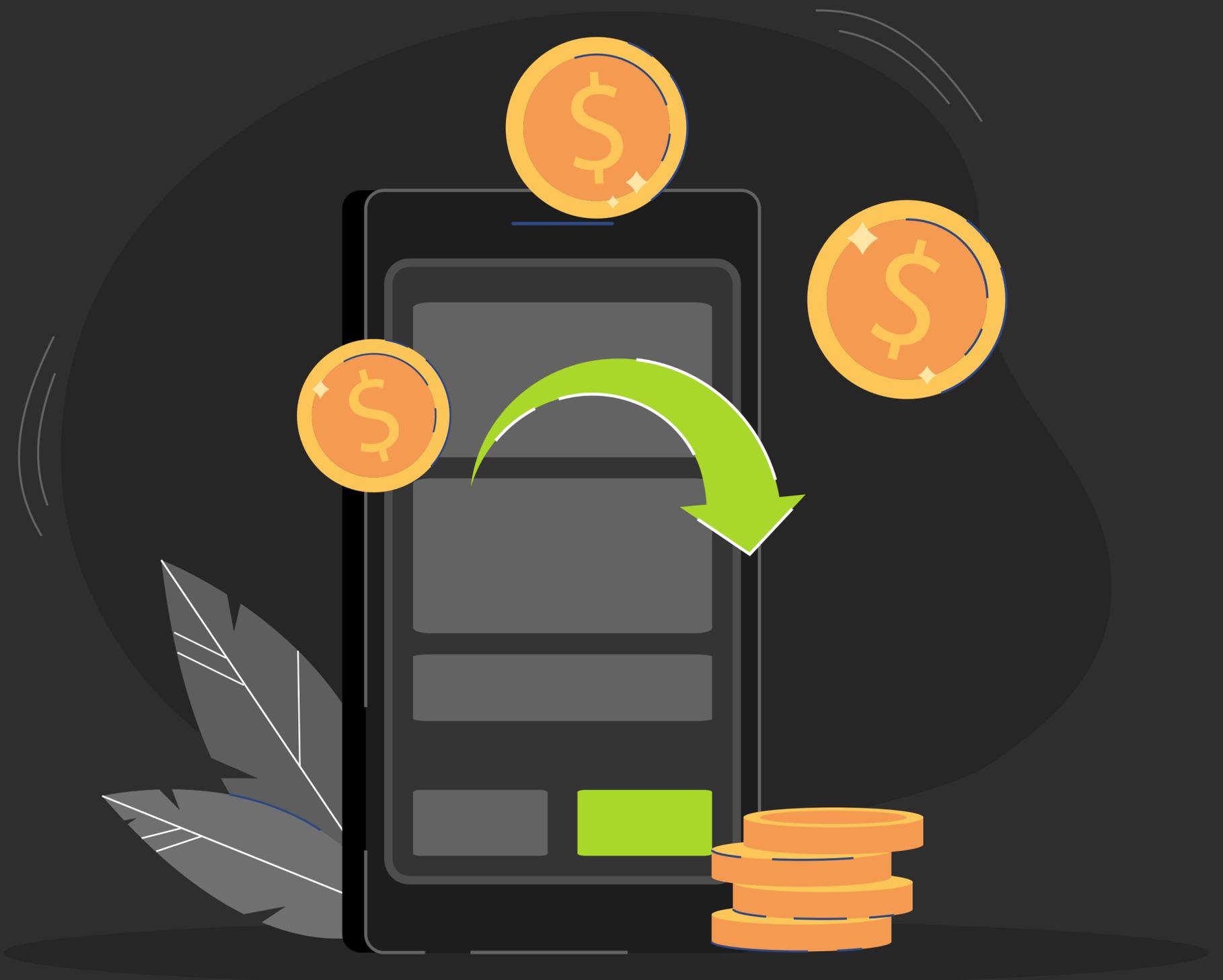# 3 Steps to Find a **Profitable App** Idea

There are some steps that you can follow and easily come up with a creative idea. Yes, you read it right, you can have your own unique idea.

1 Find Your Niche

First and foremost, the thing that you need to do is find your niche. To be honest, finding niches is simple and you can easily do it. The challenge is to look for a good niche for your mobile application, and the selected niche must be profitable and worth your time.

A random and general brainstorming session may end up in 10 or 15 niches, whereas most mobile app developers develop their Android or iPhone apps based on what they love and interest them.

Being an entrepreneur, you need to analyze the market and understand what your targeted audience is looking for. Instead of focusing on what you want to give, you need to comprehend your users' expectations and analyze the market like what type of apps are getting success. You can also research the app store like which category has the highest applications and what are the reasons behind this.

In the below graph by appbrain.com, you can see the total number of apps, free apps, and paid apps per Google Play Store Category and get a better idea about the app market:

In the above graph, you can see that education has the most number of applications in the Google play store.

Currently, the education industry is leading the best mobile app development market and allowing different intuitions, universities, and experts to generate huge revenue.

Let's take an example that you wanted to develop an education application. Now, you will have some of the questions in your mind:

- How will I know what type of education app I need to develop?

- Which features and functionalities I can include?

- How can I make my app stand out from other top apps?

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Well, you will get an answer to your questions as this post explain how you can do this and develop a profitable app. First, you can search "top education apps" in the google play store. Now, you will get a list of top education apps as given in the below image.

Let's take Math Tricks as an example.

It is a math tricks application that is designed for those people who want to learn interesting mathematical tricks to speed up their calculating. Currently, this application is on the list of best education apps and performing well.

As said it is offering unique mathematics tricks to users that result in a higher number of downloads and good reviews as you can see in the below-given image:

The application has approximately 10,000,000 – 50,000,000 downloads, so you can imagine its popularity of this application. Now, it doesn't mean that if the application has a huge number of downloads and doing well, it doesn't have any kind of issues. You can find various popular apps in the app store that have some common issues but still manage to perform well.

2 Find the Loopholes

Now, let's check what common issues the Math Tricks app has. We can check its reviews and find what kind of problems users are facing with this app.

● A lot of Ads

Ads are irritating. They distract users while accessing the application, and this is also happening with Math Tricks users. As mentioned in the review, the user of the application is constantly bombarded with lots of ads and they need to pay for additional levels.

So, you need to keep in mind that if you are offering a free application to your users, it doesn't mean that you will include enormous ads in it and keep frustrating your users. You should avoid unnecessary ads as they will keep your users coming back to your app.

● Boring & Slide Show

You can also see another review, where one user has shared that he felt that this app is super boring. He thinks that it's just a slideshow full of texts. Instead, this app needs to include attractive images, and audio/videos and give a demo of different tricks. As these are things that interact with users and entertain them.

As you can see in the above image that many users are facing some of the common issues in the application, but still the app is used by enormous people across the world.

3 Idea in Your Pocket Now. Let's Make it a Reality

Now, you know some of the common problems that users are facing in the application. There are various such apps that have common issues, but still, they are popular and performing exceptionally in the app store.

What should be the next step now? You know it, right? Yes, exactly. We need to make an app that resolves these common issues. That's it. And you already have a bunch of the audience waiting for your app.

In case, if you still have any query or confusion like how to make money from free apps, what is the exact cost of developing an app or app development timeline, then you can get in touch with us through our contact us form. One of our sales representatives will get back to you shortly.

We are
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Having over 10+ years of experience in building mobile and web apps, Space-O Technologies is committed to delivering exceptional enterprise solutions.

Our team strives to provide the highest quality mobile app and web solution to take your business to the next level.

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