



# Software Engineering

## Software Organizations

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Dr. Sridhar Iyer, IIT Bombay

Dr. Prajish Prasad, FLAME University



# Purpose of a Software Company

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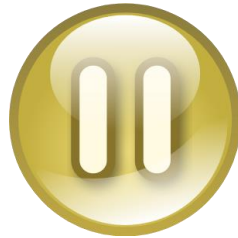
Provide value to potential users of the software system



# Reflection Spot

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Imagine that you are a software developer working in a software company that wants to build the Amazon Seller Portal. What are other types of roles in a software company?



Please pause the video and written down your responses



# Marketing Team

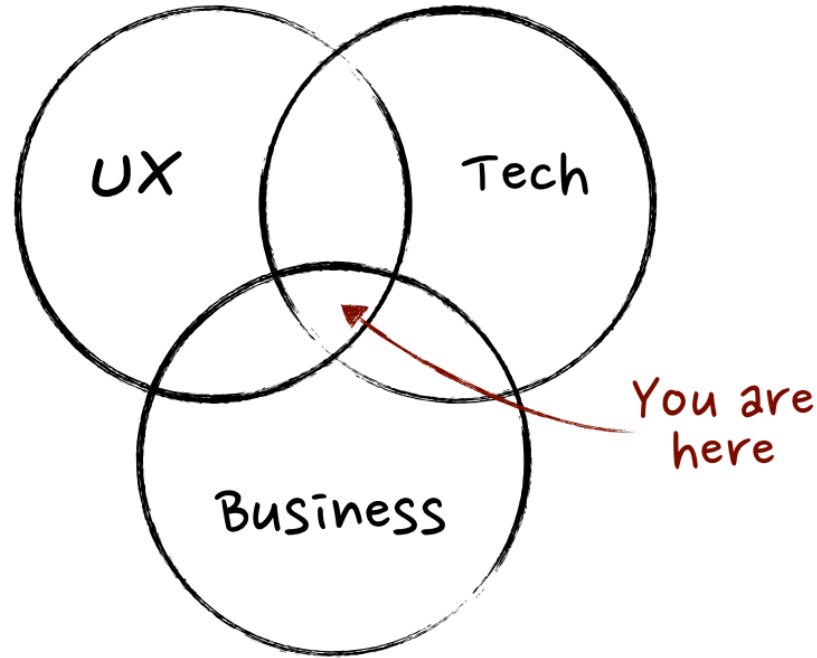
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- Look for opportunities in the market - to provide value
- Conduct market research, identify audiences



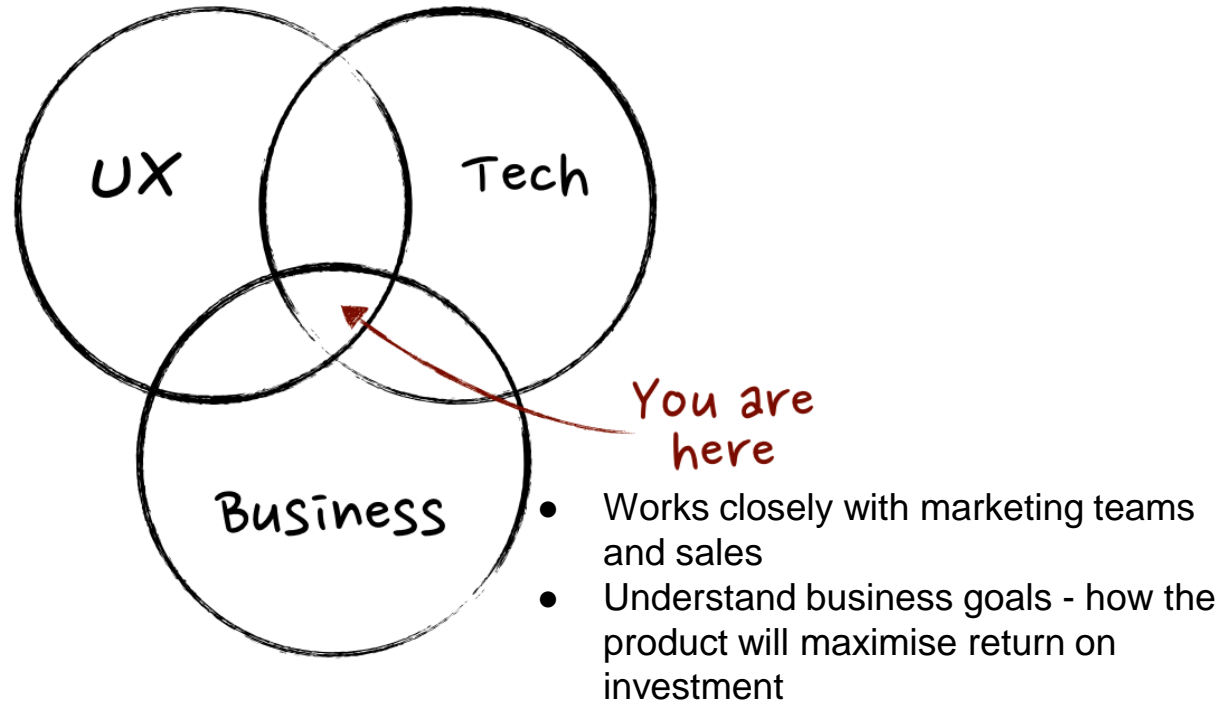
# Product Managers

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<https://medium.com/@bfgmartin/what-is-a-product-manager-ce0efdcf114c>

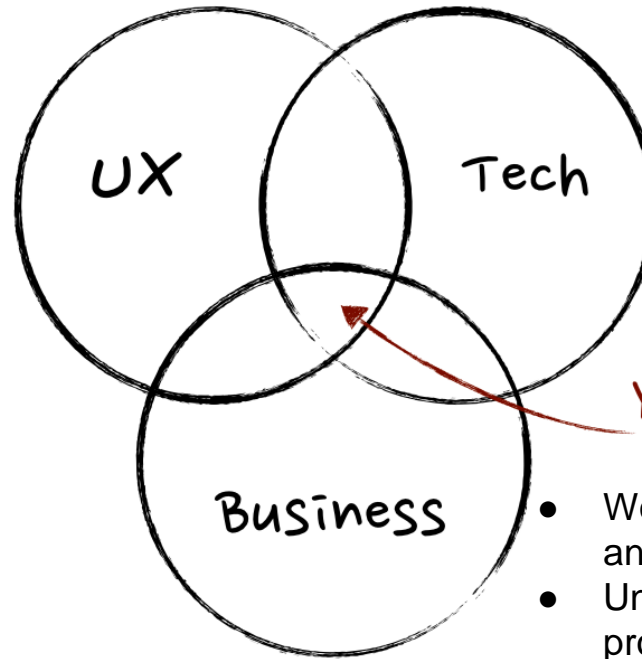
# Product Managers



<https://medium.com/@bfgmartin/what-is-a-product-manager-ce0efdcf114c>



# Product Managers



- Should know the technology stack
- Understand the level of effort involved
- Take important technical decisions.

You are  
here

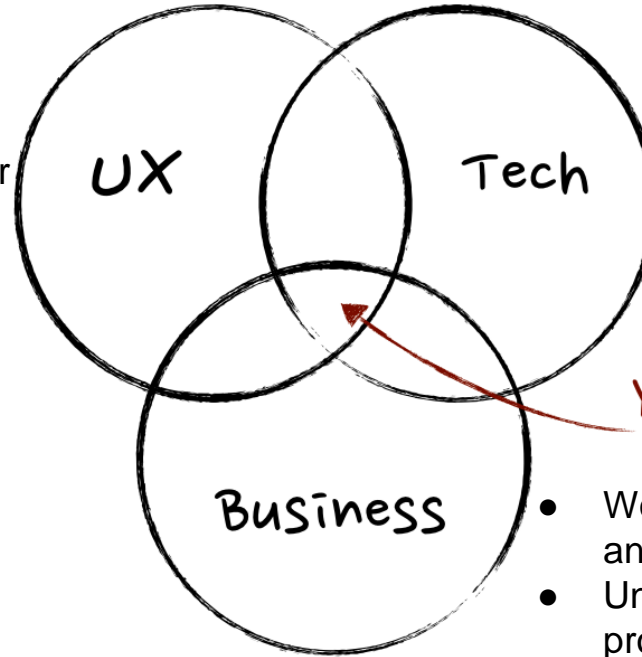
- Works closely with marketing teams and sales
- Understand business goals - how the product will maximise return on investment



<https://medium.com/@bfgmartin/what-is-a-product-manager-ce0efdcf114c>

# Product Managers

- Passionate about the user
- What does the user want



- Should know the technology stack
- Understand the level of effort involved
- Take important technical decisions.

You are  
here

- Works closely with marketing teams and sales
- Understand business goals - how the product will maximise return on investment



<https://medium.com/@bfgmartin/what-is-a-product-manager-ce0efdcf114c>

# Designers

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- User Experience (UX) roles
- Transform requirements to solutions
- Talk to users, create prototypes



# Software Engineers

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- Write code with others in the team to implement requirements



# Software Engineers

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- Write code with others in the team to implement requirements
- Software engineers don't get to decide what product is made, or what problems the product solves (most of the time)



# Engineering Managers

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- In large organizations - transmitting information between higher and lower parts
- Also known as project manager
  - Organizing and prioritizing work
  - Coordinating between different teams
  - Resolving interpersonal conflict between engineers



# Sales Team

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- Sell the product it to users that marketing team has identified
- Provide feedback to marketing, product, and design teams regarding the product, which engineers then address.



# Support Team

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- Resolve problems that clients have



# Support Team

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- Resolve problems that clients have
- Provide feedback to product, design, and engineering about the product and its defects/shortcomings



# Data Scientists

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- Analyze data generated from different teams, users
- Help organization make better decisions
- E.g. -
  - Help marketing team analyze business data
  - Track sales targets
  - Help engineers understand patterns on app usage



# Ethics and Policy Specialists

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- People with background in law, social science, policy
- Shape the terms of service of the software product, software licenses, privacy policy etc.
- Important for any company that works with data



# References

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Material for this video taken from

**Cooperative Software Development** by

Dr. Amy J. Ko, University of Washington

Chapter 2 - Organizations

<https://faculty.washington.edu/ajko/books/cooperative-software-development/organizations>



# Software Engineering

## Communication, Collaboration and Productivity

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Dr. Prajish Prasad, FLAME University



# Conceptual Integrity

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Everyone on a team has the same understanding of what is being built and why



# Conceptual Integrity

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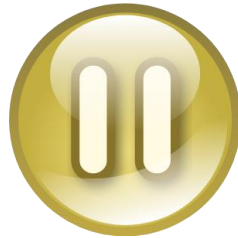
Everyone on a team has the same understanding of what is being built and why

Effective communication ensures conceptual integrity



# Reflection Spot

How do you think software engineers communicate with each other? What tools do they use?



Please pause the video and written down your responses



# Knowledge Sharing Tools

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- Main Purpose - used for sharing documents and archiving decisions



# Issue Tracker - Knowledge Sharing Tools

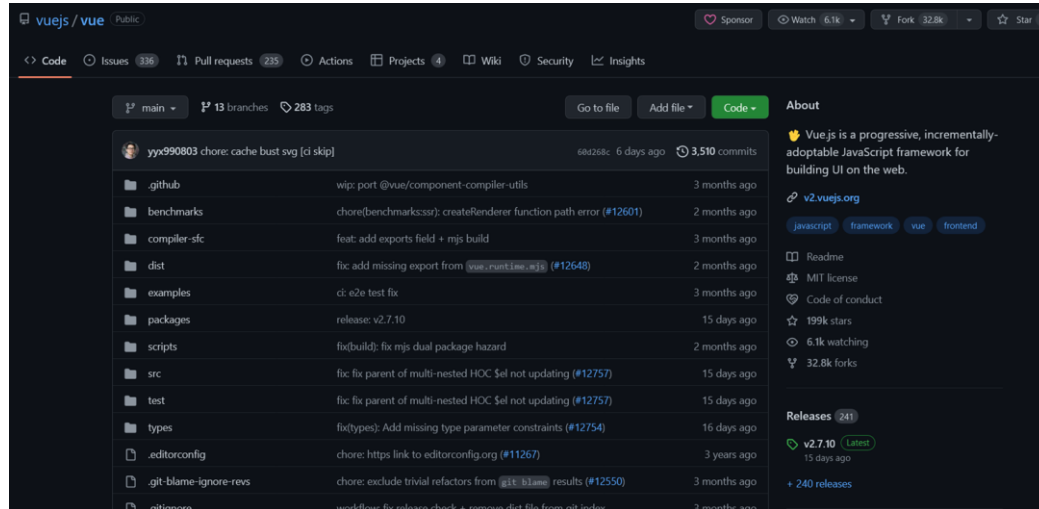
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- JIRA, Pivotal Tracker
- Track different issues
- History of who all worked on these issues

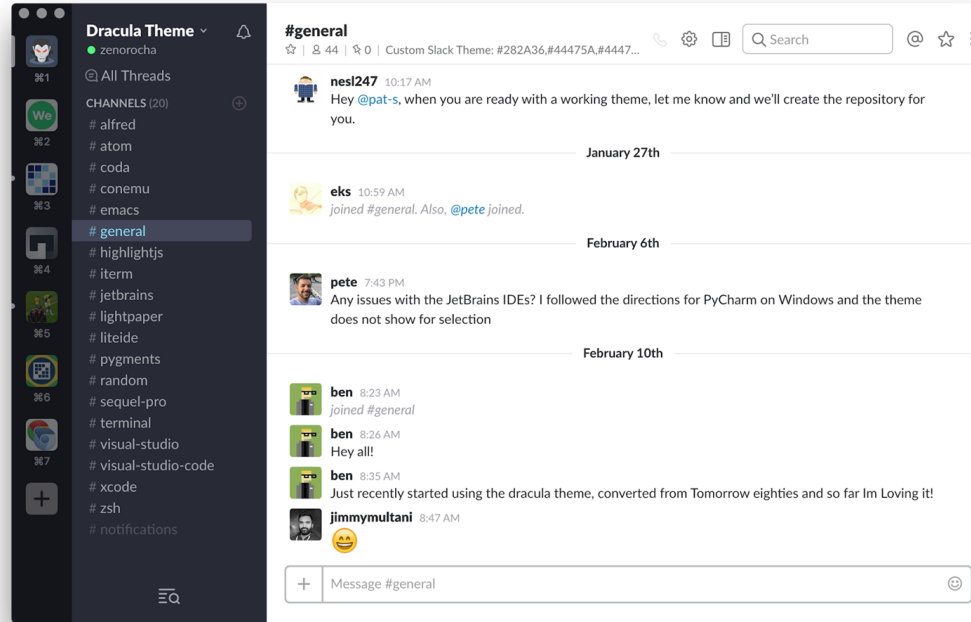


# GitHub Pages - Knowledge Sharing Tools

- Many libraries, frameworks are hosted on Github -  
E.g. - Vue.js



# Slack - Knowledge Sharing Tools



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# Stack Overflow - Knowledge Sharing Tools

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- Helps to resolve issues that you are facing
- Provides links to additional learning resources



# Importance of Knowledge Sharing Tools

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- Knowledge of one project might be needed in another project. Useful if it is documented and archived properly



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- When people leave the organization - specialised knowledge goes along with them



# Importance of Knowledge Sharing Tools

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- Knowledge of one project might be needed in another project. Useful if it is documented and archived properly
- When people leave the organization - specialised knowledge goes along with them
  - Mitigation - “cross-training” - rotating developers between projects



# Productivity

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- Traditionally - work done per unit time



# Productivity

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- Traditionally - work done per unit time
- Difficult to define in software engineering -  
Not necessarily no of lines of code



# Productivity

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- Traditionally - work done per unit time
- Difficult to define in software engineering -  
Not necessarily no of lines of code
- E.g. - delivered the features assigned to you, while  
ignoring other team members - harms the team's  
productivity



# Productivity - Right Tools

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- Project management tools -
  - Enables all members of the team to get a big picture as well as detailed view of progress
  - E.g. JIRA, Pivotal Tracker



# Productivity - Right Tools

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- Project management tools -
  - Enables all members of the team to get a big picture as well as detailed view of progress
  - E.g. JIRA, Pivotal Tracker
- Development tools
  - IDEs, features in IDEs help developers become more productive



# References

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Material for this video taken from  
**Cooperative Software Development** by  
Dr. Amy J. Ko, University of Washington

- Chapter 3 - Communication  
<https://faculty.washington.edu/ajko/books/cooperative-software-development/productivity>
- Chapter 4 - Productivity  
<https://faculty.washington.edu/ajko/books/cooperative-software-development/communication>



# Software Engineering

## What Makes a Great Software Engineer?

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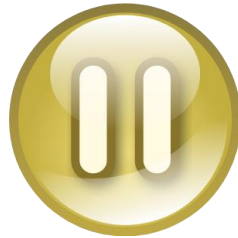
Dr. Prajish Prasad, FLAME University



# Reflection Spot

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What do you think are the qualities and skills that are required to be a good, effective software engineer?



Please pause the video and written down your responses



# What Makes A Great Software Engineer?

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**Abstract**—Good software engineers are essential to the creation of good software. However, most of what we know about software-engineering expertise are vague stereotypes, such as ‘excellent communicators’ and ‘great teammates’. The lack of specificity in our understanding hinders researchers from reasoning about them, employers from identifying them, and young engineers from becoming them. Our understanding also lacks breadth: what are all the distinguishing attributes of great engineers (technical expertise and beyond)? We took a first step in addressing these gaps by interviewing 59 experienced engineers across 13 divisions at Microsoft, uncovering 53 attributes of great engineers. We explain the attributes and examine how the most salient of these impact projects and teams. We discuss implications of this knowledge on research and the hiring and training of engineers.

**Index Terms**—Software engineers, expertise, teamwork

In this study, we sought to remedy the lack of specificity, breadth, and rigor in prior work by investigating the following about *software* engineers:

- What do expert software engineers think are attributes of great software engineers?
- Why are these attributes important for the engineering of software?
- How do these attributes relate to each other?

To answer these questions, we performed 59 semi-structured interviews, spanning 13 Microsoft divisions, including several interviews with architect-level engineers with over 25 years of experience. The contribution of this effort is a thorough, specific, and contextual understanding of software engineering expertise, as viewed by expert software engineers.

<http://dl.acm.org/citation.cfm?id=2818839>



# Decision Making

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- Macro decisions -
  - design and architecture level
  - E.g. which libraries, frameworks to use
- Micro decisions
  - Algorithms, data structures for a particular module



# Rational Decision Making Process

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1. Identify the decision to be made
2. Systematically identify alternatives
3. Think through potential outcomes
4. Evaluate which of the outcome is best for the given context
5. Make a decision



# Course Summary

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- Software processes - Different processes used in software development
- Tools - Used to build software - capture requirements, software planning, development, testing
- Code - how to organize your code, best practices

