# Ios App Development Services

After Completion of **Mobile app development**, now you are ready to next stage, which is launching, but before that wait for a minute. Think and research about the targeted audience before releasing the app. You may have a great app and a great idea to reach the customer, you think will get entire large number of customers. But let the audience decide whether your app really great or unique.

If you define your target audience before developing the app, it's well and good and it could prove highly beneficial. It improves the chance of achieving success becomes higher. If you keep the audience in a mind, then development will be according to their needs, taste, and preference.

**Initial steps of conducting the targeted audience**

As per trend, every person uses smartphones and various gadgets having a different type of apps on android and ios platforms. The user wants to look something exclusive and unique in an app and it fulfills the needs. For instance, if you think about the eCommerce app the people want to avail discounts on the same product which is purchased last. If they find there which is require then we can say the ratio is increased by eCommerce app user. We can divide the research in 2 faces like general understanding and market research.

**General Understanding**

In general understanding, you have to get the first knowledge about the targeted market and market lines, For example, if you develop a grocery app, then your target audience would include almost all people who belong in the every age group. While grocery shopping is mostly associated with homemakers, your specific focus would be on women in this area. But you can't say that only women are your potential customers as compare men, students and others also buy the product from grocery shops, and they also use the app to buy the items or products.
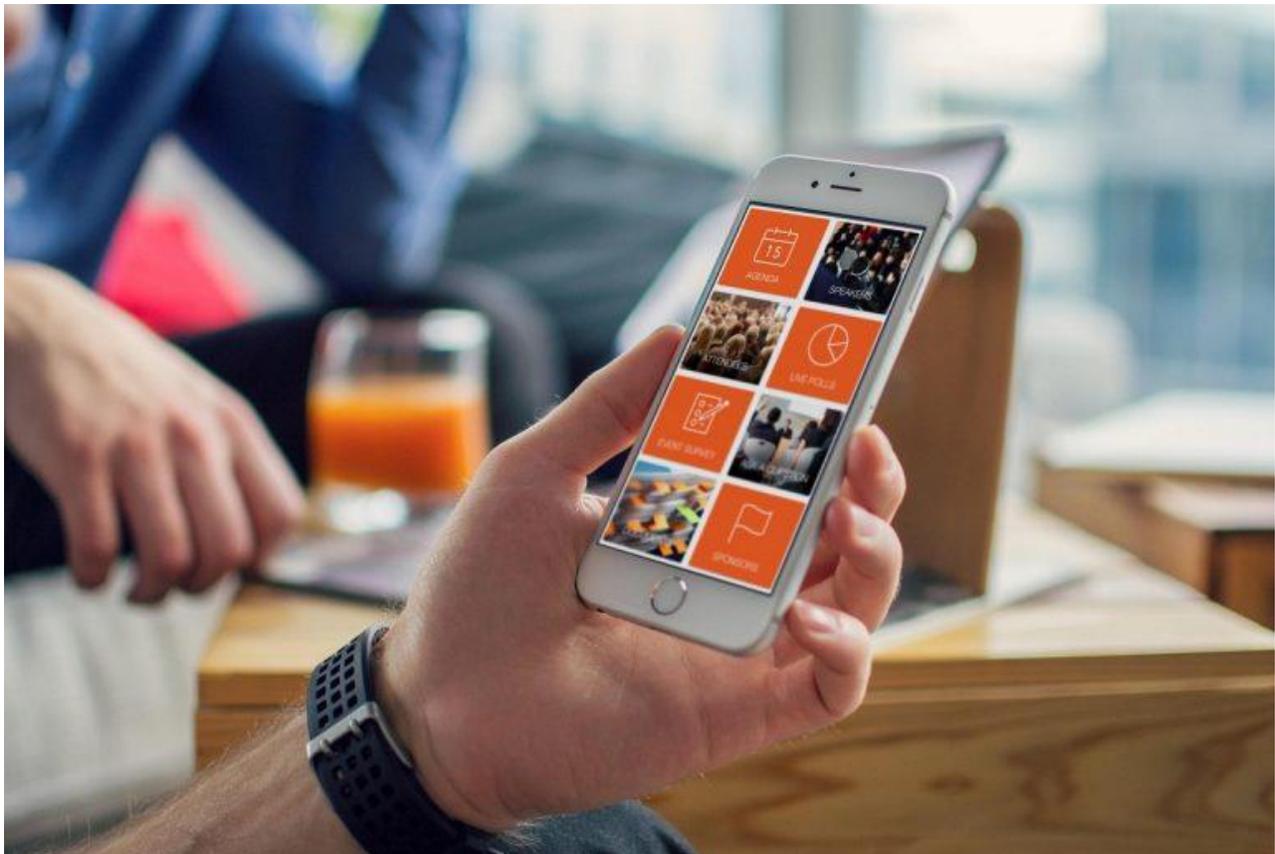
**Market research**

Market research is also one of the most important factors for a successful mobile app. Before launching the app even develop the application you have require too deep knowledge about the market and have the deep understanding about the related products, services of your app. apart of this keep the eyes on your competitors and add the special attention of peoples who will like your app more than the other. If we take an example of grocery as use before, you should concentrate on peoples who buy the product through the app, what are the common items they buy and which payment method they prefer and another option which is popular also look the app rating and review.