

**Category:**



**Screenshots**

- Are screenshots portrait or landscape?
- Do they rely on lifestyle or illustrated imagery?
- Do images include overlaid text or design elements?



**Video**

- Is there a video? If so, what is the focus of the video?
- How is it styled? Is it portrait or landscape?
- How long is the video?
- What is included on the poster frame?



**Copy**

- What types of names have competitors used for their apps?
- What keywords have been included?
- How has the description been structured?



**Reviews**

- How many ratings does the app have?
- What is the overall rating?
- What do the reviews tell you about the app?

App 1:

App 2:

App 3:

App 4:

App 5:

**Category:**



**Design elements**

- What color is the icon?
- Are screenshots organized to tell a story?
- What do the assets reveal about the design of the app itself?



**Strengths**

- What is the app doing well?



**Weaknesses**

- What could the app improve upon?

App 1:

App 2:

App 3:

App 4:

App 5: