



Is Your App Idea Worth Building?

AI velocity makes shipping fast — and makes shipping the wrong thing easy. Evaluate before you commit weeks.

10

WORKSHEET QUESTIONS

100

PRE-LAUNCH EMAILS

5%

TYPICAL CONVERSION

30d

DECISION WINDOW

• 10-minute Go/No-Go worksheet

Answer in writing

1. Who is the user? (Specific — not "everyone".)
2. What problem? How are they solving it today?
3. Why does the current solution fail them?
4. Smallest version that improves their day?
5. How will they find you? (Be specific.)

Critical screens

6. Why would they pay / use weekly?
7. Strongest competitor — why are you better?
8. What does \$500/mo revenue mean in users?
9. What kills this in 30 days?
10. Your unfair advantage? (Knowledge, audience, edge.)

• Where good niches come from

RDR2 EXAMPLE

Companion gap

Established game/community with no good companion. Rockstar pulled theirs; gap filled.

Your own irritants

Problems that bug you weekly that no existing app solves well.

Profession-adjacent

Specialized tools for nurses, contractors, real-estate agents. Less competition, willing-to-pay.

KILL CRITERIA — SET BEFORE BUILDING

Week 1: mockups get no "I'd pay" — kill or pivot.

Week 2: well-loved incumbent, no gap — kill.

Month 1: can't get 100 installs with available channels — diagnose.

Month 3: conv to paid < 1% — iterate or kill.

Month 6: \$50/mo or less, no path — accept it's a portfolio piece.

PRO TIP

Killing fast is not failure. It's the discipline that lets you ship the next thing that works.

VALIDATION PLAYBOOK

- 1 **Cowork mockups**
3 variations. Show 10 real users.
- 2 **Pre-launch landing page**
Email signup. Share in niche communities.
- 3 **100 emails before code**
If you can't, distribution is the real problem.
- 4 **Beta with feedback**
Real users find real product issues fast.
- 5 **Then build**
Launch day = audience waiting.

HONEST DOWNLOAD PROJECTIONS (YR 1)

- 1 **No marketing / audience**
100-1,000 downloads
- 2 **Small audience (5K-50K)**
1,000-10,000
- 3 **Real audience / hit category**
10,000-100,000
- 4 **App Store Featured**
50K-500K+

Full framework: djenterprises.ai/blog/app-idea-evaluation → Worksheet → Mockups → 100 emails → Build.

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