In this lesson, you will learn to analyze app store activity, buying trends, niche markets, categories, international markets, app networks, and traffic promotion.

App Store

The app store is a window into the marketplace. You can draw themes and patterns by simply browsing and observing what stands out. Keep notes as you think about the following:

- What types of apps are trending: emojis, weather, holiday, etc.?

- Which apps do you prefer, and why so?

- How much are people willing to pay for certain apps?

- Customer reviews are your direct tap into their desires. What did the app have that's worth including in yours? What was missing that you can improve on?

- Save examples of what you want in your app for later product development collaboration: icons, wording, titles, graphics, prices, etc.

- When analyzing top grossing apps, keep in mind that they have enormous budgets to spend on traffic promotion.

- What is your experience when using the app?

- Are further charges generated within the app?

- Which apps have cross-category appeal?

- Use other tools like App Annie or Top App Charts to track trends.

- See what's happening in international markets with large populations: China, Brazil, etc.

- Use your worksheets and app idea checklist to distill patterns to your market research.

Categories

Start with app categories in order to narrow down the niche that you will start with. Keep in mind that consistency, rather than jumping prematurely into the next hot thing, is your goal.

- Entertainment - games, sports, film

- Utility - photography, password storage, recipes

- Lifestyle - social, business, fitness, shopping

App Networks

Apple constantly advances its features.

- In order to be present when new features are rolled out, stay on top of tech blogs and have your app developed and ready before each is launched.

- Download your competition so you can receive notices when they advance their product or release new apps.

- Analyze how your competition's suite of apps generates in-app or in-house traffic.

Key Performance Indicators

- Consistency— has the app been around the block? That tells you there's a solid market for it.

- Feasibility— are you considering an app within your budget? It's critical to start small and scale up later.

Next Steps

- Start by downloading the App Idea Checklist.

- Open the app store and explore the top free, top paid, and top grossing apps.

- Have fun with this. Be a detective. What is the app store telling you? What is it actually showing you?

- Find 8 to 10 apps that fit your criteria for development and check their reviews.

  - Be the customer. Listen to what others have had to say.

  - What is it about this app that works? How does it bring value to the marketplace?

  - What areas can take it to the next level?

  - Can you reproduce this in a cost effective way?

  - Get live feedback. Ask people what they like and dislike about the app. Talk with them while they use it.

Finally, fill out all the fields in your app idea checklist , and be thorough. Go to Upwork or a similar site to build a quote for your app. Whatever idea you come up with, frame it out and think it through.