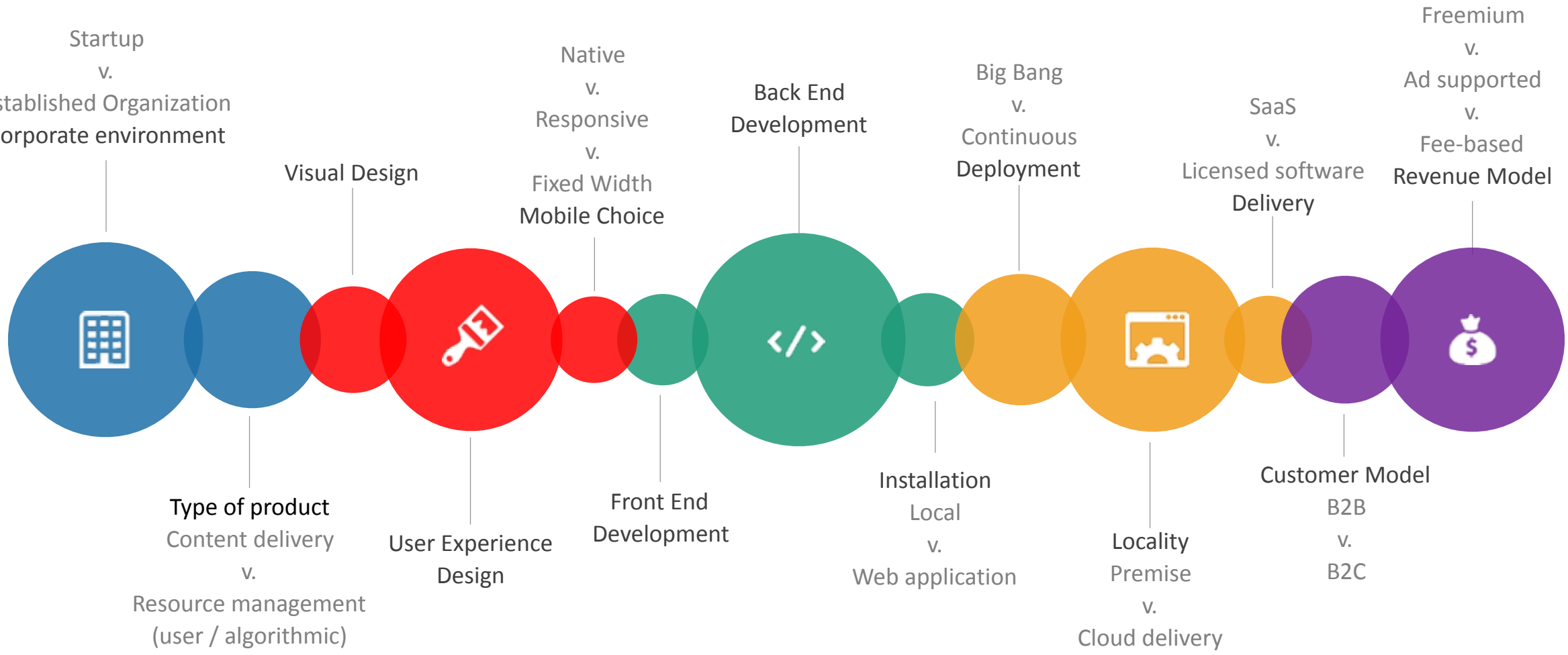
The World of Software

know a little more than enough to be dangerous

What to expect

Rachel Walwood **web developer** **(recovering product manager)**

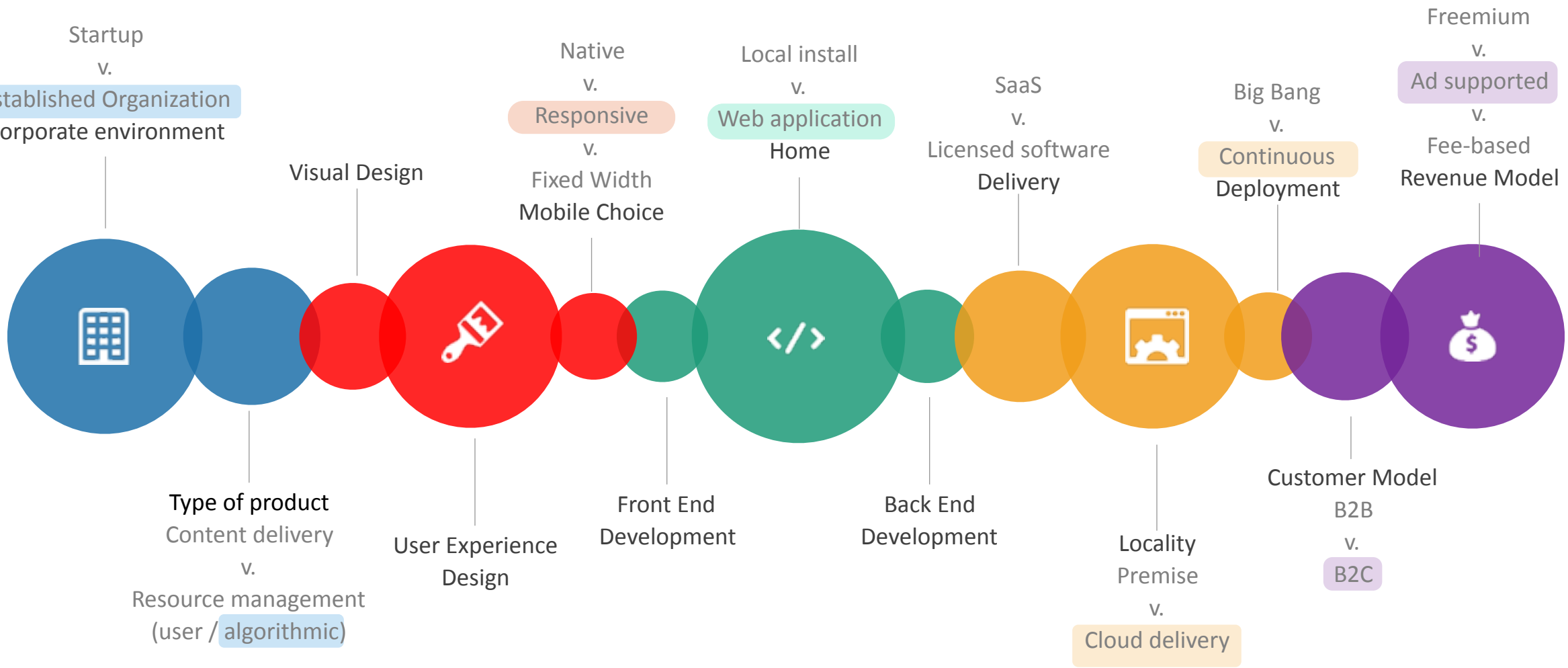
- An overview of the software products and the businesses that make them
- Case studies of businesses you've probably heard of
- Note: this is a simplified (and therefore, definitionally incomplete) model that excludes things like Open source, IaaS, Crippleware, system administration, PaaS, Crippleware, which, hopefully, if you need to know about, you already do.


Startup
v.
Established Organization
Corporate environment
Visual Design
Native
v.
Responsive
v.
Fixed Width
Mobile Choice
Back End
Development
Big Bang
v.
Continuous
Deployment
SaaS
v.
Licensed software
Delivery
Freemium
v.
Ad supported
v.
Fee-based
Revenue Model
Type of product
Content delivery
v.
Resource management
(user / algorithmic)
User Experience
Design
Front End
Development
Installation
Local
v.
Web application
Locality
Premise
v.
Cloud delivery
Customer Model
B2B
v.
B2C
Company/Mission
Design
Development
Delivery
Revenue

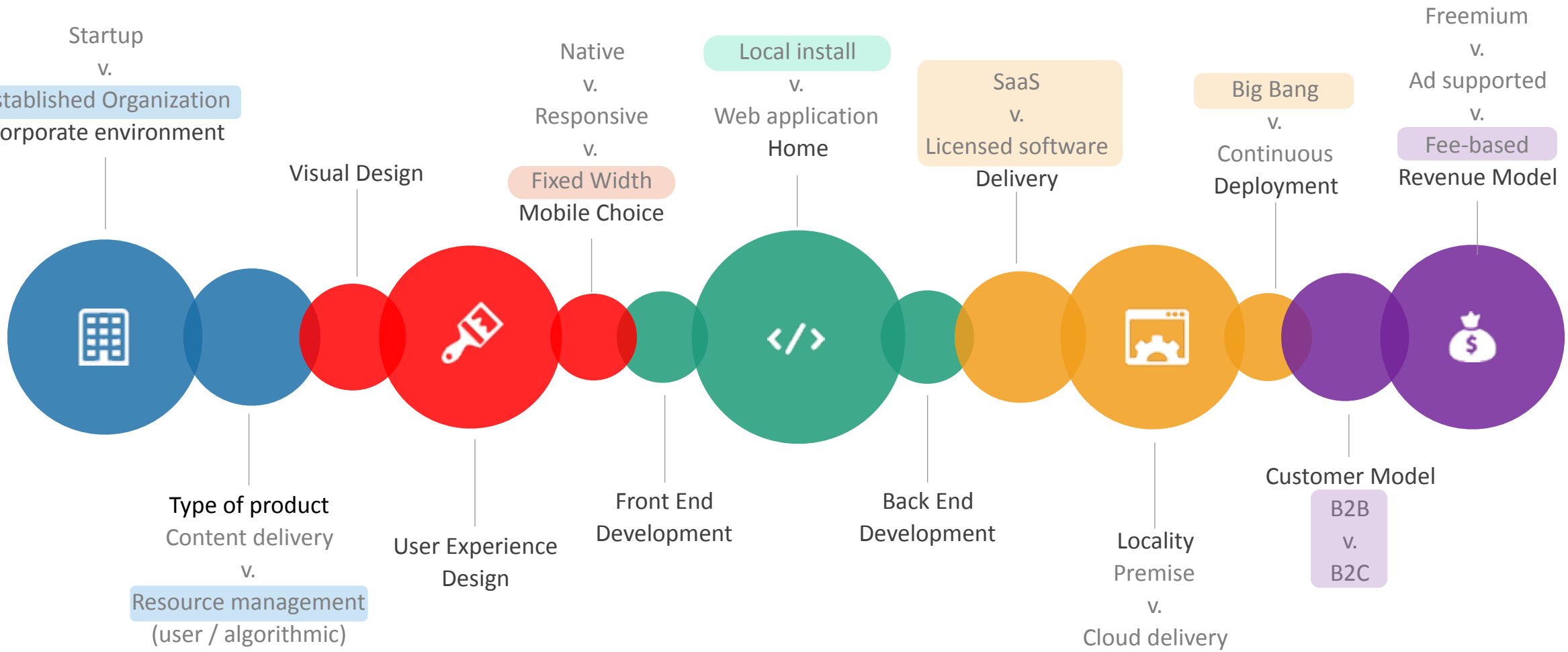
Case Studies

these things can be challenging to know about from the outside
this is my interpretation, not the companies' line

Google (search)



Adobe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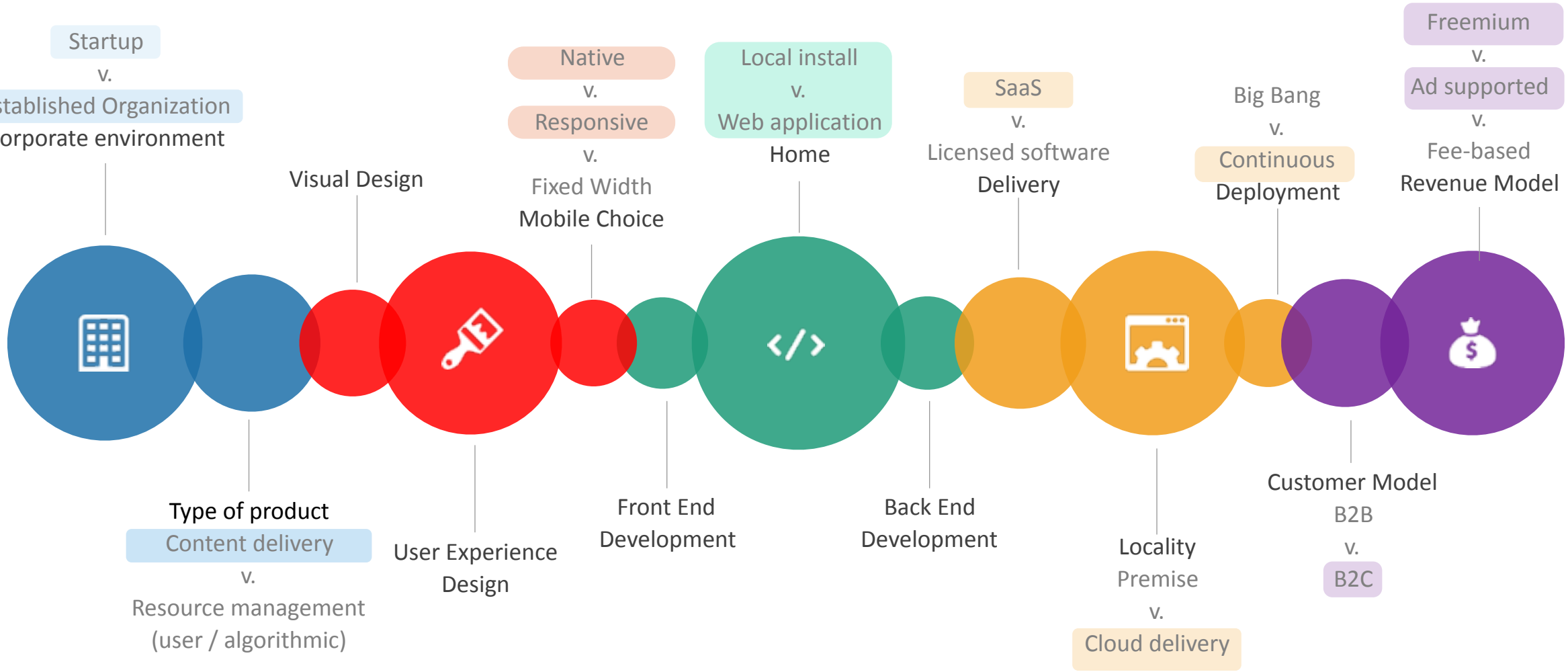
Spotify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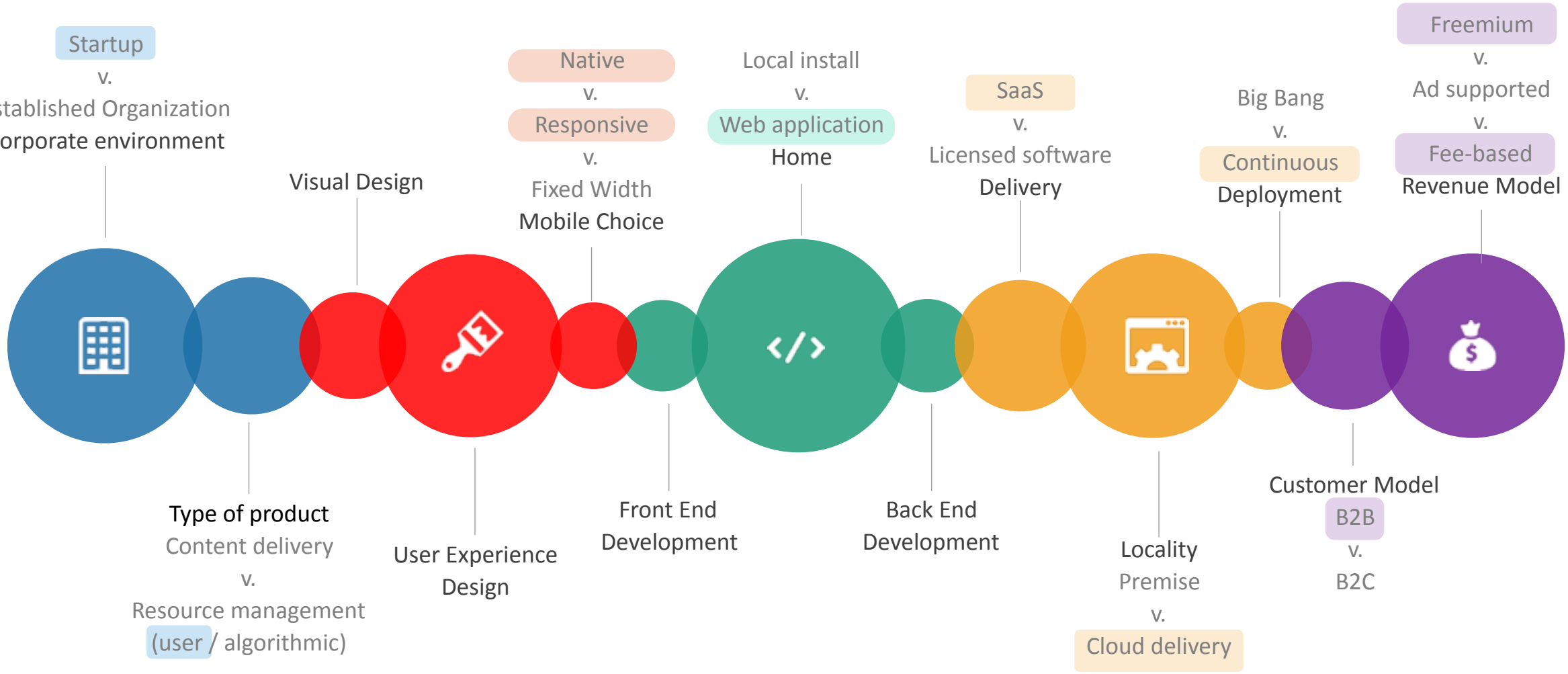
When I Work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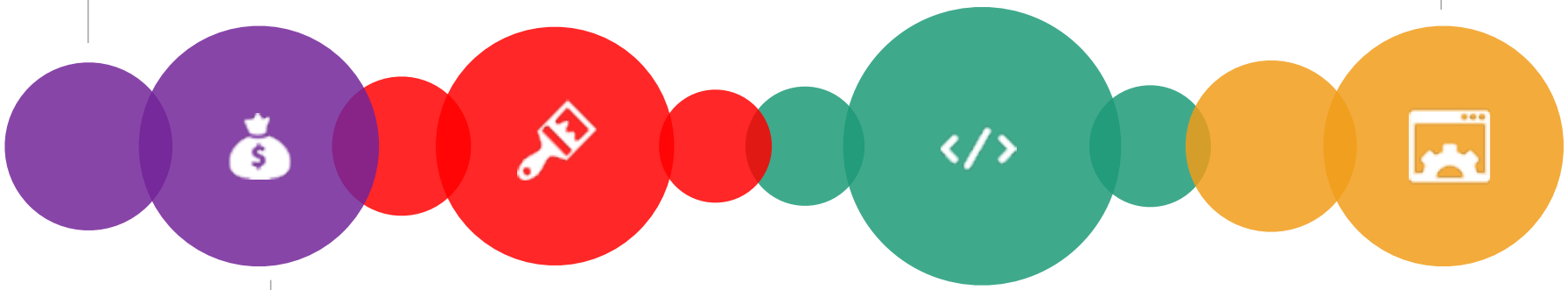
v.
Fee-based
Revenue Model

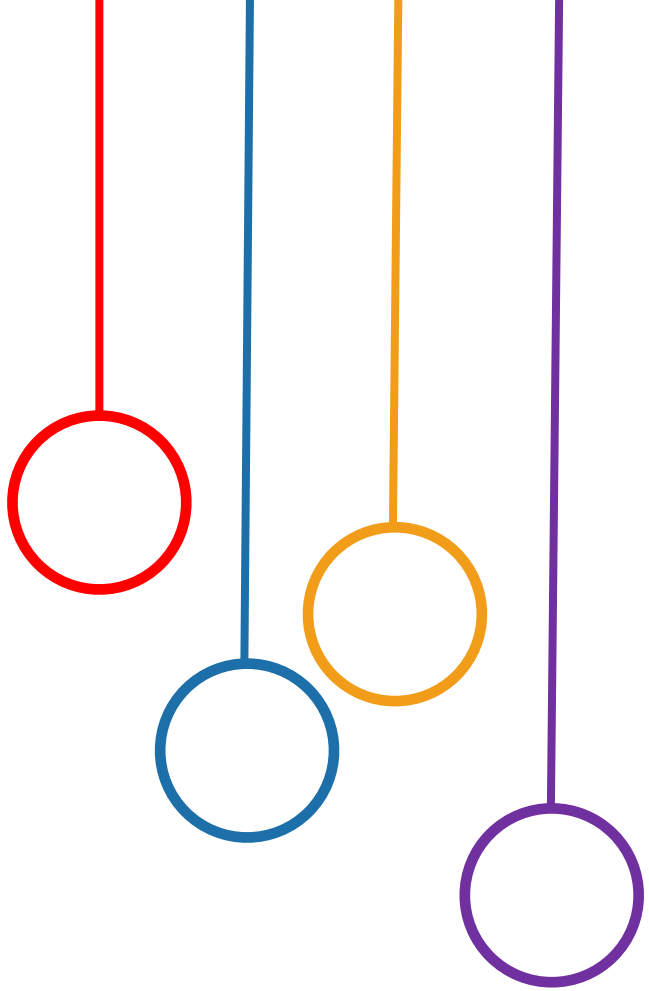
Agency / Consultancy

Deployment
Big Bang
v.
Continuous
v.
Handoff

B2B
v.
B2C
Sales Model



Revenue Model
Freemium
v.
Ad supported
v.
Fee for service



Questions?