A PIVOT A DAY
-
SURVIVING CONSTANT CHANGE IN A SOFTWARE STARTUP

Kari Hiitola
Co-founder, CTO, Chief Architect
Varaani Works Oy
VARAANI CLOUD HUB

- Media sharing
- Windows & Time Machine backups
- Shared storage space for all devices
- Remote access to the personal content
- Varaani Cloud Hub
  Terabyte storage at home or office
- Varaani on-line backup
SIMPLICITY COMPLEX

HOW WOULD STEVE HAVE DONE THIS?

HE WOULD PROBABLY HAVE CHOSEN ON BEHALF OF THE USER

LET'S CHECK A MAC... THIS IS ACTUALLY PRETTY COMPLEX...

WELL, LET'S MAKE IT SIMPLER.
COMPLEXITY OF SIMPLICITY

- Software for 6 platforms
- 12 different programming languages
- Built from 61 source code repositories
- 246 software packages in the device
- 10 product variants x 3 languages
THE VARANIDAE
PIVOT

= "A change in strategy without a change in vision"

Eric Ries
(author of The Lean Startup)
Imagine a pointy-haired boss here.

I just invented a new product in a customer meeting. They probably think we already have it ready.
A TYPICAL TASK IN A STARTUP:

DESIGN THE ARCHITECTURE FOR THE PRODUCT. WE’LL TELL LATER WHAT IT NEEDS TO DO.
HOW YOU START
FINISHED PRODUCT
REFACTOR
PREPARING FOR CHANGE

• Hesitate to set in stone
• If you see a lot of movement somewhere, install bearings
  – ...but try to avoid over-engineering
• Be agile
• Don’t fall in love with your code
• Learn to say no ”this way it’ll be better”
Change alone is unchanging.  

_Heraclitus_

Not even change is unchanging

Hiitola corollary to Heraclitus

Photo Creative Commons by "Tree Leaf Clover"
SHIP IT AS SOON AS POSSIBLE
SHIP IT AS SOON AS POSSIBLE
...BUT NOT A MINUTE SOONER