



In this lesson, we'll discuss creating consistently popular apps and avoiding common mistakes that new developers make when coming up with app ideas.

### Emulating vs. Innovating

The key distinction between a developer's success and failure is gathering market intelligence, learning what the market calls for, and responding to that data. When you begin from that orientation, you can reverse engineer your product to fit the marketing.

People often think that innovation is the key to drawing consumers; however, the market is often too young for new ideas. It's crucial to ensure first that the market has an appetite for your app. If there is no market data for your concept, then you need to stop. Instead, emulate consistently successful apps that are over a year old and then innovate your own version of it.

The place to find these consistently successful apps is your top app charts. Every day you must research, download, and familiarize yourself with them.

### Questions to Ask

There are questions to ask yourself in your research of the top apps. These questions are imperative because, without asking these questions, you may overlook common things that are staring you in the face.

- Why are they successful?
- What are they doing marketing wise?
- Who is the demographic that's actually downloading these apps?

### Next Steps

- Take the following steps, to move your app empire forward:



- From your provided materials, read “The Traits of Successful Apps” and “Learning from Successful Apps.” This is very important.
- Use the 10/30 Rule as your filter while you review your solid list of app ideas that you feel confident about.
- Narrow your list to 1 to 3 apps and ask yourself the following questions:
  - Why are they successful?
  - What are they doing marketing wise?
  - Who is the target demographic that are downloading these apps?
  - How will you emulate the app?
  - How will you improve it?
- Remember: The secret to creating hit apps consistently and sustaining growth is market research . Without the research, you can’t understand your user or your competition.