

How to Quickly and Easily Validate Your App Idea

By: Terrestrial Origin

<https://www.terrestrialorigin.com/>

After more than 15 years of creating software for companies, I've seen some shit. I've seen shit fail, seen shit take off, and I've seen my fair share of ideas fizzle out before they ever really even had a chance. The good news is that it only takes a little planning to make sure that your app actually makes you money.

One of the quickest and easiest ways to validate your app idea before building a prototype is to know what problem you're solving, identify your target audience, and test your theory on real people.

Here's some guidance on how to easily evaluate your app idea and set yourself up to win.

[Video Intro](#) (optional)

Get Clear on the Problem Your App Solves

No one is going to go through the trouble of finding your app, downloading it, registering for an account, learning how to use it, etc, unless there's a real, tangible benefit it provides them. That means they have a significant problem that *you* need to solve.

Your goal here is simple: find problems and provide solutions.

Define the Target Audience for Your App

Think about who struggles with this problem. Identify who your ideal client market will include and be specific. "Everyone" doesn't count as an answer. Even a category like "men ages 18-45" is still too broad, not to mention, hard to test ideas on.

Don't worry that your target group is too specific or the wrong type of person. At this stage, it's okay to be a little off when planning who will use your app. You still have time to course-correct before you start building a prototype.

Confirm That This is a Real Problem

So now you've nailed down your target audience and the problem that they're struggling with.

Make sure you outline and talk to every single type of person who will be using your app or who will be involved in its distribution. Why should those people choose to be involved? What's their incentive? Do they have problems your app can solve? Talk to them. Go through the questions below with every single type of user involved in your solution.

Ask them:

1. What are the most challenging things about your business?
2. What do you spend most of your time on?
3. What is redundant and feels like a waste of time?
4. What makes you say "There should be an easier way to do this!"
5. How are you currently dealing with these problems?
6. Do you have a workaround?
7. How much time and money is this current workaround costing you? (HINT! This information can also help you price your app or service. Make it cheaper and easier for them to use your app instead of continuing their current workaround.)
8. If you find a solution to this problem, would they be interested in trying it out and giving you their feedback? (If they say "no", that's a hint that the problem isn't pressing enough for you to invest in solving it.)

Test Your App Idea (With Real People)

It's time to put your app ideas to the test. First, review the responses you received and use them to rework the problem, your solution, and who will be most receptive to your app.

Invest the smallest amount of time, money, and effort into building a working prototype MVP (minimum viable product). Then, have each of your testers use that MVP and give their feedback.

If you *don't* follow these steps, you risk losing a lot of money and time creating an app no one wants to use for *free*, let alone pay for.

See the Process In Action

Let's take a look at how this might unfold in a real-life example:

Karry wants to test an idea to make an app that lets people look up the amount of nutrients in different foods. Who might be struggling with this? Health-conscious individuals sound like good candidates. Great. Now it's time to talk to people.

Karry goes to talk to people shopping at their local health food store. They talk to about 50-100 people and ask them questions.

They find out that health-conscious people can already figure out nutrient content from labels on their food or by Googling items. However, a lot of them say that they struggle with creating an exercise routine that's customized to their particular needs.

Karry's original app idea wouldn't have worked out the way they thought. Luckily, no money has been wasted on a product that people wouldn't buy. So, they decide to make a different app instead – one that helps people create personalized exercise programs.

After speaking with others, Karry learns that many people spend hours online researching different exercise routines or trying (and soon quitting) expensive personal fitness coaching programs. Many people struggle to find a fitness program that works for them.

Karry realizes that they need to build an app that makes it quicker, easier, and cheaper to find personalized exercise routines. The app will save their ideal users from wasting hours on the internet or spending hundreds of dollars on one-on-one fitness coaching.

But where would Karry get the content for the app? The best way to figure that out would be to talk to some experts like fitness coaches. Why not *also* see what issues and pain points coaches have? Might as well kill two birds with one stone and see if they can solve their problems using the same app.

Karry talks to a bunch of fitness coaches and finds out where to source the information for the app content. They also learn that the biggest challenges for fitness coaches are finding new clients and client retention. This is a problem that Karry's app idea can solve.

They now have a way to help both fitness experts and exercise enthusiasts all in one app. But how would they know they've solved problems for both parties? Before investing in a fully-featured app, Karry creates a quick and cheap prototype and asks their contacts to try it out and give them feedback.

After a few iterations of testing and improvements suggested by the health enthusiasts *and* the fitness coaches, Karry is confident they have a brilliant and profitable idea on their hands. Moreover, they have a working prototype they can add on to and make into the next biggest app in the market!

Have an app idea that you're ready to turn into an MVP prototype? Let's get started in a free consultation: <https://calendly.com/terrestrial-origin/consultation>