

Mobile: Launcher Building Tips, Tricks, and Best Practices

Launcher Building Tips and Tricks

- If applicable, set the objects that make up the Launcher design to a relative size of the Canvas. That will ensure that when you resize the Launcher Canvas, the objects in it are resized appropriately;
 - **In the new WYSIWYG**, you will see the canvas borders highlights when you resize or move objects. This enables you to know whether the shapes are not taking up 100% of the canvas after it's resized.
- If you desire your Launcher to appear in the same place on different screen resolutions and orientations, use the appropriate SIZE & POSITION settings for the Launcher Canvas in the WYSIWYG:
 - This is most crucial when using the same Launcher on a tablet and a regular device;
 - If a Launcher cannot be docked, use device type Segmentation to create Launchers that will be positioned appropriately for the different screen sizes.
- Pay attention to the Launcher canvas size: Even if it is set to 0% opacity, it will still be part of the Launcher and interactions in this area will be with the canvas (meaning the app interface will not be accessible even though it will be visible through the invisible canvas);
- Launchers are designed in the spirit of [Google's Material Design Guidelines for Floating Action Buttons](#), and as such you can only place one Launcher per app screen. We recommend adhering as closely as possible to these guidelines when designing your Launchers;
- If there are multiple Launchers set to appear for the same audience segment, only one of them will appear. Use captured screens and elements to segment your Launcher to appear where you prefer in these circumstances;
- Unlike ShoutOuts and Walk-Thrus, whose triggers can be set to *Static* or *None*, Launchers will always appear when their audience segment becomes true, as if they were set with a static trigger. This is why there is no impressions limit for a Launcher;
- If your app screen does not have adequate space to accommodate a Launcher, set your Launcher to be draggable or even dismissable so that users can drag it out of the way to see the full app interface.

Launcher Building Best Practices

- In most cases a Launcher should link to something that's contextually relevant to the screen it's on, to improve the user experience in it;
- If applicable, check the Launcher's positioning in landscape mode versus portrait mode, and in different preview devices;

- Always test your Launchers. Testing Launchers is similar to testing any other campaign:
 - Use Power Mode to preview the Launcher;
 - Make your changes;
 - click *SAVE* in the WYSIWYG;
 - Refresh the Launcher campaign to retrieve the saved version.