

# Mind *the* Gap

The problem today - is that gap between the standards of user experience which are raised higher every year by Apple and the apps that we use every day hundreds of times - and the decreased level of complexity to code and launch apps nowadays (also to design them).

Many apps fail due to product market fit. But it's not just about fit, it's about emotional stickiness. We call it Product-Market-Fit-and-Stick

