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### Disney Emoji Blitz

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# App Review

**App Name:** Disney Emoji Blitz  
**Developer:** Disney  
**Reviewer:** Aylea Stephens  
**Version/Update:** 1.4.0  
**Category:** Games  
**Platforms Available:** Apple, Android  
**Device Used:** Moto X Pure  
**Interest Level:** Preschool, Primary, Intermediate, Young Adult  
**Rating:** Excellent



## Review

In a “match three” game with a twist, Disney lets users play with their favorite characters to gain points and unlock new emoji to use in their communications online with friends. Players earn coins by winning games, which allows them to use their coins to use power-ups or unlock more emojis. Each character emoji has a special power that can be activated when playing the game, making the game more interesting and able to change. Currently there are thirty-seven emoji characters from *Finding Dory*, *Zootopia*, *Wall-E*, *Frozen*, *Cinderella*, *the Muppets*, *Toy Story*, *Alice in Wonderland*, *Aladdin*, *Bambi*, *The Little Mermaid*, *Monsters Inc*, *The Lion King*, and Mickey and his friends. Players can also collect items as part of collections to unlock more emojis from their keyboard, including Disney castles, princess dresses, Disney park foods, and more. Daily challenges also help keep the game interesting, and players level up by completing tasks like using a certain amount of power ups or scoring over a certain amount.

While it’s still a new app and it does not have a lot to do currently, the cute emoji characters, challenges, and unlockable emojis will keep players interested. The emoji keyboard has its strengths and weaknesses. The emoji isn’t universal with all phones, so instead the emoji is converted to images so everyone can see them. This means that compatibility isn’t an issue, but it makes it hard or impossible to use them in Facebook or texting conversations the way people normally use emoticons. Still, the huge variety in emoji, with a full emotional spectrum in each of the characters as well as the unlockable items, make the keyboard appealing for Disney fans. The game itself is fun, but it takes a while to unlock the emoji, particularly because of the limited amount of lives that players are given. Later developments will likely bring more activities, more emojis to unlock, and other things to keep the game interesting. At its beginning stage it shows a lot of promise for people who like the match three type of puzzle game.

\*In-App purchases are available.