We have covered a lot in the last few chapters. At this point, you should have already downloaded some developer tools and worked with programming in Android to get your application up and running, as discussed in Chapter 1. You should have a good idea of what your application will do, determined your target audience, and answered all the questions I asked in Chapter 2. I also hope that you have determined what type of culture it will bring to the Android Market, as discussed in Chapter 3.

If so, then I’m quite certain that you have learned how difficult programming an application can be. You probably know the frustration of getting your program to run without errors. Even without any errors, the greater frustration comes when you can’t get your application to do what you want.

All I can say is that I hope you have some help. While it is true that the world of developing software is made for the do-it-yourself (DIY) guy (or gal), it is a proven fact that working with a team creates less work for each member. The reason why I am saying this is because I am about to put more on your plate as a developer, and you might want to find someone else to handle your marketing plan for your application if you haven’t already.

**How Did You Hear About Your Android Applications?**

I want you to do something for me first. Go ahead and look at the home screen of your Android tablet or smartphone, as shown in Figure 4-1.
Figure 4-1. The typical look of an Android home screen. Some of these applications are used daily, some not at all.

I’m sure you will see a collection of many application icons that will fall in one of three classifications:

- **Type 1: Applications that are used daily**: For me, these are Text Messaging, E-mail, Calendar, Firefox, Android Market, QuickOffice, and Angry Birds. Many of these applications I have as the first icons I see when I unlock my screen on my Motorola Droid X.

- **Type 2: Applications that are used every once in a while**: For me, this is YouTube, SoundHound, Barcode Scanner, Dictionary, and others that I want to have ready when the occasional need arises.

- **Type 3: Applications that are used seldom to never**: These are apps that you might have downloaded on a whim, maybe during a fad. These are the programs that you look at and think, “Oh yeah, I remember downloading that,” and then say, “Why is this still there?” These are also the first to be deleted whenever you need to clear some more space on your Android device.

If you really want to make money as an Android application developer, you will want to create a type 1 application. These are the types of applications that get the most amounts of downloads, because they are more than just desired: they are needed. This is not to say that you cannot make a living from type 2 or type 3 applications, and the level of need for these applications is different for each individual user.