

Development Scenario

StreamLineSoftware is a software development company headquartered in Alexandria, VA. Founded by three UVA alums immediately after graduation in 2016, the company focuses specifically on software solutions for outdoor activity enthusiasts - runners, bikers, hikers, etc. Their main product, *Outside*, has been gaining some traction in the market, even going up against offerings from Nike, Garmin, and others. The company tries to support and encourage outdoor activity as much as possible, sponsoring kids' outdoor clubs in the NOVA area and even giving back to the outdoor clubs and organizations at UVA, including free licenses of their software.

On the development side, StreamLineSoftware currently employs fifteen software engineers, three dedicated server support specialists, and two project managers. The team is effectively split in two - with ten developers, the support specialists, and one project manager in Alexandria and everyone else at a satellite office in Charlottesville. StreamLineSoftware has mainly hired recent UVA grads, recruiting pretty aggressively at the career fairs. The salaries aren't quite at the level of larger competitors, but StreamLineSoftware tries to provide a comfortable / relaxed / stress-free environment to work in... well, as much as possible. For example, the Alexandria office is in a small corner of an old warehouse... where they were able to put up a climbing wall. And of course there's a bike rack or two. No private offices around here.

Outside is a mobile app for Android and iOS that allows users to plan, map, record, and share their outdoor activities and travels. After one of their founders got lost on the Appalachian Trail for a bit, she had the idea of working with the National Park Service to get the most accurate trail maps into their app. This is their one major advantage right now over the other offerings - their hiking module is simply the best out there.

The Alexandria team is responsible for the iOS version of the app, while the Charlottesville team works on the Android version. However, the teams work as closely as they can together to not duplicate effort. They work from one primary UX design philosophy and try to reuse specific modules and libraries as much as possible. They also share the same cloud infrastructure on Amazon Web Services for handling things like user accounts and sharing trips with others.

Their success has garnered some major attention. The National Park Service has been really impressed with what the team has done with their maps that they would like to have a version of just the hiking module as part of their official NPS mobile app for both iOS and Android! However, this is the U.S. government, so there are a lot of approvals that need to happen. They are going to want to know exactly how the software was built, who worked on the software (that means background checks!), and how you will support it in the future.

The money and exposure here is too good to pass up, so your team agrees to the terms, with a "must deliver" date of March 31, 2024. You have the hiking module ready from your own app, but will it work with the existing NPS mobile apps? Do they even have documentation? Time to get started - good luck!