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Store Listing Design Checklist

A practical, reusable guide for clear and professional app-store visuals.

About this guide: This PDF focuses on the thinking process behind a strong store listing - story, clarity, readability, visual consistency, honest feature presentation, and final review. Product-specific ideas and internal feature details are intentionally not included.

A store listing should help a visitor understand your application quickly. The aim is not to put every feature into every screenshot. The aim is to make each visual communicate one useful idea clearly, while the full set works together as one consistent story.

1. Start With a Situation the User Understands

Before listing features, think about the user's situation. What problem, need, frustration, or goal would make the feature relevant?

Thought process

- What is the user trying to do?
- What makes the current experience difficult, slow, confusing, or less enjoyable?
- Can the first visual communicate that situation in a few seconds?

Generic example: Instead of opening with a technical feature name, open with a familiar situation such as **"Still doing this the hard way?"** and let the visual make the context clear.

Why: A feature becomes easier to care about when the user first understands the need behind it.

2. Show the Solution After the Problem

If the first visual introduces a problem or need, let the next visual show how the app improves that situation.

Thought process

- Visual 1: What is the problem?
- Visual 2: What changes when the app feature is used?
- Can a viewer understand the before-and-after relationship without a long explanation?

Generic example: "Too many steps?" can be followed by **"Get it done in one place."**

Why: Problem-to-solution sequencing turns separate screenshots into a simple story.

3. Plan the Full Screenshot Sequence Before Designing

Decide the role of every screenshot before working on individual layouts.

Position	Typical purpose
1	Hook: user situation, main value, or strongest reason to care
2	Solution or strongest differentiating benefit
3-5	Key features and supporting benefits
Later visuals	Secondary features, customization, flexibility, trust, or proof
Final visual	Simple closing message or invitation to try the app

Why: Every swipe should add something new instead of repeating the same information.

4. Keep One Main Message Per Screenshot

Choose one main idea for each image and make the visual support that idea.

> **Generic example:** If a screenshot is about personalization, keep the headline focused on personalization. Do not also explain offline use, collaboration, security, and navigation in the same frame.

Why: Mobile screens are small. One strong message is easier to scan, understand, and remember.

5. Use Simple, Natural English

Write for a normal user, not for a product specification.

Prefer

- Short sentences
- Familiar words
- Clear benefits
- Natural phrases people would actually say

> **Generic example:** Replace **“Enable advanced workflow optimization”** with something clearer such as **“Finish the task with fewer steps.”**

Why: The user should understand the message immediately instead of translating marketing or technical language.

6. Design All Text for Mobile Screens

Do not judge readability only on a large desktop preview. Check how the design feels at realistic mobile-viewing size.

Check

- Font size and weight
- Line breaks
- Headline length
- Margins and spacing
- Contrast between text and background
- Whether secondary text is actually necessary

> **Generic example:** If a subtitle becomes difficult to read in a small preview, removing it may improve the design more than reducing the font size further.

Why: High-resolution artwork can still be unreadable when shown at store-preview size.

7. Make Visual Expressions and Actions Support the Message

If your listing uses people, characters, illustrations, or product mockups, their expressions and actions should help communicate the idea.

> **Generic example:** A “before” scene might show confusion or effort, while the “after” scene can show relief or confidence. The exact emotion should match the feature, not simply make the artwork look dramatic.

Why: A strong visual can communicate meaning before the user finishes reading the headline.

8. Make Promotional Visuals Match the Real App

Do not show controls, behaviour, screens, or results that the actual application does not provide.

Thought process

- Is this a real screen or clearly promotional artwork?
- Does the feature behave this way in the current app?
- Could the screenshot create an expectation the product cannot meet?

Why: The store listing should create the right expectation, not only the most attractive one.

9. Show Important Features Clearly and Completely

If the headline makes a specific claim, the visual should make that claim easy to verify.

> **Generic example:** If a screenshot says users can choose from several options, show enough of the selection screen for the viewer to understand that choice clearly. Avoid cutting off the most important content.

Why: The visual should support the headline instead of forcing the user to trust text alone.

10. Keep the Composition Clean

Backgrounds, decorative elements, illustrations, and device frames should support the product rather than compete with it.

Check

- Unwanted image backgrounds or rough cutouts
- Overly detailed backgrounds
- Low text contrast
- Too many decorative elements
- Important UI becoming too small

Why: The viewer's attention should stay on the app, the benefit, and the main message.

11. Explain Complex Features Through Simple Benefits

Use the headline to explain what the feature helps the user accomplish. Put detailed actions in supporting labels only when needed.

> **Generic example:** A feature may contain several technical actions, but the main message can be as simple as **“Stay in control without starting over.”**

Why: Users usually care about the outcome before they care about the implementation.

12. Design Each Store Format Separately

A portrait screenshot, landscape graphic, icon, or video cover has a different shape and purpose. Do not assume one layout can simply be cropped into every format.

> **Generic example:** A portrait screenshot may work with a large headline above the phone UI. A landscape feature graphic may need a completely different balance between text, product visual, and empty space.

Why: Good composition depends on the format in which the user will actually see it.

13. Keep High-Resolution Masters and Upload Files Separate

Keep large editable files for future changes, then create separate exports for the exact store requirements.

Recommended workflow

- Editable working file
- High-resolution master
- Store-ready export in the required dimensions and format
- Clear filenames that identify purpose and size

Why: A higher-resolution file is not automatically a valid upload file. Editing quality and upload compatibility are separate needs.

14. Preserve Approved Work During Revisions

When feedback is specific, change the requested part instead of redesigning everything around it.

> **Generic example:** If feedback is only about a headline being too long, revise the headline and verify the layout. Do not change the background, illustration style, and entire sequence unless there is a reason.

Why: Unnecessary changes make review cycles longer and can introduce new problems into already-approved work.

15. Review the Complete Listing as One System

Before the final upload, review the entire set together - not only one screenshot at a time.

Check the full set for

- Logical order
- Consistent typography
- Consistent visual style
- Readable text at mobile size
- Correct cropping
- Accurate product representation
- Correct export dimensions and file formats

Why: Individual screenshots can look good on their own but still feel disconnected when placed together. The final listing should feel like one clear, consistent presentation.

This guide is intentionally general. Adapt the sequence, copy, and visual style to your own application, audience, and current store requirements.

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