



Don't Hate, Emulate

Emulation is your key to consistent hits and profits, and you can use it to get into any app that you choose. It's simply improving the proven rather than inventing the unproven. To be clear, do not copy; it can get you banished from the app store. You want to improve.

The How-To

- With an emulation model, you'll never run out of ideas:
- Follow your checklist.
- Select from the Top Hits.
- Avoid hot new concept apps.
- Cross-pollinate good features from two apps to create a completely new, great app.
- Improve those features plus all others rather than simply reassembling them.
- Apple has a distinct feel and interface that people like, so ask yourself, "How would Apple do this?"
- Improve the peripheral interface such as marketing and notifications. Pay attention to graphics, content, and flow.
- Start small and simple; don't go to top developers and spend large sums to improve their app.
- Consider niche markets.

Marketplace Examples of Emulation/Cross-Pollination

- The Walls
- Snapchat
- Pandora