Coming up with a great idea for a mobile app is one challenge. Turning that vision into a reality is another. But even beyond that, many app developers want to figure out how they can make money from the apps they create. It helps to plan for this at the beginning of development, but even if an app has been live for some time, it can be monetized. So, how can a concept develop into a fully launched and lucrative mobile app?

For your initial post, research a successful mobile app and explain how it has become profitable. In your response, consider the following:

* What was the development process the app's creators followed?
* What design elements encouraged user engagement?
* How has the app been monetized?
* How do the app's design elements support its method of monetization?

In response to your peers, consider the identified processes and strategies, then answer the following:

* Are there different ways to monetize the app other than what has been done?
* Do you think the app's monetization strategy could be successful for a different type of app?
* Do you notice any common themes between the app you identified and those of your peers?

An app I have some history using is SoloLearn, which is a bite sized coding & programming app to engage as a beginner. The success of the app stems from a user-friendly design, shorter bite sized 5 min modules, & some community driven features. Instead of overwhelming users, Sololearn introduces core programming concepts in small, interactive modules with immediate coding practice and feedback. Gamified elements like points, streaks, and achievements help motivate learners, while built-in forums and peer code reviews create a supportive environment that encourages consistent use and word-of-mouth growth.

The app uses a model day style of freemium, which allows you engage with the content for free. The monetization comes from pushing user to upgrade to pro, watch ads to progress, or having a heart system on mistakes made in lessons. Some ads are non-intrusive & run along in a banner, while others break up the flow require watching to ads & continue progress. Sololearn's thoughtful design balances accessibility with monetization, ensuring free users get value while nudging more serious learners toward premium features. Its mobile-first approach and active user community set it apart from competitors, and future growth may come from expanding into professional training or partnerships with tech companies.

Even Hunter, long week ahead nearing the finish line.

I liked your prompt cause I’m constantly on Discord, especially more recently this year with the release of the RTX 50 series (loving my 5090 Suprim). I’m not a huge fan of the way Discord has started monetizing their app. Though I can see the appeal & understand what it takes to keep the app growing. They have a good balance of implementing premium features without limiting free users too severely. Just like SoloLearn, Discord has an activity community with useful features that demonstrate how having a user-first approach is optimal. This successfully rives their growth & revenue without hurting the experience or turning away the community.

Evening Brice, looking forward to finishing this semester strong. Much need week break.

I have never gotten into the appeal of the Candy Crush saga style games. While King games has captured a large part of the market it just hasn’t grown on me. My wife loves the game, so I can see how she constantly is following the monetization features, ads for extra lives, buying some deals on hearts. The microtransactions seem endless, very intrusive, & obnoxious at times.

Candy Crush Saga’s monetization strategy, offering a free game with in-app purchases, could definitely be applied in other apps, especially ones that rely on progress-based or goal-oriented user experiences. For example, productivity or language-learning apps could use similar tactics by letting users unlock helpful tools or extra attempts after hitting a limit. While this method works well for casual games, it wouldn’t suit all app types, especially those where interruptions or spending pressure could frustrate users. A common theme between Candy Crush and other apps like Discord or Sololearn is the use of smart design to drive engagement. Whether it’s through addictive gameplay, strong community features, or rewarding learning systems. Each app succeeds by keeping users invested and offering optional upgrades that feel helpful rather than forced.