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The result of their work affects the real world, everyday affairs, development, and emergence of new technologies. And, of course, the success of the business itself. As a result, a significant increase in sales, and, consequently, an increase in the company's profits can be observed. However, to achieve such an effect, it is necessary to seek promotion services from professional specialists in a web studio. Nevertheless, due to the coronavirus pandemic, all people have a difficult time in terms of work and life in general. At the moment, people all over the world are forced to work remotely for their own safety, but many of them are not used to working in such a mode and also it may be a little inconvenient. To avoid the inefficiency of the working process, it is necessary to provide workers with suitable equipment. For programmers, it is recommended to have powerful hardware with characteristics such as:  Powerful processor (CPU);  Good Amount of memory (RAM);  Powerful display with higher resolution;  Big storage capacity (SSD/HDD).  **Start-up overview**  The start-up “True Code” creates new services, apps, sites, or supports and supplements existing ones. The company examines the customer's problem and helps to create an optimal solution, prepares the code for the frontend and backend, tests it, fixes errors, and evaluates the results. The company has a small budget, however, it has five functional departments with two employees: Project Management, Design, Development, Testing Department, and Team Communication.  The Project Manager takes full responsibility for arranging and organizing tasks of the start-up, that are limited in time, resources, and financial terms and aimed at providing the best web services. The sheer scale of IT project management often implies that it is more than applying information, adjusting capabilities, and using conventional devices and methods to bring a project to completion. [66]  The Web Designer develops a project style, taking into account the specifics of the Internet. The web designer relies on the audience's wishes, designing sites and apps to help users do what they want.  The goal of a web developer is to present the client's products and services to a large audience, generating good-looking and useful websites and web applications. [67]  In the start-up, we have two types of web developers: Back-end and Front-end. Backend programmers develop and support the server-side of websites and web applications. They are more focused on making sure that all the essential data is properly sent to the browser. The Back-end developers know server-side programming languages such as PHP, Python, Ruby, Java, Perl, Node JS, and also work with frameworks such as Symfony, Codeigniter, Yii, Zend Framework, Kohana. The Front-end developers are responsible for the layout of the site template and creating the user interface, which means, development of the external public part of the site in the browser. Their main task is to make user interaction with the site or web application as convenient as possible. The Front-end developers know the programming languages such as HTML, CSS, and JavaScript, and they are also working with framework libraries like DOJO toolkit, JQuery, Bootstrap, Bulma. [68]  The Testing Department assesses the functionality of the program’s product and its obedience to quality requirements. The testers search for errors and will do everything possible to remove them, and also reduce the risk of their occurrence, advise and forecast the risks of failures in systems, coding, and conduct product audits (diagnose) of the finished product. [69]    **Hardware Review**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Name and Price | Characteristics | Short description | Benefits | Limitations | | Project Managers | | | | | | ThinkPad L14  Lenovo  Price: $1539 | **CPU:** 10th Generation Intel® Core™ i5-10210U Processor (1.60 GHz, up to 4.20 GHz with Turbo Boost, 4 Cores, 8 Threads, 6 MB Cache). **OS:** Windows 10 Home/Pro 64.  **RAM:** 8 GB DDR4. **SSD:** 256 GB. | The laptop combines the processing power processor with the graphics, that delivers amazing performance at a reasonable price.  [1] | Durable battery;  Latest processor;  Provides fast Internet access. | Price;  Limited Storage. | | Designers | | | | | | **Dell XPS 13 (2020)** Price: $999.99 | **CPU:** 10th generation Intel Core i5 – i7.  **RAM:** 8 GB-16GB DDR4.  **Display:**13.3-inch FHD (1,920 x 1,080) – 4k (3840 x 2160).  **SSD:** 256 GB.  **OS:** Windows 10 Home 64. | The eco-wise laptop with powerful components and beautiful design.  [2] | Durable battery;  Latest processor;  Compact. | Overall quality could be better;  Some lags can be noticed. | | Developers | | | | | | **DELL INSPIRON 14 5482** Price: $814.99 | **CPU:** Intel Core i3 (8th Gen)  Processor, 2.1GHz.  **RAM:** 8 GB DDR4.  **Display: 14-inch**  (1,920 x 1,080).  **HDD:** 1 TB.  **OS:** Windows 10 Home 64. | Multifunctional, silent, and touch-sensitive laptop that brings pleasure while working with it.  [3] | Affordable;  Light;  Powerful processor. | Some lags can be noticed. | | Testers | | | | | | **HP Spectre x360 Convertible Laptop - 13t touch** Price: $1299.99 | * **CPU:** 10th Gen Intel Core i7 processor.   **RAM:** 8 GB DDR4.   * **SSD:** 512 GB.   **Display:** 13.3-inch diagonal FHD (1,920 x 1,080).   * **OS:** Windows 10 Home/Pro 64. | The laptop with overall good performance and useful features.  [4] | Durable battery;  Good  processor. | Lack of some features;  Display could be brighter. | | Server | | | | | | **Lenovo ThinkStation P330 Series Tower Workstation** Price: $1500 | * **CPU:** 3.2 GHz Intel Core i7-8700 Six-Core. **GPU:** NVIDIA Quadro P2000 Graphics (5GB). * **RAM:** 16GB of 2666 MHz DDR4. * **SSD:** 512GB Opal PCIe M.2. * **OS:** Windows 10 Pro 64. | It is a reliable and customizable system that can maintain high performance.  [5] | Fast performance;   * Great workability;   A plurality of ports. | Runs hot at times;  Bit loud at times;  Bit expensive. |   **Software Review**  Table 1: Set A “Basic”   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Name and Price | System requirements | Short description | Benefits | Limitations | | Project Management | | | | | | ClickUp  $0 | **Supported web browsers for desktop:**  Chrome; Firefox, Edge.  **Mobile version available at:**  Google Play;  AppStore;  Amazon Fire.  **OS:** Windows. | ClickUp is a cloud-based cooperation and project management tool for all types and sizes of businesses.  [6] | Free;  Multifunctional;  Responsive support;  Convenient project organization. | Confusing interface. [7] | | Teamwork (Pro) $10/month | **CPU**: Dual core 2 GHz or faster  **RAM**: 4.0 GB or more, 8.0 GB recommended.  **HDD**: at least 4 GB of free space (NOT include project space).  **OS**: Windows (XP/Vista/7/8,10), Microsoft Windows Server (2000/2003/2008/2012/2016/2019). | Teamwork is an online project management software application that is used by managers, employees and customers, in order to collaborate more effectively on the Internet. [8] | Affordable;  Convenient reporting feature;  Time Tracking feature;  Convenient project handling. | Confusing interface;  Lack of customization options. [9] | | Airtable Plus  $10/month | **Supported web browsers for desktop:**  Chrome 67 or higher;  Firefox 54 or higher;  Edge 25 or higher.  **OS:** Windows (7 or higher – 64-bit).  **Supported web browser for mobile:**  Google Chrome; Safari. | Airtable is a cloud collaboration service. [10] | Affordable;  Flexibility;  Integrations;  Multifunctional. | Confusing interface. [11] | | Design | | | | | | Adobe Photoshop  $10/month | **Minimum and recommended system**  **requirements for desktop:**  **CPU:** Intel or AMD processor with 64-bit system support; 2 GHz or faster processor with SSE 4.2 or later.  **OS:** Windows 10 (64-bit system) version 1809 or later. **RAM:** 8 GB / 16 GB of more  **Graphics card:** GPU with DirectX 12 support; 2 GB of GPU memory /  GPU with DirectX 12 support  4 GB of GPU memory for 4k displays and greater.  **Monitor resolution:** 1280 x 800 display at 100% UI scaling /  1920 x 1080 display at 100% or greater at 100% UI scaling.  **HDD:** 4 GB of available hard-disk space; additional space is required for installation /  4 GB of available hard-disk space; additional space is required for installation. | Adobe Photoshop is a multifunctional graphic editor for designers, web developers, graphic artists and other specialists. [12] | Affordable;  Multifunctional;  Flexibility;  Integrations. | Confusing interface;  Requires large storage space. [13] | | Pixlr  $0 | **CPU:**  1.0 GHz Intel/AMD  **RAM:** 1 GM.  **Monitor resolution:** 1024-by-768 pixels display.  **HDD:**450MB storage space.  **OS:** Windows.  **Supported web browsers:**  Chrome, Firefox; IE. | Pixlr is the one of the most used web applications for editing photos. [14] | Free;  Easy to use;  Multifunctional. | Not all functions are fully defined in the guideline. [15] | | GIMP  $0 | **CPU**: Intel Pentium 4 (or equivalent) or better. **RAM**: 250 Mb memory or more. **OS**: Windows 7, 8, 10 (both 32-bit and 64-bit). | GIMP is a multifunctional image editor. [16] | Free;  Multifunctional. | Limited options for 3d design;  Confusing interface. [17] | | Development | | | | | | Sublime Text  $50/seat/year | **CPU:** Intel Pentium 3Ghz. **GPU:** N/A.  **RAM:** 1 GB.  **OS:** Windows. | Sublime Text is a code editor that supports plugins in the Python programming language. [18] | Affordable;  Easy to use;  Syntax highlighting. | Confusing Code Completion;  The application runs slowly after the update. [19] | | Notepad++  $0 | **CPU:** Intel Pentium 1.5Ghz  **RAM:** 1 GB.  **OS:** Windows 7 (32-bit or 64-bit system) or higher / ReactOS. | Notepad++ is a free open source text editor for Windows with syntax highlighting, markup, and VHDL and Verilog hardware description languages. [20] | Free;  Easy to use;  Free;  Multifunctional;  Syntax highlighting. | Notepad ++ has problems displaying and handling very large amounts of data. [21] | | Zoho Creator  $10/month | **CPU:** Intel Pentium 4 CPU or better (must be SSE2-capable)  **OS:** Windows 7, 8, 8.1, 10;  **Architecture:** 32-bit and 64-bit systems  **RAM:** 128 MB  **HDD:** 100 MB  **Supported web browsers for desktop:** Chrome; Firefox; Opera; **Internet connection:** required to use the program. | Zoho Creator is a cloud-based software for creating your own applications without prior programming. [22] | Affordable;  Easy to use;  Flexibility;  Multifunctional. | Not all functions are fully defined in the guideline. [23] | | Testers Web-Based, Cloud, SaaS | | | | | | Testim  $0 | **CPU:** Intel Core i5 or more.  **RAM:** 4 GB or more.  **HDD:** 2 GB or more.  **OS:** Windows.  **Supported web browsers:** Chrome, Firefox, Edge; IE. | Testim leverages machine learning for the authoring, execution and maintenance of automated test cases. [24] | Free;  Easy to use;  Flexibility. | Lack of some features. [25] | | Sauce Labs  $19/month for VM | **CPU:** Intel Core i5 or more.  **RAM:** 4 GB or more.  **HDD:** 2 GB or more.  **OS:** Windows.  **Supported web browsers:** Chrome, Firefox, Safari, IE. | Sauce Labs offers a correct operation of leading web applications and websites in every browser, operating system, and device. [26] | Affordable;  Provides remote testing opportunities;  Easy to use;  Integrations. | Some lags can be noticed. [27] | | Cypress  $0 | **CPU:** Intel Core i5 or more.  **RAM:** 4 GB or more.  **HDD:** 2 GB or more.  **OS:** Windows.  **Supported web browsers for desktop:**  Chrome, Firefox, Edge; IE. | Cypress is a front-end automated testing instrument designed for the modern Internet. [28] | Free;  Easy to use;  Supports almost all browsers;  Clear documentation. | Some lags can be noticed. [29] | | Team Communication | | | | | | GoToMeeting  (professional)  $0 | **OS:** Windows 7-10.  **Internet connection:** 1Mbps or higher.  **RAM:** 2 GB or more.  **Supported web browsers for desktop:** Chrome, Edge. | GoToMeeting is one of the most used video conferencing software in the world. [30] | Free;  The app allows to share screens from any device from anywhere;  High video quality;  Flexibility. | Not all functions are fully defined in the guideline. [31] | | Google HangOuts Meet  $0 | **CPU:** Dual Core processor; Quad Core Intel Celeron N3000 series processor; Quad Core Intel Celeron N4000/N5000 series processor; Quad Core 6th Gen Intel i5. **RAM:** 2 GB – 8 GB. **OS:** Windows. **OS mobile:** Android 5.0 and above; iOS 12.0 and above. **Supported web browser:** Chrome, Firefox; Edge. | This is the platform for online meetings and supports video conferences with large numbers of people. [32] | Free;  Easy to use. | Lack of some features;  Some lags can be noticed. [33] | | Skype  $0 | **CPU:** Intel Core2 Duo or 1 GHz or faster.  **RAM:** 265 MB or more.  **OS:** Windows (32-64 bit)  **Supported windows browsers:** Edge; Firefox; Chrome.  **OS mobile:** Android;iOS. | Skype is a free proprietary closed-source software that provides text, voice, and video communication over the Internet. [34] | Free;  Easy to use;  Quality audio and video calls. | Lack of some features;  Some lags can be noticed. [35] |         Table 2: Set B “Premium”   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Name and Price | System requirements | Short description | Benefits | Limitations | | Project Management | | | | | | Asana  $30.49/month | **Supported web browsers for desktop:**  Chrome, Firefox, Safari, Edge.  **OS:** Windows. | Asana helps working teams organize their work. [36] | Convenient project organization and handling;  Multifunctional. | Some lags can be noticed. [37] | | Trello  $24.99/month | **Supported web browsers for desktop:**  Chrome, Firefox, Edge -latest stable release.  **OS:** Windows 10 – (64-bit).  **OS mobile:**  IOS – Version 12 or higher  Android - Version 6.0 or higher with Google Play. | Trello is a cooperating instrument that brings your tasks together into boards. [38] | Unlimited Team Boards; Advanced Checklist;  Table View; Priority Support; Admin Controls. | Problematic to handle huge projects;Storage limit; Unable to generate common long-term plans. [39] | | Wrike  $24.8/month | **OS:** Windows 7 or later; macOS Yosemite (version 10.10 or later);  **Supported web browsers for desktop:**  Chrome; Firefox, Edge; Safari. | Wrike is a corporate online collaboration and project management service. [40] | Integrations;  Convenient project organization and handling. | Lack of some features. [41] | | Design | | | | | | Figma  $45/month | **Graphic Card:** Intel HD Graphics 4000 (or later). NVidia 330m (or later). ATI Radeon HD 4850 (or later).  **OS:** Windows 8.1 or later.  **Supported web browsers for desktop:**  Chrome 58+, Firefox 57+, Edge 16+, Safari 11+. | Figma is an online service for interface development and prototyping with the ability to organize collaboration in real time. [42] | Easy to use;  Collaboration functions. | Storage limit;  Lack of some plugins;  Some lags can be noticed. [43] | | Adobe Dreamweaver  $52.99/month | **CPU:** Intel Core 2 or AMD Athlon 64 processor; 2 GHz or faster processor  **OS:** Windows 10 version 1903 (64-bit system) or  **RAM:** 2 GB / 4 GB.  **HDD:** 2 GB of available hard-disk space for installation; additional free space (approximately 2 GB) required during installation. Dreamweaver cannot be installed on removable flash storage devices.  **Monitor resolution:** 1280x1024 display with 16-bit video card. | Adobe Dreamweaver is a web application that helps to improve and design websites. [44] | The coding is checked;  Recommendations for codes;  Flexibility. | Confusing interface;  Not a browser based application. [45] | | CorelDraw  $669 full version | **CPU:** Intel Core i3/5/7 or AMD Athlon 64  **OS:** Windows 10, 8.1 or Windows 7 (32-bit or 64-bit systems). **RAM:** 2 GB **HDD:** 2.5 GB **Monitor resolution:** 1280 x 720 screen resolution at 100% (96 dpi).  **Supported web browsers for desktop:** Microsoft Internet Explorer 11 or higher. | CorelDraw is a software that is used to make logos, flex sheets, brochures, invitation cards, and any kind of lining-based vector design. [46] | Multifunctional;  Does not require much storage space;  The future versions are able support the projects that were done in older versions; | Confusing interface;  Some flaws at editing projects.  [47] | | Development | | | | | | WordPress  $45/month | **CPU:** 1.0 GHz or faster.  **RAM:** 512 MB or more.  **HDD:** 1 GB or more.  **OS:** Windows 7-10.  **PHP:** Version 7.3 or higher.  **Web server:** Apache or Nginx.  **Database:** MySQL version 5.0.15 or greater or any version of MariaDB. | This is the most popular content management system with open source. [48] | Easy to use;  Multifunctional;  Sharing; Responsive support; | Some lags can be noticed;  Security issues. [49] | | Visual Studio  $45/month | **CPU:** 1.0 GHz or faster.  **RAM:** 8 GB or more;  **HDD:** 20 GB or more.  **Display resolution:** 720p (1280 by 720) or higher  **OS:** Windows 7-10. | This is a launch pad for debugging and coding, as well as publishing applications later. [50] | Multifunctional;  Integrations;  Syntax highlighting;  Responsive support. | Confusing interface. [51] | | GitLab  $19-99/month | **CPU:** 4 cores or more.  **RAM:** 4 GB or more;  **Database:** PostgreSQL 9.6 or higher.  **OS:** Windows.  **Supported web browsers for desktop:**  Chrome, Firefox, Edge; | GitLab web application and software code repository management system for Git. [52] | Multifunctional;  Integrations;  Server. | Confusing interface;  Some lags can be noticed. [53] | | Testers Web-Based, Cloud, SaaS | | | | | | PractiTest  $49/month | **CPU:** Intel Core i5 or more.  **RAM:** 4 GB or more.  **HDD:** 2 GB or more.  **OS:** Windows.  **Supported web browsers for desktop:**  Chrome, Firefox, Edge, IE. | PracticTest is a cloud-based testing management solution that helps companies support good quality and decrease product flaws. [54] | Easy to use;  Integrations;  Customization. | Lack of some features;  Not an open source software. [55] | | LambdaTest  $99/month/  up to 5 users  (web & mobile browser automation)  $158/month/  up to 10 users  (web automation) | **Supported Languages and Frameworks:** Java; PHP; Ruby; C#; Python; JavaScript. **Supported web browsers:**  Chrome (latest chromedriver), Firefox (Dev: 3.4.0; Beta: 3.4.0; 53+: 3.4.0; 39+: 2.53.1), Edge (2.52.0), Explorer (2.53.1). | LambdaTest is a cloud-based testing software for all kinds of websites and web applications. [56] | Easy to use;  Integrations;  Customization. | Doesn’t have mobile application;  Some lags can be noticed. [57] | | TestRail  $60/month (cloud)  $2900/year/  up to 5 users (server) | **OS:** Windows Server, 2012/2012 R2, 2016, or 2019. **Database:** 2012, 2014, 2016 with Mixed Mode Authentication, or 2017; MySQL 5.6, MySQL 5.7, or MariaDB 10.1 or later.  **Web server:** IIS with FastCGI / PHP integration; Apache with mod\_php or equivalent.  **PHP:** 7.2 or 7.3 (with curl, mbstring, zip, sun and sqlsrv/mysql extensions);  7.1-7.2 (with curl, mbstring, zip, json and mysql extensions).  **Supported web browsers:**  Chrome, Firefox, Safari, Edge, Webkit. | TestRail is used for managing and tracking computer program testing labors. [58] | Integrations; Error handling process; Regular updates and improvisations. | Price;  Confusing interface;  Lack of some features. [59] | | Team Communication | | | | | | Zoom  $19.99/month | **CPU:** 2.5 GHz dual-core Intel Core i5 or faster.  **RAM:** 8 GB or more;  **OS:** Windows 7 or higher.  **OS mobile:** Android; iOS.  **Browser support for desktop:**  Chrome, Firefox, Edge. | Zoom is a convenient web application for video conferences with an unlimited number of users and time. [60] | Easy to use;  Able to access from any device and any location;  Able to access from a browser. | Some lags can be noticed.  Security issues. [61] | | BlueJeans Meetings  $13.99/month | **CPU:** Intel i3 or higher. **OS:** Windows 64-bit versions of 7 (w/ SP1+), 8.1 & 10.  **RAM:** 4 GB or more.  **Browser support for desktop:**  Chrome, Edge. | BlueJeans is a cloud-based video meeting service that connects users with a wide range of devices and platforms. [62] | Easy to use;  Multifunctional;  Able to access from any device and any location. | Some lags can be noticed. [63] | | Cisco Webex Meetings  $26.95/month | **CPU:** Intel Core2 Duo or AMD CPU 2.XX GHz or faster.  **RAM:** 2 GB or more.  **OS:** Windows 7-10 (32-bit or 64-bit system).  **Supported windows browsers:** Edge (Windows 10 only) 42 and 44; Firefox Version 59-70; Chrome Version 65-78.  **OS mobile:** Android 2.1 and above;iOS 6.0 and above. | Cisco Webex Meetings provides simple and video cooperation capabilities across all gadgets. [64] | High video quality;  Easy to use. | Some lags can be noticed. [65] |   **Recommendation and Justification**  According to the above-mentioned software review and also considering the budget, it can be concluded that Set A “Basic” is more suitable for “True Code” company. In this set, the web applications were selected taking into account their maximum number of features and the lowest possible price. Moreover, in both tables are system requirements, pros, and cons for each software are provided and include three types of software for each functional department. Most of the programs are completely free with positive reviews, and some paid programs (per user) have a free trial from 15-30 days, which means that employees have a chance to try programs and decide whether they will use this software in the future projects. Besides, these web applications, according to their system requirements, are perfectly matched to the selected hardware, and also some of them have mobile versions.  Project management is not a difficult thing, if there are web applications that make everything much clear. With the project management apps, the manager can control the actions of his team from any location. Choosing services for the start-up that employees could use to work on projects several times more efficiently, there is a whole list of different task and time management services for managing and planning projects, teamwork, building online charts, etc. As a result, the choice was made on three web applications that together meet the company’s needs best.  The design is created not by the program, but by a person. If a person knows how to design, he/she can do the job efficiently in any web application. However, the right tools make the design process easier and help an employee to work more efficiently. For modern design, the choice of tools is huge. It is difficult to choose the most suitable one, so the exchange of experience in this area is invaluable. Based on the functionality and reviews of people in our selection, these programs were presented.  There are many ways to write code for web applications, from text editors to cloud development environments. It is difficult to immediately decide which environment is best suited for a start-up’s projects. Of course, the applications listed in Table 1 are far from unique, but they are definitely very useful. They are used by many web developers and make their work much easier.  Software development methods do not stand still, and the same can be said about the tools and technologies used for web development. First of all, such an improvement is compulsory to increase the efficiency and quality of the product being created, to reduce the time required for development, as well as to satisfy the customer with the result. Thus, it can be said that testing plays an important role in the development of a quality product. Each of the tools described above has its own unique set of functions needed to meet the ever-changing challenges of automated software testing. These tools meet all the requirements for testing mobile and web applications.  The video conferencing software is more relevant than ever during the COVID-19 pandemic. Participants can be at different ends of the world, but at the same time see each other, effectively interact, and exchange information of different types. It is much better than a simple telephone connection. Video conferencing software and webinar software are often very similar but differ in the number of participants and functionality. The list above includes solutions for webinars with free subscription options and does not include products that are only available during the trial period, etc. They can only support one user or one project, but they are really free. However, scaling often requires full paid subscriptions.  **Conclusion**  According to the conducted research, it can be concluded that suitable hardware and software was selected for the start-up “True Code”. In the labor market today, there is a situation where the demand for programmers significantly exceeds the supply, so a professional web developer is worth its weight in gold. To be at the top, constantly monitor technical innovations and trends in the industry is needed. If a start-up specialized for Web Application Development stagnates and falls behind new trends, it risks falling out of the cage and losing customers and revenue.  **Links**  <https://github.com/00010833>  <https://docs.google.com/document/u/0/>  **Reference List**  1.  Lenovo. ThinkPad L14 | 14 Inch Entry level Business Laptop | Lenovo US [Internet]. www.lenovo.com. [cited 2020 Nov 28]. Available from: https://www.lenovo.com/us/en/laptops/thinkpad/thinkpad-l/ThinkPad-L14-Intel-/p/20U1001TUS?clickid=TIZ1oT0YsxyLWzVwUx0Mo3EAUkEwpFTDlXBtVw0&irgwc=1&Program=3787&pid=10078&cid=nl%3Aaffiliate%3Ak90lfe  2.  Dell. New XPS 13 Laptop [Internet]. dell.com. [cited 2020 Nov 29]. 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