# 6 Essential Elements for a Top-Selling Mobile App

## Aspects that Go into Making a Successful, Top-Selling App in the Marketplace

### 1. Consistent Performance

The success of an app depends upon how consistent it is, performance-wise. It has to be a well-tested app, taking into account all aspects of performance under the most extreme conditions.

A top-selling app is one that works perfectly, irrespective of whether the phone connection is on or off, and also one that ideally consumes the minimum possible CPU and battery power.

An app that constantly crashes will never ever get anywhere near becoming popular with users. Hence, reliability in performance is the first and most important characteristic that goes to make a successful app.

### 2. Compatibility with Mobile Platform

Secondly, the app has to be completely compatible with the [mobile platform](http://mobiledevices.about.com/od/glossary/g/Operating-System.htm) it has been developed for. Each mobile platform has its own particular features and traits, as also guidelines and work environment. An app that has been developed, keeping these aspects in mind, is one that will offer the best possible UI experience to end-users.

For instance, [creating an iPhone app](http://mobiledevices.about.com/od/kindattentiondevelopers/ht/How-To-Create-An-App-For-The-Iphone.htm) around the standard application bar, using standard navigation controls, will best suit this type of mobile platform.

Unfamiliar features that fall outside the framework of a particular mobile platform may make end-users uncomfortable while using the app, hence ultimately decreasing its popularity quotient.

### 3. Loading Time

Apps that take too long to load are automatically avoided by users. Anything under 5 seconds of loading time is fine. But if the app takes more than that, users will tend to become impatient.

Of course, if the app is complex and requires large amounts of data to startup, it is bound to guzzle up more time too. In such a case, you could take the user to a “loading” screen, which tells them that the loading process is on.

Large apps such as [Facebook](http://mobiledevices.about.com/od/appbranding/tp/Facebook-Is-The-Fresh-Face-Of-Mobile-Social-Networking.htm) for iPhone and Android are fine examples of this aspect. Users prefer to stay and wait before using the apps, because they can see some ongoing activity when they start using the app.

### 4. Freezing Point

Apps that constantly freeze will never be considered cool by users. Hence, the general UI thread should always be open and active, if the app has to become successful in the app marketplace. The end-user will immediately reject apps that hang-up or crash on a regular scale.

In case your app is rather advances and requires some more time to run, try to run a secondary thread, so that it takes much lesser time than otherwise. Many mobile OS’ offer thread separation. Figure out if your desired platform gives you this benefit before actually developing your app.

### 5. Utility Value

Any mobile app has to [usable](http://mobiledevices.about.com/od/kindattentiondevelopers/tp/6-Tips-To-Develop-Usable-Mobile-Phone-Apps.htm), in order to become successful in the marketplace. It also has to be unique and help the user with some task, making life that much simpler for him or her.

A top-selling mobile app is one that sets itself apart from the rest of its kind, in some way or another. It offers that something extra, which is what engages the user and encourages him or her to use it repeatedly.

### 6. An Ad-Free Experience

While this is not an actual essential, it helps to make your app as ad-free as possible. A free app filled with ad banners is never going to that much favored by users, though it does help the developer [make extra money](http://mobiledevices.about.com/od/marketingapps/ht/How-To-Make-Money-On-Mobile-App.htm) from the sales of the app. Instead, it is better to create a paid app and make it ad-free, so that the user is not interrupted while he or she uses the app.

The above-mentioned aspects are not foolproof and cannot guarantee success always. However, they are pointers to help you create better, user-centric mobile apps.

Can you offer the user something different? Will it solve their problem in a way that no other app does? If the answer is “Yes”, it could raise the chances of you app becoming one of the top-sellers in the marketplace.