, inspirational images and works of art
- Letters arrive every day
- Letters come unpredictably, at different times
- The Mailbox has a unique personality
- Can buy and set different themes within the app

Our Story

The idea for Tricky Letters was born from a brainstorming session to answer the question “What common things around us can be turned into a game?” We came up with several hypotheses: people love to wait for letters, people love surprises, and people love games that don’t take up a lot of time. A simple prototype that 15 of our friends played with for a week confirmed these points. So we started production. It took us 1.5 months to create the release version of Tricky Letters.

Our app design uses flat design aesthetics. Actually, flat 3D — our own take on this design movement. We did all the work ourselves: design, modeling, animations, graphics, development, sound design, and copy-writing. The Mailbox acquired a personality during the production period and became the fourth member of our team. We consider him a self-contained, super-intelligent creature who has existed since the creation of the universe and even longer. He has hundreds of phrases to entertain people with while they wait for letters.

Case study (Copy-editing)

How we created an app that gives emotions

A case–study of how we developed Tricky Letters using Lean UX and Lean Startup approach

We are Tricky Eyes, a small design studio based in Moscow. We have recently created and launched [Tricky Letters](#), an iPhone app that delivers daily inspiration to users in the form of visual letters. They arrive at unpredictable times via an engaging Mailbox character — the heart and soul of our app.

Read the full case study on [Medium](#) – it’s full of interesting UX insights!