Aaron Camp

Module-2.2

1/19/25

The case study in the textbook discussed issues developers experienced early on with the LinkedIn website. The site experienced fast growth. While the increased growth could be viewed as a positive for the company, it had an adverse effect on the technical side of the operation. The executives wanted to continue working on new features to provide for its growing customer base. The development team, however, was already struggling to maintain the current site. The initial site was struggling with scalability; after experiencing such rapid growth, the website would bog down or crash altogether. The executives kept pushing for developers to work on new features, this would divert needed resources from fixing issues with the website to developing new features for a website that was struggling as it is. Finally, the decision was made to focus all of the development department resources on reconstructing the current website. This was a decision that would benefit the company. Not only by fixing the issues caused by the poor infrastructure of the original site, but also by creating tools that automated tasks and allowed the developers to release new features in a much timelier manner.

The first lesson learned from this case study is to focus on the product's functionality before trying to add features. Had the decision been made to address the failing infrastructure the original website was using instead of pushing out new features earlier, the company would have saved time and money.

The importance of proper communication between the various departments involved in the project will also be highlighted in this case study. Executives wanting new features released to gain more users was understandable. The focus of any company is the profit margin. Had they had a better understanding of the development process, they could have been able to foresee the issues the site would have dealing with the load of the increased traffic.

It was not until the basic infrastructure of the website was fixed that the development of new features was able to continue. Despite the allocation of all of the department's resources to redesign the website for 2 months, the improved infrastructure and a re-engineered development process would improve the efficiency of creating new features.