

HANDBOOK

HOW TO AVOID COSTLY SOFTWARE MISTAKES



This handbook will go over the comprehensive measures that companies need to take to reduce the chances of their next project failing, potentially saving thousands of dollars and hours.

How To Evaluate If Your Idea Is Something Worth Investing In

Knowing the difference between a good idea and a great opportunity—one worth investing your time, energy, and life into—depends on a great deal of online and offline **research**.

After researching and determining that it is a viable idea don't forget to **include an MVP** before investing your full budget into it.



10 Questions to help you determine if it is a viable opportunity:

Is your tech solution idea something you can buy off-the-shelf, or is it something unique?

What is the estimated saved time or money your team would get by using this new solution?

Is it going to be a one department or a company wide solution?

Can you identify the key players/users of the process you want to innovate?

What roadblocks or complications with your solution might make users prefer other options?

How would the solution impact other departments, can it be integrated to their system through API?

To what depth do you (or your team) know the market, industry, and users your solution will service?

Is this idea a new branch of the company, and if so how many similar solutions are already available?

How many 3rd party system would it need to be integrated with?

How are these similar solutions performing (adaptability, usability, revenue, etc.)?

What Is MVP?

A **Minimum Viable Product** (MVP) is a version of a product with just enough features to satisfy early users and provide feedback for future product development.



It usually takes \$10,000-\$50,000 to develop an

MVP. This is going to be a stripped-down version of your product that only consists of the minimum features needed to make it work.

If you know you want to continue development after creating the MVP, take complexity into consideration when setting your new budget.

Think of it this way, you have \$150k to prove that automating a process will bring an ROI worth investing in. First, you separate a portion for MVP -\$25k- to develop one piece that should yields results to you. Then, **if it didn't work**, then you are early to stop this solution and start from the beginning again. **If it worked** and you liked the ROI continue with confidence. Remember, divide each process into phases this will help you control your budget.

Entertaining the idea to implement a new solution? Make sure you're working with an experienced team like [The SilverLogic](#). With a **guaranteed ROI-driven process**, innovation and automation, we help improve operational efficiencies, facilitate scalable growth and drive measurable business outcomes.



MVP	\$25k
Process 1	\$30k
Process 2	\$45k
Process 3	\$20k
Process ...	\$...

10 Reasons projects fail due to design and functionality:

1. Lack of proper market research
2. Poor/Rushed QA testing for the solution and/or updates
3. Ineffective/bad user Interface (UI) Design
4. Bad User Experience (UX) due to poor UI design
5. Issues with performance & memory usage
6. Limited functionality on core features + unnecessary features
7. Wrong platform
8. Solution Is no longer current/relevant
9. Solution doesn't follow company guidelines and rules
10. Undefined or poorly defined Minimum Viable Product (M.V.P.)

Understanding your target audience

When explaining your solution idea to coworker, boss, and C-Suite **think about who would be your users.** Understanding who your initial target audience would be for your solution is the foundation to assist all decision making.

Every solution involves a large volume of decisions to be made, where each and every one has the potential to make or break the success of your platform.

Every decision regarding design, navigation, features, marketing, branding, and even your business model should be initially focused on your audience's preferences and needs.

Knowing your audience ultimately helps with supporting the success of any app or business, as it also directly steers decision making compared to a generic or personal preference approach.

1. Is it a general solution anyone and everyone could use?
2. A specific business solution for employees to streamline a process?
3. A service business solution for any industry?
4. A social platform for a target demographic that shares a similar interest, hobby, or need?

The possibilities are endless with new technologies emerging every so often.

As the business technology market nears **\$4 trillion** in annual spend, there will be increasing opportunities for technology buyers to innovate and upgrade their infrastructure, software, and services.

Technology Market

\$4

TRILLION

Client-Focused, Value-Driven, Custom Software Development

Disorganization, clunky workflow systems, and lackluster management tools are business killers, and we at The SilverLogic know that business technology—the right tools for the job—are essential to staying on top of a growing enterprise, to ensure it doesn't grow out of control and that you have everything you need to stay integrated with your company.



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