

TOPICS in SOFTWARE ENg.

Assignment 3



December 26, 2022

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**FreshBooks:**

# History:

In the early 2000s, [Mike McDerment](https://medium.com/u/ab155ac24cd6?source=post_page-----635e4c8f7c22--------------------------------) owned a small design agency. He was using Word and Excel to make invoices, having decided that accounting software was too complicated for what he needed. Mike was a designer, not a programmer, but he and two co-founders managed to cobble together a tool good enough for a few people to pay $10 a month to use it. [It took nearly four years](https://www.forbes.com/sites/boburlingham/2017/05/09/starting-over/#357508b957ce) for the business to make enough for him to move out of his parents’ basement.

By the product’s 10-year anniversary (is this starting to sound familiar?) FreshBooks was solidly profitable, with more than 10 million users and 300 employees.

**Refactoring:**

* By the time they managed to hire “real” programmers, they had a million lines of “founder code”.
* Through analysis review they got to know they are bad at technology.
* More importantly, though, they had new ideas that the existing product wouldn’t accommodate, they learned that their company was made decade ago. The World have been changed and there are many new technologies that are present in market and making more profit.so through this they decided, and they are needed to rewrite their product as it was not up to today’s latest trends, so they have tried some old methods and tried to refactor but it wasn’t up to the mark
* McDerment had [absorbed the conventional wisdom](https://www.cpapracticeadvisor.com/article/12402863/undercover-operation-results-in-new-version-of-freshbooks) about starting from scratch, So they made a couple of attempts to clean up the mess without starting over; but found it impossible to “change tires on a moving vehicle”.
* The idea that McDerment finally hit on was to secretly create a “competitor” to FreshBooks. He incorporated a completely new company, named BillSpring, in Delaware. The new company had its own URL and its own branding and logo. Careful to keep the two companies from being linked, he had an outside lawyer draft new term of service.

**Rewriting:**

The development team adopted the book [Lean UX: Designing Great Products with Agile Teams](https://www.amazon.com/Lean-UX-Designing-Great-Products/dp/1491953608) by [Jeff Gothelf](https://medium.com/u/94a2a063be85?source=post_page-----635e4c8f7c22--------------------------------) and [Josh Seiden](https://medium.com/u/7f786c230ca9?source=post_page-----635e4c8f7c22--------------------------------) as their guidebook, and put in place Agile practices like scrum teams and weekly iterations with review sessions with real customers. The team managed to come up with an MVP a few days before the deadline. They bought Google AdWords to send traffic to the new site. They offered free accounts for the first year. Before long they had actual users, and they started iterating quickly to polish the product.

McDerment estimates that they spent $7 million on the project. After more than a decade of bootstrapped growth, they had just raised $30 million in venture capital; so, they had the cash.

*Forbes*[estimates](https://www.forbes.com/sites/boburlingham/2017/05/09/starting-over/#357508b957ce) that FreshBooks had $20 million in revenue in 2013. In 2017, after the upgrade was complete, they earned $50 million.

**Examination:**

1. **Old State:**

* While they were working with “FreshBooks”, their technology was old, their way of using things were different from latest trends so they decided to innovate their work by using new technologies.

1. **New State:**

* So, they started working on new project “Billspring” with new technology and by following latest market trends the technology wasn’t mentioned and available so we can’t take a name.so they changed it to newer technology.

1. **Recent Changes of Different Versions:**

The recent versions change that they have done were:

* + The “lean” practices they experimented spread to the whole engineering team.
  + An instant product response.
  + New technologies were used in the existing system to make it better.

1. **Current State:**

* The conventional wisdom around rewriting software is that we should generally avoid it and make incremental improvements instead unless that’s truly impossible for some reason.
* The objective is to end up with the original product plussome set of new features*.* there’s a certain distance between the current version of the product and the best version of that product you can imagine, then the right approach is notto replace your software with a new version, but to build something new next to it without throwing away what you have.
* So the website will be remained as same name which was freshbooks with the technology used in billsprings.

**References*:***

*Invoice and Accounting Software for Small Businesses*. (2022, December 13). FreshBooks.<https://www.freshbooks.com/>.