

FINDING TECHNICAL RESOURCES

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Key Questions to Ask Before Software Development

- Is there an existing tool that provides the functionality we seek?
- Should we build internally or outsource software development?
- If we build internally, how do I find & recruit the best people?
- If we outsource, how do we manage the process?


There are Many Existing Tools



A screenshot of the Squarespace drag-and-drop editor interface, showing a dashed box for content placement and an 'image' icon with an upload arrow.


Powerful yet simple

Creating your website with Squarespace is a simple, intuitive process. Just add and arrange your content and features anywhere you want with the click of a mouse.

A screenshot of a website with the domain 'www.yourbrand.com/' in the browser address bar. A magnifying glass highlights the domain. The website has a minimalist design with a 'Graham' brand logo and navigation links for 'HOME', 'BLOG', and 'SHOP'.

A Custom Domain

Squarespace makes adding a custom domain to your site simple, and every annual account receives a custom domain for free for a year.

A screenshot of a product page for a 'WORLEY NECKTIE'. The tie is shown in a 3D perspective view. The text describes it as '100% Cotton, Self-Tie and 2.5" at widest point' and lists the price as '\$82.00'. There is an 'ADD TO CART' button.

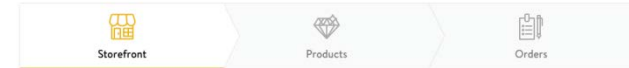
Serious eCommerce

Design a best-in-class online storefront with award-winning templates, customizable settings, shoppable lookbooks, and more — all without a single plug-in.



Your ecommerce website

Impress your customers with a beautiful and secure online store



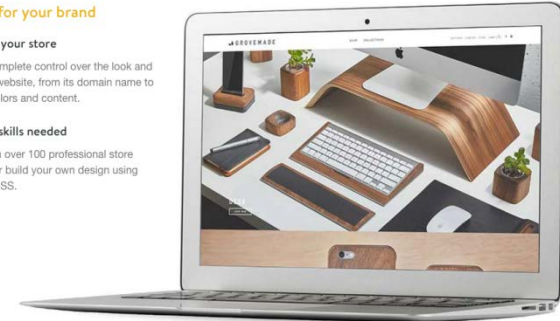
A home for your brand

Customize your store

You have complete control over the look and feel of your website, from its domain name to its layout, colors and content.

No design skills needed

Choose from over 100 professional store templates, or build your own design using HTML and CSS.



There are Many Existing Tools

Purpose	Existing Tools
ecommerce	<ul style="list-style-type: none">• Shopify• Magento• BigCommerce• Weebly
Basic Websites	<ul style="list-style-type: none">• Squarespace• Weebly• Wordpress• Tumblr
Blogs	<ul style="list-style-type: none">• Tumblr• Wordpress
Responsive Design (websites that are compatible with all kinds of screen sizes)	<ul style="list-style-type: none">• Bootstrap• Templates for Wordpress or other tools
Online Courses	<ul style="list-style-type: none">• Teachable

To Outsource or Not?

- Is the feature/product a core differentiator?
 - Google won't outsource its search algorithm
- Candidates for Outsourcing
 - If the feature is operationally important but not a differentiator such as custom software for HR or legal
 - If you have a tech-enabled business but the technology itself is widely available such as an e-commerce company
- Do you have the expertise in-house?
 - It might take too long to build that expertise in-house

Outsourcing: Dos and Don'ts

- You have to own product management to avoid mismatch in expectations
 - Prioritize the features first
 - Identify your budget
 - Spec out the product (user flows or low fidelity wireframes)
- Be involved in screening developers
 - Ensure there is a match in technical skills & soft skills
 - Understand past projects (portfolio) and exact roles within projects
 - Check references

Where to Outsource

- Budget
 - A good starting point
 - For software development you can find firms at every price range, from \$25-50 an hour all the way up to to \$100-200 per hour.
- Location
 - It helps to be in the same or similar time zone as your developer.
 - Location & budget might help focus your search appropriately
- Marketplaces
 - For developers and firms: VenturePact, RentACoder, eLance, Upwork, Freelancer.com
 - For designers: 99Designs, Behance, Dribble

Managing the Process

- Identify the Who, What & When of your project
 - Who: Person who is accountable on both sides
 - What: Product being developed is clearly defined
 - When: Deadline
- Use Project Management Tools
 - Tools for task assignment and tracking progress: Asana, Jira, Trello, Basecamp
 - Messaging among team members: Slack, HipChat, Skype, Google Hangouts



ONLINE