Creating Great App Previews

Session 304
Paul Turner
Sr. Operations Manager—iTunes Digital Supply Chain Engineering

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Content Previews

Content Previews

90 second previews

Content Previews

90 second previews

Trailers and previews

Content Previews

90 second previews

Trailers and previews

Downloadable samples

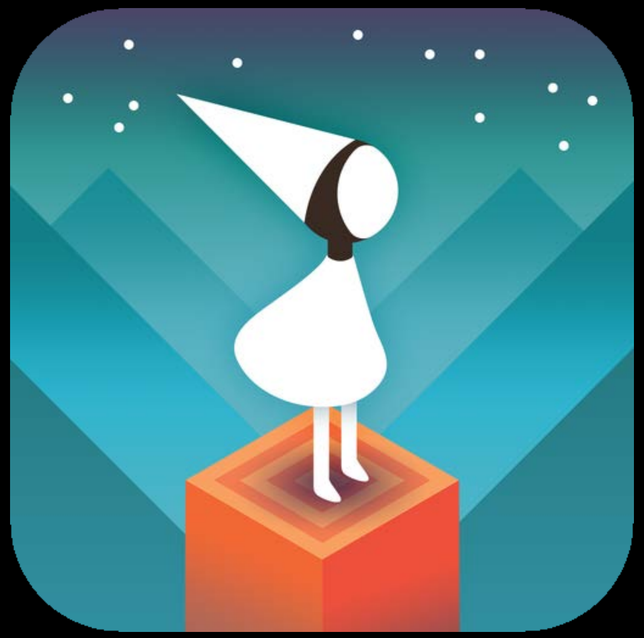
Content Previews

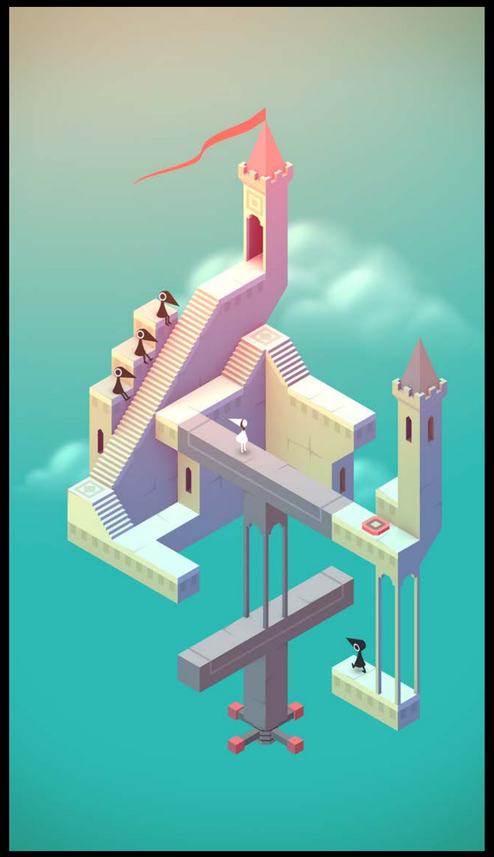
90 second previews

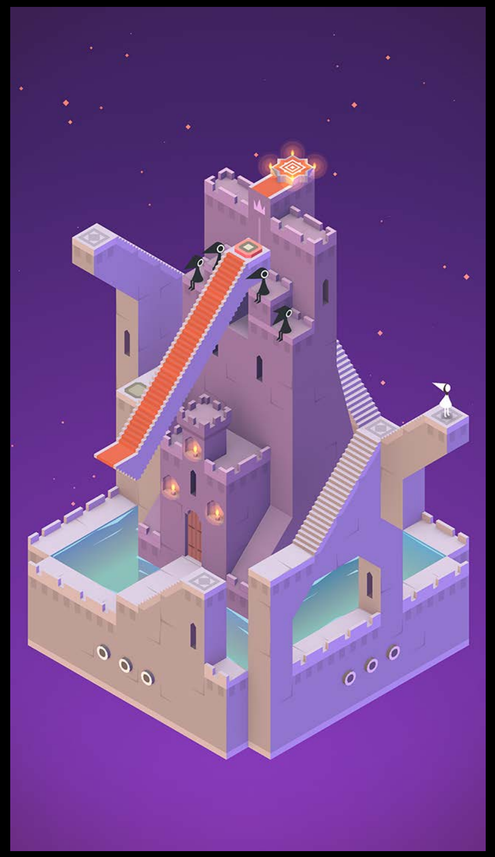
Trailers and previews

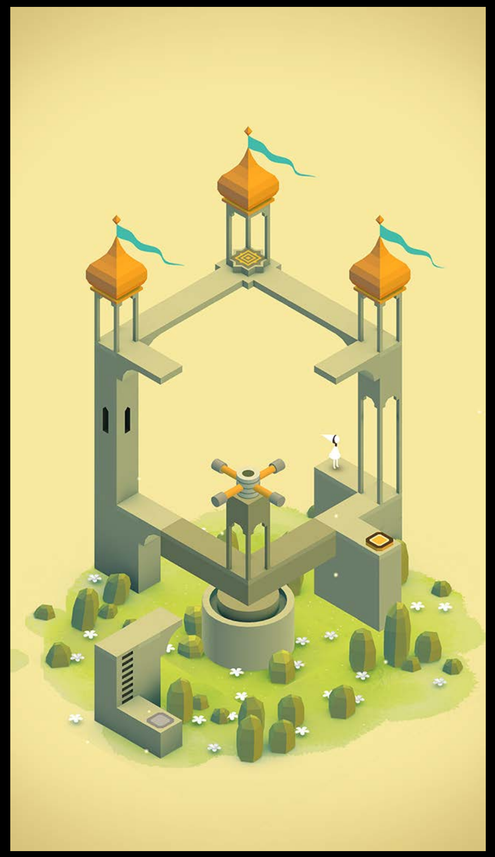
Downloadable samples

App previews









9:41 AM 100%

Featured

Monument Valley

ustwo™ >

(3,923)

$3.99

Details Reviews Related

Featured Top Charts Browse Search Updates

App Previews

App Previews

30 seconds

App Previews

30 seconds

Demonstrate UI, functionality or features

App Previews

30 seconds

Demonstrate UI, functionality or features

Captured footage

App Previews

30 seconds

Demonstrate UI, functionality or features

Captured footage

iTunes Connect upload

Details

Planning

Capture

Edit

Composition

Uploading

Guidelines

Details

Details

Details

iOS App Store

Details

iOS App Store

Device specific

Details

iOS App Store

Device specific

Single set

Details

iPad
9:41 AM
100%
All Categories
Games
Newsstand
More
Search
National Parks
NATIONAL GEOGRAPHIC
PAPER
ONSTER MUSIC
New & Noteworthy
See All
Houzz Interior Design Ideas
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$0.99
Flick Kick Football
Games
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$4.99
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Games
$7.99
GALACTIC GAMES
App Store Essentials
PAINTING & DRAWING
THE Elements
Featured
Top Charts
Near Me
Purchased
Updates
9:41 AM
100%
Categories
Featured
foresee
New & Noteworthy
See All
Couch-to-5K
Health & F…
$1.99
Etsy
Lifestyle
FREE
Sky Gamblers:…
Games
$4.99
BADLAND
GeoDash
Featured
Top Charts
Near Me
Search
Updates

Details

iPhone, iPod touch, iPad

Details

iPhone, iPod touch, iPad

Not required but encouraged

Details

iPhone, iPod touch, iPad

Not required but encouraged

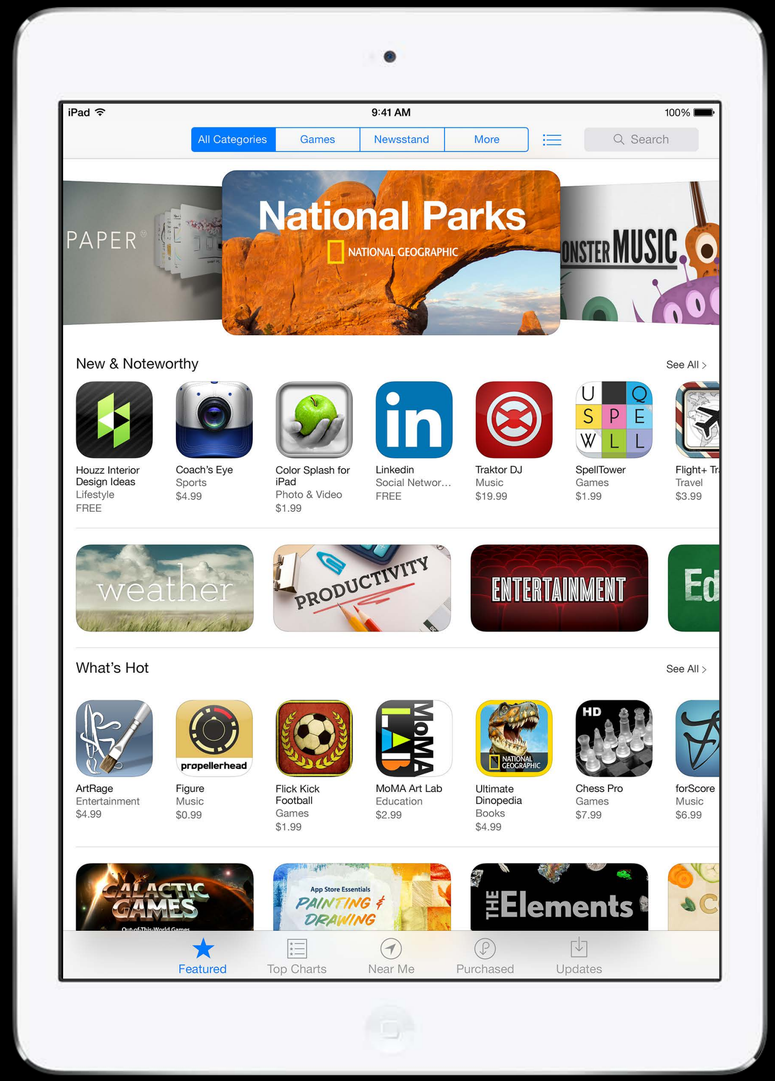
Portrait or landscape

Details

iPhone, iPod touch, iPad

Not required but encouraged

Portrait or landscape



Details

iPhone, iPod touch, iPad

Not required but encouraged

Portrait or landscape

Details

iPhone, iPod touch, iPad

Not required but encouraged

Portrait or landscape

Details

iPhone, iPod touch, iPad

Not required but encouraged

Portrait or landscape

Planning

Content Planning

Content Planning

Goal?

Content Planning

Goal?

Features, utility, UI

Content Planning

Goal?

Features, utility, UI

Magic?

Content Planning

Goal?

Features, utility, UI

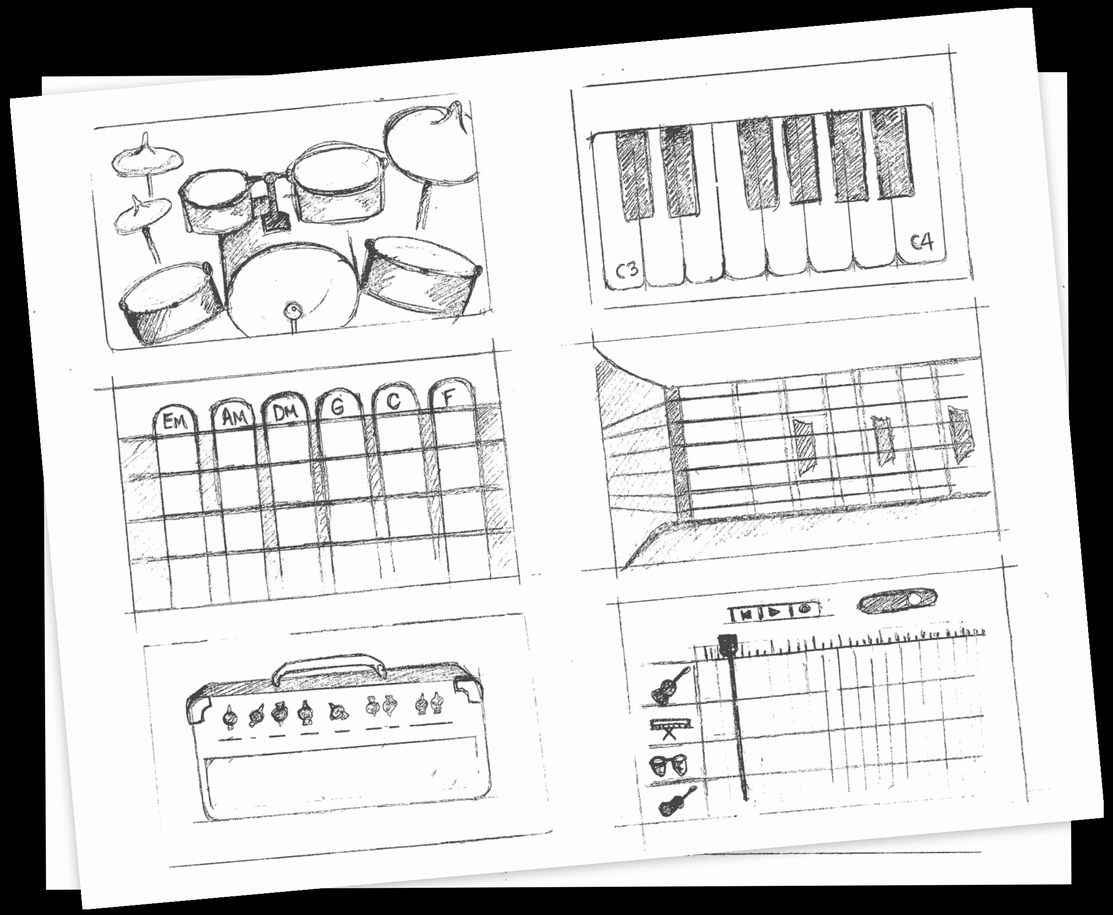
Magic?

Beyond screenshots

Content Planning

Content Planning

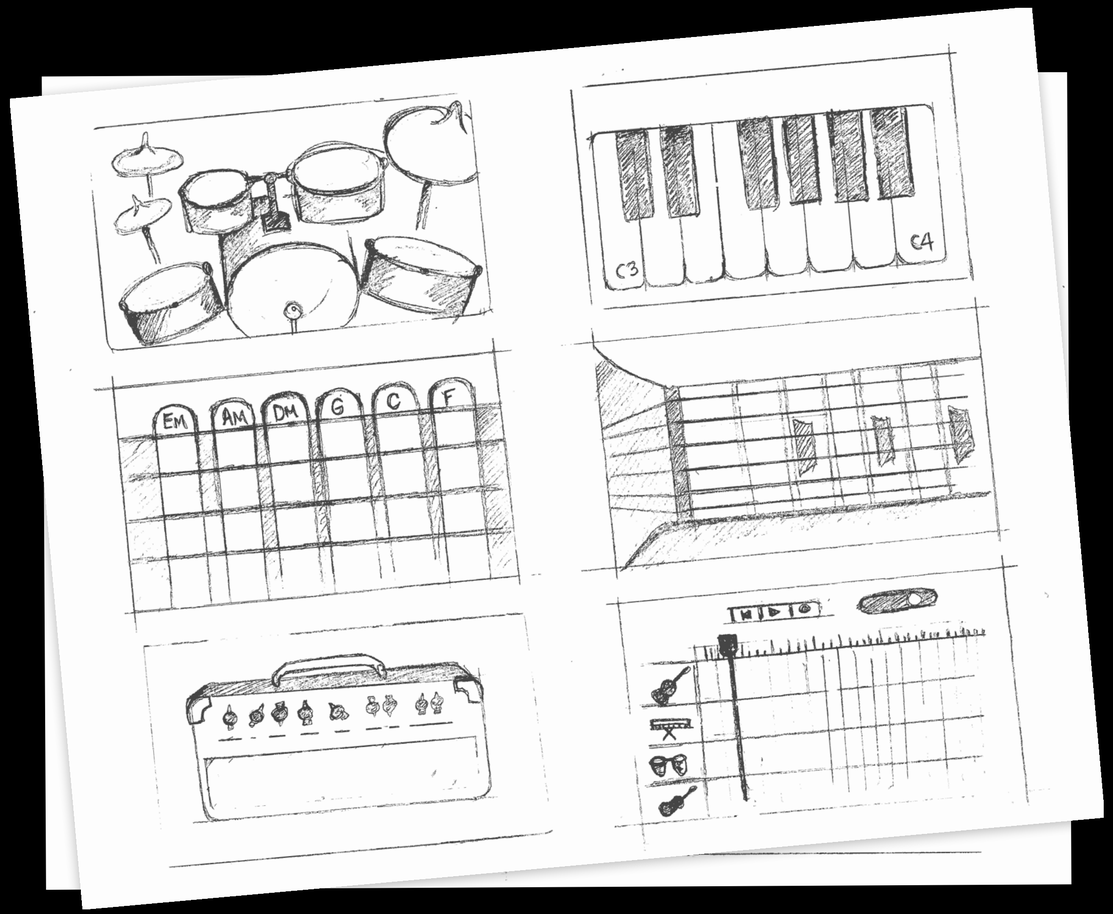
List out your elements



Content Planning

List out your elements

Outline/storyboard

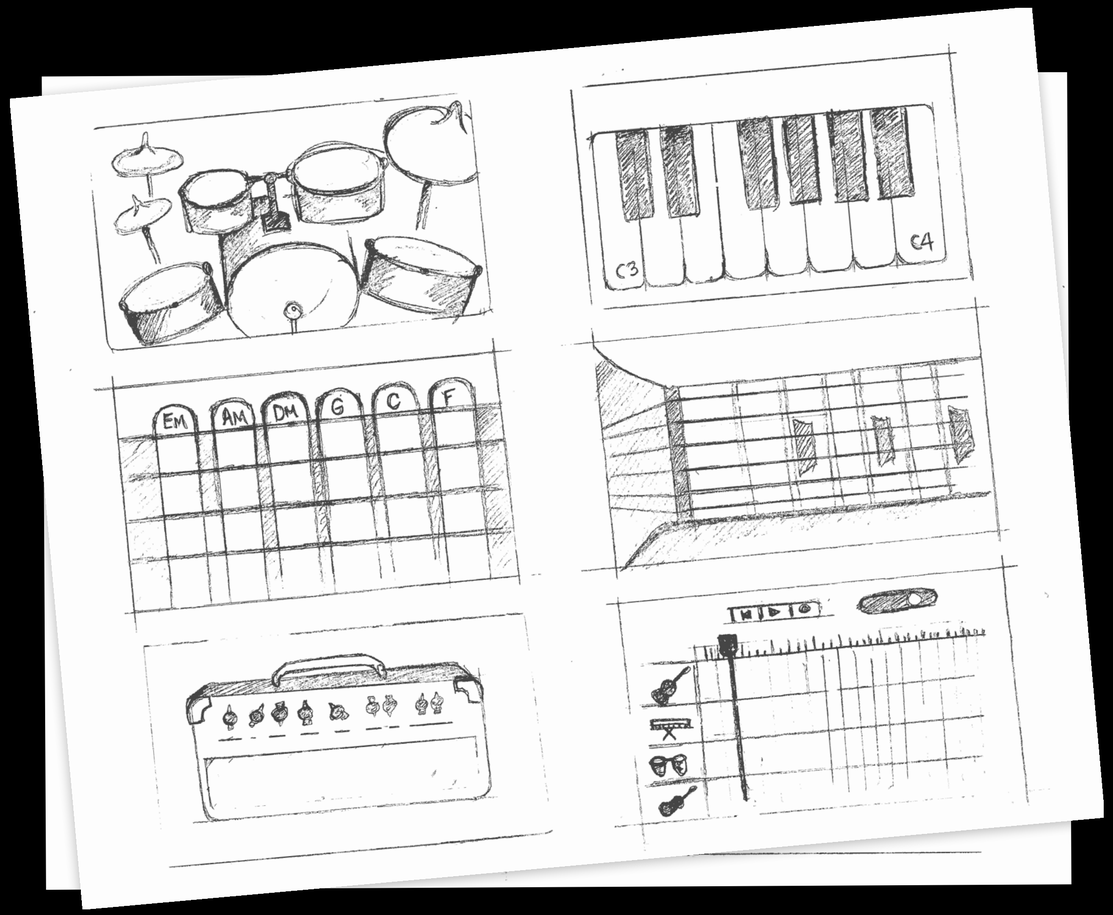


Content Planning

List out your elements

Outline/storyboard

Timing



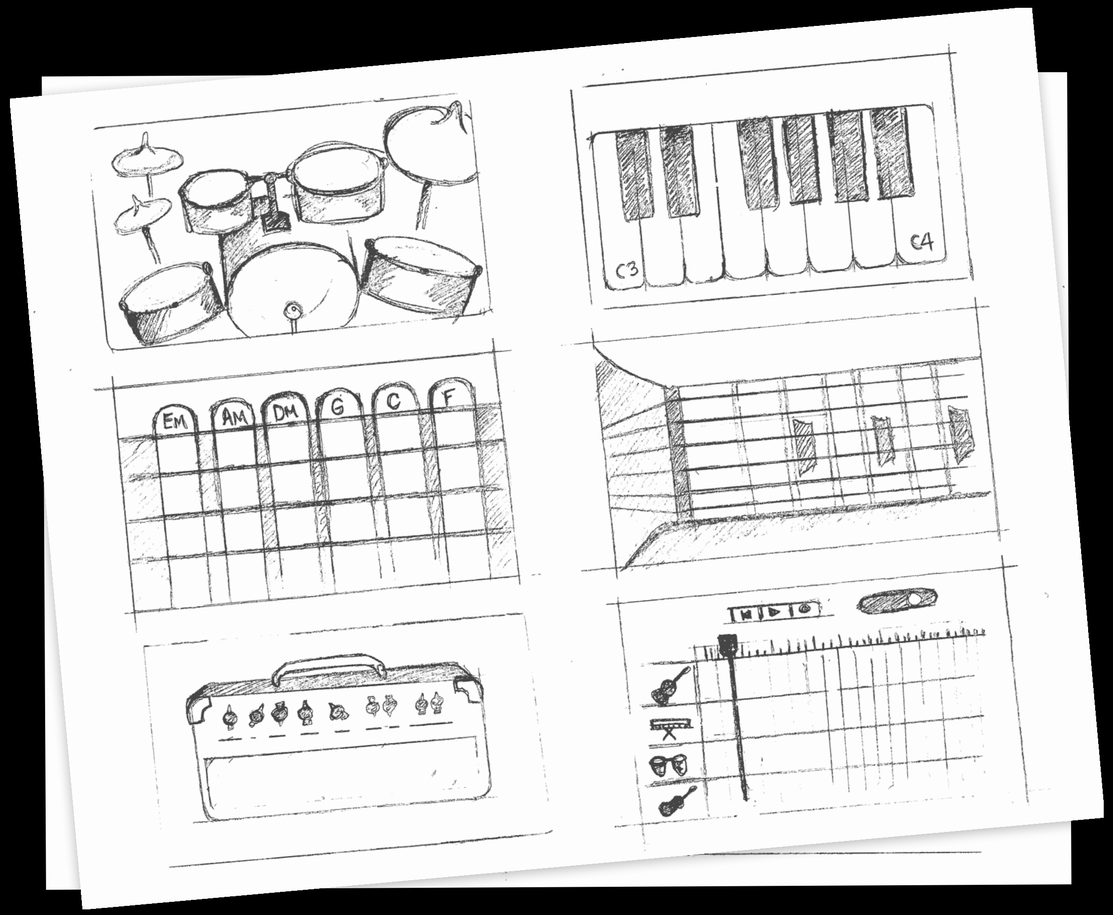
Content Planning

List out your elements

Outline/storyboard

Timing

In-App Purchases disclosure



Technical Planning

Technical Planning

iPad UI vs. iPhone UI

Technical Planning

iPad UI vs. iPhone UI

Language/localization

Technical Planning

iPad UI vs. iPhone UI

Language/localization

Demo accounts

Technical Planning

iPad UI vs. iPhone UI

Language/localization

Demo accounts

Staging

TOCA BOCA

TOCA BOCA

Capture

Capture

NEW

Capture

NEW

OS X Yosemite and iOS 8

Capture

NEW

OS X Yosemite and iOS 8

iOS devices that support Lightning

Capture

NEW

OS X Yosemite and iOS 8

iOS devices that support Lightning

It just works

Capture Tips

Capture Tips

Apple tools

Capture Tips

Apple tools

Capture your app

Capture Tips

Apple tools

Capture your app

Go slow

Capture Tips

Apple tools

Capture your app

Go slow

Rehearse and retake

9:41 AM
100%
upto

9:41 AM
100%
upto

Composition

Composition

Composition

Perspective

Composition

Perspective

Text timing

Composition

Perspective

Text timing

Composition

Perspective

Text timing

Stay positive

Composition

Composition

No platform logos

Composition

No platform logos

Timeless

Composition

No platform logos

Timeless

Straightforward transitons

Composition

No platform logos

Timeless

Straightforward transitons

Remember the tone

Things to Avoid

Things to Avoid

Distractions

Things to Avoid

Distractions

“Now only $.99”

Things to Avoid

Distractions

“Now only $.99”

“Winter is coming”

Things to Avoid

Distractions

“Now only $.99”

“Winter is coming”

Protected by copyright

Narration

Narration

Use professionals

Narration

Use professionals

Use professional equipment

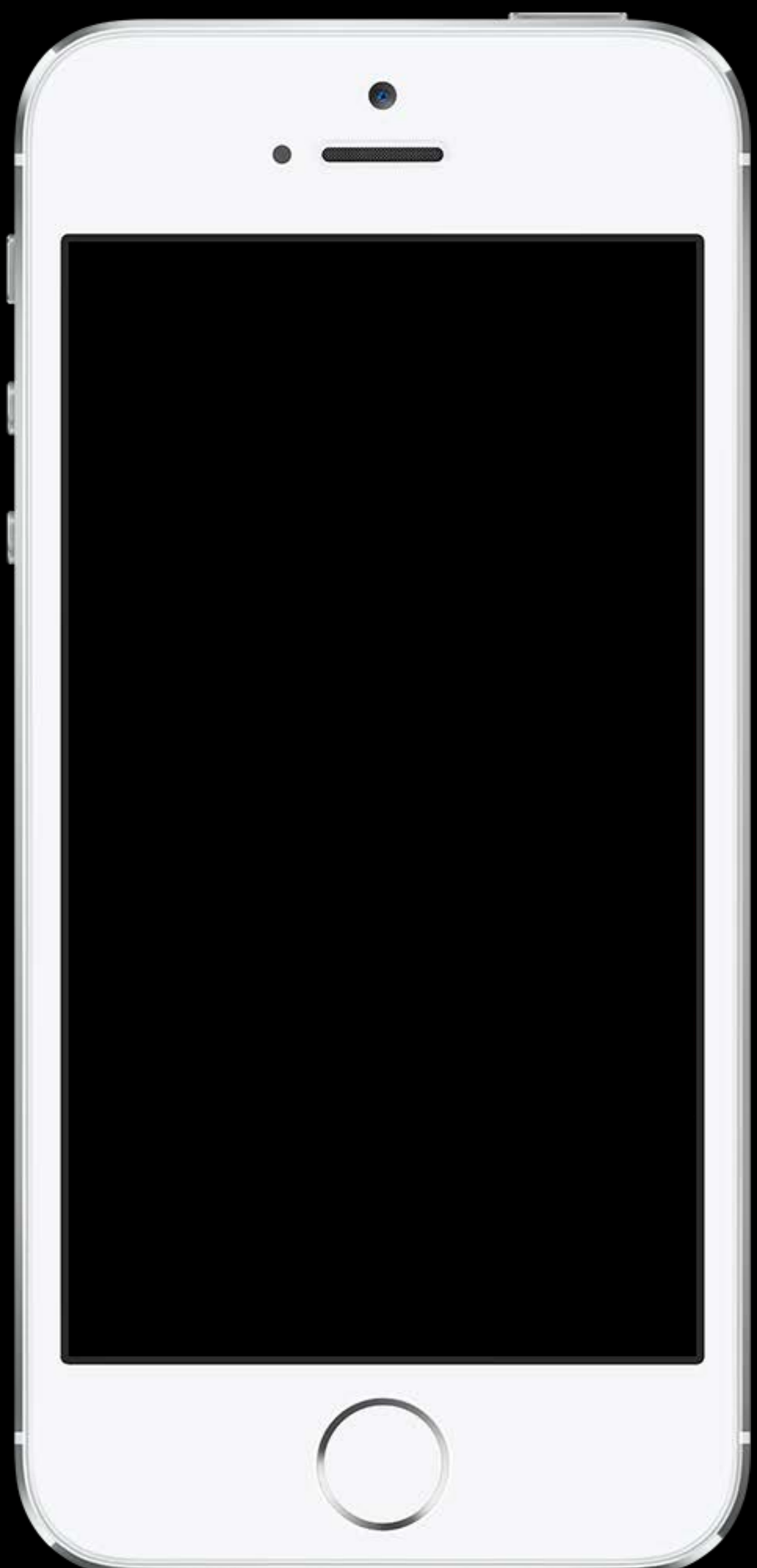
Narration

Use professionals

Use professional equipment

Let the app speak

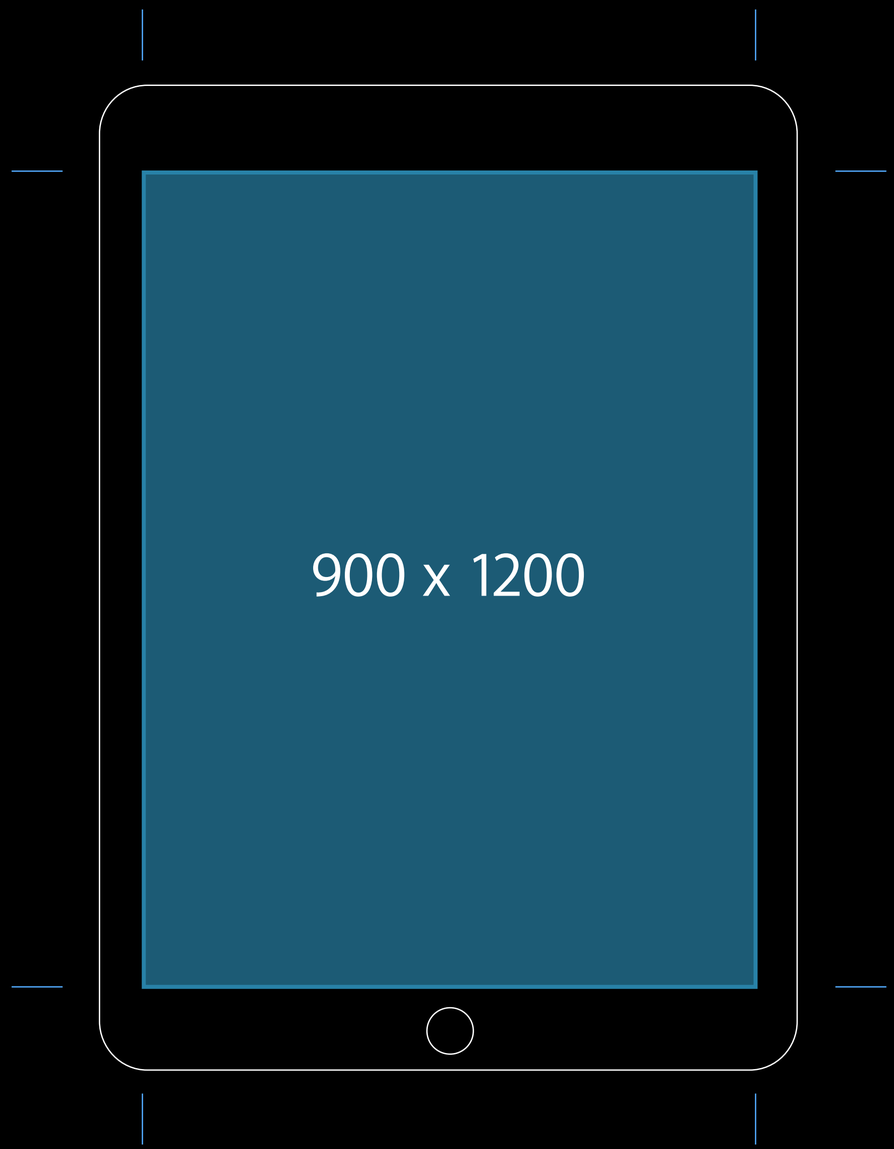
LEO'S FORTUNE



Demo

John Danty
Sr. Product Manager—GarageBand

Exporting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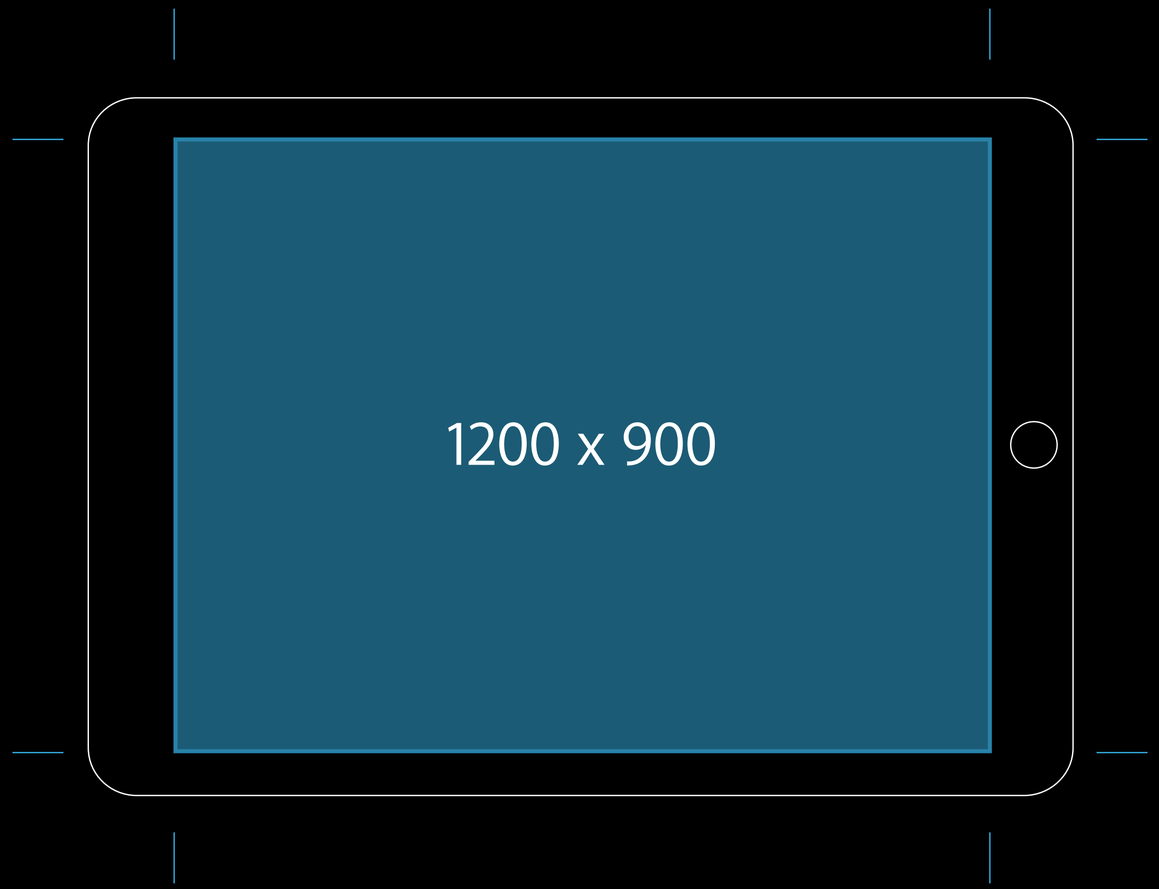
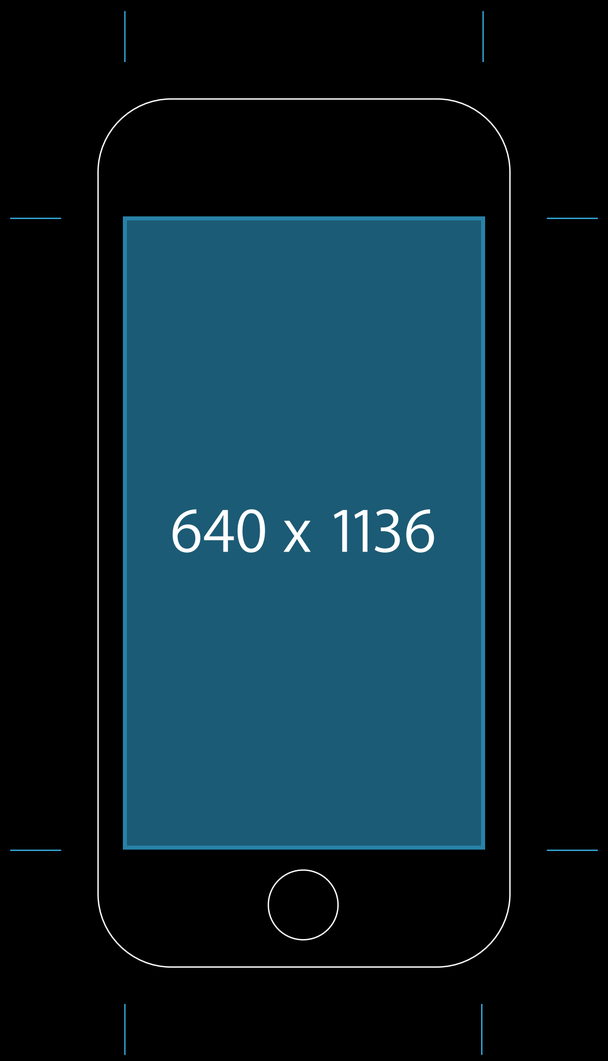
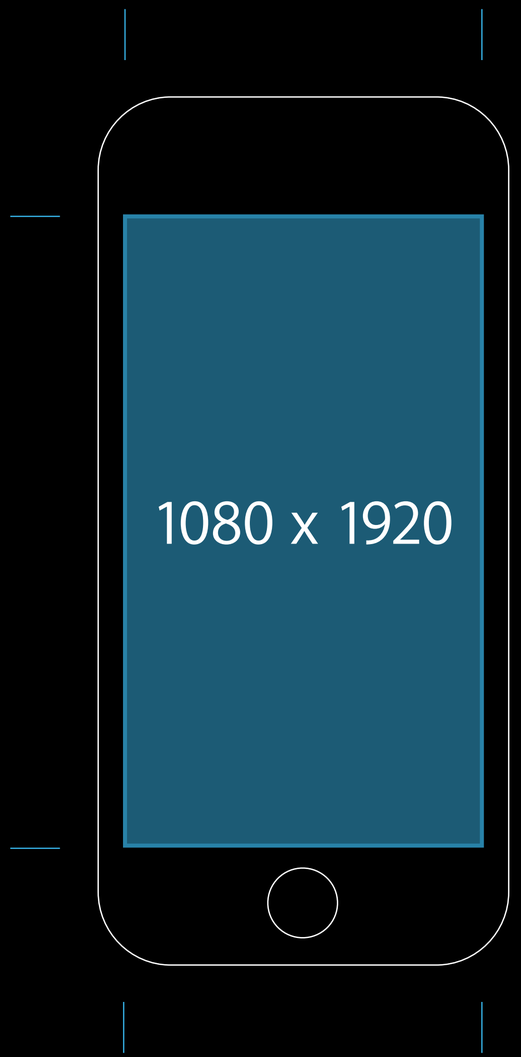

1200 x 900

1136 x 640


640 x 1136


1080 x 1920

1920 x 1080

Source Assets

Tech specs

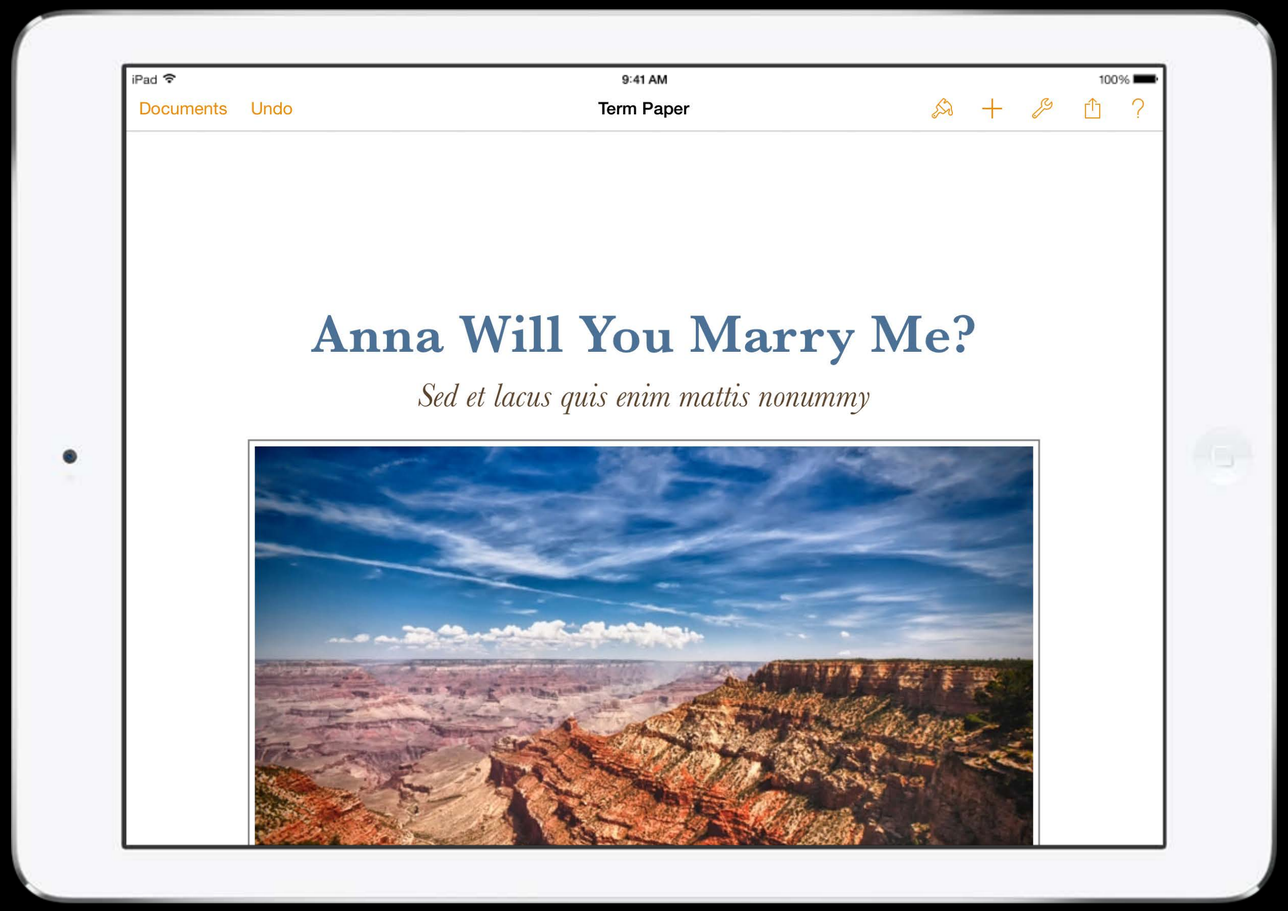
H.264 MPEG4	ProRes 422 (HQ)
.mp4, .mov, .m4v	.mov
30 FPS	30 FPS
Target Bit Rate 10-12Mbps	VBR ~220
Stereo - AAC	Stereo - PCM / AAC
256kbps 44.1khz VBR	44.1/48khz 16/24Bit

App Review Guidelines

Consult the App Store Review Guidelines

Guidelines

Keep it relevant



Guidelines

4+

Guidelines

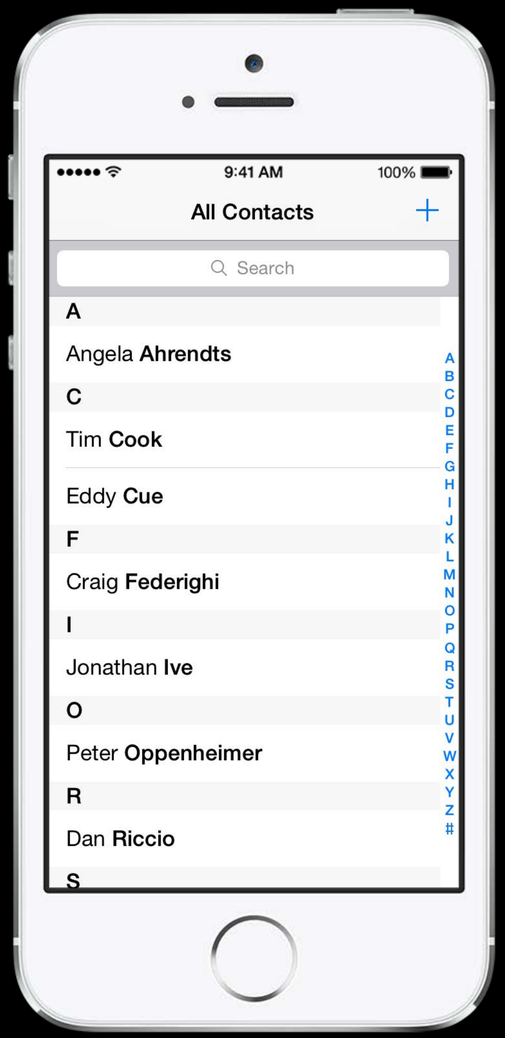
Use captured footage

Guidelines

Use captured footage

Guidelines

Simulated data please



Guidelines

Identify In-App Purchases

Summary

Summary

Up to 30 seconds of video conveying app usage

Summary

Up to 30 seconds of video conveying app usage

4+: Appropriate for all audiences

Summary

Up to 30 seconds of video conveying app usage

4+: Appropriate for all audiences

Device capture with a Lightning cable and QuickTime player

Summary

Up to 30 seconds of video conveying app usage

4+: Appropriate for all audiences

Device capture with a Lightning cable and QuickTime player

Edit on your Mac with iMovie or Final Cut Pro X

Summary

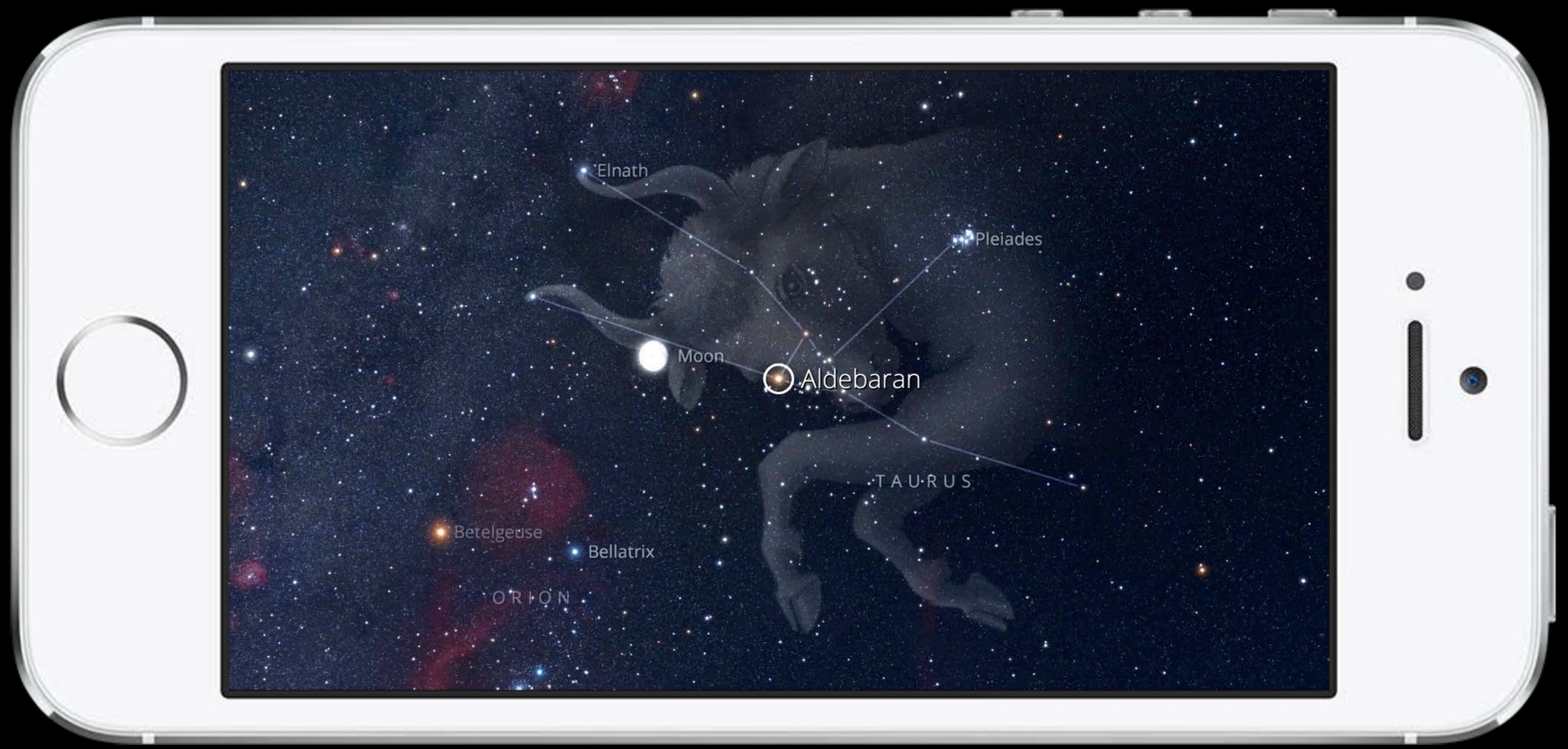
Up to 30 seconds of video conveying app usage

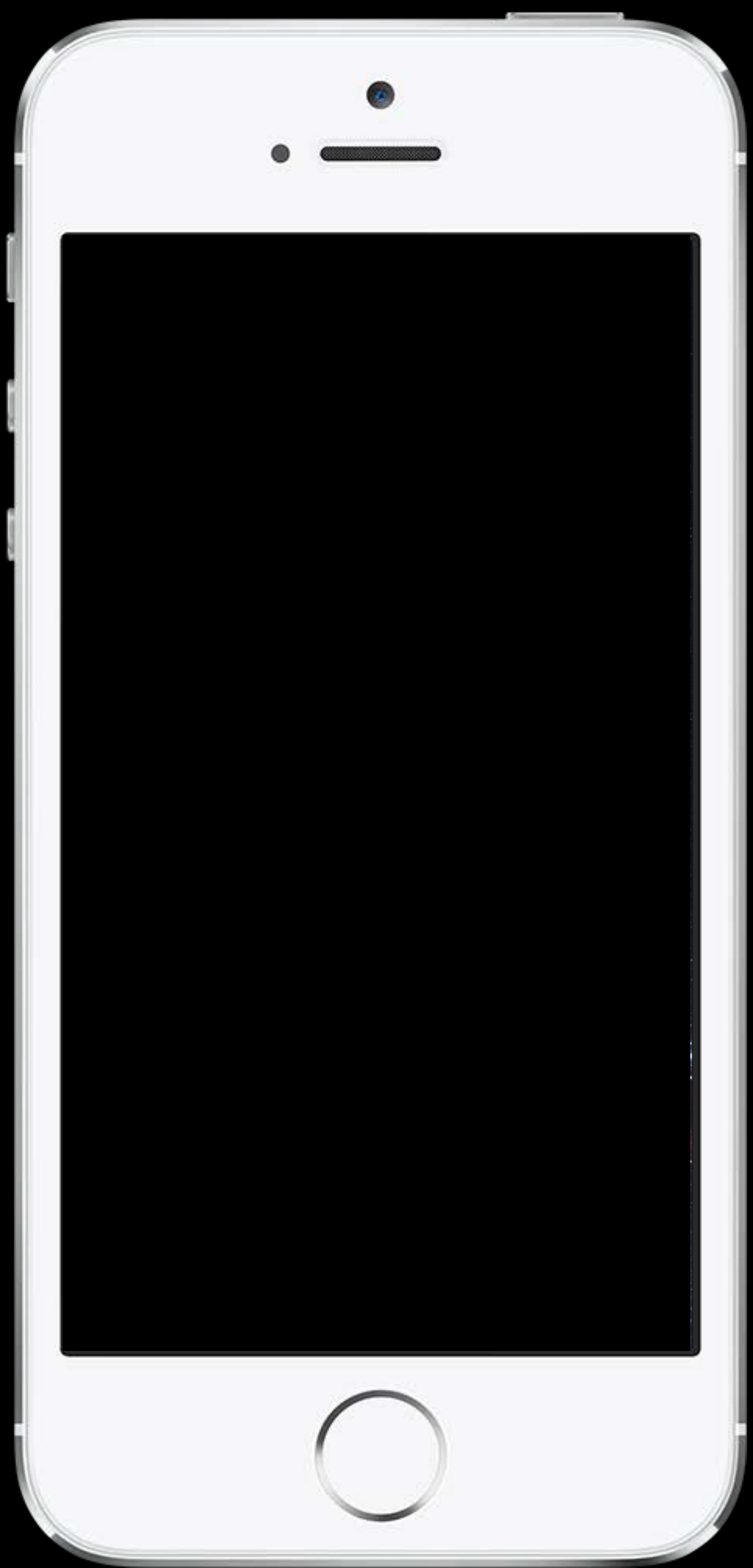
4+: Appropriate for all audiences

Device capture with a Lightning cable and QuickTime player

Edit on your Mac with iMovie or Final Cut Pro X

Easy upload via iTunes Connect


Elnath
Pleiades
Moon
Aldebaran
TAURUS
Betelgeuse
Bellatrix
ORION



More Information

Rachel Roth
User Experience Evangelist
rroth@apple.com

Documentation
App Previews
https://developer.apple.com/support/appstore/app-previews

Apple Developer Forums
http://devforums.apple.com

Related Sessions

The New iTunes Connect	Presidio	Wednesday 10:15AM
Camera Capture: Manual Controls	Marina	Wednesday 11:30AM

Labs

• iTunes Connect Lab	Services Lab A	Thursday 3:15PM
• AV Foundation and Camera Capture Lab	Media Lab A	Thursday 2:00PM

WWDC14