**Week-01**

**Success and failure stories of software**

* **Success Stories:**
* **Snapchat:**



**Snapchat** is an American multimedia [instant messaging](https://en.m.wikipedia.org/wiki/Instant_messaging) app and service developed by [Snap Inc.](https://en.m.wikipedia.org/wiki/Snap_Inc.), originally Snapchat Inc. One of the principal features of the [multimedia](https://en.m.wikipedia.org/wiki/Multimedia) Snapchat is that pictures and messages are usually available for only a short time before they become inaccessible to their recipients. The app has evolved from originally focusing on person-to-person photo sharing to presently featuring users' "Stories" of 24 hours of [chronological](https://en.m.wikipedia.org/wiki/Chronology) content, along with "Discover", letting brands show [ad-supported](https://en.m.wikipedia.org/wiki/Ad-supported) [short-form content](https://en.m.wikipedia.org/wiki/Video_clip). It also allows users to store photos in a [password](https://en.m.wikipedia.org/wiki/Password)-protected area called "My Eyes Only". It has also reportedly incorporated limited use of end-to-end [encryption](https://en.m.wikipedia.org/wiki/Encryption_software), with plans to broaden its use in the future.

Snapchat was created by [Evan Spiegel](https://en.m.wikipedia.org/wiki/Evan_Spiegel), [Bobby Murphy](https://en.m.wikipedia.org/wiki/Bobby_Murphy), and Reggie Brown, former students at [Stanford University](https://en.m.wikipedia.org/wiki/Stanford_University). It is known for representing a mobile-first direction for [social media](https://en.m.wikipedia.org/wiki/Social_media), and places significant emphasis on users interacting with virtual stickers and [augmented reality](https://en.m.wikipedia.org/wiki/Augmented_reality) objects. In 2023, Snapchat had over 300 million monthly active users. On average more than four billion Snaps were sent each day in 2020.Snapchat is popular among the younger generations, with most users being between 18 and 24. Snapchat is subject to [privacy concerns with social networking services](https://en.m.wikipedia.org/wiki/Privacy_concerns_with_social_networking_services#Snapchat). In January 2015, Snapchat began making a shift from focusing on growth to monetization. The company launched its "Discover" feature, which allowed for paid advertising by presenting short-form content from publishers. Its initial launch partners included [CNN](https://en.m.wikipedia.org/wiki/CNN), [Comedy Central](https://en.m.wikipedia.org/wiki/Comedy_Central), [ESPN](https://en.m.wikipedia.org/wiki/ESPN) and [Food Network](https://en.m.wikipedia.org/wiki/Food_Network), among others.

* **Perplexity:**



Perplexity AI, which is a conversational AI platform, faced certain challenges in its growth and adoption, leading to some setbacks and difficulties in achieving long-term success. A few key issues contributing to its failure are:

Intense Competition: Perplexity was launched into a market already dominated by established players like OpenAI’s ChatGPT, Google's Bard, and other AI tools. These competitors had greater resources, brand recognition, and larger user bases, making it difficult for Perplexity to stand out or capture significant market share.

Limited User Base and Marketing: Despite being a capable tool, Perplexity AI struggled to build a broad user base. This was partly due to its marketing strategies, which were not as aggressive or effective as its competitors'. A lack of effective promotional efforts prevented it from gaining enough visibility.

Technical Challenges: Perplexity AI also faced technical limitations, including inconsistent performance in some areas, making it less appealing to users compared to its competitors, which offered more polished and reliable experiences. Ensuring the reliability and relevance of AI responses in a variety of contexts proved difficult.

Business Model and Monetization: Perplexity didn’t immediately figure out how to effectively monetize its technology. While offering an AI service for free was an attractive option for users, it was challenging to sustain long-term profitability without a clear revenue-generating strategy. Monetization was a key issue that many similar companies faced.Scaling Issues: As user demand grew, Perplexity encountered difficulties in scaling its infrastructure to meet the needs of a larger audience. This led to issues with response times, service reliability, and an overall decrease in user satisfaction. Although Perplexity AI is still active and functional in some capacities, these issues led to slower growth compared to its competitors, contributing to its struggles in the competitive AI space.

* **Failure Stories:**
* **Classmates.Com:**



launched in 1995, is one of the early pioneers in social networking, allowing people to reconnect with former classmates. Despite its initial success, it experienced a significant decline and failure over time. Here’s a breakdown of what contributed to its downfall:

**Early Success and Appeal:**Classmates.com initially attracted millions of users with its promise of helping people reconnect with long-lost friends and classmates. In the early days of the internet, there was little competition for such a niche, and the platform quickly became popular.

**Lack of Innovation:**As time went on, Classmates.com failed to evolve with the changing landscape of social media. Newer platforms like Facebook, MySpace, and LinkedIn emerged, offering more features, better user interfaces, and richer user experiences. Classmates.com was seen as outdated, and its focus remained narrowly on reconnection rather than expanding into a full-fledged social network.

**Poor User Experience**:By the time Facebook and other platforms were taking off, Classmates.com had become known for an outdated user interface and slow development. The platform never improved its design significantly and struggled with offering the type of modern features that users now expect, like sharing photos, events, or status updates.

**Failure to Adapt to Mobile and the Social Media Boom:**Classmates.com did not quickly adapt to the mobile era. By the time smartphones became ubiquitous, and social networking apps became central to people's daily lives, Classmates.com lagged behind. Competitors like Facebook, Instagram, and LinkedIn had already established strong mobile platforms with millions of active users.

**In** **conclusion,** Classmates.com failed because it didn’t innovate quickly enough, failed to adapt to new technology trends, and struggled to create value in an increasingly competitive and fast-changing online world. The rise of free, more interactive social media platforms such as Facebook, combined with poor user experience and outdated monetization models, led to its decline.

* **Yumist:**



We are shutting shop today. We failed to raise the kind of capital that this business required while staying true to the customer problem. In hindsight, there’s a bunch of internal and external factors that led us to this dead end. From launching in a second city prematurely, or committing to high growth, high burn model just because prospective investors wanted to see that back in 2015, or taking a tad bit too long to find the right business model, we made our mistakes. We learnt from these mistakes and recovered fast, but maybe not too fast,” stated the founders in a blog post.

Yumist joins the list of the failure food-tech startups along with various others despite the fact that how much they attracted the venture capital investors and raised funding eventually they ended up. Yumist was figured out a profitably scalable business model yet they entered the path of Death Valley as they tried to work according to the prospective model of the investors. The startup figured out a profitably scalable business model and developed the demand prediction algorithm successfully that within 15 minutes the ordered delivered and one such order delivered in every two minutes. Performing on the high growth, high burn model they made several mistakes.

Although the idea behind the expanding was not bad and they were expanding it in terms of future aspect but rather than focussing on the future, they should’ve focussed on the current situation first about increasing their customer growth, revenue and the trust factor among the present customers. But what they actually focussed on expanding their wings in offering all-day options, breakfast and snacks, etc. For any business to run it properly it is required to focus on the present situation first rather than taking the further step for future goals. The current business stability is the most important factor to run a business properly. After acquiring funding if a business spends it without evaluating the consequences then it couldn’t be possible to survive and run operations properly. First of all, the major concern point was the stability of the business first then expanding for future operations

**03).Enact the importance of ethical practices**

**Ethical Practice Standards**

* Each standard progresses through four levels of impact:

1. **Foundation Level**

At this level you will:

* Take responsibility for your actions
* Act consistently with relevant regulations and law
* Handle personal data and information in a professional manner
* Demonstrate honesty in dealings with others

1. **Associate Level**

At this level you will:

* Make responsibility choices about your work, apply principles and values.
* Consider the purpose and implication of actions, decisions and people practices for all stakeholders.
* Provide explanations and reasons for the choices you make and the advice you provide.
* Demonstrate professionalism and consistency in what you say and do in order to build trust.

1. **Chartered Member Level**

At this level you will:

* Make responsible decisions by considering different ethical perspectives, and finding the best possible way forward for all stakeholders.
* Coach and Influence managers and leaders to consider the implication of their decisions on stakeholders.
* Challenge decisions and actions which are not ethical, explaining the organization risks.
* Encourage transparency in decision-making and communication where possible.

1. **Chartered Fellow Level**

At this level you will:

* Make responsible decisions by balancing different ethical perspectives, and shape how ethics inform wider decision-making and governance.
* Coach and influence senior leaders to consider the ethical impact of their decisions in the short and long-term
* Take a visible lead in solving ethical dilemmas, considering how they will play out beyond the organization.
* Surface the unsaid in leadership discussions to enable transparency and improved decision making.

**Example of Ethics in software engineering:**

1. PUBLIC

2. PRODUCT

3. JUDGMENT

4. MANAGEMENT

1. **PUBLIC:**

Software engineers shall act in a manner that is in the best interests of their client and employer, consistent with the public interest. In particular, software engineers shall, as appropriate:

* Accept full responsibility for their own work.
* Moderate the interests of the software engineer, the employer, the client and the users with the public good.
* Be fair and avoid deception in all statements, particularly public ones, concerning software or related documents, methods and tool.

1. **PRODUCT:**

Software engineers shall ensure that their products and related modifications meet the highest professional standards possible. In particular, software engineers shall, as appropriate:

* Strive for high quality, acceptable cost and a reasonable schedule, ensuring significant trade-offs are clear to and accepted by the employer and the client, and are available for consideration by the user and the public.
* Ensure proper and achievable goals and objectives for any project on which they work or propose.
* Ensure that they are qualified for any project on which they work or propose to work by an appropriate combination of education and training, and experience.
* Work to follow professional standards, when available, that are most appropriate for the task at hand, departing from these only when ethically or technically justified.

1. **JUDGMENT:**

Software engineers shall maintain integrity and independence in their professional judgment. In particular, software engineers shall, as appropriate:

* Only endorse documents either prepared under their supervision or within their areas of competence and with which they are in agreement.
* Temper all technical judgments by the need to support and maintain human values.
* Maintain professional objectivity with respect to any software or related documents they are asked to evaluate.
* Disclose to all concerned parties those conflicts of interest that cannot reasonably be avoided or escaped.

1. **MANAGEMENT:**

Software engineering managers and leaders shall subscribe to and promote an ethical approach to the management of software development and maintenance. In particular, those managing or leading software engineers shall, as appropriate:

* Ensure good management for any project on which they work, including Effective procedures for promotion of quality and reduction of risk.
* Ensure that software engineers are informed of standards before being held to them.
* Ensure that software engineers know the employer’s policies and procedures for protecting passwords, files and information that is confidential to the employer or confidential to others.