



# ARE YOU SOLVING THE RIGHT PROBLEMS?

Providing a clear and concise definition of your problem and goal is necessary before starting any software development project but as Company-X tells us this isn't always the case.

In an [HBR survey](#) of 106 C-suite executives, 85% strongly agreed or agreed that their organisations were bad at problem diagnosis, and 87% strongly agreed or agreed that this flaw carried significant costs.

So before starting any development project ask yourself, and your team, whether the problem and goal have been clearly defined. Without this, you could be guaranteeing that the project will fail.

## **Clearly Define The Problem**

The first, and most important requirement when developing, or implementing software as a solution is clearly defining what you're trying to solve and the desired outcome you're wanting.

*"If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it."*

*- Albert Einstein*

Each development project has to start with this in mind but unfortunately, as David Hallett, co-founder and Director of Company-X has discovered this isn't always the case.

"Software development should always start with a clearly defined problem but this isn't always so. We've had too many cases where development has gotten underway and is now stuck or failing because they've realised they're trying to solve the wrong problem. Our clients come to us looking for answers and solutions," says David.

### **Talk With An Expert**

Companies, here and overseas, approach Company-X to solve their challenges and problems using software as a solution.

"What we find is that prospective clients don't always have this clearly defined before coming to see us. Which is why we take them through our own internal process," adds David.

A Company-X project will typically start with either David or fellow Director Jeremy Huges asking the client to define the problem and what they want to achieve. It does help, the Directors say if the prospective client has already spent some time discussing this before reaching out to us.

But it's not a requirement.

The Directors always take them through their own process which results in a clear and concise paragraph or two defining their problem and goal for the overall project.

"This ensures our team begin work developing the right solution for the client. Having this defined makes it easy to measure the

project through our software development life-cycle,” says David.



### **What is your Goal?**

It may be an increase in profit margin, efficiency improvements, greater market share, better customer service, improved employee training or even reduced carbon emissions.

Without a clear definition, the development project will go over-time, and over-budget but Company-X's process and development framework are designed to ensure this doesn't happen.

### **Next Steps**

Getting to a single clear definition might require a full day working together with the client's executive team. This is a necessary investment to ensure the project is successful and the goal is achieved.

[Is your business problem clearly defined? Talk with the experts today.](#)

*Company-X is a multi-award winning software development specialist. They are based in Hamilton, New Zealand with clients in both the small and*

*medium enterprise space as well as multinationals like Cisco Systems Inc in Silicon Valley, California.*

*Company-X ranked on the Deloitte Technology Fast 500 Asia Pacific 2019 index in the Asia Pacific region for the third consecutive year.*