



# 5 Ways to Validate Your App Idea

Have a great web or mobile app idea  
but not sure where to start?

First, you want to see if your idea is really worth pursuing.

Here are 5 ways to get you started:

- 1. Talk to potential users** - use your social media platforms to see if anyone knows anyone who has experienced the situation that you want to solve for, then ask them about their experiences and find out what their issues were. Determine if your product could solve their problems. Alternatively, start with a survey via SurveyMonkey or Typeform to get some feedback about your idea and then interview some of the people that responded.
- 2. Look at your potential competition** - use a search engine to see if there are any other companies currently doing what you want to do. Determine if what you could offer is at least as good, if not better, than what they do now. Also look at companies that solve the same problem but in a different way. Would you be able to stand out from the competition?
- 3. Look at potential environmental factors that may affect the viability of your business** – are there new laws or regulations being proposed? Are there changes in technology? Are people behaving or thinking differently? A lot of new product successes are about timing rather than the product itself – if the world isn't ready for it, it will be a lot harder to be successful regardless of how good the product is.
- 4. Determine the potential size of your market** – look for statistics that can give you an indication of the number of people that might experience the problem that you want to solve. What percentage of those people might buy your product?
- 5. Think about how much you might charge for your product** – would the price be one-off or recurring? Would there be an upsell or downsell? How could you get your customers to buy more from you? How many products would you have to sell to achieve your desired goals?

Want to learn how to turn your good idea into a great product?

Check out our Idea to Launch Checklist:

<https://greatproductsconsulting.com/idea-to-launch/>