Google Play is going to start highlighting apps with widgets

Google is making some changes to Google Play on Android devices to better highlight apps that include widgets, according to a blog post. The changes include a new search filter for widgets, widget badges on app detail pages, and a curated editorial page dedicated to widgets.

“Historically, one of the challenges with investing in widget development has been discoverability and user understanding,” product manager Yinka Taiwo-Peters says in the post. “You’ve asked for better ways for users to find and utilize your widgets, and we’re delivering.” Yinka Taiwo-Peters also acknowledges that “we understand that the effort required to build and maintain widgets needs to be justified by user adoption.”

With the search filter, users will be able to more easily search for apps with widgets. The badge “eliminates guesswork for users and highlights your widget offerings, encouraging them to explore and utilize this capability,” Taiwo-Peters says. And the curated editorial page will show off “collections of excellent widgets.”

The updated widget discoverability tools will be “coming soon,” Taiwo-Peters says.

https://www.theverge.com/news/623289/google-play-apps-widgets-highlighting