



OBJECTIVE

How to get started with your software development project

A STEP-BY-STEP GUIDE



Starting a software development project?
Find out where to begin and how to achieve success.

[OBJECTIVEIT.COM](https://objectiveit.com)



6 steps for getting your project started



Starting a software development project can be a complex process, but breaking it down into steps can make it more manageable.

6 steps for getting your project started

Starting a software project might seem complex, but don't worry—we've got it broken down into 6 simple steps:

UNDERSTAND

1> YOU TELL US WHAT

2> WE'LL ASK WHY

3> DISCUSS THE HOW

DESIGN

4> GATHER INFORMATION

5> DESIGN YOUR SOLUTION

6> REFINE AND PLAN



Over the course of 1-2 meetings and workshops, we delve into understanding the unique requirements of your business/organisation. Together, we chart a course tailored to suit your needs. Our process accommodates ample time for thorough review, ensuring that we can make necessary refinements to guarantee optimal outcomes.

1. YOU TELL US **WHAT**

At Objective, we kick off the software development journey by sitting down (either in-person or online) with you. This initial meeting is all about hearing your businesses/organisations thoughts, dreams, and any challenges you're facing.

Whether you have a clear vision in mind or just a general idea, we're here to listen and understand. Your insights are the foundation upon which we'll build a customised solution.

2. WE'LL ASK **WHY**

When writing your cost estimate or proposal for your software development project, it's about more than just numbers and figures. We take this opportunity to delve into the intricacies of your business, addressing the vital 'whys' that help us to create bespoke solutions to your unique needs.

This collaborative process ensures that the proposed solution aligns seamlessly with your objectives, making your software development experience efficient and tailored to your needs and goals.

3. AND DISCUSS THE **HOW**

Together, with the cost estimate or proposal in hand, we'll have a meeting to chart out the roadmap ahead. This meeting is all about clarity for your project. We'll discuss the proposed cost estimate, break down the phases of development, and work collaboratively to establish a budget and timeframe.

Our aim is to ensure that you have a clear understanding of the journey ahead, and we are aligned on the steps we'll take to bring your vision to life.



Once you are ready, we then proceed to the next stage, Design.

4. **GATHER** INFORMATION

Through workshops, we'll work closely with you to gather the essential information needed to shape the foundation of your software development project. Together, we will define the intricacies of functionality, aesthetics, and user experience, ensuring that every aspect aligns with your vision and meets the diverse needs of your users.

5. **DESIGN** YOUR SOLUTION

With the gathered insights, we move into the design phase. Picture it as crafting the blueprint of your software development project. We meticulously create you a detailed technical specification, covering every nuance of your requirements.

To ensure that you have a tangible feel of the design, for web and mobile-based systems, we go a step further by developing a clickable mock-up. In this stage, we also consider data structure design and hosting needs.

Our software development services include: database development, app development, web app development, web portal development, mobile app development, and systems integration.

6. **REFINE** AND PLAN

After you're had a chance to review the detailed specification and explore the mock-ups, we'll meet to discuss any refinements you may require. This ensures that the project is precisely tailored to your expectations.

Additionally, during this meeting, we set the timeline together, defining milestones and deliverables, so you have a clear roadmaps of the journey ahead. It's all about fine-tuning and planning for a seamless and successful development process.



Once you're happy with the design, our team at Objective proceed to Develop and Launch your solution.

A success story



A success story of a delighted customer who experienced firsthand the exceptional results that define our approach to software development.

Web and Mobile App Increases Productivity

Read about Springbridge Direct Ltd's journey to enhancing productivity, maximising potential, and elevating customer experience through the strategic implementation of database development alongside web and app development solutions.

ABOUT SPRINGBRIDGE

Springbridge Direct Ltd is a family-run firm, established over 25 years ago. Springbridge work with multinational companies as well as small, private customers throughout England, supplying landscaping materials such as topsoil and bark.

With a mission to become the UK's top supplier for landscaping materials - and a willingness to invest in technology to support that mission - the company was recommended to Objective by an associate in the industry.

THE CHALLENGE

Springbridge needed a system to enhance the process of entering, tracking, and progressing deliveries. Their primary goals were to reduce the workload on office staff when planning the logistics of deliveries and to improve customer communications.

Additionally, Springbridge wanted to transition their manual-based system into a bespoke mobile app for providing information to their delivery drivers.

“Objective’s understanding of our requirements was very impressive, despite the fact that they do not work in the same industry. They understood the reasons behind building the database and kept the system development on track to perform its primary functions.”

Tom Hawkins, Director, Springbridge Direct Ltd



Web and Mobile App Increases Productivity



OUR SOLUTION

The system built by Objective streamlines the customer creation and order entry processes. It then enables easy delivery planning through a combination of filter logic, polygon filterable maps, and drag-and-drop functionality.

Email alerts are now sent to customers at each step of the way through either automatic or semi-automatic processes.

A mobile app enables drivers to easily locate and identify their next job, as well as capture Proof of Delivery signatures and photos. The system allows for Invoice/Receipt documents to be sent via email and exported to Sage.

“The team at Objective has always responded very quickly to our requirements and has always managed to find a solution to any issues faced.”

Tom Hawkins, Director, Springbridge

THE BENEFITS

- **Enhanced Productivity:** Streamlined planning processes and improved handling of customer or delivery issues, such as cancellations, redeliveries, or refunds, contribute to heightened efficiency.
- **Increased Potential:** The improved efficiency not only enhances operational effectiveness but also translates into the company's ability to generate more revenue through the reduction in manual workload.
- **Improved Customer Experience:** Customers stay informed about their delivery progress through relevant email notifications, ensuring a better overall experience.



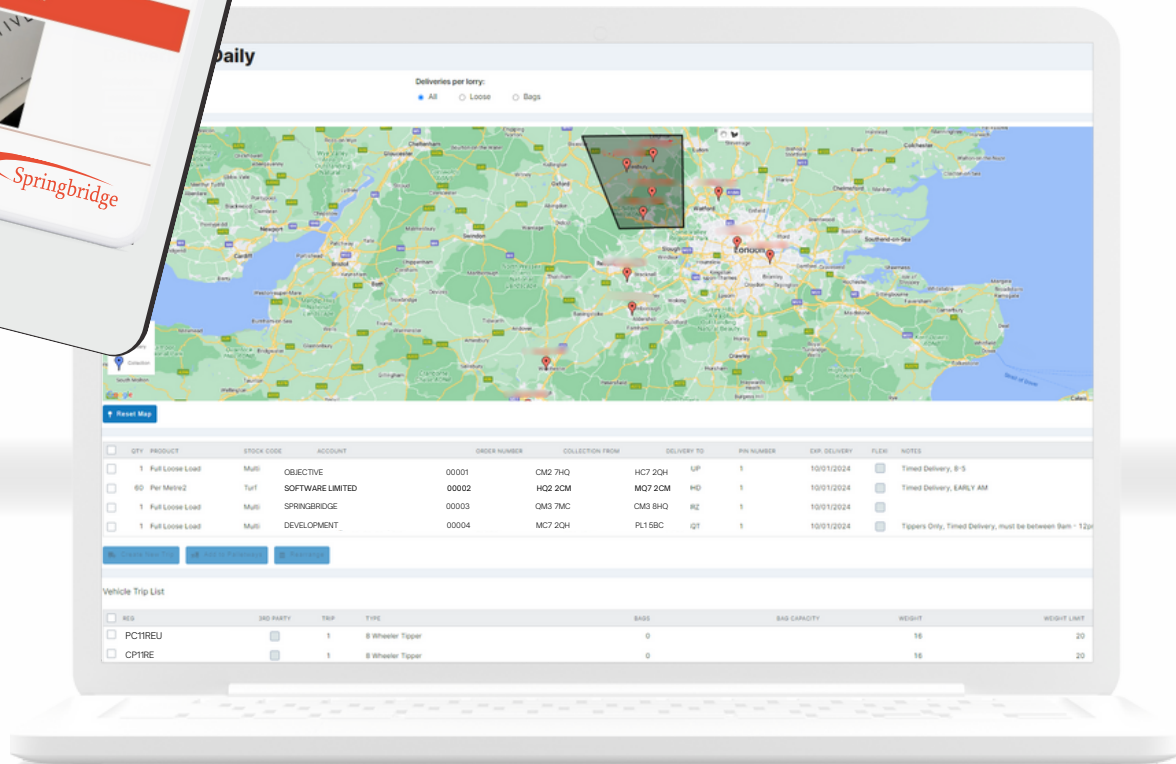
Web and Mobile App Increases Productivity

Whether in logistics, construction, retail, or beyond, businesses can leverage software development solutions to streamline operations, optimise data management, enhance customer engagement, and seamlessly integrate disparate systems for improved efficiency and performance.



SERVICES

- WEB APPLICATION
- DATABASE DEVELOPMENT
- MOBILE APPLICATION
- SYSTEM INTEGRATION



FAQS



Explore our Frequently Asked Questions. If you don't find the answer you're looking for, feel free to reach out or visit our website for more information.

Frequently Asked Questions

WHAT IS BESPOKE SOFTWARE DEVELOPMENT?

It's possible that your business has a niche or custom requirement that isn't included in any off-the-shelf software. Bespoke development allows your software to follow your exact business logic, terms, and functions to create a system that works best for you and your business. Additionally, the bespoke nature of the system enhances your competitive edge. Unlike off-the-shelf software, with bespoke software development, you are in control and you only pay for the functions that you need.

Typically, we use standard tools such as Microsoft .NET, including VB, ASP.Net, C#, Microsoft SQL Server, Microsoft Access, Microsoft Excel, Microsoft Power BI, and Web Services.

WHY CHOOSE BESPOKE SOFTWARE?

The top 3 benefits are:

1. Streamline business processes – a bespoke system will allow you to properly track and analyse all your data, ensuring a 'single version of the truth.'
2. Stop rekeying information – bespoke development will save you time and money by eliminating the need to rekey information.
3. Become less reliant on spreadsheets – offline documents, such as spreadsheets, are difficult to share and control.

An online bespoke database allows for shared, tiered, and secure access for all your workforce and clients.

WHAT INVESTMENT IS REQUIRED?

The cost and time investment for a software development project depend on its complexity, features, and scope.

Small projects may require a few weeks to a couple of months, while larger ones can extend to several months or more. Costs are influenced by development hours, team size, and technology used. Clear requirements and effective communication are crucial to managing both time and costs efficiently.



3 reasons to partner with Objective



Friendly...
Flexible...
Forward-Thinking...

3 reasons to partner with Objective

1. WE'RE FRIENDLY

Developing long-term relationships with our clients is important to us. Whether you stop by for a coffee and a cookie or pick up the phone for a support call, you will always be greeted with a hello and a smile.

2. FLEXIBLE TO YOUR NEEDS

You aren't the same as our other customers. Every customer we have is unique, and we value the way that you want to work. Let us know your timescale, pace, or budget, and we can work with you to provide the best solution within your constraints. This extends to aftercare as well, we're here as a partner, supporting your business and your goals.

3. FORWARD THINKING

At Objective, we're forward thinking, aiming to provide the best and most innovative solutions. It's all about understanding your business goals, challenges, and the solution you require. This isn't because we're nosey; it's because it helps us to help you. Together, we'll find the best solution, not just for now but for your business as it grows or changes over time.



What our clients say...



Don't just take our word for it, here is what our clients say about us:

"The system is great and ever growing. Thank you for helping us in making our vision real."

Lee Hatwell, Director, Munday and Cramer

"The team at Objective impressed us from the first day with a clear focus on our needs, the flexibility and determination to delivery against complex requirements, and their constructive, collaborative attitude."

Bastian Giegerich, Director-General & Chief Executive, IISS

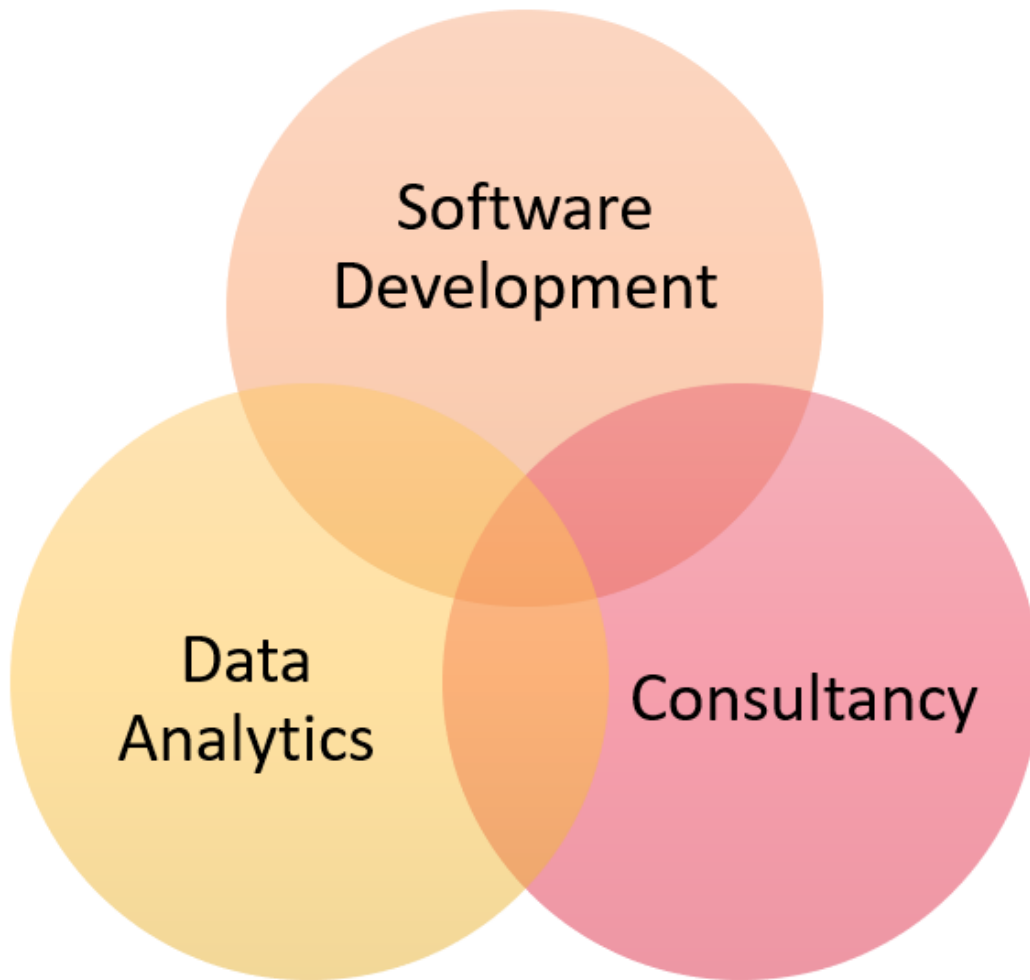
"The people at Objective remain friendly, efficient and responsive and over a decade of working together I am really pleased that I chose them as my development partners."

Patrick Walkington, Managing Director, Gainsmore

OUR CLIENTS



What we do...



Microsoft
Partner

Gold Application Integration
Gold Data Analytics
Gold Application Development





OBJECTIVEIT.COM

Ready to start your journey?

+(44) 01245 955633

interested@objectiveit.com

If you're ready to start your journey get in touch with Objective. We're here to partner with your business for the long term.

Microsoft
Partner



Gold Application Integration
Gold Application Development
Gold Data Analytics