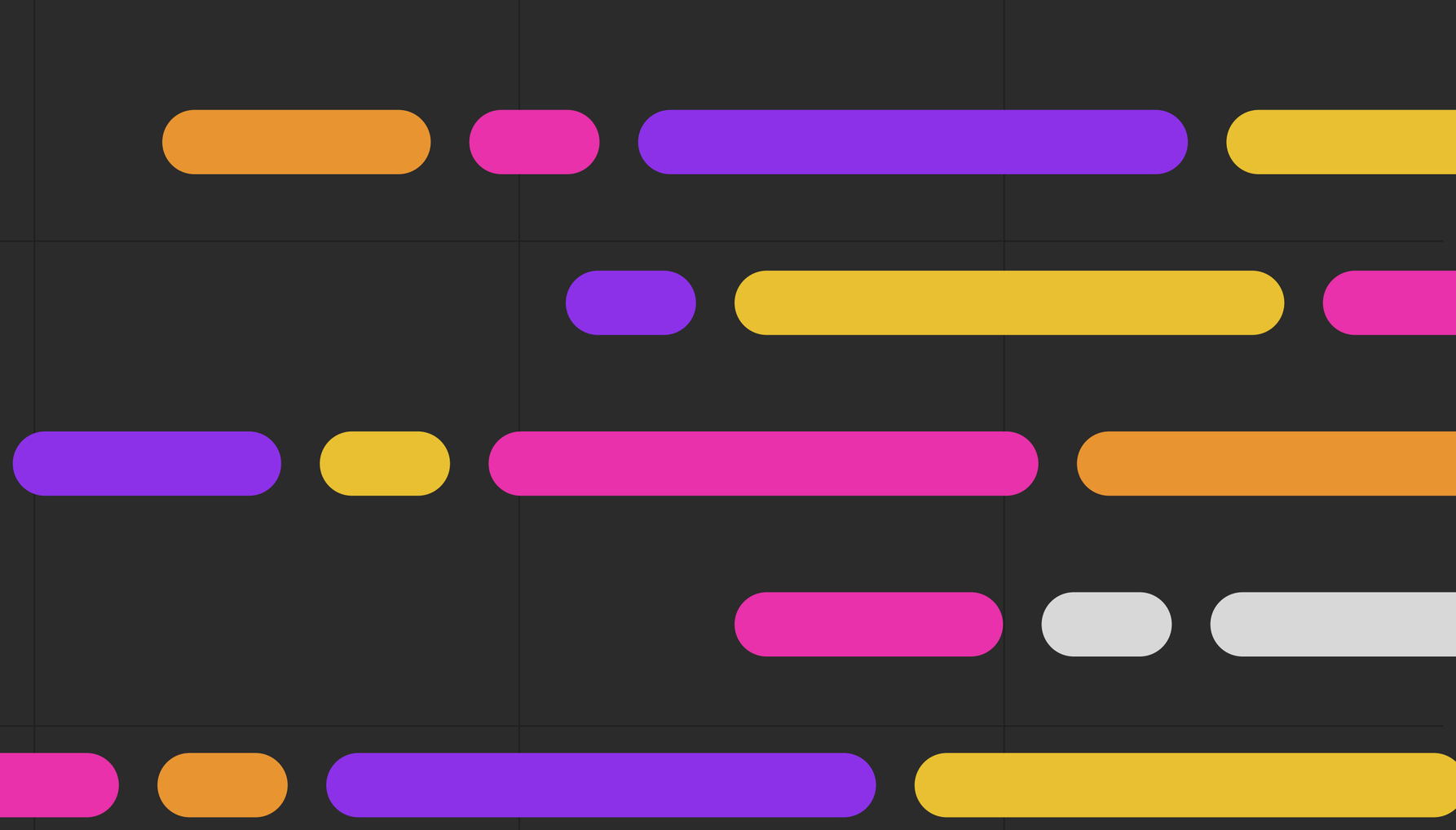
VIBENCODE

Building Software That Works (and Wows!)

A Snapshot to How We Turn Ideas into Scalable, Innovative, and Future-Ready Products.



Approach Matters

We share common goal, getting things done, in a well defined time period. According to a 2019 Product Manager survey from Gartner, 45% of product launch are at least delayed by a month.

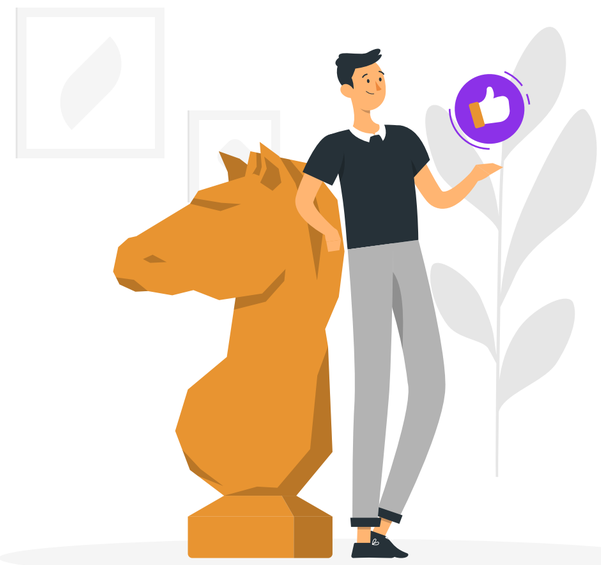
So how to turn odds in our favor?

“78% of product managers who viewed improving collaboration internally as on of their top three roles, experienced low product failure rates.” - 2019 Product Management survey from Gartner.

Communication is the key to successful product launch.

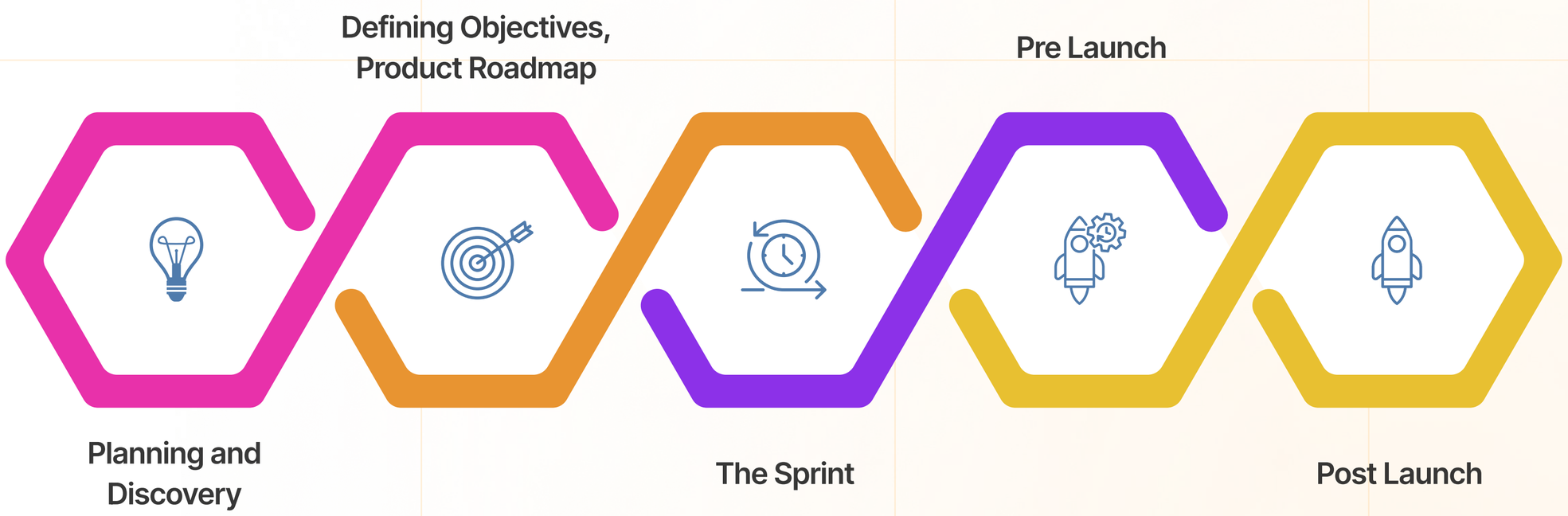
No, countless long meetings is not the answer.

To turn odds in our favor we have designed a framework that follows Software Development Lifecycle the way it was meant to be.



Our Approach

A client brings up a document with requirements, timeframe and budget. Let’s begin from here. Our framework.



Our Approach

Phase 1: Planning and Discovery

This has to be the most ignored phase by both Technology Service Providers (TSP) and clients. TSP are given a document with requirements to begin with and client want TSP to start development immediately so as to get things done on or before time. Here is the problem, at this point there is a possibility that requirements is misunderstood by TSP and there can be several reasons to it. Notice how “communication” can be a problem here. This only become evident after first few development sprints when client realizes that what needs to be developed is different than what we see. Both TSP and client can be held responsible for this, TSP for not digging in requirements to get clarity and client not able to properly explain the requirements. We solve this problem by “Planning and Discovery” Phase. It involves:

Competitive Analysis

- 👉 Shortlist top 5 most relevant competitors for analysis
- 👉 Identify similarities and differentiation between the competitors.
- 👉 Evaluate user experience performance thoroughly
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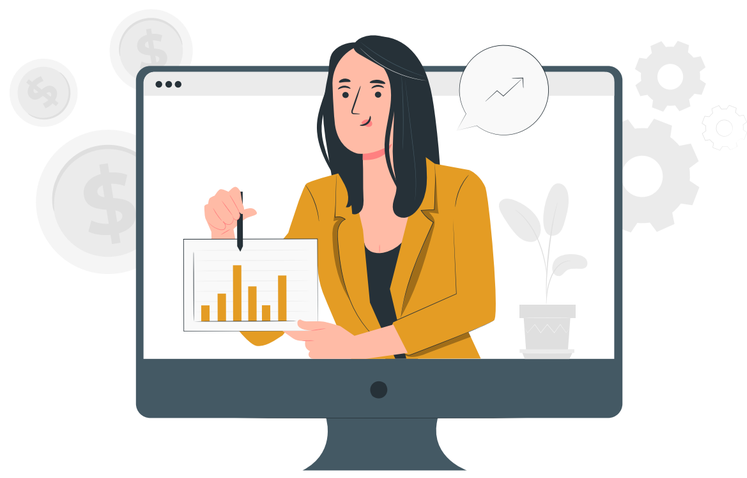
- 👉 Conduct brainstorming sessions to shape product based on inputs

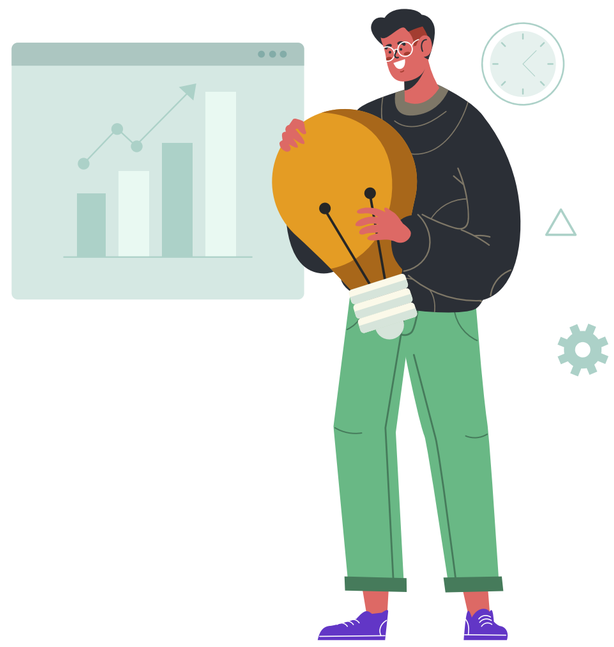
Technical Analysis



- 👉 Assess the technical feasibility.
- 👉 Identify potential technical challenges and obstacles.
- 👉 Identify and document potential technical risks
- 👉 Plan and define high level structure of the product.
- 👉 Choose the most suitable technology stack and evaluate available libraries and open source components for potential integration.

Our Approach

Community Analysis



- 👉 Identify user pain points in existing solutions.
- 👉 Go through related articles, blogs or information available which can be useful.
- 👉 Identify business models defects.

Business Centric Analysis

- 👉 Go through reports generated by industry experts, unions or federations. This will help generate business centric insights.
- 👉 Identify micro/macro problems existing players are facing.
- 👉 Identify business models defects.
- 👉 Plan and define high level structure of the product.

Our Approach

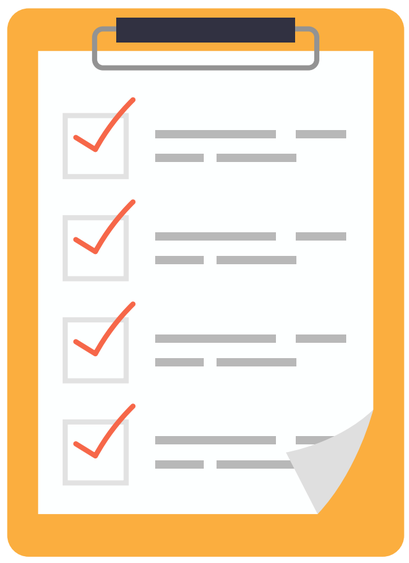
Phase 2: Setting Objectives and Creating Roadmap

It’s time to set clear objectives and create a proper roadmap.

We already have requirements, what do you mean by setting objectives?

Requirement changes. Objective don’t.

When we have a clear objective in mind as in “The big picture” it helps to avoid “Major Changes” mid project which can significantly increase required time, effort and cost. It helps take better technical and product decisions in the beginning which will in long run increase efficiency of everyone involved.



What is a roadmap? Why is it important?

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Our Approach

Phase 3: The Sprint

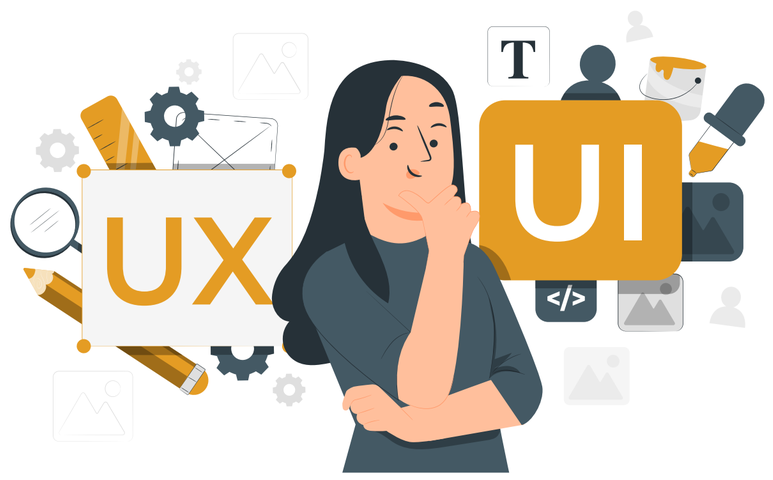
Let’s begin development of the project now. Based on the roadmap we will pick set of inter-related tasks and start working on them.

We do it in a structured way and consistently take feedback from our client which make sure we all are on same page throughout entire process.

Now let’s discuss about roadmap

1. UI/UX design

We focus on crafting intuitive and visually appealing designs for the selected part of the project. Our UI/UX process ensures that every element aligns with the end-users' needs while maintaining consistency with the brand’s identity. We engage in regular feedback loops to refine the design, ensuring it meets both aesthetic and functional expectations.



2. Frontend Development

This involves working on the part which will be visible to the users of this application. First be build functional part i.e. logical part (This is done parallelly to UI/UX design. Thus saving time.) and as soon as the UI/UX design is completed and client is happy with it, we implement it.

3. Backend Development

This involves working on the part that is not visible to user, it contains all business logic. Frontend communicates with backend using REST API's. The backend serves all the data and manipulation of data via API to frontend. This is also done parallelly (No wait for any part). Frontend is though dependent on backend for the APIs, so frontend team needs to wait until the APIs are ready (frontend team uses mock APIs until then, to keep up the pace).

4. Automated Testing

Once development is complete, our team conducts automated testing to verify the functionality, usability, and performance of the application. Using advanced tools, we simulate real-world scenarios to identify and resolve bugs, ensuring the application meets quality standards before deployment.

5. Deployment

At this stage, we deploy the application in a controlled "dev environment" for client testing and evaluation. This setup allows the client to explore the application and provide feedback in a risk-free setting. Deployment also includes configuring the application on the desired platform, ensuring seamless integration with existing systems.

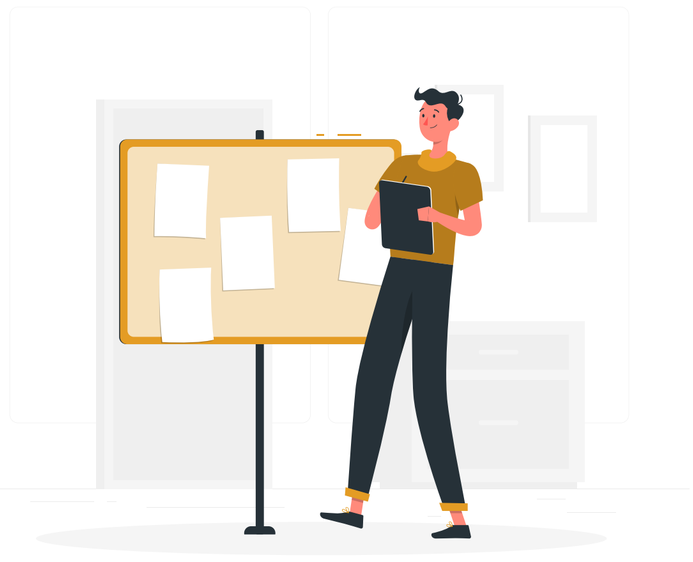
6. Working on the feedback

Client feedback is invaluable in refining the product. We promptly address any requested changes, ensuring the application aligns with their expectations. This collaborative approach strengthens our partnership and demonstrates our commitment to adaptability. Each revision is thoroughly tested before implementation.

7. Documentation

Comprehensive documentation is a cornerstone of our process. We record all technical decisions, project methodologies, and workflows to ensure future maintainability and scalability. This documentation is updated throughout the project and serves as a valuable resource for both our team and the client.

We keep doing this until we complete all the tasks.



Our Approach

Phase 4: Pre Launch

When we are ready for the launch it’s important that we make sure of the following.

1. Isolated production and development environment

Before launch it’s important that we have two environments “Production” (The one which will be used by the users) and “Development” (The one used by us to continue new development work and properly test it before deploying it to Production environment).

2. Load testing

Load testing is a critical step to ensure the system's scalability and performance under varying levels of traffic. We simulate real-world conditions by testing with both typical and peak user loads to identify any bottlenecks or vulnerabilities. This helps guarantee that the solution can handle unexpected traffic surges and operate seamlessly in a live environment.

3. Tighten security

Securing the production environment is paramount before launching. We conduct a thorough review of all security protocols, including data encryption, access controls, and vulnerability assessments. By performing penetration tests and auditing code for potential risks, we ensure the application is safeguarded against threats and complies with industry standards.

4. System monitoring

System monitoring starts as soon as the product goes live, allowing us to track performance metrics such as response time, uptime, and resource usage. By using advanced monitoring tools, we can proactively identify issues and optimize the system in real-time. This ongoing process ensures the solution continues to deliver high-quality performance while adapting to evolving user needs.

Our Approach

Phase 5: Post Launch

Congratulations for the successful launch!

In this phase we continuously monitor system and make sure everything is running smoothly.

After the launch as the need for more development arises we go again to the “Phase 2: Setting Objectives and Creating Roadmap” and start the process again.

Conclusion

In all these phases we have make sure we have proper communication, so as to make this product a success. Thanks for reading this far!

Let’s Connect

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