



Traits Of Successful Apps

Every success story differs, but the most successful apps share quite a few common traits. The following list gives you an idea of most of those traits:

Fun/Entertaining - How much entertainment value does the app provide? Does it bring joy and excitement to users? Does it make them laugh? Like a great movie, a great app keeps users glued to their screens.

Intuitive - The best apps are simple and easy to use. People can figure them out intuitively and quickly. Consumers shouldn't have to read extensive instructions to get started. Angry Birds and Doodle Jump are masters at this.

Engaging - How engaging is the app? Apps should be as engaging as possible while also showing off the innovative capabilities of the device.

Addictive - You can't put it down. You can't wait to get back to it. You're hooked. That's how the best apps win their users.

Value - The app needs to give far more value in people's minds than what they paid. It should be something they use consistently and feel that they benefit from.

Cross-cultural - It's important that apps appeal to the greatest audience possible. The more people who understand and use the app, the greater the likelihood of the app becoming a hit.

Great graphics and sounds - The top apps are like eye candy. They've got great graphics that are a treat to look at. They also incorporate high-quality sounds.

Viral - Word-of-mouth is a huge form of advertisement. When people get really excited about an app, they share it with lots of people. Why not take advantage of free marketing?