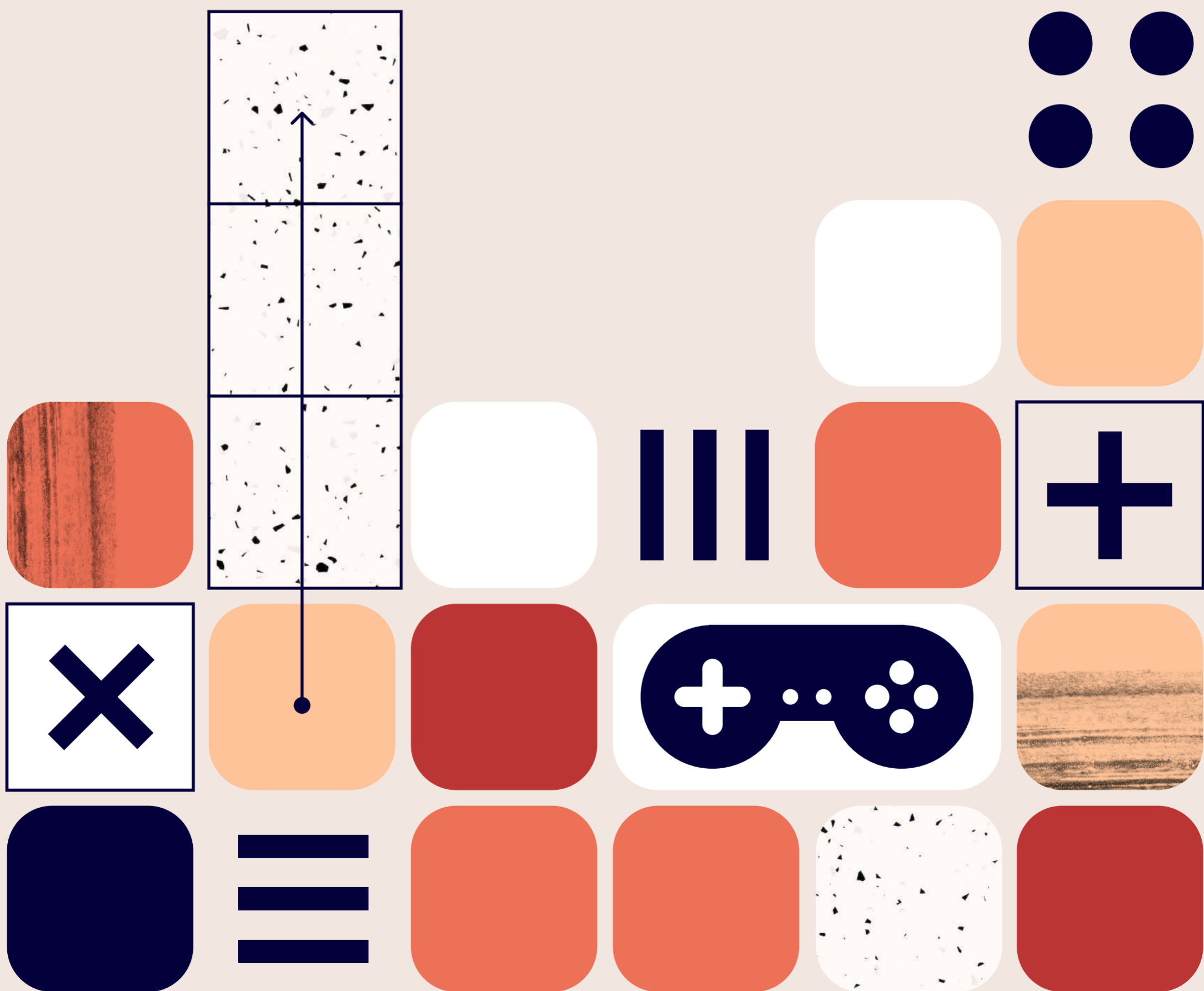


Mobile Gaming Design Trends & Tips



Index

01 Introduction

02 App Store Icons

Icon design trends by game subcategories

03 App Store Screenshots

Screenshot design trends by game subcategories

04 Conclusion

01 | Introduction

Mobile games keep the crown of the biggest app segment in the world with a strong growth potential in the coming years. **Statista** expects the mobile games revenue to reach US \$164.1 bn this year. By 2027, the segment revenue will reach a market volume of US \$241.4 bn, marking an annual growth rate of 8.03%.

The figures prove that mobile games will prompt publishers to explore the segment in more detail. Ultimately, this will result in a larger number of companies entering the market and an even higher level of competition.

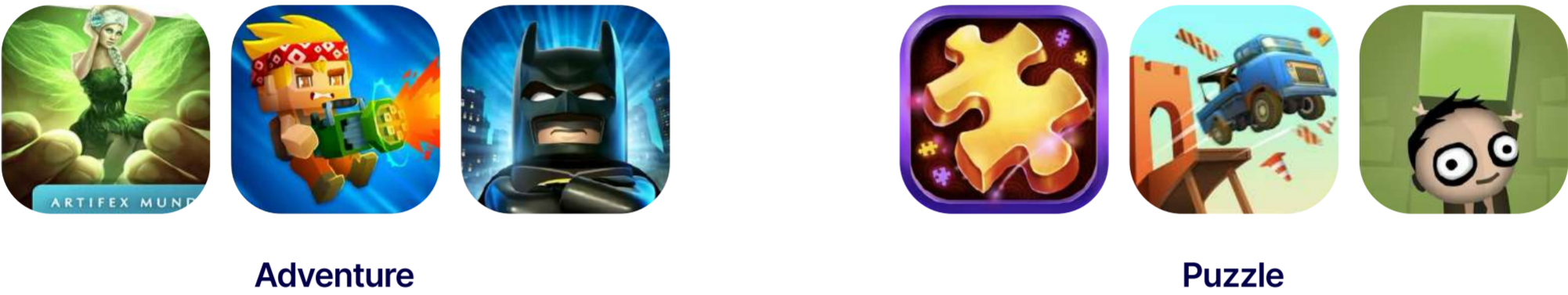
Since the fight over users in the app stores is going to be fierce, it's imperative that publishers adopt a data-driven App Store Optimization approach. To help you make decisions based on facts, not guesswork, we prepared **Mobile Gaming Design Trends & Tips**. From this piece, you'll find out:

- ✔ Best app store icons trends
- ✔ Sought-after app store screenshots trends
- ✔ Trends for each gaming subcategory: Adventure, Board, Casual, etc.

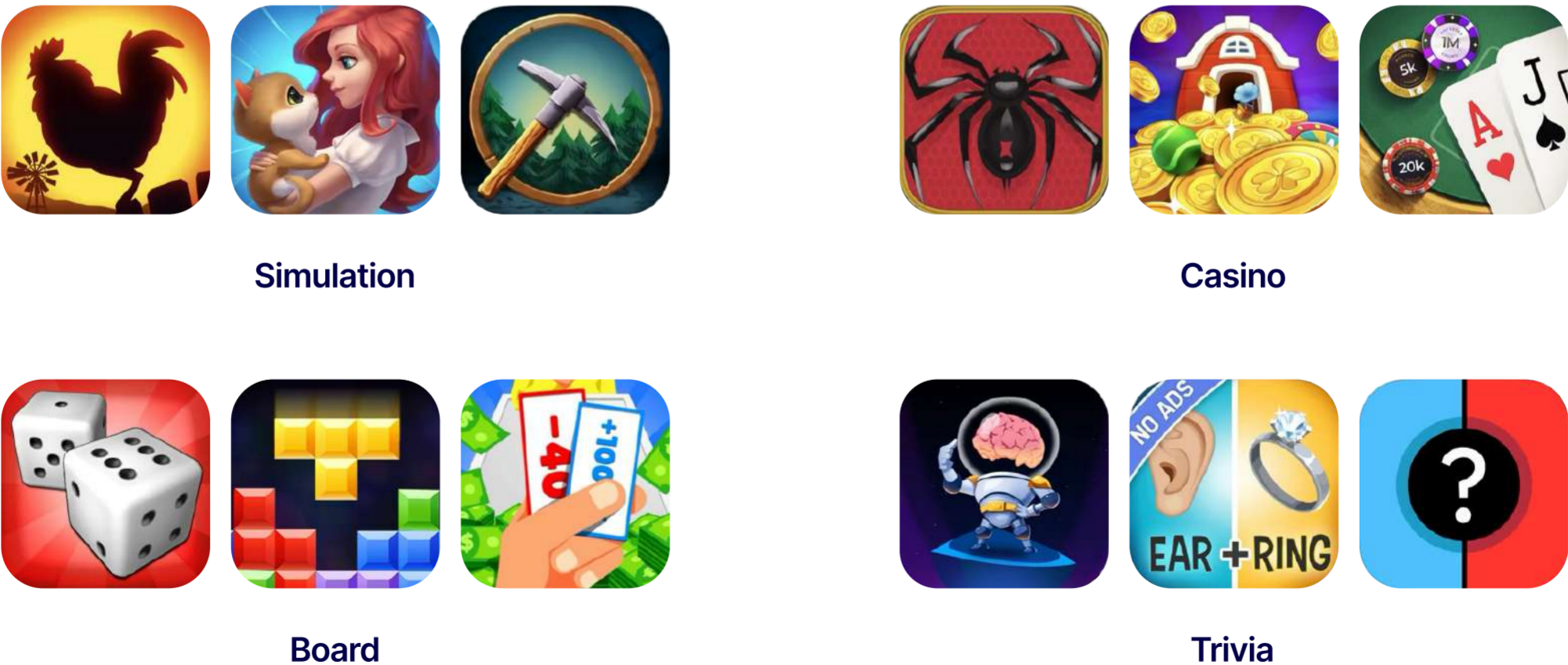
The report is based on **more than 100 A/B tests**, taking into account best-performing combinations carried out by **SplitMetrics Agency**, a dedicated team of mobile growth experts, via **SplitMetrics Optimize**, an advanced mobile optimization platform for data-driven decision making, validation of ideas, concepts, and features via transparent A/B tests on the product, search and category pages.

02 | App Store Icons

The choice of colors for the icon in each category is determined by the prevailing color of the application itself. However, it can be noted that for entertainment, photo & video and design categories bright and attractive colors are typical, and **for social — blue shades** in particular, which associated with communication and chatting.



To take into consideration game icons, mostly all of them **have the same visual pattern — they don't use names or long text**. According to our data, the icon that displays the main app's functionality can increase the conversion rate in Search since it helps users associate the app with something they are looking for.



Icon design trends by game subcategories

GAME SUBCATEGORY	COLORS	SIZE OF APP NAME (S, M, L)	PEOPLE (P) OR CHARACTERS (C)	ILLUSTRATION (IL) OR PHOTO (PH)
ADVENTURES		—	C or neither	IL mostly game elements
BOARD		—	C or neither	IL mostly game elements
CARD		M or neither	—	IL
CASINO		M or neither	—	IL
CASUAL		—	—	IL
PUZZLE		—	C or neither	IL mostly game elements

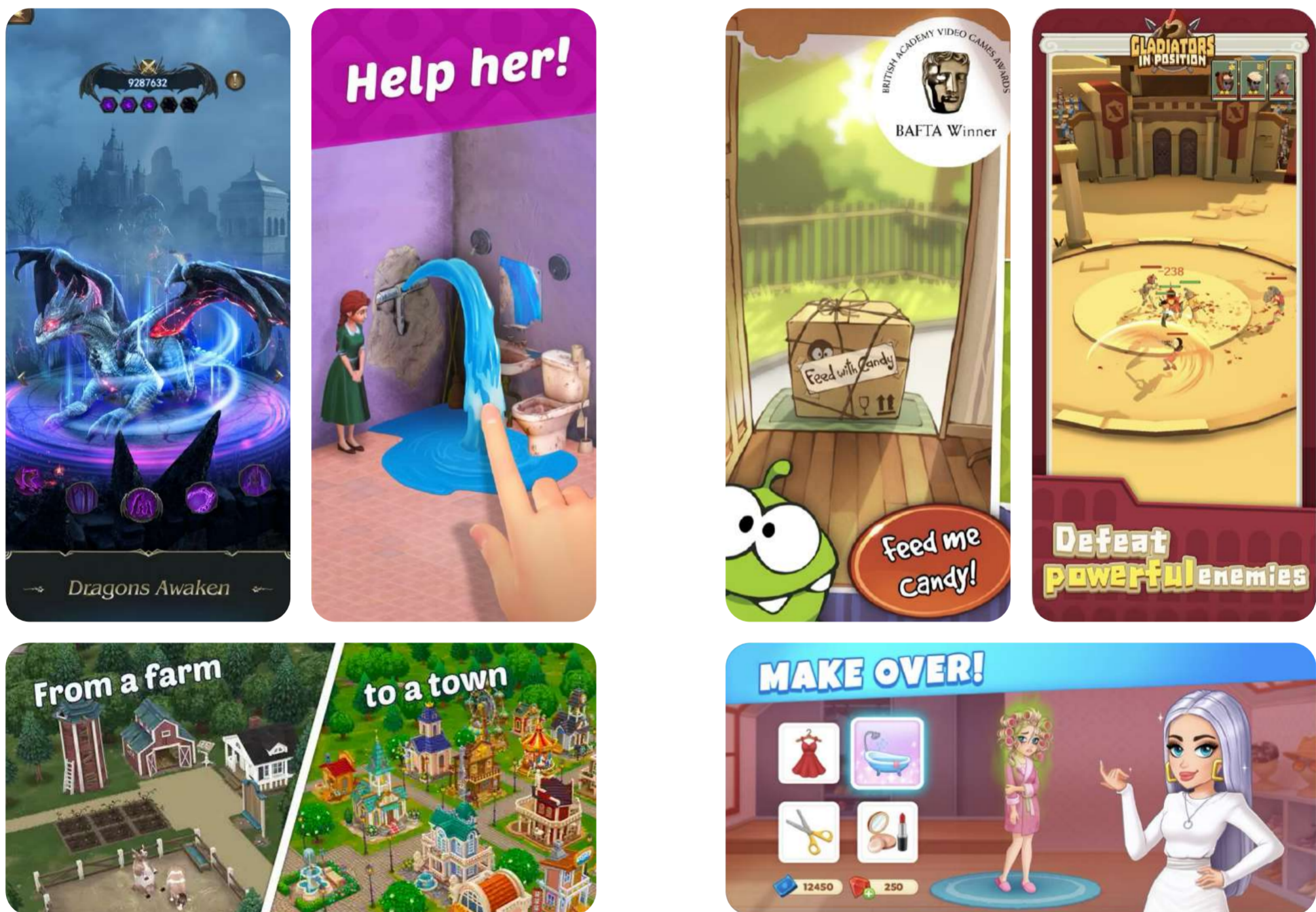
GAME SUBCATEGORY	COLORS	SIZE OF APP NAME (S, M, L)	PEOPLE (P) OR CHARACTERS (C)	ILLUSTRATION (IL) OR PHOTO (PH)
ROLE-PLAYING		—	C	—
SIMULATION		—	C or neither	IL or neither
SPORTS		M more often L less often	—	IL
STRATEGY		—	C	—
TRIVIA		—	C or neither	IL characters of the game

As we see, on icons game publishers prefer to use characters or just game elements. Mostly, they don't use app name or other text, just attractive and colorful elements and illustrations.

If there is a text on icon, it usually displays a famous brand, game mechanics or a sticker (“NEW”, “2022”).

03 | App Store Screenshots

Game publishers try to show all stages of the game and mostly **use direct screenshots of game process**. But it is important to consider the titles, elements and build more comprehensive and engaging screenshots.



Simulation

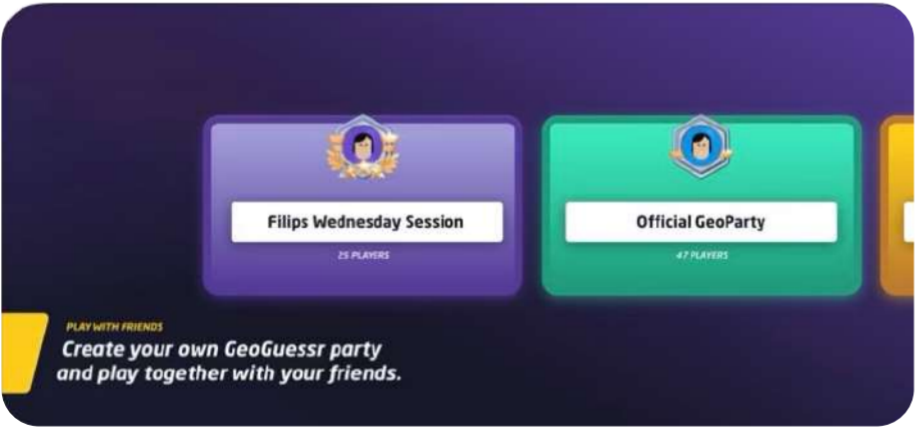
Casual

The main pattern we see on screenshots is the **usage of app interface**. We also see the **usage of comparison** — where situation “before/after” displayed, user participation or improvement of conditions are needed. Also among screenshots we see **captions or texts with an appeal to help the character** — this technique engages users in the game.



Role-Playing

Strategy



Trivia

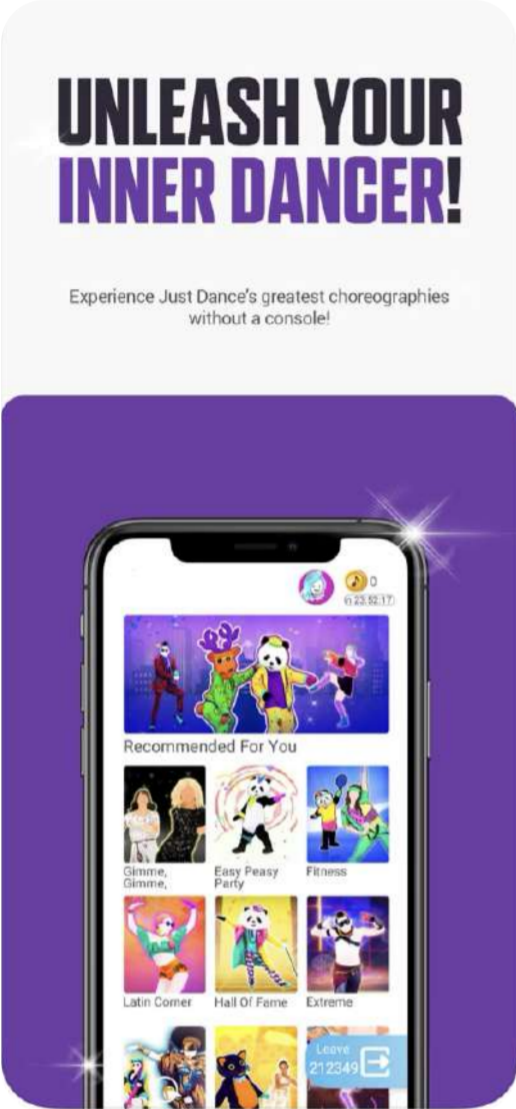
Adventure

If we speak about colors — palette is so wide that even a shadow matters. Let's take a look at other screenshot patterns.

Screenshot design trends by game subcategories

GAME SUBCATEGORY	COLORS	CAPTION SIZE (S, M, L)	PEOPLE (P) OR CHARACTERS (C)	GADGET	APP INTERFACE	ILLUSTRATION (IL) OR PHOTO (PH)
ACTION		—	C	—	+	IL
ADVENTURES		M more often S less often	C or neither	—	+	IL
BOARD		M	C	—	+	IL
CARD		M	—	—	+	IL
CASINO		—	C or neither	—	+	IL
CASUAL		S more often M less often	C or neither	—	+	IL or neither

Below you can see what we mean by the difference between sizes of captions.



Caption L



Caption M



Caption S



Caption L



Caption M



Caption S

04 | Conclusion

We have analyzed more than 100 A/B testing experiments with top-performing combinations to deliver visual patterns which SplitMetrics Agency experts also use in their work. As we see, many game publishers follow popular color palette and don't use gadget images at all. Apart from that, in case with icons, we see the trend of adding some specific details and elements during holidays and special events — but only on the condition that those details don't affect app & brand awareness.

Publishers try to involve users visually, creating icons with contrasting colors and bright screenshots with captions inducing to do something or asking users a question. Of course, an effective marketing strategy involves following certain rules. However, if you want to stand out in your category, you might want to pay attention to engaging tips, such as “before/after” screenshots and captions with questions, or to tricks including hyper-large captions on screenshots.



SplitMetrics is an ecosystem of products and services to simplify your way to business success.



Automate, optimize, and scale Apple Search Ads



Run A/B tests, validate ideas & concepts, enhance ASO



Ensure app growth at every stage of the lifecycle

Learn more about SplitMetrics ecosystem via splitmetrics.com or get in touch with us at hello@splitmetrics.com.

Reach out to us to discuss your mobile marketing strategy with SplitMetrics' experts and **book a demo**.

[UNLOCK APP GROWTH](#)