How to make a delightful app listing

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Magic8Ball is a simple GTK4 toy magic eight ball program for GNU/Linux written in Vala using GNOME technologies and making use of Libadwaita. It supports Xorg and Wayland.
Ask questions, get psychic answers

Does he love you? Should you have pizza for dinner? Is there such thing as a stupid question? Discover the answers to these questions and more with Clairvoyant, the magic 8-ball inspired fortune teller.

- Ask a question, then open Clairvoyant for an answer.
- Not satisfied? Ask again, then hit "Ask Again" to try again.
- Do what you'd like with the answers—just don't shoot the messenger!
1. Who is this talk for?
2. Marketing is not a bad word
3. FreeDesktop AppStream MetaInfo
4. Providing quality MetaInfo
1. Who is this talk for?
Who is this talk for?

App developers
Ecosystem people
Potential contributors
2. Marketing is not a bad word
2. Marketing is not a bad word
Marketing is a requirement for open source apps
Apple App Store

iOS, iPad OS, macOS, tvOS, watchOS

apple.com/app-store/developing-for-the-app-store

“We can even help with marketing—both on and off the App Store.”

“The App Store has a global marketing team whose sole purpose is to drive discovery and engagement. Campaigns and programs are created to assist, inform, and inspire our users while also helping our developers drive downloads and redownloads of their apps and games.”
Always think from a marketing perspective
3. FreeDesktop AppStream MetaInfo
FreeDesktop: Software & specs to make open source desktops & ecosystems interoperable
AppStream: Software & specs to present & describe apps
MetaInfo:
<Specification for describing apps />
FreeDesktop AppStream MetaInfo:
How to describe apps in an interoperable way
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  <project_license>GPL-3.0-or-later</project_license>
  <name>Dippi</name>
  <developer_name>Cassidy James Blaede</developer_name>
  <summary>Calculate display info like DPI and aspect ratio</summary>
  <description>
    <p>Analyze any display. Input a few simple details and figure out the aspect ratio, DPI, and other details of a particular display.</p>
    ...  
  </description>
  <provides>
    <binary>com.github.cassidyjames.dippi</binary>
  </provides>
  <releases>
    <release version="4.0.2" date="2022-09-28">
      <description>
        <p>Hotfix: fix About window when closing and re-opening</p>
      </description>
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  </releases>
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  <url type="homepage">https://cassidyjames.com/dippi</url>
  <url type="bugtracker">https://github.com/cassidyjames/dippi/issues</url>
  <url type="donation">https://cassidyjames.com/pay</url>
  <url type="help">https://cassidyjames.com/support</url>
  <branding>
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  </branding>
</component>
Calculate display info like DPI and aspect ratio

Analyze a Display

For 1080p screens with DPIs ideal for desktops, like 128-166 is ideal for laptops.

For HDPI, 168-200 ideal for desktops while 248-352 is ideal for laptops.

Handy features:

- Safe
- Desktop Only
- Age Rating

Installed Size: 2.3 MB

Show More
Play sounds from a soundboard

Play all your favorite sound effects! This handy soundboard makes your livestreams and videos even more entertaining.
Import audio files, arrange them in collections, and customize their appearance.

Get involved

- **Get the app**
  Install the latest version from Flathub.
- **Give feedback**
  Contribute your ideas or report issues on the app’s issue tracker.
- **Donate money**
  Learn how you can donate to the developers of this project.

Explore the interface

Get to know us

More Information

- **Project homepage**
  Visit the dedicated homepage for this project.
- **Newest release**
  Latest version 1.2.3 released on November 17, 2020.
4. Providing quality MetaInfo
Icon Design

Follow the icon guidelines!

developer.gnome.org/hig/guidelines/app-icons
Description

Everything a potential user would want to know!

Avoid long lists, use sentences & paragraphs

Include relevant terms/phrases to help with search, but don’t keyword-stuff
Release Notes

No “bug fixes and performance improvements”

Short, but informative

You want users to run the latest version!

If users have limited bandwidth, this can help convince them why they should spend their data to update.
Version History

New in Version 3.0.6
3 months ago
Translations and GNOME 44

- German translations thanks to @FineFindus on GitHub
- Updated French translations thanks to @rene-coty on GitHub
- Updated Italian translations thanks to Davide Ferracin (@phaerrax on GitHub)
- Updated Occitan translations thanks to Quentin PAGÈS (@Mejans on GitHub)
- Updated to the latest GNOME runtime

New in Version 3.0.5
4 months ago
Update for GNOME Circle consideration

- Close with Ctrl+Q and Ctrl+W
- Selectable answer for improved accessibility
- Shorter summary for app listing

New in Version 3.0.4
6 months ago
Subtly improved icon; it should be more visible in the app grid, dash, and anywhere else with a dark background
Content Rating

Open Age Rating Service: hughsie.github.io/oars

Answer thoughtfully & truthfully

Take easily-accessible content into account
Clairvoyant is suitable for everyone

- Money
  Does not include ads or monetary transactions

- Social
  Does not include uncontrolled chat functionality

- Drugs
  Does not include references to drugs

- Nudity
  Does not include sex or nudity

- Strong Language
  Does not include swearing, profanity, and other kinds of strong language

- Violence
  Does not include violence

How to contribute missing information
New & Shiny: Brand Color

Use your app’s color palette!

Compliment the icon

When in doubt: talk to a designer

Not used in GNOME (yet!), but...
Play and arrange music live as a one-person band

It is an arranger workstation app where you can play music, arrange a performance or improvise based on styles

Please note that it is currently in Alpha. While it should work well for most users, there are still bugs and missing features that need to be addressed.
Learn and prototype with GNOME technologies

Workbench goal is to let you experiment with GNOME technologies, no matter if you're the first time or building and testing a GTK user interface.

Among other things, Workbench comes with:
- real-time GTK/CSS preview
- library of examples
- 1000+ icons
- JavaScript and Vala support
- XML and Blueprint for describing user interface
- syntax highlighting, undo/redo, autosave, session restore
- code formatter
- console logs

Get involved

- Get the app
  Install the latest version from Flatpak.
- Help translating
  Help translate this app into your language.
- Give feedback
  Contribute your ideas or report issues on the apps issue tracker.
- Donate money
  Learn how you can donate to the development of this project.

Explore the interface

Learn, test, remix
License

Use SPDX license identifier

Major advantage of open source: it’s auditable

Used to help determine “safety” in GNOME Software
### Nostalgia is safe

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Permissions</td>
<td>App is fully sandboxed</td>
</tr>
<tr>
<td>No Network Access</td>
<td>Cannot access the internet</td>
</tr>
<tr>
<td>No Device Access</td>
<td>Cannot access devices such as webcams or gaming controllers</td>
</tr>
<tr>
<td>No File System Access</td>
<td>Cannot access the file system at all</td>
</tr>
<tr>
<td>Auditable Code</td>
<td>The source code is public and can be independently audited, which makes the app more likely to be safe</td>
</tr>
</tbody>
</table>

**License**

GPL-3.0-or-later
More Tips

Keep text non-technical and relevant to users; no toolkits, programming languages, etc.

Don’t repeat yourself (app name, summary, description)

Multiple interesting screenshots of the app actually in use (placeholders are boring)

Read the docs...
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