

**Assignment 1: MVP, Persona, Value Flow, POG, and PESTLE for GitHub
Digital Service Innovation (Spring 2022)**

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Minimum Viable Product

Idea: The founders of GitHub created a place

- where entire code libraries could be hosted
- where programmers could work on code projects collaboratively
- where programmers could find open-source projects by other developers

MVP: Realizing the importance of their side-hustle project in every programmers' daily life, the founders introduced the idea in an announcement blog post. They emailed their friends at startups across the Bay Area and beyond, inviting them to try the tool they'd been building

Persona



Alex is a developer in Bay Area, who has been laid off due to the recession of 2008 and is freelancing with a few friends for an IT company

Goals

- Collaborate with other developers without stepping on each other's work
- Build a profile to showcase the quality of code written overtime
- Share work with recruiters

Needs

- A version control system like Git without having to use Linux
- A collaboration platform to share work with others

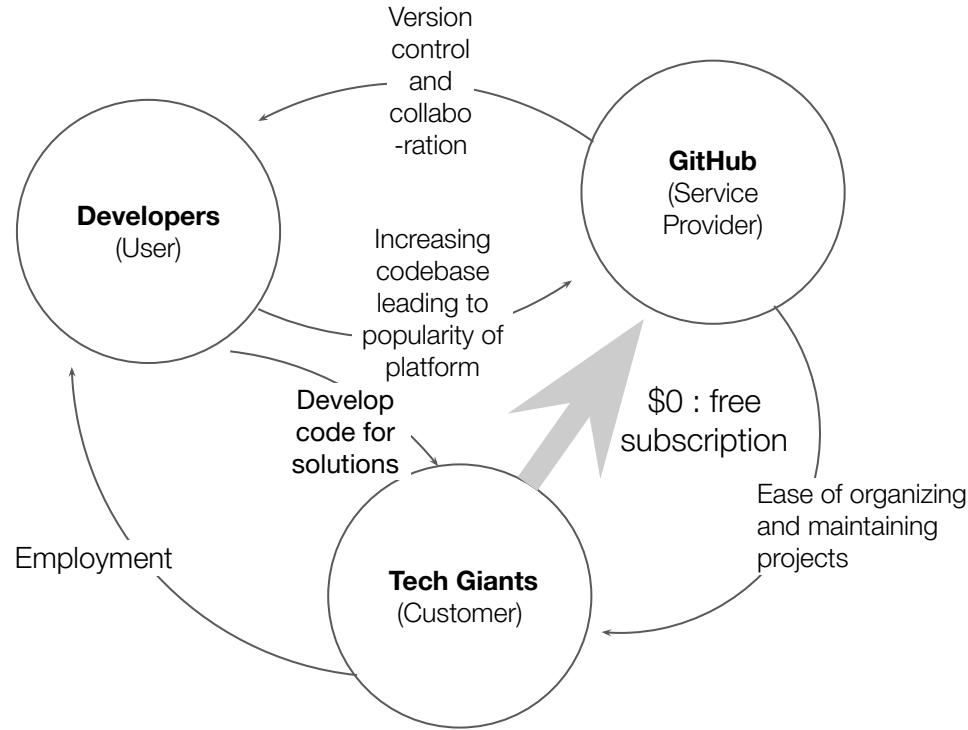
Behaviors

- Likes problem-solving and competitive coding
- Enthusiastic about building software applications
- Explores and contributes to open source projects

Motivation

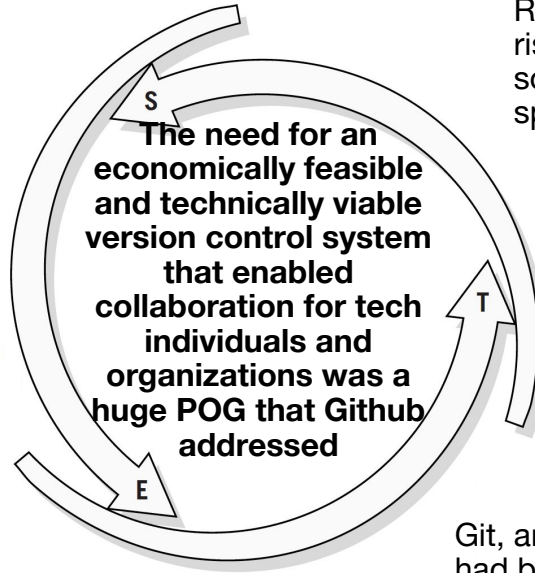
- Get a job amidst the recession
- Work seamlessly on side-hustle projects
- Finding existing open source projects

Value flow



POG

The economic recession of 2008 negatively hit several industries and the Tech industry saw massive layoffs and hence generating need for free(open-source) resources for developers



Rise in freelancing developers and a rising popularity of open source software necessitated a collaboration space for open source contributors

Git, an existing version control system, had become popular but was poorly designed and could not be used by developers other than Linux Users

POG in detail

Social: The existence of 'Git' an open source version control system led to the popularity of open source software contributions. Although, developers could not find these open source projects

Economic: The recession of 2008 saw massive employee layoffs around the world. Developers started freelancing and side-hustle projects to make their ends meet.

Technology: 'Git' allowed developers to maintain versions of their work and organize their code. Its accessibility limited to Linux users kept this open source tool away from non-Linux users

Product Opportunity Gap: Developers needed a place to host their work and collaborate with their peers without any restrictions. They needed a place where they could find other developers' work and where their work could be found.

PESTLE

Increasing need for collaborating source code between developers with an existing version control system 'Git' and need for a space to host and find open source projects led to the foundation of GitHub

PEST(LE) : February / 2008

Political

- Tech giants were pressurized by changing political conditions due to recession and were obligated to pay taxes to the government to tackle recession

Economic

- Ongoing economic recession led to massive layoffs in the Tech Industry

Social

- Developers starting side projects and laid off tech employees freelancing to make ends meet
- Multiple people working on the same project

Technological

- Existence of Git version control system limited to Linux users

Legal

- Other licensed version control systems existed that limited collaboration among developers

Environmental

- Increased consciousness for reducing paper use by sharing material electronically

PEST(LE) : January / 2010

Political

- Tech giants were encouraged to drive innovation by the government to generate employment and revenue

Economic

- The world began to recover from the economic recession and started investing in Tech start-ups

Social

- Rise in technical innovations and the onset of start-up culture
- Recruiters hired employees by browsing their GitHub repositories
- Rising trend for people wanting to share their work publicly

Technological

- Tech giants like Facebook, Google, Yahoo joined GitHub

Legal

- GitHub was copyrighted under GitHub Inc

Environmental

- No environmental factors at play

References

- Hiten Shah, *“How GitHub Democratized Coding, Built a \$2 Billion Business, and Found a New Home at Microsoft”*, <https://nira.com/github-history/>
- https://en.wikipedia.org/wiki/Timeline_of_GitHub