**Discus the success and failure stories of software**

**Success stories of Software**

**1.Instagram**

The social networking site Instagram reached one billion active users in 2019.The US-based video and photo-sharing app is a success story that has unfolded since its launch in October 2010 by Stanford University students Mike Krieger and Kevin Systrom.Systrom majored in management science and engineering, while Krieger studied symbolic systems – a branch of computer studies combined with psychology. When the two founders met, they started discussing their idea for a new app and realised they shared a goal: to create the world’s largest mobile photo-sharing app.

**Success story**

Since the acquisition, Instagram’s founders haven’t made many changes to the user experience, preferring to stick to the app’s simplicity. Its rise in popularity proves that people enjoy the way the app works and like the photo-based connections it provides.One of the most important lessons of Instagram’s success is that the founders didn’t waste time trying to save their original idea, Burbn. Once they decided it wasn’t going to work, they moved on quickly and invented Instagram. Systrom said its name was based on “instant telegram”.The app was launched at just the right time – and with only 12 employees initially, the user base had expanded to more than 27 million before Instagram was sold to Facebook. Today, most celebrities use it as a platform for promotions and with one billion users, it continues to go from strength to strength.

2.**Paytm**

Success stories are often made of impossible dreams coming possible. We see the face of success but hardly know what goes behind the making of the successful man or how interesting or challenging his journey has been to reach that spot.The story of the 43-year-old Paytm founder Vijay Shekhar Sharma, born to a school teacher father and a homemaker mother is no different. Hailing from a small town of the largest state of Uttar Pradesh, Vijay Shekhar Sharma has gone through all that any regular middle-class youth faces in this country. But what makes him stand out from the crowd is that he carved out a niche for himself which most of us can only dream about.From earning just Rs 10,000 a month to becoming the new billionaire, his journey has been impeccable. At the age of 27, Vijay Shekhar Sharma had not tasted success much with earning just a modest salary of Rs 10,000 a month. And this was not good enough to make him an eligible bachelor.In his own words, he describes his journey saying, “In 2004-05, my father asked me to shut my company and take up a job even if it was for Rs 30,000.” On a lighter note, Vijay Shekhar Sharma tells Reuters, “Families of prospective brides would never call us back after finding out that I earn around 10,000 rupees a month. I had become an ineligible bachelor for my family.”Only last week Vijay Shekhar Sharma led Paytm’s USD 2.5 billion initial public offering (IPO). And what’s more, American business magnate Warren Buffet-owned investment powerhouse invested in Paytm IPO shares and made a profit of USD 16 million on its sale of 1.4 million shares.

**3.Uber**

The founder of Uber is Travis Kalanick . The uber app is used to book a vehicle to go one place to Another placeUber Technologies Inc.’s (UBER) explosive growth and constant controversy make it one of the most fascinating companies to emerge over the past decade. The global ride-sharing application, founded in 2009, disrupted modern transportation as we know it and at one point grew to become the highest-valued private startup company in the world.1Ten years after its founding, Uber went public on May 9, 2019. Though the road has been bumpy, Uber remains a major company in the ride-sharing space. In its most recent quarterly earnings release, for Q2 fiscal year (FY) 2021, Uber reported a net income of $1.1 billion, $3.9 billion in revenue, and 1.5 billion trips on its platform.Uber’s story began in Paris in 2008. Two friends, Travis Kalanick and Garrett Camp, were attending LeWeb, an annual tech conference The Economist describes as “where revolutionaries gather to plot the future.”1 In 2007, both men had sold startups they co-founded for large sums. Kalanick sold Red Swoosh to Akamai Technologies for $19 million while Camp sold StumbleUpon to eBay (EBAY) for $75 million.In 2009, Camp was still CEO of StumbleUpon, but he began working on a prototype for UberCab as a side project. By summer of that year, Camp had persuaded Kalanick to join as UberCab’s “chief incubator.” The service was tested in New York in early 2010 using only three cars, and the official launch took place in San Francisco in May.

**Failure stories of Software**

**1.Hike**

Hike lost its way in recent years as it tried and failed to become a WeChat-like super app for India.The company rapidly grew its workforce from 140 employees to 380 in 2017, and then sliced it down to 120 again the next year. At the same time, Hike, much like most other Indian startups, had no focus on profitability for years after its inception. It was only in 2020 that the company finally woke up to monetisation.During this time, WhatsApp’s scale became too big to match.Not only in India, WhatsApp currently enjoys a leadership position across the globe. German app Telegram is still a distant second with 500 million users around the world. Signal reaches an even smaller audience, recently hitting 50 million downloads on Google Play Store.In addition, the app strengthened its presence in India’s business ecosystem. And, after Facebook invested in India’s richest man Mukesh Ambani’s Jio Platforms in April 2020, several new doors opened for WhatsApp. For instance, reports suggest Ambani’s e-grocery firm JioMart will be fully embedded in WhatsApp within six months, so the 400 million users can place orders without leaving the app.On Jan. 6, Hike informed its users that it will be shutting down its messenger and gave them time till Jan. 14 to migrate their data. While individual entities owned by Hike, such as gaming app Rush remain, the messaging app itself has been removed from Google Play Store and Apple App Store.While Hike Messenger has succumbed, it may not be right to say that no one will ever be able to beat WhatsApp.

**2.Myspace**

MySpace was the biggest social network site online during the mid-to-late 2000s, with over 75 million users a month at its peak. Unfortunately for MySpace, Facebook — with its innovative features like the now ubiquitous newsfeed — overtook it and never looked back. The demise of MySpace wasn’t just down to Facebook being a superior service, though. It was down to mismanagement too.The rise of MySpace can be attributed to timing and accessibility. The platform was launched in 2003 and was one of the first social media sites. Friendster predated it and was popular in its own right, but the popularity of Friendster waned as technical problems and a proliferation of ads eroded the trust between Friendster and users. MySpace offered a service that was non-restrictive, let users customize their own pages, and added new features based on user demand. It also attracted a lot of creative people and allowed brands and users to interact with each other as a sort of precursor to modern-day influencers MySpace’s success

**3.Northeast Blackout failure: -**

* It was found on August 2003.
* It was the worst power system failure in North American history.
* The failure involved loss of electrical power to 50 million customers forced to shutdown of 100 power plants and economic loses estimated at 6 billion.
* The failure occurred when multiple systems trying to access the same information at once.

**Ethics of software Engineer**

**Public**

Software engineers shall act consistently 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.

Approve software only if they have a well-founded belief that it is safe, meets specifications, passes appropriate tests, and does not diminish quality of life, diminish privacy or harm the environment. The ultimate effect of the work should be to the public good

Disclose to appropriate persons or authorities any actual or potential danger to the user, the public, or the environment, that they reasonably believe to be associated with software or related documents.

Cooperate in efforts to address matters of grave public concern caused by software, its installation, maintenance, support or documentation.

Be fair and avoid deception in all statements, particularly public ones, concerning software or related documents, methods and tools.

Consider issues of physical disabilities, allocation of resources, economic disadvantage and other factors that can diminish access to the benefits of software.

Be encouraged to volunteer professional skills to good causes and contribute to public education concerning the discipline.