

downloads for apps in the app store



Ultimate Mobile App Stores List (2021)

At one time, social media consisted of just a handful of sites. Over time, however, numerous niche and specialty social media sites have proliferated, giving consumers more choices. The same is true of mobile app stores.

App creators and consumers no longer find themselves limited to the Google Play Store and the Apple App Store. Many other options exist, and since they're smaller than the Big Two, apps prove far more discoverable via these platforms.

Mobile app stores designed for specific niches and industries or for particular markets deserve your attention if you want more app downloads and better visibility. No matter the nature of your app, you want people to use it and interact with your brand.

Unfortunately, many mobile app stores have shut down over the last few years, creating confusion among both brands and consumers. That's why we need an updated mobile app stores list so you know where to reach consumers in 2021.

Android Versus iOS.

You'll notice that the majority of mobile app stores in our list below focus exclusively on Android devices. There are a few reasons for the imbalance between Android and iOS.

For one thing, as of June 2018, Android market share stands at just over 54 percent. For another, it's a far more open platform, installed on devices ranging from Samsung and LG to the Google Pixel Motorola phones. Additionally, Google Play has certain limitations and restrictions that the other app stores don't have, which makes the alternatives more appealing to certain consumers.

One of the exceptions, Cydia, is an online mobile app store designed specifically for jailbroken iOS devices. But we'll go into that more below.

App Submission and Listings.

Each of the mobile app stores we're about to share with you has different processing for submitting apps and getting them listed in their marketplaces. Some are more restrictive than others, and a few are more focused on hyper-specific categories of apps, such as games.

Before you submit your app to an online marketplace or app store, read the submission guidelines carefully. Working with an experienced developer will ensure that your app meets minimum standards and can compete successfully against others of its type.

The Ultimate Mobile App Stores List.

With those details out of the way, let's look at our list of mobile app stores. We'll start with the big two — Google Play and Apple App Store — and then look at the smaller, but no less viable, options for your mobile app.

Google Play Store.

The Google Play Store, which hosts movies and other content as well as apps, was one of the first mobile app stores. It opened its doors in 2008 and exclusively targets the Android market. The platform boasts 2.6 million apps as of December 2018.

While the Google Play Store has a robust search engine that makes finding apps easy for consumers, brands sometimes find that their apps get buried in search results. This doesn't mean you shouldn't list your app here — you should — but you also want to explore other Android-specific mobile app stores.

Apple App Store.

For iOS users, the Apple App Store is often the first place to look for amazing new applications. According to Lifewire, the Apple App Store contains 2.1 million apps, though that number includes apps developed specifically for Apple TV and Apple Watch, among other products.

Building your app for both Android and iOS users gives your app the best potential for discovery. However, you're looking at nearly 5 million competitors in these mobile app stores, which is why you might want to consider listing your app elsewhere.

Samsung Galaxy Apps.

Many device manufacturers have discovered that they can integrate their customers more fully under their brands by offering mobile app stores of their own. The Samsung Galaxy Apps store is just one example.

Since Samsung can preload its own app store onto its Android devices, customers have the apps they want at their fingertips. Far fewer apps exist on marketplaces like this than on Google Play, so discoverability increases for app creators.

LG SmartWorld.

LG has a similar mobile app store, called SmartWorld, that is automatically installed on LG phones. This app store also offers applications that are designed for LG TVs and other devices.

Huawei App Store.

This mobile app store is primarily targeted to the Chinese market, with most app names and descriptions written in Chinese characters. Huawei is installed on many of the company's devices and allows people in countries without access to the Play Store to download the apps they want to use.

Sony Apps.

Like several of its competitors, the Sony Apps market is designed for people with Sony mobile devices who want to search natively on their phones or tablets without turning to Google Play. It's geared primarily toward entertainment, but you can also find plenty of brand apps that offer other functionality, as well.

Amazon Appstore.

It's no surprise that ecommerce giant Amazon has branched into the app space. The Amazon Appstore hosts Android apps and comes preinstalled on devices like the Fire Phone and the Kindle Fire in place of the Play Store.

Remember that consumers take the road of least resistance to get what they want. If they already have the Amazon Appstore on their device, they'll search for an app they want there first, before downloading another marketplace.

When your app appears for these customers, you save them the trouble of downloading more stores to their devices, which can help not only with brand recognition but also with brand loyalty.

Plus, consumers with any Android-powered device can download the Amazon Appstore. As we've seen in other areas of commerce, Amazon tends to dominate the spaces it infiltrates, so expect downloads to increase.

Aptoide.

Many Android users choose Aptoide instead of the larger mobile app stores because of the ways it displays app listings. It's highly intuitive and easy to navigate, which makes it an appealing alternative.

Additionally, Aptoide remains just as broad as the other mobile application stores. You can find games, productivity apps, store apps, and more. Since it isn't niche-specific, other than catering exclusively to the Android OS, it's a great choice for any brand with an app.

F-Droid.

Consumers who appreciate open-source software feel magnetically drawn to F-Droid, which is, as of this writing, the only Android mobile app store to offer free and open-source apps in a marketplace.

It's not the ideal choice for many brands because it flags any commercialized aspects of the app in the store. Additionally, the primary repository lists only apps that make their source code available.

However, F-Droid also allows users to create their own repositories, which might include apps from brands that enable features like user tracking with no pushback from the user base. Exploring the various repositories takes time, but it's worth the effort if you want your app available to as many people as possible.

GetJar.

The GetJar interface might look a little dated, but the simplicity of its website and mobile app store makes it a popular choice for both app developers and consumers. It's an open app store, which means that it offers apps for Android, iOS, Windows, and other OSs.

This unique approach endears it to many consumers, especially those who own devices with different operating systems. For instance, Android phone users might have iPads or Apple TVs in their homes.

Over the years, GetJar's open policy has made it vulnerable to people who upload apps infected with viruses. As long as you have anti-virus software installed on your device and you investigate apps before you download, however, you should stay safe.

ACMarket.

Whether or not you want to host your app on ACMarket, you should be aware of this mobile app store's existence. It's designed specifically for cracked, hacked, or modded apps, which means that the apps found here have been altered to remove so-called "undesirable" features.

If you're concerned that your app appears on ACMarket, you can investigate the situation and warn your user base should the need arise.

SlideME.

As you can see, there are lots of mobile app stores for Android, and SlideME is no exception. It's one of the most mainstreamed alternatives to Google Play Store and hosts both free and premium apps in its listings.

When it first launched, users complained about poor downloading and installation processes, but those quibbles have dramatically decreased. App creators can make their apps available to hundreds of thousands of users who prefer SlideME to Google Play Store.

Uptodown Market.

This is another Android-specific mobile app store that also hosts applications for the Windows, Mac, and Ubuntu OSs. In terms of mobile apps, it rivals Google Play in a number of apps, app descriptions, and editorial reviews.

One of the primary unique selling propositions of Uptodown is that human beings filter all the apps submitted for listing in the marketplace, which can cut down on malware, viruses, and issues with fake descriptions.

Uptodown only offers free apps, which might make users more likely to search for content here rather than Google Play, and it has worldwide availability. Certain countries, including China, can't access Google Play without a workaround, so Uptodown caters beautifully to those markets.

Itch.io.

Although Itch.io caters almost exclusively to games and gamers, it's still worth mentioning. Many brands have discovered that gamification makes their apps more appealing and more likely to be used, and incorporating gameplay into an app can make it more popular.

The great thing about Itch.io is that it was built for both developers and consumers, so it covers both bases beautifully. The interface isn't as intuitive as some of the other alternatives on the market, but it possesses a clarity of purpose that makes it ideal for its audience.

Cydia.

As mentioned above, Cydia is different from the other mobile app stores on this list. It's designed specifically for iOS devices that have been jailbroken. Those devices can't access apps on the Apple App Store, so consumers who purchase jailbroken phones or jailbreak their own phones often use Cydia.

neXva.

Think of neXva as a mobile app stores with many different mobile app verticals that others have developed. It was built specifically for developers who want to control how their content is distributed among consumers, so it's a highly useful part of any mobile app marketing strategy .

Bemodi.

Originally known as the Opera Mobile Store, Bemodi is browser-specific to Opera and offers mobile app downloads via the web browser rather than a self-contained app. Consequently, it's more useful to consumers who use Opera exclusively and who don't want to load yet another app onto their devices.

AppBrain.

AppBrain is simultaneously a collection of app promotion tools and a browser-based mobile app store. Brands can use AppBrain to make their apps more visible in various mobile app stores, including its own, as well as to drive more traffic to their app listings.

1Mobile.

This Android-only online app store has been around for several years and developed an almost cult-like following. Although it focuses primarily on games and entertainment, it doesn't discriminate when it comes to the types of apps it supports.

Appolicious.

One of the selling points of Appolicious is that this mobile app store has very strict requirements about the specific apps that make it through its gatekeepers. Its goal is to provide the highest-quality free and paid apps on the marketplace, so getting your app listed here can improve visibility significantly.

Kongregate.

Kongregate is one of the many mobile app stores that focuses on games and entertainment, yet has a robust selection of apps in other categories. Many consumers find their way to app stores because they're looking for games, but discover brand-associated and other useful apps along the way.

Appland.

Appland is designed for both app launches and app downloads, which makes it an ideal part of marketing any mobile app . It offers functionality for Android, Windows, and iOS.

Chinese Market Mobile App Stores.

Many mobile app stores have been created exclusively for the Chinese market. Although people in China and in other countries that can't access Google Play can get mobile apps using a virtual private network, or VPN, many find it easier to use a Chinese app store instead.

If you plan to use these online mobile app stores, you'll need to create Chinese-language versions of your app. Following are some of the most popular mobile app stores for the Chinese market:

Tencent Myapp 360 Baidu Oppo AppChina VIVO PP Assistant Wandoujia HiAPK Flyme HiMarket 2345 Coolmart Anzhi Market MaoPao.

Tencent is perhaps the most well-known of these, providing its huge user base to hundreds of thousands of high-quality apps from all over the world. It's known interchangeably as Tencent, Myapp, and Tencent Myapp.

However, many of the other app stores have consolidated over the years, and although you can still access them individually, they're actually part of the other markets.

This is where marketing your app in online app stores gets confusing because you don't want multiple, competing listings. When you're researching online app stores, check to see whether the parent company owns other stores on your list. That way, you're not doing extra work for nothing.

Most of the Chinese-market mobile app stores support Android. A few also allow iOS apps to be distributed and downloaded, as well, though most don't support Windows phones.

Designing Your Mobile App Stores Strategy.

You don't have to put your mobile app in every available store, but distributing your app widely can increase downloads by a considerable margin. Plus, when consumers switch phones — and perhaps OSs — they'll be more likely to take your app with them because there won't be any barriers to entry.

Keep in mind, though, that all the submissions in the world won't make your app discoverable. You have to optimize your app for search so consumers can find it easily.

Start with the name and description of your app. Think about what people might type in the app store to discover your app — keywords that best describe what your app does.

Make sure you fill out every field available through the app store you've chosen. Some app stores, for instance, allow you to attach keywords or tags to your app, while others do not. Customize your description and form fields for the app store you're currently targeting.

Ask people who use your app via specific app stores to rank and review your app. Many mobile app stores take rankings into consideration when it comes to search results, so you don't want to miss this opportunity.

Finally, optimize your thumbnail and images for the specific app store. Some publish recommended image ratios so that your images render properly. Pixelated or stretched images turn off consumers because they look unprofessional.

Final Thoughts.

Building your mobile app is just the beginning. You need to keep track of the back end, submit it to mobile app stores, and make adjustments as technologies change. At BuildFire, we help take the guesswork out of building an app and provide a cost-efficient way to get your app released into the world.

Knowing what online app stores appeal to you most and making sure you're submitting to the best ones will help your app spread far and wide. Ultimately, you want people to use your app for years to come, but first they have to download it.

There's lots of competition. Everyone wants their apps to be successful, so you have to take the extra step to ensure your app is available to anyone who wants it.

This Week in Apps: The year's best apps, 2020's biggest downloads, the App Store's newest hire.

Welcome back to This Week in Apps, the TechCrunch series that recaps the latest in mobile OS news, mobile applications and the overall app economy.

The app industry is as hot as ever, with a record 204 billion downloads and \$120 billion in consumer spending in 2019. People now spend three hours and 40 minutes per day using apps, rivaling TV. Apps aren't just a way to pass idle hours — they're also a big business. In 2019, mobile-first companies had a combined \$544 billion valuation, 6.5x higher than those without a mobile focus.

This week, Apple and Google announced their editorially curated lists detailing the best apps of the year, and Apple also revealed those that were downloaded the most. Apple also made a notable new hire for an App Store role and opened up its anticipated App Store Small Business Program to developers.

Top Stories.

Best Apps of the Year.

Image Credits: Apple.

Both Apple and Google released their "best apps of 2020" year-end lists and there were some similarities between the two, as well as some differences. Both companies' lists reflected the tough and stressful year 2020 has been, with everyone being stuck at home during a pandemic that changed how we worked, attended school, connected with friends and family, and entertained ourselves.

Apple and Google, as a result, both selected at least one “de-stressing” app among their year-end winners. In Apple’s case, it was Endel, an iOS app that won for Apple Watch App of the Year. Google, however, awarded sleep app Loóna the title of best app of the year.

Disney+ also made both Apple and Google’s lists, the former as Apple TV App of the Year and the latter as the User’s Choice for app of the year. The new streaming service was a godsend for families with younger children, who often struggled in 2020 to keep kids entertained. New releases like Onward and Mulan in 2020 helped give families something to look forward to, while Marvel and Star Wars content, including new series “The Mandalorian,” were hits with streamers, as well.

Another pandemic-prompted choice was Zoom, which won as iPad App of the Year. Though Zoom was around before the coronavirus outbreak, it’s now become a part of our everyday lexicon as an interchangeable term for “online video meeting” — as in, “let’s do a zoom call about that.” The iPad app at least made these endless virtual meetings a little less painful.

And home workout companion Wakeout! became Apple’s iPhone app of the year, as most people gave up the gym due to coronavirus risks. The app’s quick one-minute breaks helped users stay moving, even when stuck at home for days on the couch or working on their laptop in bed.

Image Credits: Genshin Impact (screenshot via Sensor Tower)

Meanwhile, gacha-based action role-playing game Genshin Impact won as “best game” of the year on both Apple and Google’s lists. While a cynical take is that the app stores wanted to point users to a huge moneymaker — the game reportedly earned \$245 million its first month and nearly \$400 million in two months on mobile — it also highlights consumers’ desire for console-like experiences on mobile.

The game, however, has been heavily criticized for its gacha game monetization techniques, which though common to games in China, Japan and South Korea, are basically gambling mechanics. And addictive ones at that. But as a Wired report noted, some of this comes down to cultural differences. U.S. users grew up on cartridge games, not arcade games, where you were constantly inserting more money to keep playing. Western users just aren’t as comfortable with this “spend to keep playing” business model, which they feel is predatory.

Apple’s other top apps of the year included perennial favorite Fantastical as Apple’s Mac App of the Year; Legends of Runeterra as iPad Game of the Year; Disco Elysium as Mac Game of the Year; Dandara Trials of Fear as Apple TV Game of the Year; and Sneaky Sasquatch as the Apple Arcade Game of the Year.

Google’s list also included SpongeBob: Krusty Cook-Off as users’ choice for best game, and it highlighted a variety of top titles in various gaming subgenres in a dedicated section of its Play Store.

2020’s most downloaded apps.

Apple also gave a peek into the “best” apps of the year, as determined by app downloads. The pandemic played a role here as well, making Zoom the most-downloaded iPhone app of 2020.

Also of note, TikTok was the biggest social media app by downloads, ahead of all the Facebook-owned apps making the list, including Facebook, Instagram and Messenger. Square’s Cash App hit No. 10, as the pandemic saw increased demand for contactless payments and direct giving to people in need.

The most-downloaded apps and games of 2020 were, as follows:

Top Free iPhone Apps.

ZOOM Cloud Meetings TikTok Disney+ YouTube Instagram Facebook Snapchat Messenger Gmail Cash App.

Top Paid iPhone Apps.

TouchRetouch Procreate Pocket Dark Sky Weather Facetune HotSchedules AutoSleep Track Sleep The Wonder Weeks SkyView Shadowrocket Sky Guide.

Top Free iPhone Games.

Among Us! Call of Duty: Mobile Roblox Subway Surfers Ink Inc. – Tattoo Drawing Magic Tiles 3: Piano Game Brain Test: Tricky Puzzles Brain Out Coin Master Cube Surfer!

Top Paid iPhone Games.

Minecraft Plague Inc. Heads Up! Monopoly Bloons TD6 Geometry Dash NBA 2K20 Grand Theft Auto: San Andreas The Game of Life True Skate.

Top Free iPad Apps.

ZOOM Cloud Meetings Disney+ YouTube Netflix Google Chrome TikTok Amazon Prime Video Gmail Hulu Google Classroom.

Top Paid iPad Apps.

Procreate GoodNotes 5 Notability Duet Display Teach Your Monster LumaFusion Affinity Designer Toca Hair Salon 3 9: Toca Life: Hospital

Toca Kitchen 2.

Top Free iPad Games.

Among Us! Roblox Magic Tiles 3: Piano Game Ink Inc. – Tattoo Drawing Call of Duty: Mobile Subway Surfers Dancing Road: Color Ball Run! Tiles Hop – EDM Rush Mario Kart Tour Save The Girl!

Top Paid iPad Games.

Minecraft Monopoly Bloons TD 6 Plague Inc. Geometry Dash The Game of Life Five Nights at Freddy's Human: Fall Flat Stardew Valley Terraria.

Top Arcade Games.

Sneaky Sasquatch Hot Lava Skate City Sonic Racing PAC-MAN Party Royale SpongeBob: Patty Pursuit Oceanhorn 2 Crossy Road Castle WHAT THE GOLF? LEGO Brawls.

Josh Elman joins Apple to focus on App Store discovery.

VC Josh Elman announced this week he was joining Apple in a role that will see him helping customers “discover the best apps for them.” In other words, app discovery.

Elman's background includes RealNetworks, LinkedIn, Zazzle, Facebook and Twitter, and later moved into VC. Elman worked at venture firm Greylock in 2011 as a principal, and by 2013 he had become a general partner. While there, he invested in SmartThings, as well as social networks like Musical.ly (now the massive No. 2 app of the year, TikTok), Nextdoor, Houseparty and Discord. He later moved to fast-rising fintech startup Robinhood and now, he's heading to Apple.

Weekly News.

Platforms.

Apple opens up enrollment into the App Store Small Business Program . The program will reduce App Store commissions to 15% for qualified developers with revenues under \$1 million. Google announced Android's winter update will include an expanded Emoji Kitchen in Gboard, auto-narration for Google Play Book without narration, a “Go Tab” in Google Maps for frequent destinations, Android Auto soon arriving in more countries, support for app sharing in Nearby Share and Voice Access improvements. Google launches the first version of Android Studio Arctic Fox (2020.3.1) on the Canary channel, along with Android Gradle plugin (AGP) version 7.0.0-alpha01. The release is also notable for moving to a year-based system more aligned with IntelliJ IDEA, the IDE upon which Android Studio is built. Going forward, the number scheme will work like this: <Year of IntelliJ Version>.<IntelliJ major version>.<Studio major version>. The new version of Android Studio includes over 200 improvements and bugs, including those in the code editor, app inspection tools, layout editor and the embedded emulator.

Services.

Amazon will now let iOS users text Alexa to ask for things instead of using their voice.

Security & Privacy.

Twitter now supports hardware security keys for iPhones and Android. Google Authenticator app for iOS adds a dark theme and support for bulk 2FA account transfers, helpful for switching between devices. Google launches Android Enterprise Essentials, an MDM for SMBs that will require their employees to use a lock screen and encryption to protect company data and can remotely wipe devices. It also prevents users from installing apps outside the Google Play Store via the Google Play Protect service.

Accessibility.

iPhones can now automatically recognize and label buttons and UI features for blind users using Screen Recognition in iOS 14. Android's winter update , similarly, will introduce a new version of Voice Access that will use ML to understand interface labels and buttons on devices.

Apps in the News.

Google now lets anyone contribute to Google Maps' Street View using the Street View app and Android phone that supports ARCore . Telegram is the first third-party app to use Apple's Announce Messages with Siri feature for AirPods. Google adds the messaging feature every iMessage user dreams of: the ability to schedule sending of messages in Google's Messages app . Reddit reveals DAUs for first time: 52 million. Google Assistant can now reply to messages from WhatsApp, Google Voice and more. Google Maps gets a Facebook-like news feed with business updates, local reviews and more. TikTok tests three-minute long videos. (But we don't need longer versions of its viral hits like M to the B). Triller claims 321 million downloads and 65 million MAUs. (Former employees have accused the TikTok rival of inflating its numbers, which Triller denies.) Evernote rolls out a redesign on Android . The updates include a new note editor, faster search and improved navigation. Google's learn-to-code app Grasshopper is now available in Spanish. WhatsApp will now allow users to set custom wallpapers , adds doodle wallpaper in more colors and adds new stickers. E-commerce app Wish accused of selling counterfeit products. 7-Eleven adds its own mobile wallet to its app to allow customers, including cash customers, a contactless way to pay at its stores using their phone. Match-owned dating app Hinge refreshes design and adds a “Standouts” feature to show users outstanding prompts and photo prompts from their best potential matches, and can answer

with a new paid feature, Roses. Quibi is really gone now.

Trends.

Image Credits: App Annie.

App download rates have declined by 4% since 2015, but active engagement has grown. Messaging app usage is up 13% (four-year CAGR), and users spend 67% more time in messaging apps than in social media apps. Messaging apps that offer privacy features see, on average, 30% more active users than alternatives. Q3 smartphone sales down 5.7% in Q3 to 366 million. Mobile shopping climbed 25% on Black Friday to \$3.6 billion. U.S. shopping app downloads on Black Friday reached a record 2.8 million per Sensor Tower, or 2.7 million per App Annie. App Annie also said shopping app downloads topped 2.3 million on Thanksgiving and 2.1 million on Cyber Monday. On Black Friday, Walmart was the No. 1 U.S. shopping app download, followed by Amazon. On Cyber Monday, that was reversed, also per App Annie. In-app revenue was 150% higher on Black Friday than the average of the previous 30 days, says AppsFlyer. App Store and Google Play consumer spending topped \$100 billion from January 1-November 29, Sensor Tower says.

Funding and M&A.

Salesforce buys Slack for \$27.7 billion. VSCO acquires the tech and team from the AI-powered video editing app Trash to move further into the video market. Deal terms weren't available, but Trash was backed by \$3.3 million. Teen banking app Step raises \$50 million. The app is TikTok star Charli D'Amelio's first startup investment. Other investors included lead Coatue; returning investors from Stripe, Crosslink Capital, Collaborative Fund and Will Smith's Dreamers VC; and celeb investors D'Amelio, Justin Timberlake and The Chainsmokers, Eli Manning, Kelvin Beachum, Larry Fitzgerald and Andre Iguodala. Ivanti acquired security firms, including enterprise mobile security firm MobileIron and corporate VPN provider Pulse Secure. Ivanti bought MobileIron for \$872 million in stock. U.K. challenger banking app Monzo adds £60 million in funding. AR gaming startup Krikey raises undisclosed funding, including from Jio Platforms. The company has raised \$22 million to date. Wellory raises \$4.5 million for its anti-diet nutrition app. Airbnb to IPO with shares priced between \$44 and \$50. ESL app for kids Novakid raises \$4.25 million. Virtual fitness app Salut raises \$1.25 million. Video app Supergreat, a TikTok for beauty products, raises \$6.5 million. Mental health app Intellect raises undisclosed round led by Insignia VP.

Review.

We tried the Apple Watch Family Setup with a tween. They weren't impressed with the apps or the controls, but did like the Memoji. No Roblox group chat on the small screen? Boo.

Downloads.

Iconboard.

Image Credits: Iconboard.

If you find it too frustrating to use Apple's Shortcuts to build your own custom icons, you can turn to Iconboard instead. This newly launched app lets you design a style for your icons and apply it to all of your icons at once. It can even create invisible icons to give you a way to space out items on your screen.

Cardlet.

Image Credits: Cardlet.

While I've been enjoying Punkpost's custom designs for when I'm too lazy... err I mean busy... to send my own handwritten notes and cards, Cardlet is ready to give my go-to app a run for the money. Like Punkpost, Cardlet will send a real paper card on your behalf, but it adds a modern-day touch: The app includes a hidden AR experience that brings the card to life when viewed with the camera.

Heynote.

Image Credits: Heynote.

Some people don't trust to-do lists, reminders or calendar notifications to always get the job done. When there's something we really need to remember, we stick it directly on our home screen. (Okay, this one may only appeal to a small niche of scatterbrained users like me.) But if you have, in the past, also designed your own temporary wallpaper just so you won't forget a super critical appointment, the Android app Heynote, (hat tip to Android Police!) might help. Instead of a widget or reminder, this app lets you put custom text directly on your home screen as a custom wallpaper. Doctor appt. at 11 AM? You can't forget it when it's there every single time you look at your phone.