ASO Creatives Showcase
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App Icons

To resonate with the target audience, the icon design aligns with their interests. For idle gamers who like generating money in games, eye-catching green dollars create a powerful visual connection.

The pool game icon features a triangular formation of colored pool balls, accompanied by a cue stick. The vibrant color palette and subtle highlights create a playful and engaging design that effectively represents the game of pool.

The icon features an abstract but colorful checklist and a tick mark, symbolizing productivity and accomplishment, against a simple and minimalistic background.

The wake-up alarm app icon features a minimalistic orange alarm clock logo, conveying energy and urgency with a modern design.
**Feature Graphics**

**KEY TAKEAWAY**

The design emphasizes game characters with exciting action elements in the background. Prominent brand name placement enhances brand recognition and creates context for the games topic.

**KEY TAKEAWAY**

The design is minimalistic and clean, with a focus on simplicity and ease of use. The alarm clock screens shall illustrate the intuitive and user-friendly app design. A tagline is included to communicate the app's value proposition and benefits to users.

**KEY TAKEAWAY**

The design features a dark color scheme that exudes a sense of professionalism and reliability, with the main value proposition prominently displayed. The background features chart patterns that provide visual cues about stock market updates.
Top Screenshots
The updated Adidas running app creative set emphasizes app features on the first screen with a calm and minimalist aesthetic. A muted color palette and clean graphics highlight functionality while the iconic Adidas running logo adds brand recognition.
The ride-sharing screenshot design uses a light green color scheme to convey eco-friendliness. The first screen showcases trust builders. Testimonials from satisfied customers enhance the credibility of the app.
The screenshot design is friendly and colorful interface with easy-to-understand headlines. A smiling person on the second screen is included to promote a positive and encouraging mood. The overall design aims to make tracking fitness and calories a simple and enjoyable experience for users.
The creatives set for the photo printing app includes a soothing nature background with a range of photo and photo book examples. The design targets users who enjoy capturing and preserving their memories in creative ways and appreciate the beauty of nature.
Sports Betting App

For the betting app, different sport formats, as well as, the live betting functionality of the app were kept in mind while drafting the new screenshots. The first 2 screenshots also capture the enthusiasm of sport fans.
Health & Fitness App

Using a bright and colorful design language that appeals to kids and reinforces the app's brand identity and personality.
The screenshots use a design dominated by blue tones and showcases individuals shopping and browsing through flyers and offers. The use of the brand character, the Guru, is incorporated seamlessly into the design, adding a friendly and approachable element to the overall look.
Finance App

Screenshots were designed with localization in mind, incorporating language and cultural nuances specific to the African region. It promotes the appealing and user-friendly interface that simplifies the money transfer process.
Health & Fitness App

The screenshots are designed with a green color scheme and features highlighting maps to suggest and track routes. The background is set to an outdoor situation to give users a better sense of the environment.
The app's unique value proposition is communicated clearly and concisely, highlighting its extensive language selection and learn-in-context feature. This enables users to practice language skills in real-life scenarios and enhances the overall learning experience.
Utility App / B2B

KEY TAKEAWAY

Providing clear and concise messaging that communicates the app's value proposition and unique selling points, helping to attract and retain users over time.
The app's creatives are designed with a friendly blue color scheme, featuring chat and icon elements. The app enables users to communicate and socialize in a new way by transcribing videos and providing secure communication options. The design emphasizes the app's unique features and intuitive user interface.
Utility App

The app’s screenshots were designed to appeal to users and highlight the interface that simplifies the process of sending and receiving packages and facilitates easy in-app navigation for users.
Thank you!

For any inquiries, feel free to contact us:

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