

Rework – The Secrets of 37signals

George Rogers

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Outline

- ▶ About 37signals.
- ▶ Embrace Constraints
- ▶ Start @ The Epicenter
- ▶ Launch Now

About 37signals

Products

- ▶ Basecamp – A Project Manager and Their First Product.
- ▶ Highrise – A Contact Manager
- ▶ Campfire – A Corporate Chat Service.

Embrace Constraints

- ▶ Limited resources force you to be creative.
- ▶ Writers use constraints to force creativity all the time.
 - ▶ Shakespeare used the constraints of sonnets to force creativity.
- ▶ When 37signals started base camp they had some serious constraints. . .

Constraints of 37signals when building Basecamp

- ▶ Lack of locality
 - ▶ David Heinemier Hansson was working in Denmark.
 - ▶ The rest of the team was working in the States.
- ▶ No outside money.
- ▶ A small team.

Start @ The Epicenter

1. The Epicenter
2. The Next Most Important Thing
3. Everything else

Duh?

- ▶ Unfortunately most people start at the periphery when designing documents and interfaces. . .
- ▶ So they don't spend time on the most important part.

Launch Now

- ▶ Launch it if you are missing features.
- ▶ Launch as soon as possible so you can see what really is important.

Result

- ▶ A very profitable company that produces a great product