

# How To Build Apps With Zero Coding: Module 2 Research

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# Researching Potential App Markets

This is the most important phase of the entire app building process. You need to be able to do the proper research to ensure that you are creating apps that people WANT to buy or download.

You need to make sure there is DEMAND for your app before you decide to pull the trigger and hire someone to create it for you.

(You would be surprised how many people think they have a great idea and hire someone to work on it right away - without doing any of the proper research or asking the right questions...)

Follow this research process closely and you'll not only save yourself time and money...you'll be able to make a LOT more money from your app.

One of the best parts about choosing to dive into the app business is that the research information you need to make smart decisions is freely available and easy to find, unlike virtually every other industry out there.

Both the iOS and Android marketplaces tell you exactly what is selling the most copies, and what is being downloaded the most. With those metrics on hand, you can make some easy judgments to determine what's hot and not.

## Types of Apps

Before you can dive into your research, it's important to note that there are really only two major types of apps in both the iTunes store and the Android marketplace:

### Utilities and Games

Utilities are apps that serve some sort of function. There are many different types of utilities, in multiple different niches. Utility apps are generally tools that make mobile life easier, provide entertainment (such as video), or enhance the existing features already available on your device.

Generally speaking, utilities are much cheaper to create than a game, as they require less complex functionality and a simpler interface. For your first app, I strongly suggest that you begin with a utility so that you can experience the entire development process yourself as quickly as possible. (Utilities are also much faster to develop, and require less testing.)

Games are apps that are pure entertainment. They are usually more complex

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to design and require a more polished design (and higher budget) than utility apps. As with utility apps, there are a lot of different types of games on the iOS and Google Play marketplaces.

There is one big difference between utilities and games, though...

As we write this, 19 of the top 20 grossing apps (the apps that are earning the most money) in the Google Play marketplace are games.

It's a similar story in the iOS marketplace, too.

This is not to discourage you from building a utility app - on the contrary, as we said, your first app should absolutely be a utility.

However, for a higher risk to reward ratio, you should strongly consider developing your own games after you've developed your first app or two. Game apps cost more time and money to develop, but the maximum potential for return is generally much higher. More creativity is also required on your part.

## Research Preparation

To get started, you'll want to take a look at the actual marketplaces to see what is hot right now. You can do this either by searching directly on your mobile device, or you can reference the marketplaces online.

To access the iOS market from your computer, you will need to download a copy of iTunes from Apple. Information from the store is not displayed directly on the web, and can only be accessed by logging in with your iTunes username and password from your computer.

To access the Google Play marketplace, you can simply go to <http://play.google.com> and click on the "Android Apps" tab.

Once you've opened up both marketplaces on your computer or your device, it's time for some research preparation. You will want to be very organized about this, as it will pay off in spades later.

You will want to keep a file that contains all of your research, either on your computer or on a notepad. **Research is NOT a one-time process...**as you build your app business, you'll frequently be referring back to the marketplaces to see what is new and selling like crazy.

(This helps you spot trends and gives you a MAJOR competitive advantage to those who haven't done their homework, which is 90% of the market.)

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Your goal is to find the apps that are HOT and figure out exactly why they're doing so well. There are a nearly endless number of elements that can determine why an app is doing well, but there are generally common themes between the top-performing apps.

**Note:** To keep track of trends over time, I use a tool called [App Annie](#). Not only does it give me an update on the sales of my apps, downloads and in-app purchases directly to my e-mail, you can view the trends for the top performing apps on both the Android and iOS markets.



Again, your research should focus on **TREND-SPOTTING**. If most of the top apps in your marketplace and category use a certain color, font, icon, or even similar words in their description or title, you will want to make a note of that.

There are a lot of different reasons why one app is successful and another app is not. The more time you spend using apps in the marketplaces you're interested in, the more ideas you're going to get for your own apps.

It's as simple as that.

**Use this question list to help guide you in your research:**

1. Why do you think that this app successful?
2. What is the sales rank of the app? How long has it been popular? How fast did it grow?
3. According to reviews, what do people like most and least about the app?
4. How many other apps has this developer created? How are they selling?
5. What special features does this app have that others do not?
6. What marketing strategies, designs or language is being used? What makes the app stand out?
7. How is the developer making money? (Does the app cost money? In-app purchases? In-app advertisements? What's for sale?)

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8. Is the app being talked about in the news? In reviews? Is there a website for it or the developing company?
9. Are there other apps similar to this one that are selling well?
10. What demographic of customers are purchasing this app?
11. What flaws do you see? Or, what can YOU do better?

**Important:** As you look around, you should try to pay very close attention to what attracts YOUR eye and attention. Remember, when looking for potential apps to download, users often decide what to click based on the graphic icon and the title of the app.

These two features are some of the most important to getting noticed, so WRITE DOWN whatever colors, words, or features within a title or icon attract your attention and make you click.

Remember, those questions are only a starting point for your research. As you look at more and more apps and discover what you want to build, you will want to add more questions to that list that are relevant to your particular industry.

For example, if you want to develop an app for the weight loss industry, you might want to add questions such as:

“How many people have claimed they lost weight due to this app?”

“What magazines and websites has this app been featured in?”

“Does this app focus on diet, exercise, or both?”

“What weight loss trends are and aren't being incorporated into this app?”

All of these questions (and many more) will help you gain an even greater perspective on the apps within your market.

Don't be afraid to spend a lot of time on your research. The more time you spend on this step, the better your results will be for the coming modules.

## Marketplace Research

With your list of questions handy, and the marketplaces open on your device or computer, it's time to get started with the actual research process.

On both the Google and Apple marketplaces, you will want to pay close

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attention to the top charts.

The most important chart is the **Top Grossing chart**. This is a compilation of the apps that are making the absolute most money on the marketplaces, both free and paid.

As mentioned before, many of the top apps in the marketplace are games. But what might surprise you is how many of the top apps in this list are 100% free to download, play and/or use.

Even though these apps are free to download, there are other elements within the app that produce income for the developers. For free apps, especially games, these are usually in-app purchases - which are additional features, resources, tools, etc. that can be unlocked within the app.

It should also be noted that the amount of gross income that an app earns is only limited to the metrics that Google and Apple can track.

In other words, the advertising dollars that are generated from an app are NOT counted in the grossing numbers, because some of the best advertising companies are not affiliated with either Google or Apple.

So, some of the Top Grossing apps that you see in the marketplace are making even MORE money than is being calculated - another reason why it's important to do your research, answer all of the questions listed above for each app, and see exactly how these apps are making money.

The next charts you will want to look at are the **Top Paid and Top Free** charts. These charts provide an even greater perspective on how well individual apps are doing. You are bound to see some overlap between the Paid, Free and Top Grossing charts. However, there is a big difference in how the different charts are calculated.

The Top Free and Top Paid charts are calculated solely by the number of downloads for that particular app, roughly over the last 24 hours. The dollar amount that the app makes is not taken into account for these charts - just the sheer number of downloads.

These charts are particularly useful if you're looking to build an app that gets as much reach as possible, since these are the apps that are getting the most exposure on the marketplaces.

Your next points of research are each of the individual categories in both marketplaces. There are a lot of categories in both marketplaces, but to get the most research data and ideas possible you will want to take a look at every single one.

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The apps listed towards the top of the marketplace are the most popular for each respective category. You're bound to get some of your own great ideas if you pay close attention to the top 20 apps in each category.

Note: On top of the research questions that you're asking about each of the top apps, you should also keep a separate notepad or file simply for your ideas.

Humans are creatures of emulation - when you see an app that is successful, and analyze the characteristics of each of those apps to see how it works, you're bound to come up with your own ideas to make your own app, and make it better.

You want to keep close track of these ideas. **Do not lose them!** Write them down as soon as they come into your head.

In fact, I highly advise that you keep a notepad with you at all times. Be observant when you go shopping, when you're driving, when you're walking around, when you're eating - what are other people doing?

It's amazing what app ideas pop into your mind when you least expect it, especially after you've spent a couple of hours researching the top apps.

**It's natural for your brain to go into overdrive...**

The simplest and most valuable ideas you'll create are synthesized from two or more features, functions, or ideas from other apps. (This is why it's so important you to understand the ways which your brain absorbs and applies the information you learn. Go back to Module 1 to review the first few pages if you missed it. It's that valuable.)

It's important to note that the ideas you generate should be based on EXISTING apps, and features within those apps.

Do not re-invent the wheel.

Repeat...

**Do NOT re-invent the wheel.**

You are not looking to create an all-new type of app that no one has never seen before. Why? Because you don't know if it will sell.

The reason you're doing all of this research is because you want to find out exactly what types of apps are selling the best, and what features people like the best and find the most useful.



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Take what people like, need and buy...and then put it into an app of your own.

Zynga, currently one of the largest (billion-dollar) players in the mobile gaming space, relies solely on emulation to produce their games. They look at the top games in the market and then try to produce a game that is of higher quality than the game or games they are emulating.

(On a personal note, I do feel they take this too far - Zynga has skirted the gray line and has blatantly copied the mechanics of many games, such as one of my favorites, Tiny Tower. The only difference between the Zynga version and Tiny Tower are the graphics. Not good enough, Zynga!)

I'm certain you've heard the phrase, "there's nothing new under the sun." It's true - nearly all new creations are a mix of ideas from the past.

Now, to be perfectly clear, you should absolutely NOT copy another app, use the same title, same design, same graphics, or the exact same app mechanics. Not only would that be copyright infringement, there would be no competitive advantage to your app.

There would be no reason to use your app if it's the exact same as another.

However, improving the mechanics of an app, adding a new design, a different story or theme for games, and adding (or even removing!) some features means that you've produced an entirely new app.

Once you've done your homework, you've done the research, and you have a load of notes, your mind should be swimming with potential ideas.

## Focusing Your Research

Once you've done your homework, you've done the research, and you have a load of notes, your mind should be swimming with potential ideas.

In fact, it's possible you might have so many ideas that you're not sure which one to pick.

(Note: If you are NOT filled to the brim with great app ideas yet, you should take a look at Module 5 after you've read through the rest of the course. There are several app ideas listed there to get you started.)

With all of your research in hand, you should take a look at the apps you've researched to determine which ones are the best types of apps to build for your own business.

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When looking through your research list, you should look for apps that:

- Are selling reasonably well in either the iOS or Android marketplaces
- Contains relatively simple functionality or features
- Contains a simple design
- Could be improved with additional features, fewer features, better interface
- Popular apps with a mix of good and bad reviews
- Contain at least one way for you to make money, preferably more
- Fits into an existing business (if applicable)

With your research and the criteria above, you should be able to narrow your list down to a small number of potential apps.

Once you've narrowed it down, it's time to pick one to two apps to emulate. (If you pick two apps, you would simply combine the features into one app.)

In the next module, you'll discover how to transform your ideas into a real, tangible asset.

**Note:** Many more ideas will be sparked when you use our Universal App Maker templates. Even better, because you're able to build unlimited apps with the Universal App Maker tool, it's easy to develop one-time apps or apps for local businesses - whereas normally that would be far too expensive to do.

The features available with lifetime access to Universal App Maker are genuinely life-changing for anyone building an app business, and you're protected by our 30-day money back guarantee when you take advantage of your exclusive 95% off discount (available only for our first-time students.)

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