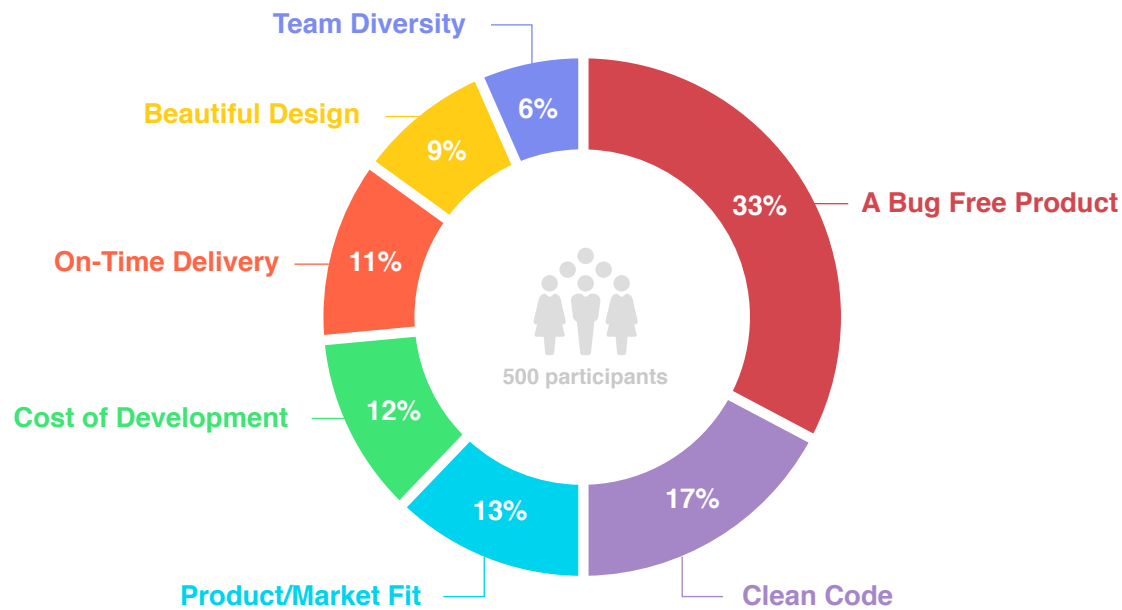


What is Most Important when Choosing a Software Development Company?



Analyzing the Results

A Bug Free Product



Bug Free is an aspirational state, like Enlightenment. Good teams should always be looking for ways to reduce errors by enlisting automated testing and monitoring services and, most importantly, advocating for regular address of “technical debt.” Bugs tend to pile up when there is constant pressure from business stakeholders to release new features quickly.

Clean Code



What does it mean to have “clean” code? One interpretation is that your code is well structured, DRY (does not repeat), and documented. A good litmus test for code cleanliness is how quickly another developer (of similar skillset) can assess what’s going on and jump in to make changes. The opposite of clean code is sometimes referred to as “spaghetti.”

Product/Market Fit



Product/Market Fit is an emergent term used to describe products that have demonstrable (read: significant, repeatable) success with a group of customers. As author Eric Ries writes, “If you have to ask whether you have product/market fit, the answer is simple: you don’t.”

Cost of Development



It’s impractical for any business to dismiss cost as a key metric. However, cost should always be evaluated in relation to proposed returns on the investment. A development cost of \$500,000 isn’t high for a software business that generates millions in recurring revenues as a result.

On-Time Delivery



On-time delivery is a relic of project thinking, not product mindset. Projects start and end. Product is continuous. When you build software you may set target releases and strive to meet those release dates, but “on-time” takes on an entirely different meaning.

Beautiful Design



Beauty truly is in the eye of the beholder. That’s why we prefer metrics like “learnability” and “efficiency” to measure the effectiveness of our user experiences. Still, design matters and if your developer team doesn’t have the right visual direction the results will surely underwhelm.

Team Diversity



Diversity may seem like a silly parameter for evaluating a software development partner, but ask yourself, “Am I building a product for a diverse market?” If the answer is yes, having perspective at the build phase matters more than you think.

We build better products, better. Contact us today for a free consult. 213-814-5520.