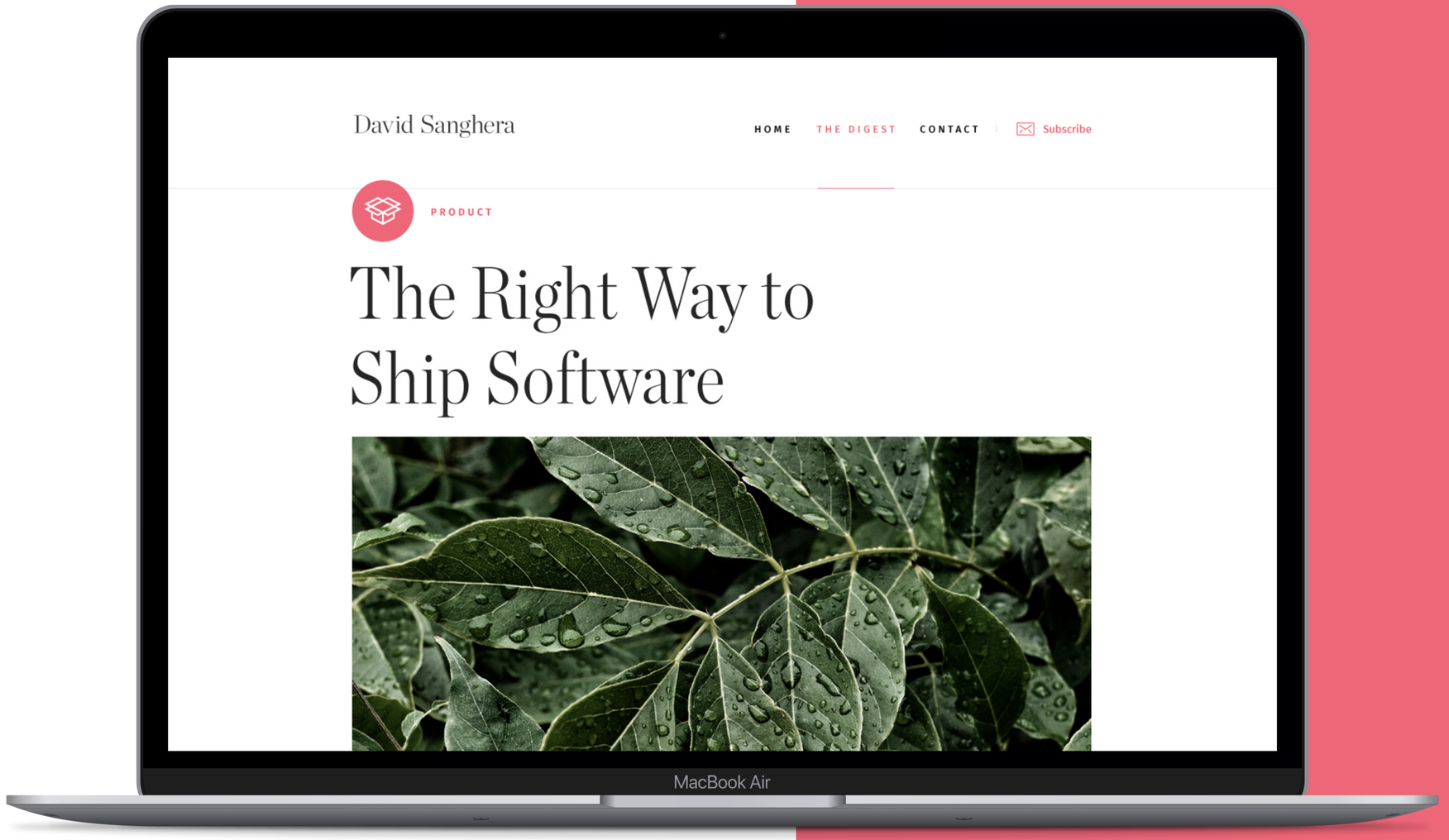
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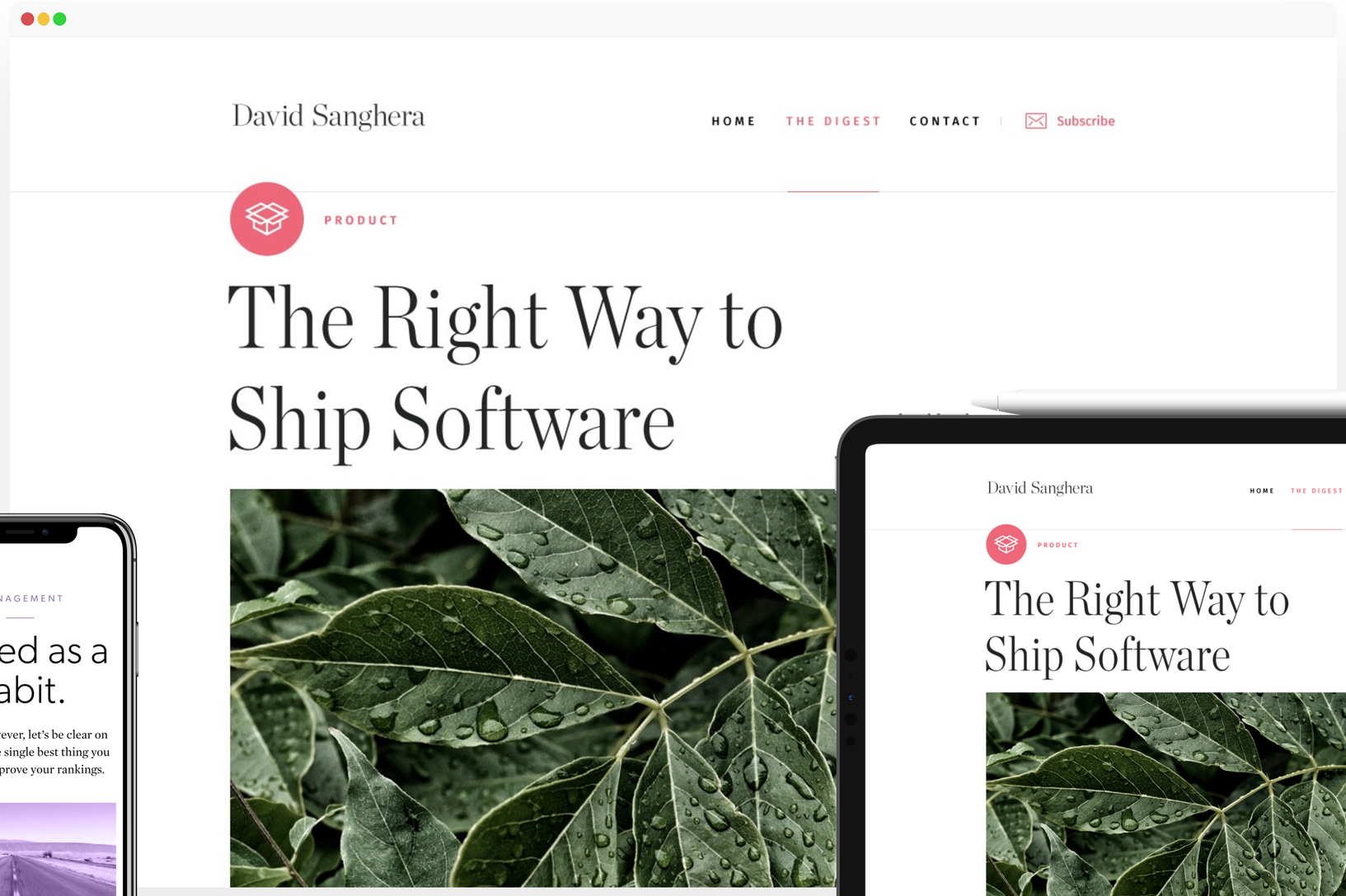
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Even when you aren't dealing with textbook tradeoffs, all investments of effort trade against something else you could be spending the time on, whether it's building an automated test suite or triaging bugs.

Once these pieces are in place, you'll be able to scale [installs] by pursuing new traffic channels. Every time you try something different, see how it affects the formula above. Whether the solution of that equation goes up or down shows you whether you're heading

screen of your app. Don't present equal choices or the possibility of accidental taps on the wrong button. You can't make assumptions that users will read any of the copy you provide. As a quick test, try covering up the copy with your hand and see if the primary action of the screen and its purpose are both still obvious," Asatryan says.

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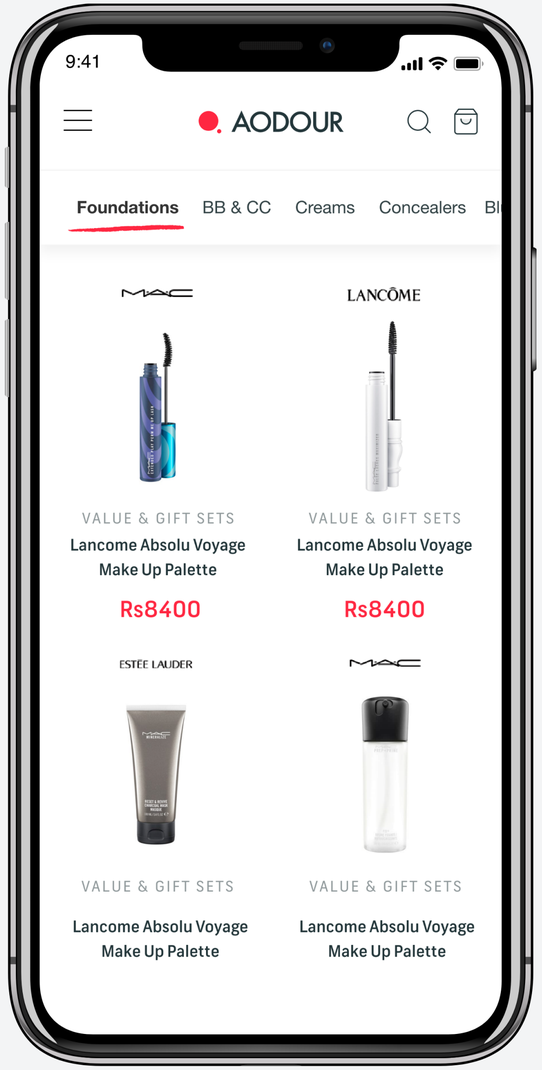

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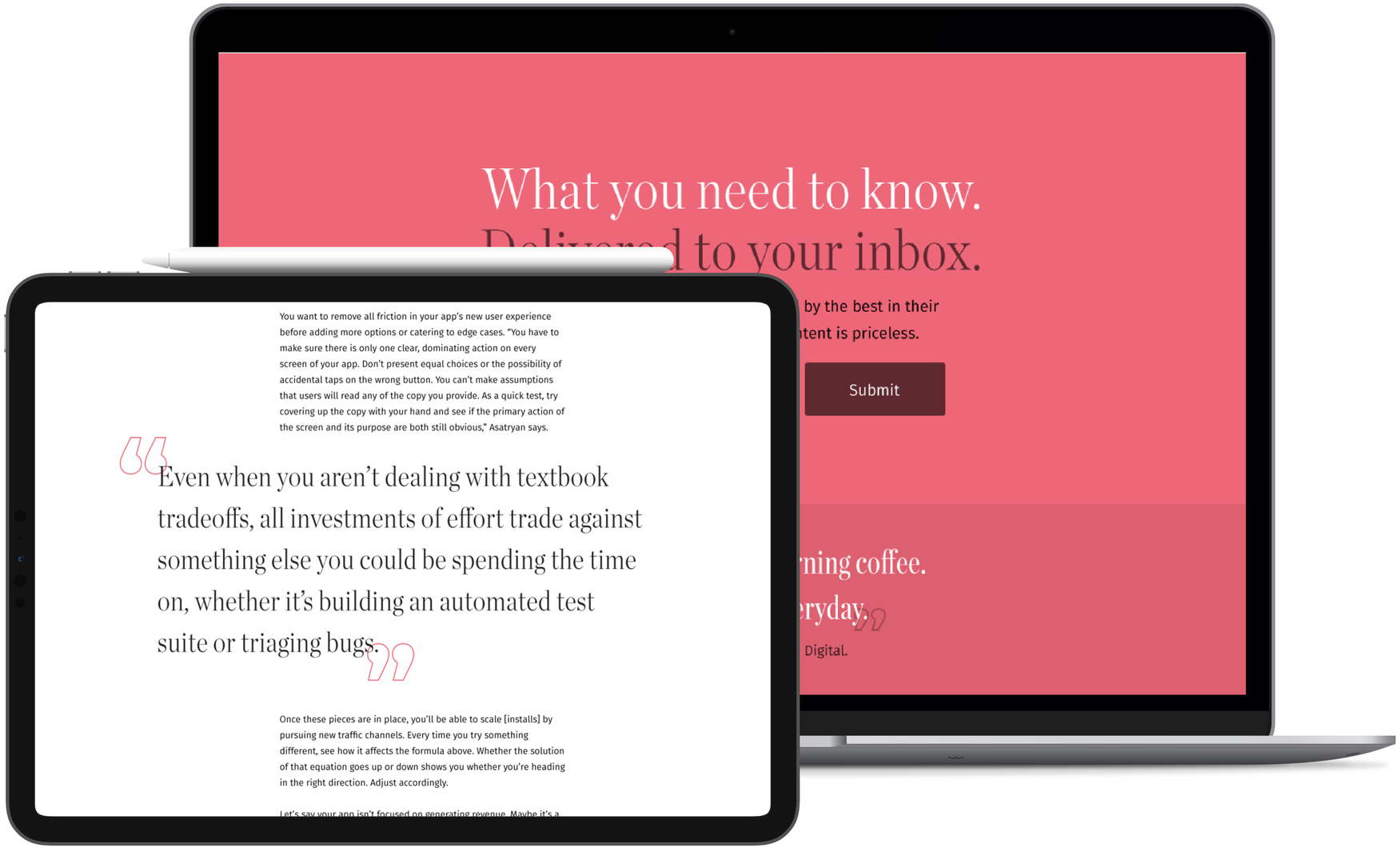
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You want to remove all friction in your app's new user experience before adding more options or catering to edge cases. "You have to make sure there is only one clear, dominating action on every screen of your app. Don't present equal choices or the possibility of accidental taps on the wrong button. You can't make assumptions that users will read any of the copy you provide. As a quick test, try covering up the copy with your hand and see if the primary action of the screen and its purpose are both still obvious," Asatryan says.
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Once these pieces are in place, you'll be able to scale [installs] by pursuing new traffic channels. Every time you try something different, see how it affects the formula above. Whether the solution of that equation goes up or down shows you whether you're heading in the right direction. Adjust accordingly.

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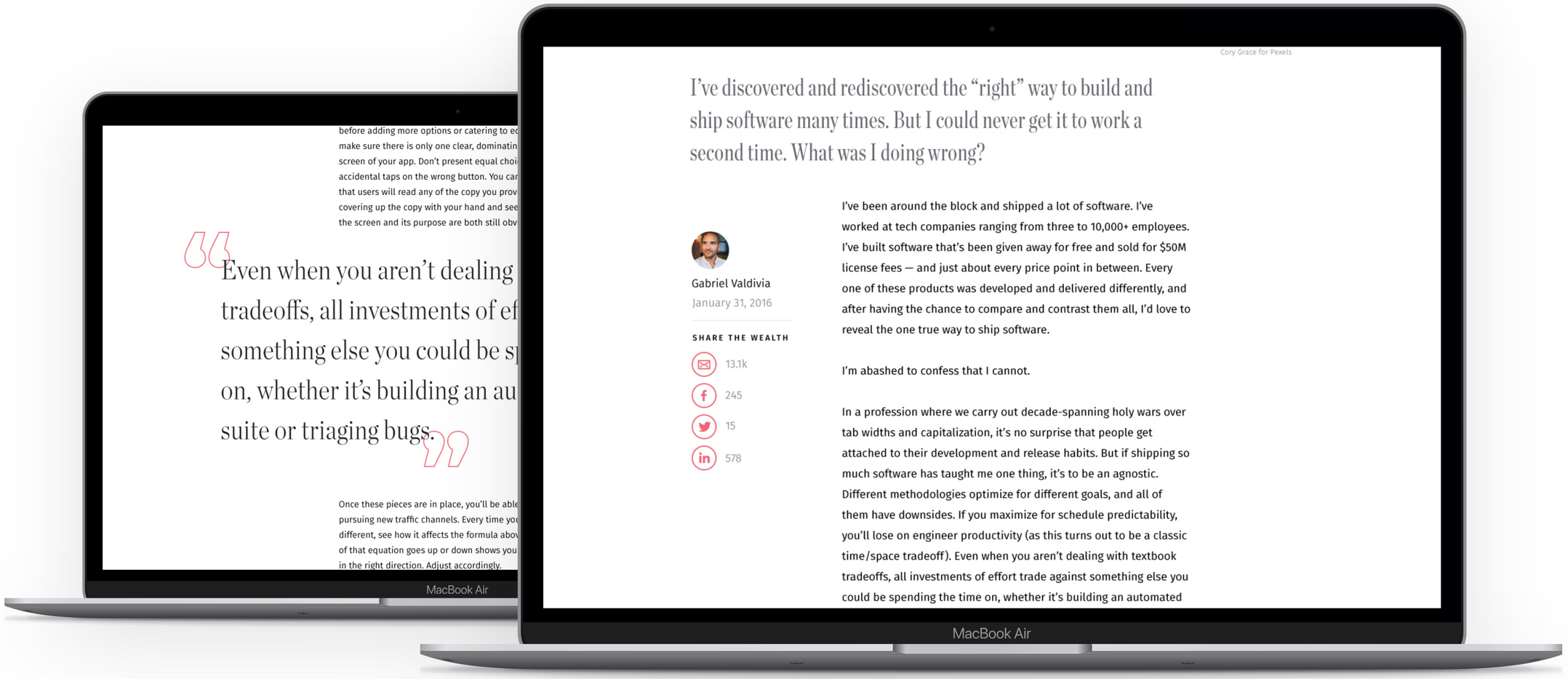
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Cory Grace for Pexels
I've discovered and rediscovered the "right" way to build and ship software many times. But I could never get it to work a second time. What was I doing wrong?
Gabriel Valdivia
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I've been around the block and shipped a lot of software. I've worked at tech companies ranging from three to 10,000+ employees. I've built software that's been given away for free and sold for $50M license fees — and just about every price point in between. Every one of these products was developed and delivered differently, and after having the chance to compare and contrast them all, I'd love to reveal the one true way to ship software.
I'm abashed to confess that I cannot.
In a profession where we carry out decade-spanning holy wars over tab widths and capitalization, it's no surprise that people get attached to their development and release habits. But if shipping so much software has taught me one thing, it's to be an agnostic. Different methodologies optimize for different goals, and all of them have downsides. If you maximize for schedule predictability, you'll lose on engineer productivity (as this turns out to be a classic time/space tradeoff). Even when you aren't dealing with textbook tradeoffs, all investments of effort trade against something else you could be spending the time on, whether it's building an automated
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