Mobile

Xiaomi | OPPO | TCL | Lenovo

APP MARKET

Overseas

EU | SEA | IN | RU | LA

AppLovin | App Market

Integration of design libraries
AppLovin × Partners

- eg. Xiaomi

需要先了解合作伙伴的设计规范，将其风格、要求与AppLovin基础组件库进行融合，定制新的业务组件库
We need to first understand the design specifications of our partners, integrate their styles and requirements with the AppLovin basic component library, and customize a new business component library.

AppLovin | App Market

Mi Design System

- Typography / Brand color
- Button / Navigation / Tab bar
- Search field / Bage / Icon ...

AppLovin | App Market

Mi Design System

- List（Search result, Top list, Updates, Downloads...）
- Event card / Icon card / Media card
- Details / Preview ...
- General status（404, Empty...）

AppLovin | App Market

Multilingual UI Adaptation

文本与排版规范 字体选择 文字长度适配

- 主体字体需支持多语言字符集
- 所有按钮、标签、导航栏需预留宽度冗余或支持换行
- 文本容器使用弹性布局，避免固定宽度

方向与布局规范 RTL支持？ 响应式设计 组件宽度与最小间距

文化与本地化规范 颜色 日期/时间/数字

- 可选择合适的图标代替文字

AppLovin | App Market

Xiaomi Store 1.0

DESIGN V1.0
Light mode + Dark mode

第一版设计包含应用商店所需的基础功能：游戏推荐、应用推荐、搜索、目录、排行榜、下载列表、更新列表、设置页等
The first version includes the basic functions: game recommendations, app recommendations, search, catalog, rankings, etc.

AppLovin | App Market

Xiaomi Store 1.0

DESIGN V1.0
Recommendation flow

- 必备推荐（1-time ad for new users）
- 用户返回推荐

App Market | Competitor Research

Competitor research

- Research Dimensions

调研不同品牌应用商店的特点、亮点。包括TapTap、Apple Store、Google Play、Galaxy Store、应用宝等
Investigate the characteristics and highlights of different brands of app stores, including TapTap, Apple Store, Google Play, Galaxy Store, AppTreasure, etc.

从功能角度，着重调研核心功能的交互与使用体验，如搜索、预约下载、秒玩等功能
From a functional perspective, we focus on investigating the interaction and user experience of core functions, such as search, reservation, instant play, etc.

从页面角度，调研如何优化页面信息布局，丰富模块展示。如首页、排行榜、个人页等
From the page perspective, research how to optimize page information layout and enrich module display. For example, homepage, rank, personal page, etc.

App Market | User Map

User Map

App Market | Concept

Concept design

RECOMMENDED MODULES

By adding the presentation form of the homepage recommendation module, the visual effect of the page is enriched to attract users to click

App Market | Concept

VIDEO FEED

Game videos can be presented in a vertically scrolling feed. The content is curated based on app preferences(in device), interactions, and AppLovin's recommendation algorithm.