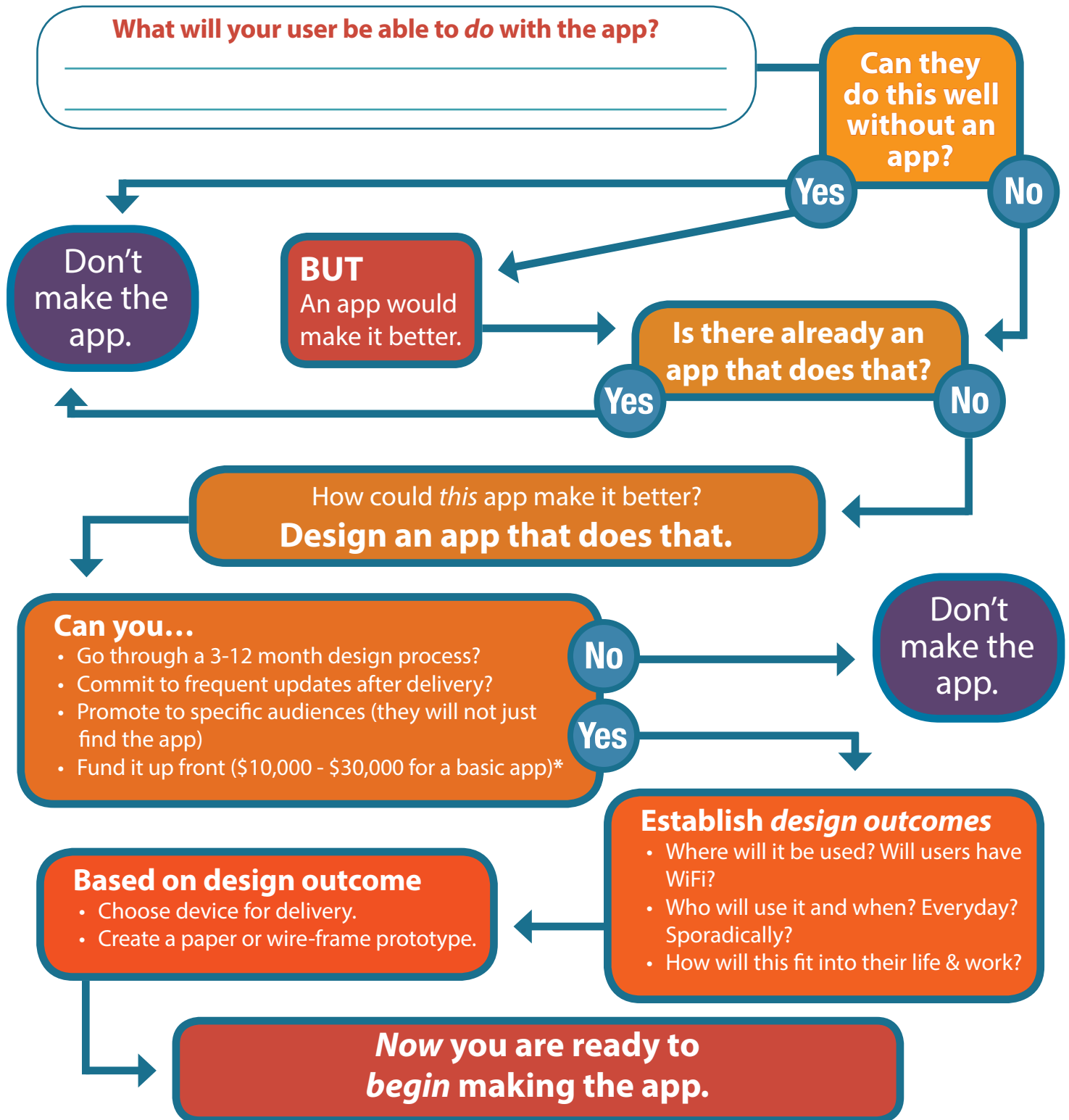# So You Want to Make an App (Don't Make it Yet!)

Consider this: the idea is not nearly as important as the design process which enables a quality and essential app. First think of your user, and endeavor to transform, enable, facilitate, or coordinate.

What will your user be able to *do* with the app?

Can they do this well without an app?

Yes → No →

Don't make the app.

BUT An app would make it better.

Is there already an app that does that?

Yes → No →

How could *this* app make it better?
Design an app that does that.

Can you...
- Go through a 3-12 month design process?
- Commit to frequent updates after delivery?
- Promote to specific audiences (they will not just find the app)
- Fund it up front ($10,000 - $30,000 for a basic app)*

No → **Don't make the app.**

Yes →

Establish *design outcomes*
- Where will it be used? Will users have WiFi?
- Who will use it and when? Everyday? Sporadically?
- How will this fit into their life & work?

Based on design outcome
- Choose device for delivery.
- Create a paper or wire-frame prototype.

***Now* you are ready to *begin* making the app.**

✶ The app store has over a million apps. Only the top 3000 make $25k or more annually.