entryway

crafting software responsibly

what we do

We create solutions

Entryway is a full-service design and development shop.
Inception, Design, Development, Deployment, Maintenance.

who we are

We nurture good business

Our core value is to use Entryway's considerable talent to support sustainable businesses that are economically, environmentally, and socially responsible. Organizations that embody these traits bring out the best in us. As a result, the quality of work we do nurtures these organizations to become stronger benefactors of the communities they serve.

how we work

Our process is transparent

We apply a flexible and evolving process to the practice of developing software. Your ideas may change when you start to see results and we want to support that. By breaking functioning releases into short, tight, and repeating iterations; the ability to support modifications is built into the process. Frequent, reviewable releases allow you a transparent view of the project's progress.

meet the team

Gustin Prudner

founding fellow

With 14 years of experience, I left a position as Director of Enterprise Architecture at a large international firm to help form Entryway. I have a multi-disciplinary background and a myriad of interests. The single premise of Entryway is to wield technology in the support of good things both fun and world changing. Working with the team of like-minded folks at Entryway is an added delight.

Jonathan Greenberg

coding fellow

I have long dreamt of becoming a rurally based programmer and gardener; entryway has made this dream a reality. I enjoy continuous learning and sharpening my software skills. My family and I live in a small homesteading intentional community in Floyd, Virginia, where we are working to build our own home.

Bobby Wilson

coding fellow

Simplicity, Elegance, and creativity make me smile. I try to add value in every way possible, and take notes where I can add no more. An open-minded team and honest clients motivate me. I left a good position to make a difference at Entryway.

Katie Roberts

designing fellow

Seeing beauty in the world around me and recreating it, is my mantra (for today). At Entryway my strengths lie in forward-thinking, common-sense design. I enjoy learning about new effective ways to actualize my vision, and move through challenges gracefully. I am also a stickler for making a plan, but I try not to get too attached.

Jon Emmett

operations fellow

I bring 14 years of marketing research and knowledge management experience with me to Entryway. At Entryway I help with operations and the development of new products - from idea generation during project conceptualization to acting as an internal client for the duration of the development process. I also provide research services to clients.

John Paul Ashenfelter

coding fellow

I'm neurotically focused on automation, testing, and agile development techniques. Nearly all of my new work over the past 3 years has been Ruby on Rails, but I use anything that helps me build better applications with less time and effort. I also provide a broad ranging analysis and development skills focusing on the rapid development of web-based business applications with a strong focus on open-source software.

Ryan Smith

coding fellow

Ever since I can remember I have been experimenting with electronics. I have built ham radios, commodore 64 games, and as of recently, web applications. With a background in Mathematics and a passions for computer programming, I combine productivity with expert problem-solving skills.

great clients = great work

Greenling

greenling.com

Greenling is an online food delivery service based in Austin, Texas. They deliver local and organic food from 30+ farms to over 5,000 customers, an average of 750-800 deliveries per week.

Solution: Entryway created a custom system that minimizes manual administration by limiting memberships to specific zipcodes, facilitating delivery scheduling, automating billing, and limiting product availability.
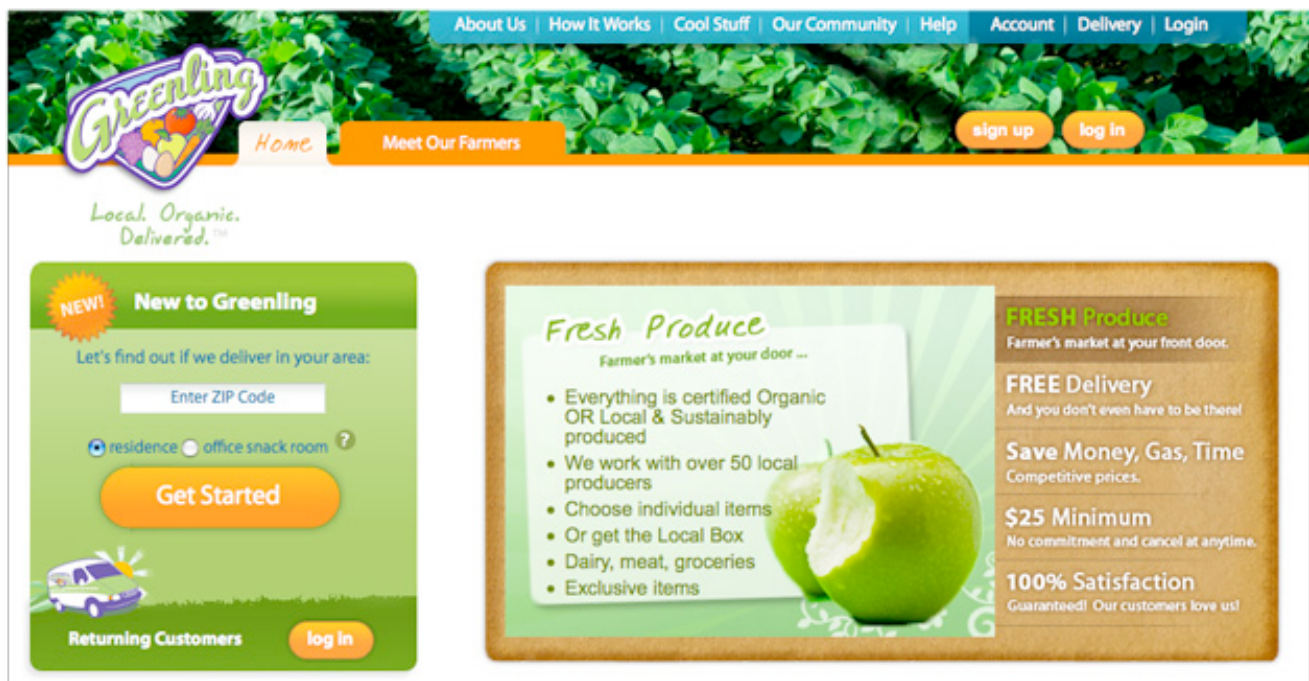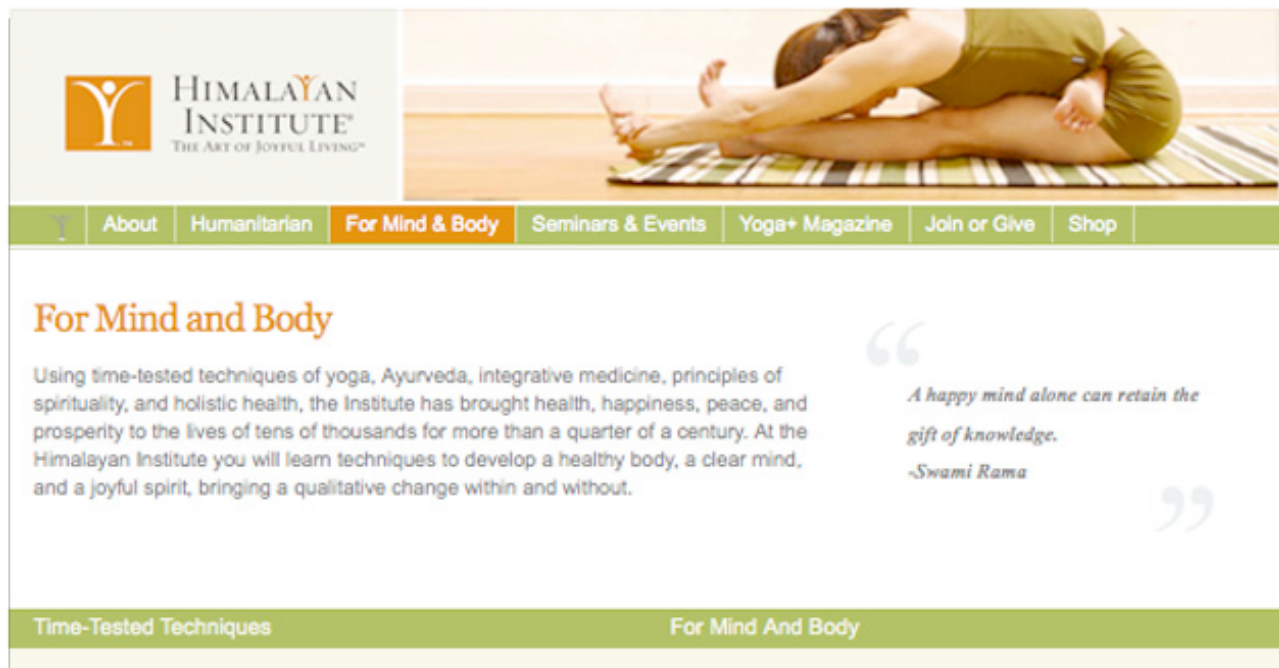
Himalayan Institute

himalayaninstitute.org

The mission of the Himalayan Institute is to discover and embrace the spirit of human heritage that unites East and West, spirituality and science, and ancient wisdom and modern technology.

Solution: Over the years Entryway has worked very closely with Himalayan Institute implementing there expanding feature set. From e-commerce, event registration, and magazine subscriptions; to premium video content viewing and community discussion applications, we have met all of their requests.

Assessing Parenting

assessingparenting.com

Family Development Resources provides Nurturing Parenting Programs - evidence based programs for the prevention and treatment of child abuse and neglect. They use assessing tools to identify families that are at risk for neglect and abuse.

Solution: Entryway developed the Assessing Parenting site as an interface for agencies to assess parents using statistical analysis of behavior and demographics.

Green Label Organic

greenlabel.com

All of Green Label's thought-provoking shirts are certified "sweatshop free" an are made in the USA using organic cotton and low-impact dyes. Because their t-shirts are top-notch they wanted their website to be as well.

Solution: Entryway developed a custom e-commerce solution with a dynamic user interface.
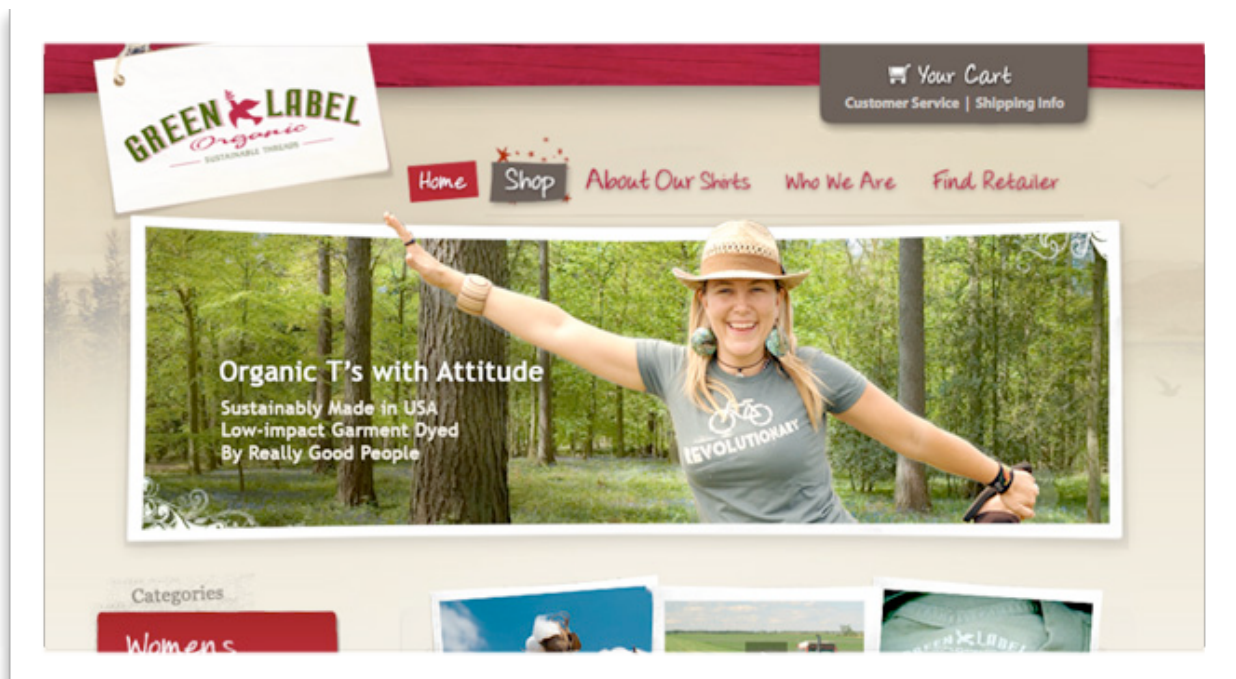
other great clients

Floyd Country Store

Rails e-commerce solution integrated with an existing wordpress content management site.

Yoga Plus

Magazine subscriptions and articles.

Mitchell Music Co.

E-commerce solution with dynamic features

People Powered Machines

E-commerce solution with dynamic features.

Hoosier Organics

Online organic food delivery system.

Crenshaw Lighting

Site engine optimization.

Medina Baskets

E-commerce solution.

Eco Solution

Product Catalog.

Heartwood

Consultation.

and many more...

let's collaborate!

working with us

Agile Process

We apply a **flexible and evolving process** to the practice of developing software. Your ideas may change when you start to see results and we want to support that.

Short Iterations

By breaking functioning releases into short, tight, and repeating iterations; the ability to support modifications is built into the process. Frequent, reviewable releases lead to a **transparent view** of the project's progress.

Open Communication

Whether it is a phone call, an email, or a staging site, you will know what's going on. We document your **business scenarios with user stories** to reduce the 'technical jargon' that can confuse and intimidate clients, so that we can easily communicate about features for the application. We use Pivotal Tracker to prioritize and convey project status.

Behavior-Driven Development

To ensure reliability and focus, **testing code goes hand in hand with writing code**. We write verifiable specifications that ensure your application behavior is solid and reliable. Often specified tests will indicate a problem long before the user of your application is affected, allowing us to fix problems before they become 'problems'.

Pair Programming

By coding together **we keep each other focused and efficient**. We develop cleaner and stronger code by reviewing and refactoring together. We find that pair programming not only aids in our productivity, it gives us a deeper understanding of our code base.

getting started

Story Carding

This is a one or two day activity where we discuss **user stories**, scenarios, priorities and features. We can do this in person or virtually. The results of this process can be used whether or not the feature development will be done by Entryway.

Initial Interaction Design

We spend an initial 2 weeks on design before development starts to focus on capturing the market/demographics, emotional nature, usability, and aesthetics of the website or application. This results in initial assets that developers can start building features of the application with.

Feature Development

We then spend the needed time to build out the system. We work around **weekly iterations**. On Mondays we estimate which of the **prioritized features** will fit into that weeks iteration and **get clarity** on any needed details. We work closely with you throughout the week to build out the desired features for the week. We then do a Friday drop to a staging server with the functionality that is **fully tested** and ready to be exercised by you.

We like to **communicate daily** with you to checkin on progress and resolve any questions on use case specifics. We have a server with the current committed code and automated test results always available for your review.

We do many retrospections throughout the process internally and with you to reflect on previous executed work so that we can evolve the process collaboratively while building your application.

Estimates and Billing

Because we bill by the week, our initial time estimate will be based on **your budget** and the **minimum viable product** that can be released. Once an agreement is reached on these two pieces we use an interactive approach of prioritizing features into weekly iterations that keeps everyone up to date on the progress.

We bill on a two week cycle beginning with the **initial two weeks paid upfront**. Story Carding and Initial Interaction Design are a one time fee billed separately from Feature Development.