Pick Your **Perfect** 1st App Idea

And Launch Your Own App Empire

APP EMPIRE

"Play" – Understand the Marketplace

Time to develop that *sixth sense* and understand how to navigate the app marketplace to see what's popular and trending. Start forming your app ideas, or if you have an idea already, keeping an eye out for your competition.

With any business, your success will be directly related to your understanding of the marketplace. The App Store is the marketplace of the app business, so in order to understand the market, we have to study the App Store. This seems rather obvious, but you wouldn't believe how many developers I meet that don't understand this concept. They don't watch the market, follow the most successful apps, or try to figure out why those apps are successful.

In order to become a great app supplier, you must first become an **app addict.** That means spending this whole day researching the market while downloading and playing with tons of apps (allow yourself an app budget of $100 to start.) Give yourself a full 8-hour period to go APP CRAZY. This training period is an investment in your expertise, which will become the lifeblood of your success. The more hours you rack up playing around and studying successful apps, the better you'll be able to understand their common traits and what users desire.

Better yet, if you don't have a business partner, get friends and family involved to help with your research. This will also allow you to gauge different demographics and how they respond to particular apps.

The research you're doing is simple, costs nothing, and it's actually fun!

WHAT IS MARKET RESEARCH?

Market research is the gathering of information about consumers' needs and wants.

The market tells you what is working and what isn't working, and you MUST be able to understand its language.

APPS ARE SET UP IN TWO WAYS:

1. **Utilitarian** – some type of functionality that people can use to help them with something specific. I.E.: weather of calendar app, etc.
2. **Entertainment** apps used to entertain us I.E.: games, etc.

WHY IS EMULATION SO IMPORTANT TO MARKET RESEARCH?

Developing an app without first gathering data and modeling off a successful app is complete suicide. You will **most likely fail** and might as well go to Vegas and throw everything on red.

You need to understand the market and give it what it wants.

## WHAT CAN YOU EXPECT FROM MASTERING MARKET RESEARCH?

You will have proof that something works and can apply your findings to your projects.

You'll also never run out of app ideas because the market is always changing and showing you what to do next.

1. TOP CHARTS

So, how do you keep pace with the market? The best way is to study Apple's cheat sheet constantly. The App Store displays the top paid, top free, and top-grossing apps (the apps that make the most money, including free apps), almost in real time.

Apple provides the same lists in the individual app categories. These charts are golden because they tell us volumes about the market. The best part is this information is freely accessible to anyone, at any moment (unlike the market info for basically every other industry).
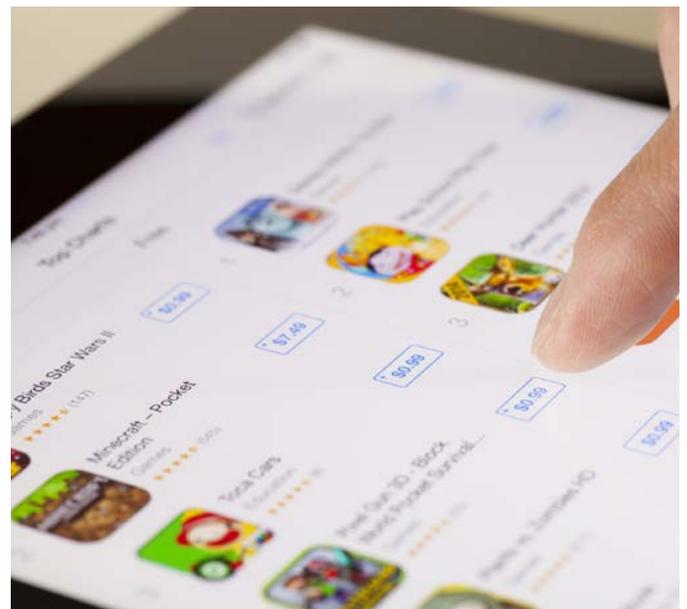
2. PRO TIPS

Here are some things to think about while you're researching successful apps in the market:

1. What types of apps are trending: emojis, weather, holiday, etc.? And how many similar ones are there?
2. Customer reviews are your direct tap into the customer's desires: What did the app have that's worth including in yours? What was missing that you can improve on?
3. Save examples of what you want in your app for later product development collaborations: icons, wording, titles, graphics, prices, etc.
4. Use other tools like App Annie or Top App Charts to track trends over a specific period of time.
5. When analyzing top grossing apps, keep in mind that they have enormous budgets to spend on traffic promotion, and this will not be you in the beginning.

Most developers will build an app and expect tons of people to find and download it right away. That rarely happens. You have to figure out what people are interested in and the kinds of apps they're downloading first, then you build your app based on that insight.

Once you've put in the necessary full day of research and feel you have a decent grasp on the market, it's time to look back on the trends you discovered and explore some ideas for potential apps you can develop.

Note: if you feel like you aren't quite grasping the trends, **don't rush this period!** Spend the amount of time you need on this step, as it's the foundation and most IMPORTANT part of your business.

I repeat, market research is THE most important part of developing apps and should be done at least 30 min a day.

ACTIONS TO TAKE

1. Download my App Idea Checklist
2. Open the app store and explore the top free, top paid, and top grossing apps.
3. Find 8 to 10 apps that fit your criteria/excite you for development, and check their reviews/ratings.
4. Complete the App Idea Checklist for each idea.

App Idea Checklist

Choosing a Hit App Idea

On launching your own app empire, you will be making a crucial decision – which app idea to choose.

A lot of great app ideas have ended up in the back of the line, not making a single cent in the App Store... Where did these apps go wrong?

WHAT IS AN APP IDEA?

An app idea is a well-thought-out vision for an app.

WHY ARE APP IDEAS SO IMPORTANT?

Having a well-thought-out app idea is pivotal to your success. Your app idea is the foundation of your marketing and revenue. It shows a demand in the marketplace and offers a unique experience to the user.

WHAT CAN YOU EXPECT FROM BEING A MASTER APP IDEA GENERATOR?

Being an app idea master, you will separate yourself from the millions of other apps and competitors. You will generate a higher success rate and be able to develop apps faster and more cheaply.

1. DON'T FALL IN LOVE WITH YOUR IDEA

How do you know if the market wants your app? Look at the app charts. Are apps like the ones you want to do listed there? If yes, you've got a potential winner. If not, **keep looking.**

If you are passionate about a specific subject, that's a good starting point to explore app ideas. It's always advantageous to work on something that you enjoy because you will have more insight on the topic and will be more dedicated to making it work. This would be the ideal situation, but remember this should be a starting point.

But if the market is not showing demand for your idea, **nix it.**

2. MODEL SUCCESSES & FILL A DEMAND

The *find something that works and make it better* philosophy has been around since the beginning of time. Some of the greatest app ideas are improvements on an existing app or a twist on an old idea, taking it in a fresh, new direction.

I'm not suggesting you copy another developer's app, but your first step should be to get curious and see what other successful developers are doing. You should spend time figuring out **why their apps work, read user reviews, and collect data.**

We talked about emulation earlier, but I can't stress the importance of emulating existing apps enough. It's easy for people to fall in love with their own idea, even if the market doesn't show an appetite for it. But this is one of the costliest errors you can make.

When you follow in the footsteps of successful apps, you will have a better chance of succeeding because these apps have proven demand and an existing user base. This takes the guesswork out of creating great app ideas.

Get curious and see what other successful developers are doing

Unfortunately, developers make this mistake all the time. They focus on generating original ideas and spend a lot of time and effort creating those apps. When it doesn't work out, they go to the next untested idea, instead of learning from the market. Often times, they repeat this cycle until they run out of money and dismiss the app game. This doesn't have to be your experience.

3. INNOVATION; THE SECRET INGREDIENT

Keep in mind that most ideas aren't original. Almost every app idea was inspired by an already existing concept. They emulated and ADDED innovation. Angry Birds was no the first game of its kind on the app store. But they created a user experience that was unlike any other. So don't mistake emulation for a lack of innovation. You need to take an existing, successful idea, and **IMPROVE it to gain the market advantage.**
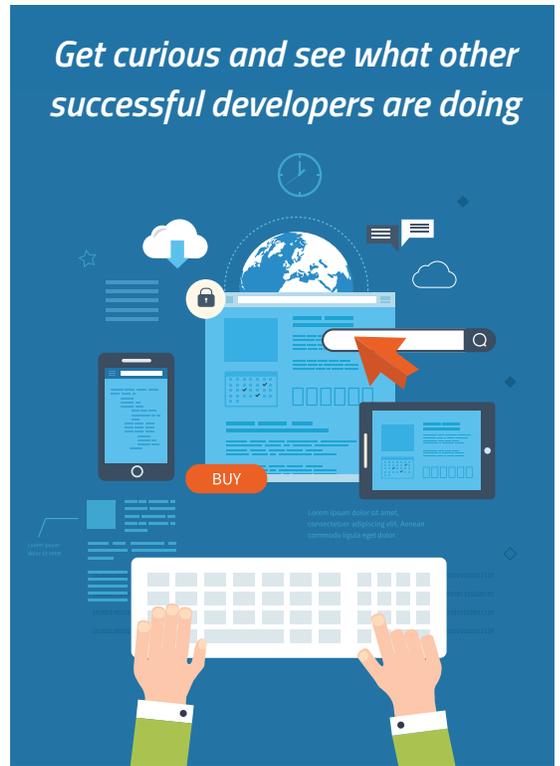
A personal example of how to successfully emulate competitors is my Emoji app. First, I took a close look at what the market offered and downloaded all the major emoticon apps. I liked what I saw, but noticed that there was a lack of variety and limited functionality. So I created an app that not only enabled the Emoji keyboard, but also contained an additional 450 emoticons within the app itself. The app took 2 weeks to develop and hit the #1 spot in the app store.

Think about how to take the same concept to the next level while continuing to attract the same demographic.

Write what improvements you would make. Would you add a new feature? Change the look? Add better graphics and marketing? How would you give users more value?

4. TIMING AND STARTING SMALL

Timing is another crucial component when it comes to deciding what app idea to go with.

Just because the market doesn't seem to be ready for your idea at the moment doesn't mean that this won't change in the future.

Create straightforward, low-cost apps that are in the same ballpark as those with proven success in the market.

The only way to know if your idea is successful is to test it in the market.

You need to find out if customers have an appetite for your idea, and if you can get the marketing right – before you spend too much money and add everything but the kitchen sink to it.

You can upgrade and add features after the market embraces your product and you have a better understanding of the app's demographic and longevity.

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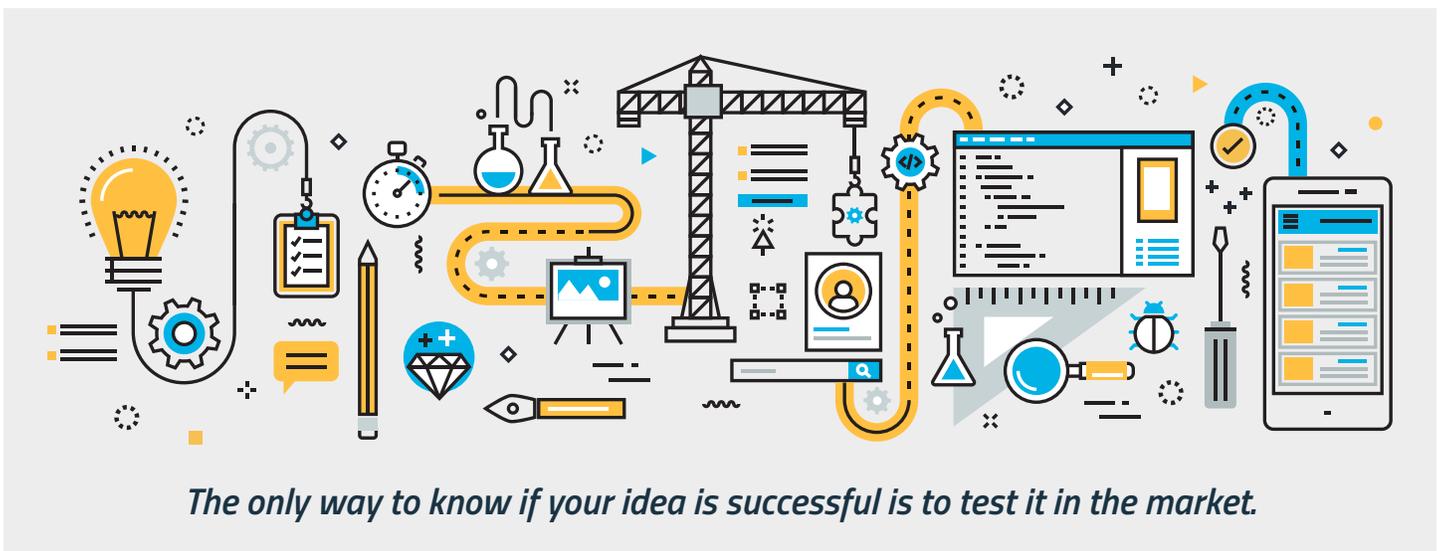
5. REVIEW MINING

The best resource for validating your app idea and taking it to the next level is review mining. This is when you read app reviews of competitors and take note of what people like and dislike about an app.

This is your opportunity to take advantage of the market's demand while making your app unique.

ACTIONS TO TAKE

Compile your top emulation app ideas, and ask yourself these six questions:

1. Why are people purchasing this?
2. Can I do something to emulate this idea and take it to another level?
3. What other ideas would this app's demographic like?
4. How many other similar apps are in the market? (Visit appannie.com to find out.)
5. How successful and consistent have they been?
6. How does their marketing and pricing model work?
7. Downlad the Traits Of A Successful App PDF
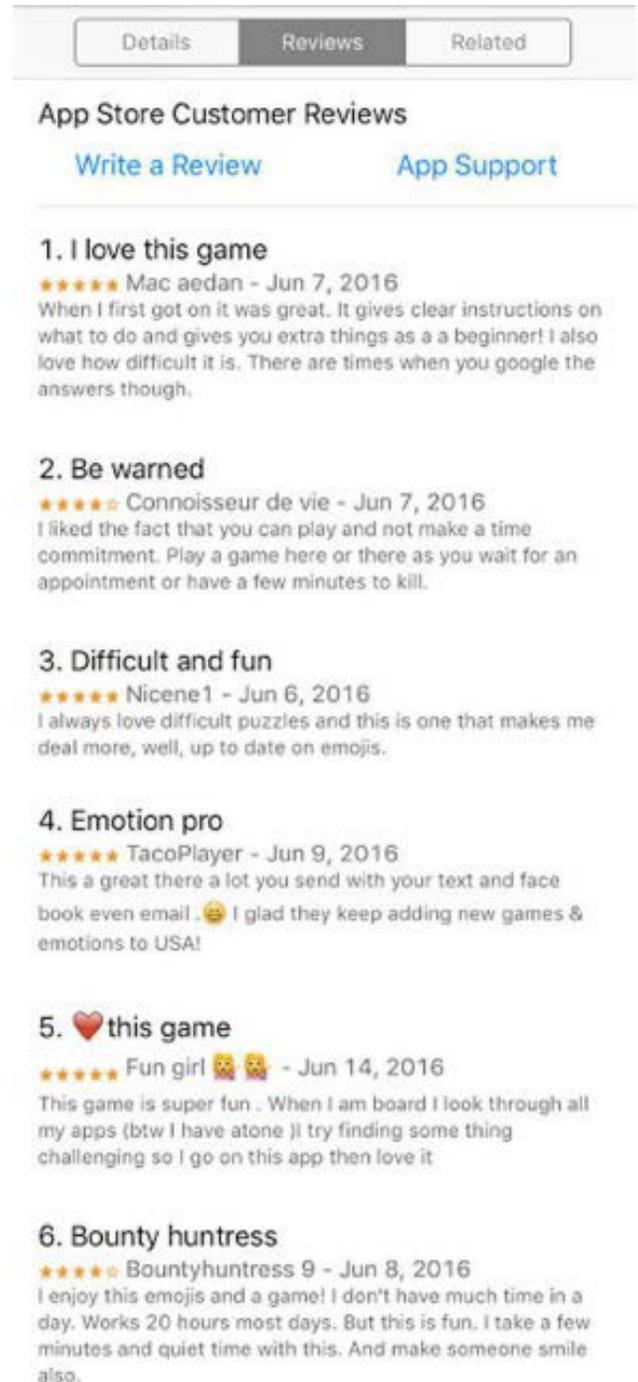
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App Store Customer Reviews

Write a Review   App Support

1. I love this game
★★★★★ Mac aedan - Jun 7, 2016
When I first got on it was great. It gives clear instructions on what to do and gives you extra things as a a beginner! I also love how difficult it is. There are times when you google the answers though.

2. Be warned
★★★★☆ Connoisseur de vie - Jun 7, 2016
I liked the fact that you can play and not make a time commitment. Play a game here or there as you wait for an appointment or have a few minutes to kill.

3. Difficult and fun
★★★★★ Nicene1 - Jun 6, 2016
I always love difficult puzzles and this is one that makes me deal more, well, up to date on emojis.

4. Emotion pro
★★★★★ TacoPlayer - Jun 9, 2016
This a great there a lot you send with your text and face book even email . 😊 I glad they keep adding new games & emotions to USA!

5. ❤️ this game
★★★★★ Fun girl 👧👧 - Jun 14, 2016
This game is super fun . When I am board I look through all my apps (btw I have atone)I try finding some thing challenging so I go on this app then love it

6. Bounty huntress
★★★★☆ Bountyhuntress 9 - Jun 8, 2016
I enjoy this emojis and a game! I don't have much time in a day. Works 20 hours most days. But this is fun. I take a few minutes and quiet time with this. And make someone smile also.