webwizzy

Web Development Philosophy

"2020 is a year where SMB's should step up their cloud game!"

(SMB: Small to medium-sized businesses)

Too many websites today lack poise. These sites may provide information but SMB's now have the ability to coordinate so much more with their visitors.   Web Apps are becoming more sophisticated and the demand to have a web application is growing rapidly.

PHILOSOPHY: UX - THE USER EXPERIENCE

Many sites have the same navigation experience, especially on mobile devices. While full screen desktop sites have the ability to offer creative navigation, statistics show that most people are accessing websites with their mobile device, some stats show as much as 70% users prefer to use their mobile device vs their laptop or desktop.   The one disadvantage is that on mobile phones website layouts hinder the creativity of designers based on the limited screen size.

At Web Wizzy, we emphasize building a Progressive Web App because it will offer a design very similar to your native apps but without downloading a program so there is never any waiting for updates. Also we like to create innovative ways to improve user navigation.   We are probably the only service today in 2019 that offers full page vertical/horizontal combined page scrolling. (This is featured on a website not to be mistaken with a downloaded native app)

Other implemented UX features include:

- ❖ Floating buttons (stays on top of page so you never need to scroll up to navigate.)

- ❖ Transparent headers - making so you don't give up a lot of real estate on your screen because you can see through navigation bars.

❖ Smarter functions - Users should press a less amount of buttons thus view less screens when performing functions. I have seen too many sites i.e. log in a food item in a nutrition tracker; I would need to press a button six times and see 3 or 4 screens just to enter one item! One of Web Wizzy's products called EfitX has a nutrition tracking feature where one button does the trick!

PHILOSOPHY: THE FUTURE IS ABOUT COLLECTING DATA

If your site is just providing information such as text, photos and maybe a few videos, and you are constantly updating it with exciting articles or content, then you are doing okay, for now.   But within the next few years, it may not be good enough.

Collecting data first sounds intrusive but it doesn't have to be.   While Amazon, Google, Apple and Facebook collect data with intentions to learn user behavior many would anticipate that SMB's (Small to medium-sized businesses) should try to do the same.   Us at Web Wizzy can actually do that for you but our philosophy and ethics believe SMB's to think differently.   Gathering data from users should be voluntarily and clearly stated when doing so.

Intrusive: "Get on our mailing list" - and we will sell your email to a reseller and 10,000 companies will soon send you spam.

Ethical: "Use this tool that will assist you with a fitness program and enroll if you would like to use more tools like this."
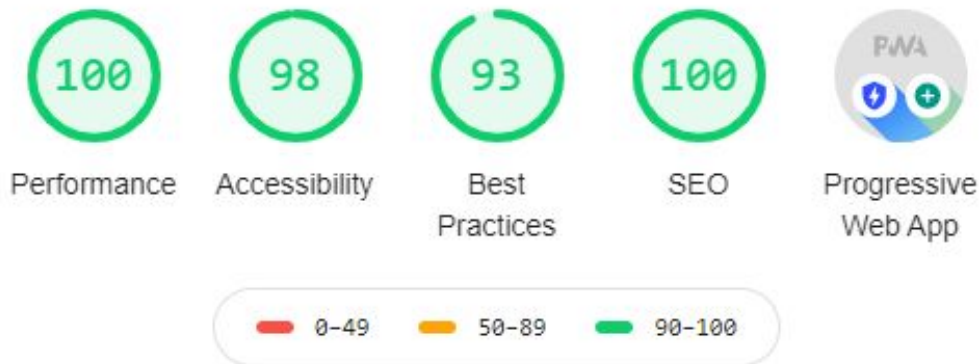
Having an innovative or useful tool on your website/app is what we believe is an ideal method to voluntarily gather data from your visitors.

WEB DEVELOPMENT PRACTICES

According to Google there are 5 categories of standard that should be evaluated when designing a site or web app.   These standards can be found using the Google Chrome browser using the LightHouse Audit feature.

Web Wizzy Web Practices are extended by considering type of code used, filing system and the use of 3rd party frameworks.   Using commonly used code such as HTML, CSS, Javascript and PHP will allow other future developers to understand the project. Using newer popular programming languages such as Node JS and Python are used for specific purposes but for SMB's we highly suggest using code which is widely known.   The use of frameworks is good but Web Wizzy builds sites to not to rely too much on them.   We have recently discovered that Polymer-Project has had many framework features due to be deprecated, meaning no longer available.   We dropped the framework from all of our newer designs.

HOW GOOD ARE WE?

"One Web Wizzy Engineer = Five Regular Engineers"

Our team is gifted with years of dynamic experience in the web data and development field.   The team strives to innovate and has ability to problem solve, debug and execute operations quickly. There is so much talent within our small group that one engineer seems equivalent to the productivity to five engineers.

We see user interfaces "out of the box" while we see data management as thousands of various sized boxes within a thousand other boxes. We visualize data as strings and variables that are collected, stored in an organizational manner then re- distributed in a format that is easier for the user to understand.

When you vision data in this perspective, many types of web applications can be designed.   If your project is huge such as creating your own version of Quickbooks, we can visualize the project as feasible and the amount of work that it may take to attain such a project.   If you want to build a Social Network such as Instagram or Facebook, our team has enough knowledge to build a good percentage of those key features. Our proof is displayed by two of our flagship products EfitX and PageMall. If you dig deeper to see what EfitX is capable of doing along with the robust feature filled PageMall Web Builder, you may see the possibilities of our team. If your project is at his level of expertise, most likely we can deliver but it really depends on how quickly you want it done. If you wanted to build a Fitness Management Solution application such as   EfitX (of course we cannot because it becomes a conflict of interest)   this is an example analysis on costs if you were to hire a well talented team that would dedicate full time effort.

ONE YEAR TO DELIVER A BIG PROJECT WITH A TEAM AMONG FIVE STAFF MEMBERS

- ❖ Project Marketing Manager (UX, Content, Branding)
- ❖ 10 hours per week at $65 hour, annual cost: $32,500

- ❖ Senior Web Developer Engineer (Front-End would design user interface)
- ❖ 40 hours per week at $85 hour, annual cost: $170,000

- ❖ Senior Web Developer Engineer (Back-End would develop data functions)
- ❖ 40 hours per week at $85 hour, annual cost: $170,000

- ❖ Web Developer/Server Architect (would organize how data flows to server)
- ❖ 40 hours per week at $85 hour, annual cost: $170,000

- ❖ Fitness Professional Consultant
- ❖ 10 hours per week at $65 hour, annual cost: $32,500

- ❖ $575,000.   TOTAL STAFF EXPENSES NOT INCLUDING INTELLECTUAL PROPERTY VALUES AND OFFICE OPERATING EXPENSES

WITHIN OUR REALM OF DEVELOPMENT

Our team is very good but not the greatest.   There are way too many types of web implementations, methods and frameworks that it is impossible to learn them all within a lifetime. As our company grows, we are very cautious on selecting what new language, framework, server system to adopt into our realm.   With that said, our team is great if your project requires expertise within our realm.   Companies that throw us applications or tools we are not familiar with and that's a different story. We can be eager to learn and we may learn fast, but clients really need to evaluate which approach is best. Do you really need a new technology or use outdated technology?

If our team develops projects within our realm, these are some of the features, components or scripts that can be produced fairly quickly.

FRONT END
Navigator bars, pop modal menus, collapsible menus, full page vertical-horizontal combo scrolling, window vertical scrolling, floating buttons, transparent backgrounds, responsive containers, incremental function buttons, sticky buttons, image filters, book animations, loading animations.

BACK END
Authentication access with user and password.   CRUD implementation (Create, review, update, delete) create user, tokenization, forgot password, auto email forms, auto create json files, post and store data, query data, retrieve data. Push notifications, image uploader compression, API's Google Charts, MaterializeJS, JQuery, TinyMCE, ChartsJs, Google Analytics, Facebook Social integration.

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WHAT WE CAN'T REALLY BUILD AS OF YET

We specialize on web applications so there are a few things that are not possible at this time based on technology.   Currently not exactly capable of building to the fullest:

❖ Anything requiring GPS
❖ Anything that requires the use of camera features (except opening the camera for usage and storing the photo, we can do that)
❖ Anything that requires to access the native apps on your phone.
❖ Anything that modifies the settings on your phone

IDEAS OF WHAT WE CAN BUILD TO THE FULLEST

The list below are example projects that are well feasible within our team's skills. Of course some of these are top dogs in what they do and even though we can build the project, the application may vary in strengths and weaknesses.   If you ask our team to build the next social network, our capabilities to integrate API's is weak, however, our ability to create a better user experience may be one of our strengths.

Planners, Custom calendars, Fitness trackers, nutrition management system, membership areas with levels of access, social network (instagram and facebook), messaging platforms (Slack), Dating sites, Music services, blog network, web builders, scientific calculators, push notification systems, data analysis platforms, employment agency, financial management.

ARE YOU READY TO PARTNER WITH US ON YOUR NEXT PROJECT?