

Video UI/UX: Test 01a

Prominent skip
button

User friendly
placement

Font:
Helvetica Neue,
Regular



Prominent counter
button

User friendly
placement

Increased size

Position test

Alt style
test



Video UI/UX: Test 02

Progress
bar and
dynamic
messaging

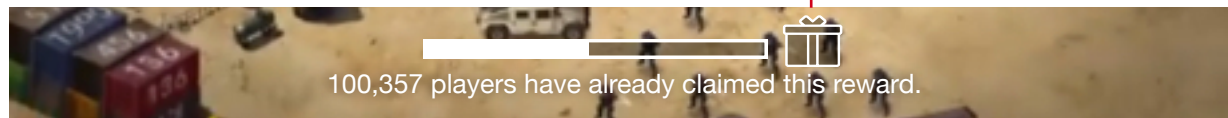


Skip >

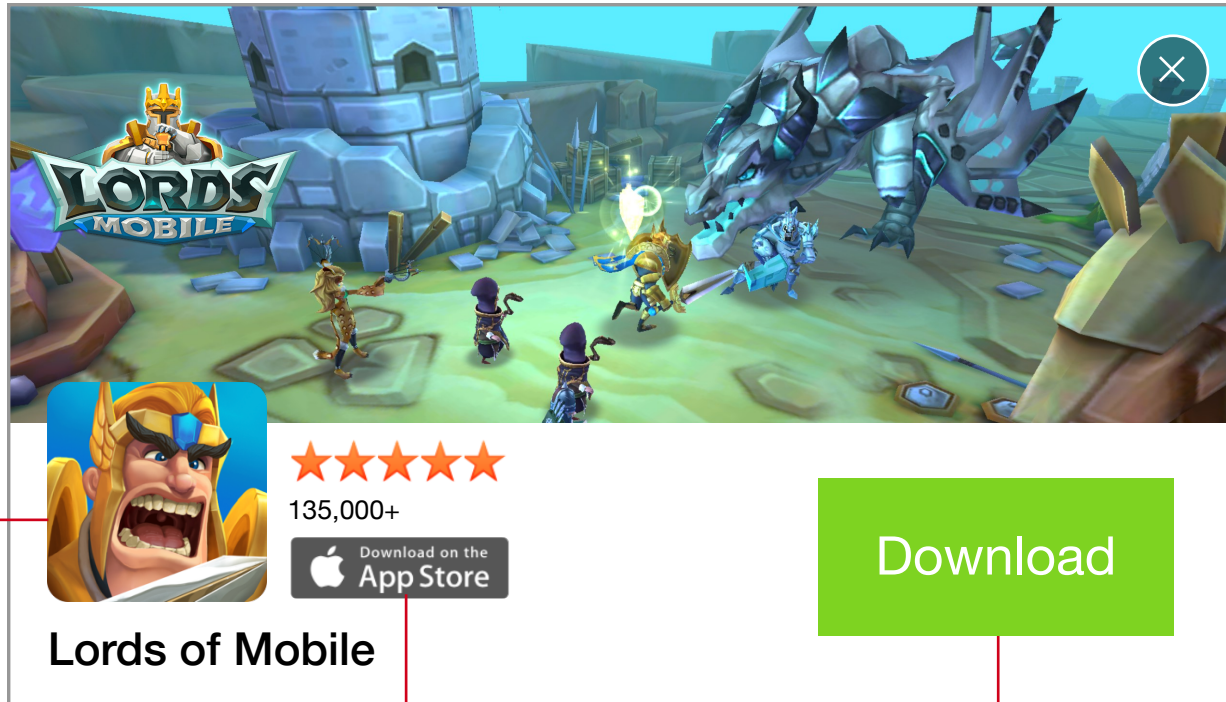
Alt position test
using established
"Youtube" UI

Gamification element:
Star icon

"Mystery box" icon



EndCard UI/UX: Test 01



NOTES

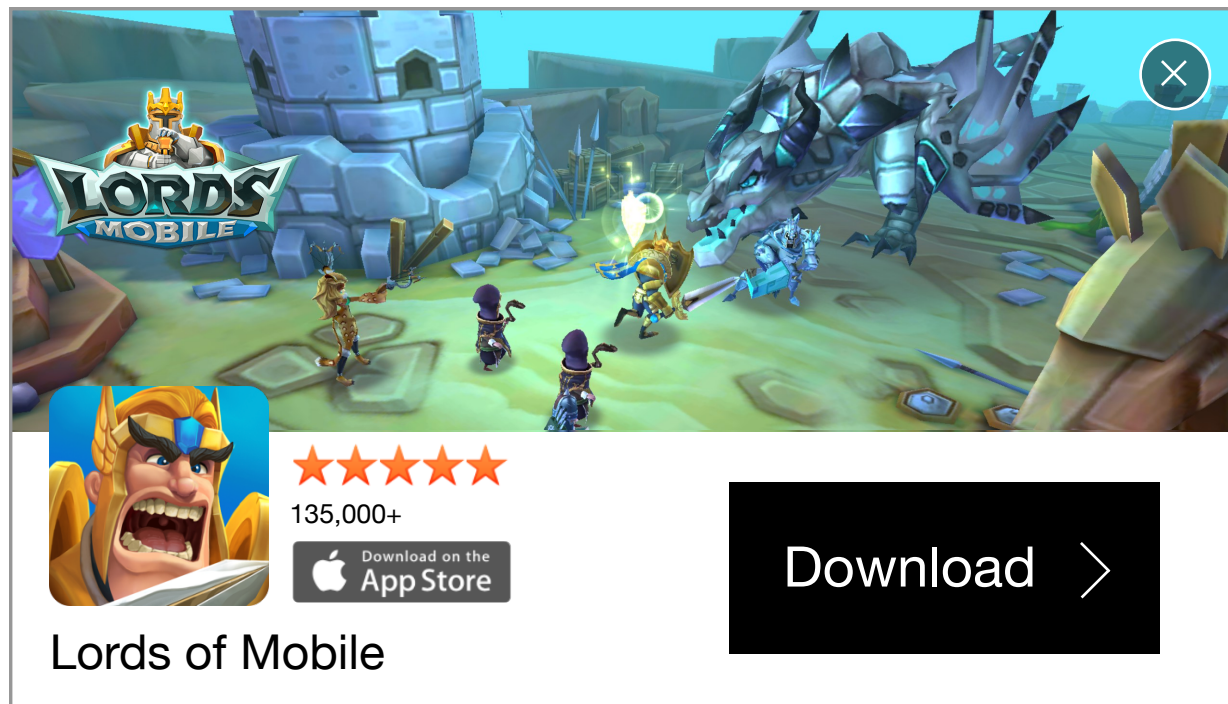
Lowered app icon-
ratings repositioned-
key stat displayed-
(Could test messages
with or instead of # only)
Title repositioned to
accommodate long app
names + allow room for
larger button

-Test w/ without store icon

-More prominent button size
-Conversion oriented color

Font:
Helvetica Neue,
Regular

EndCard UI/UX: Test 01b



-Arrow added
-Width increased
-Color tests below



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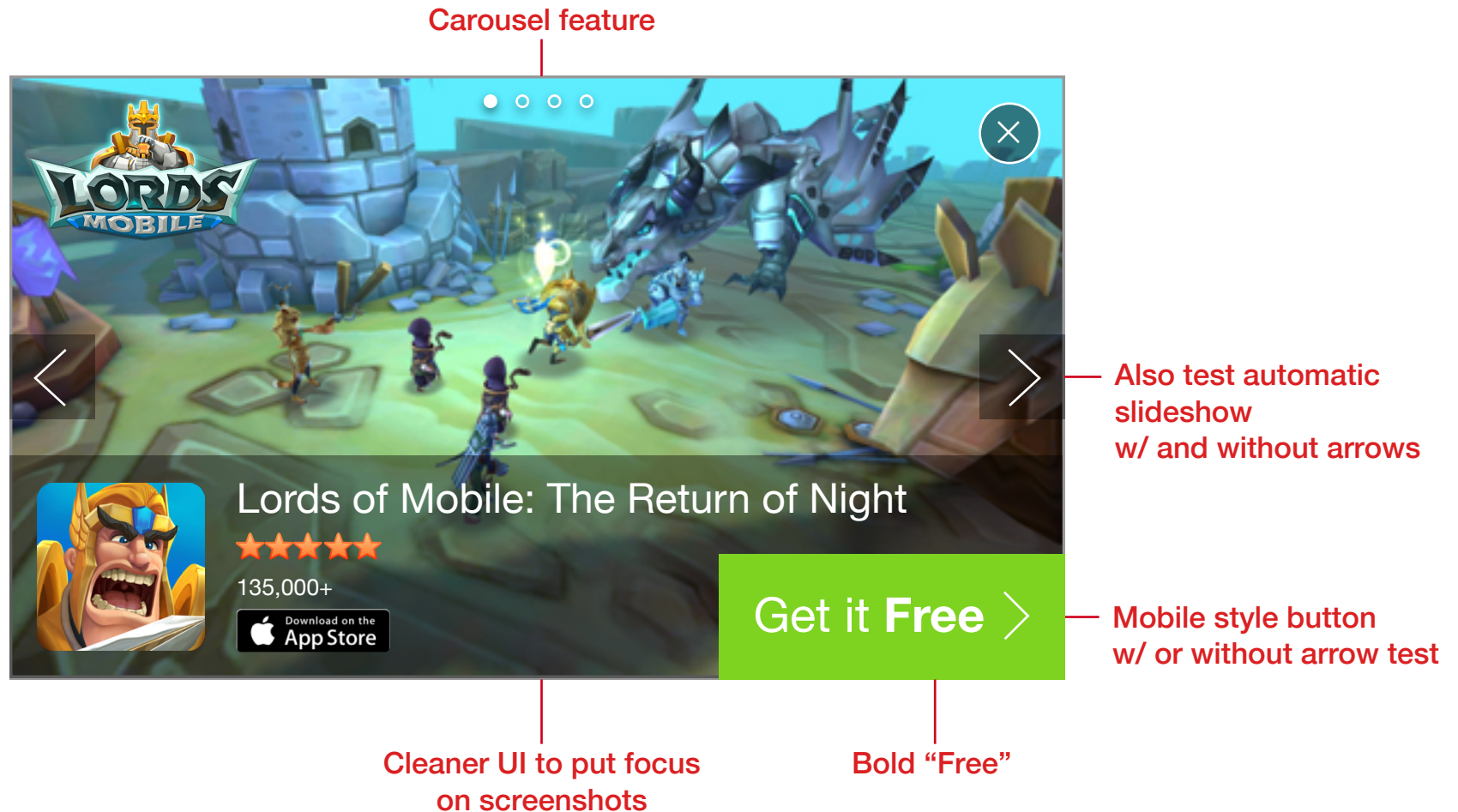


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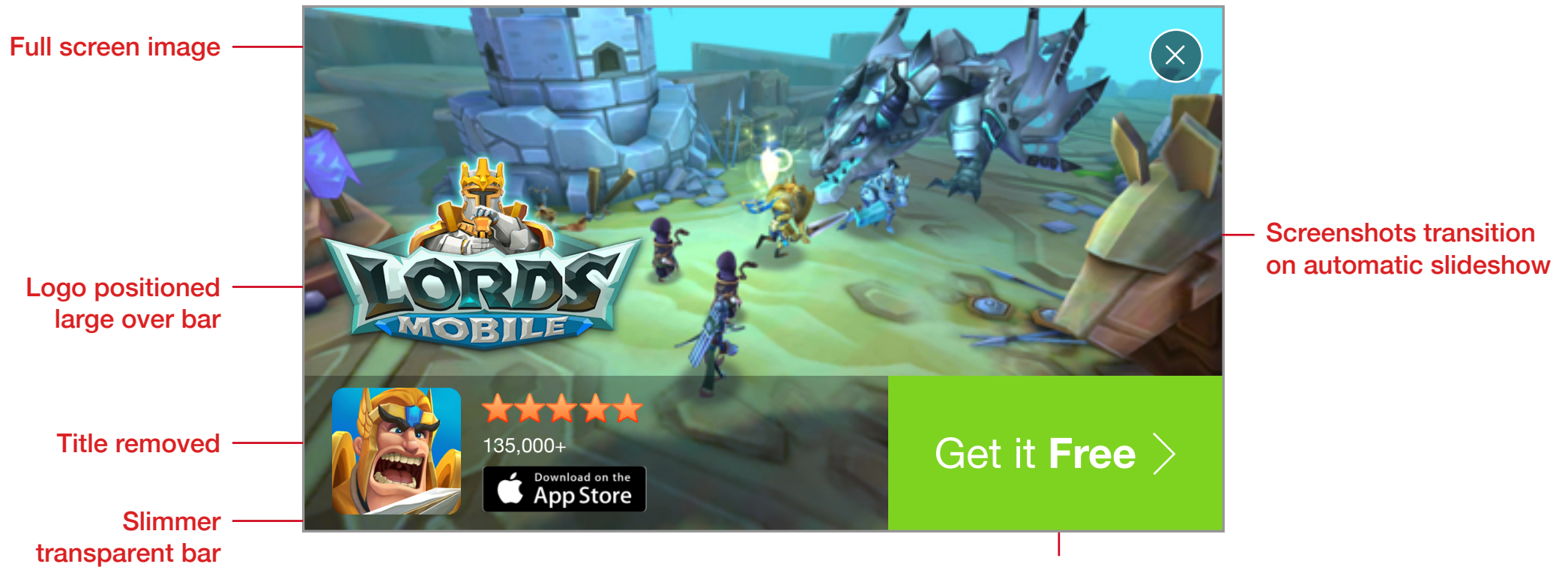
Current color

EndCard UI/UX: Test 02a



Font: Helvetica Neue, Regular

EndCard UI/UX: Test 02b



Messaging test Ex. below (width accommodates length)

“Free”

“Download”

“Install Free App”

“Play now”

“Play”

“Get it Free”



135,000+



Get it **Free** >