1. Take three of your favorite apps and try to describe each in a single, short sentence. Then go to

the App Store and see how each is in fact promoted.

Think about an app you could use in your life. Could it be a certain type of calculator for school? Something that tells you when your friends are online on any social networking platform? Or something you’ve been thinking about for a while now?

2. Describe your app idea in a single, short sentence that the average browsing user person

on the street will understands.

3. Show this sentence to friends and strangers. Do they instantly grasp what your app does?

4. If they don’t understand, either rephrase the sentence, or consider that your app idea is not

focused or comprehensible enough to succeed. Try a new idea and repeat the process.

5. Have a look on the app store for competition. What are the five closest to yours, and how will you differentiate yours?