



CTBOOK

Manage your tech team

HELMER DM

CTBook: Managing a tech team

Helmer

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Prologue

Helmer is a great friend with whom I have been fortunate to work on multiple projects. His technical and non-technical knowledge is extensive, and he always brings new perspectives to the teams he is part of.

This book is an excellent guide for the non-technical entrepreneur as for anyone, in this it teaches us how to face the various circumstances and problems that you will face if you want to form a technical team for your company.

It is a quick and enjoyable read, very friendly for all types of readers, with a style based on anecdotes to illustrate the points and introduce the different problems and scenarios that the book describes.

If you have bought this book, I guarantee that you have invested your money in a resource that will pay dividends in the short to medium term.

Alan Chavez - Meta Software Engineer

Introduction

First of all, thank you very much for buying and reading this book, it motivates me to continue writing and providing more content to my readers. Thank you very much from the heart!

In my years of professional experience as a programmer and in my long years as a computer hobbyist, I have witnessed the evolution of technology at a very fast level. However, at the Latin American level, a low culture in technological understanding.

This ranges from knowing what is the work of a programmer in a company, to what are the terms that your developers speak/write, they seem extremely rare dialects when they speak to each other. What weird people are these Programmers-Developers-CTO's-System Analysts-etc not?

This book tries to explain, in a simple way, these terms, both to anyone little or basically familiar with technology and to anyone who does. As well as giving advice to people who are or want to start a business/project of a technological nature.

Contribution

If you have any questions or concerns that need to be answered in the book or in the email itself, I will be happy to answer them without any problem. Email me at info@helmerdavila.com

Preface

David was with Piero sitting on the sidewalk outside the building where they had worked all that year. David had at his feet his backpack that always walked from one side to the other, Piero his notebook. The sun was already beginning to heat everything under it since Christmas and therefore summer was close. Neither David nor Piero cared about being under the great heat because it was necessary to be concerned about other things, things that would have to find a solution once the end of the year holidays had passed.

Is this how it all ends? I don't know why life is like this - Piero commented, turned to look at David and said - * Carrying out a technology startup was more complicated than I thought.

Doing anything great in this life is complicated, you can be wrong when you least expect it. You know I always like to tell the truth.

*Â Yes but ... But I thought it wouldn't be that much. My previous boss, was, was, was ... He was a son of ... - he took a breather to stop talking - * well, it was THAT, with us, and despite that the numbers in his company were going well, he had a good salary everyone respected them.*

And I also told you that he thought of your boss - David replied - * and they didn't respect him, they feared him.*

*Have you tried to be boss perhaps? * - Piero replied with his eyes towards the other sidewalk.

I have not had the opportunity * - David said - (but I know that someday I will be) - *this part ended in his mind.*

*Piero made a small grimace of displeasure, looked at the sky, took a deep breath, and then said: * Sorry for not trying to understand them.*

David turned his head looking at Piero as if he didn't believe what he said. He was like this for a few seconds but when he saw that it was serious, he quickly accepted his apology.

*Don't worry, at least I think this situation helped us all to understand ourselves better. Know that we need more. *

Why can't the developers be understood? - Piero said now looking at David

*We have a very technical language, you can only develop the ability to communicate with non-technical people with practice. Explaining a lot of abstract things is not an easy task either. It is something that I still practice. *

And where did they teach you? I would also like to know, I would like people to start respecting me but really, not only when my explosive nature comes out.

David contained the laughter he wanted to get out of hearing that, however, he felt that Piero was starting to be honest for some reason. David was beginning to think that having ended the era of his Startup had really made a change in him or at least opened him up to the possibility of change. David looked at him for a few seconds thinking. He opened his backpack and took out a blue book with yellow letters. It said * CTBook *, he passed it to Piero and he looked at it with some surprise, took it and read the back that is where the summary is placed.

*Why didn't you recommend this book to me before? * - Piero said. David began to think it was

another of his scolding but then continued saying. * This I would have needed since you arrived . *I just bought it a month ago, and I still have two chapters left to finish it. - David said somewhat tired, after seeing that Piero was not claiming, but asking for help - * If we had had the time to talk much more, you would I would have shared without any problem.*

There is still hope - Piero said

Piero got up from the sidewalk, asked David to accompany him because he wanted to walk. David got up and stood on his left side, both began their walk in the opposite direction to the old workplace. *I know that the idea will come to me and I can do everything better. I'll call the guys we work with even if they're available. I will improve my reputation, I could enter some leadership course I don't know. I must control how I express myself. *

David couldn't believe what he was hearing. Would he really want to change the flaws for which he was best known and for which he had given so much humor to David and his companions?

*And I will be able to give everyone a better salary, they will have a better life thanks to me, and you will have more experience because I will give them greater challenges. I'll make them remember me as the best boss they ever had. *

David couldn't help but laugh in front of Piero because that was the Piero he met.

Developer Jargon

Programming

Programming is the work, activity, hobby, and even considered by developers as pseudo-art, of automating processes to adapt it to the needs of the real world, from programming a drone, to the creation of web applications with artificial intelligence.

It is a process that unlike different jobs where effort is measured by hours of work, the best results are usually the result of extended periods of analysis, logic and combined practices to achieve different solutions.

Each specific problem needs a different analysis, as will be seen in the following chapters, if you want to kill mosquitoes, using an insecticide is not the same that using a flamethrower. Everything is based on the analysis of current resources, the need to implement the requirement and to grant a lifetime to the optimal characteristic in the way of developing it. An optimal solution should not be touched again for a long time. If you could not reach the optimal solution, then future improvements must be made without so much effort.

These modern eras have seen a developer boom, which it is growing more and more. This increase in the demand for developers is due to the need for companies in their different dimensions to invest their capital or money in different technological solutions that will save the most precious asset of recent years, time.

But this comes with a negative part: the more developers in the market, we can expect more people offering low-quality solutions. They are poorly designed at a technological level, difficult to maintain. If this reaches a larger scale, companies created will see the developer as a low valued builder, one more gear to the machine that is valued for the hours spent sitting and playing the keyboard like a piano.

Here is the importance of this chapter, to teach what the development process is like in general, to be understood and assimilated. Which, in the long term, will get developers to create scalable, error-proof and secure projects. Do not we all want that? Do not we want a future where all technology works like this?

Programming language

To understand the concept of the programming language, you have to compare it with the natural languages that exist to communicate, they have a syntax. It is required that the words be spoken or written in order to say something and that the receiver understands it, in this case, the sender would be the programmer who writes the code and the receiver the code, who is in charge of understanding

and interpreting it in their way.

Comparing to real-world languages, we can see that there are two ways of saying Hello that specify the same action: “Say Hello,” as it happens in a programming language.

Greet in French: Allo, Ça va?

Greet in English: Hi, how are you?

As you can see, the action is the same, although the writing is different: **Say hello**. If we compare the action of **** Show on-screen **** with programming languages.

Now, as we see, the action is the same but written in different ways. This is what learning a new programming language is a process that takes time, because there will be similar, but not the same, ways to do the same.

Message from Javascript

```
1  /* Show in screen "Soy un mensaje" using the Javascript programming language */
2  console.log("I'm a message")
```

Message from PHP

```
1  /* Show in screen "Soy un mensaje" using the PHP programming language */
2  echo "I'm a message"
```

The programming languages are divided into **low level** and ****high level **** categories. A subject on which I will not go into much detail in this book, but I will make an observation that in most cases, a high-level language is being used to build modern technological solutions.

Algorithm

Set of instructions written in a programming language to carry out a specific action. They range from the simplest: **Ex:** an algorithm that adds two numbers that a user enters through her keyboard. To more complicated tasks such as **Ex.** an algorithm that measures the sunlight from outside through a device with solar detection. After that, it turns on the lights in my house.

When programming new functionality for a platform or device, what developers end up doing is writing an algorithm or a group of algorithms that are dedicated to carrying out the necessary task.

We should note that algorithms are responsible for performing some functionality that differentiates you from the competition. So, as developers, we will think of a plan before writing them. The best algorithms are usually those that using fewer resources, less processing time, perform various tasks that previously took more time to process or perform.

Framework

It is the set of algorithms, methodologies or technologies to develop final consuming products or create more upgraded tools to work with it. They are usually created by an existing community on the internet or a person with extensive knowledge of the basic technology. The framework allows several developers to create products in a much shorter time, leaving aside the tedious technical configurations that would be done if everything were done with a single technology.

To show the following typical example, I will use my favorite framework:

Smith is a developer who graduated from a university. He learned that to connect to a database (like an Excel with powers) and register some clients, he would have to write an algorithm to connect to it using the PHP programming language. That task will take an average of 6 hours, including bug fixes and security. Until one day, he discovered the Laravel framework, which already had up to 5 different database types preconfigured in its files, with all the security measures and only changing about three lines of code. The time it took to make the connection was 15 minutes.

As we can see, **** frameworks **** have the benefit of generating enormous time savings for common tasks that are always requested when creating an application, be it for a database connection, user authentication, role management, mailing, etc.

Program, Applications and Web Pages

This part is dedicated to explaining these concepts that are often confused in the world of entrepreneurship. I have also seen it among people without computer knowledge, of course. Thinking about them is that I will try to explain everything slowly and using examples to make it clear in what situation they are usually used.

Program

Claire was a young manager of her textile company. Every day, after preparing her cup of coffee, she turned on the computer in her office, where she saw the previous day's sales reports, then used a messaging application on her cell phone where she could be able to communicate with some suppliers, after a while, she had a call with the Head of Machinery to check that all automated robots had their respective maintenance

How many programs do you think we've seen so far?

Three. Yes, we have seen three. Maybe you thought it was just the computer. Well, kind of yes, what Julieta uses on the computer is a program, others will say: Ehh, but if I had two with the program on her cell phone, and yes, it is also valid, although not so widely used, to say that the applications that are used on the cell phone, including the

Operating System itself (Android, iOS or others) are programs. And the third? If you know the

definition well, you will know that robots also have the instructions to follow written in their circuits, so yes, it is also a program.

So that makes us think, *What is really a program?*

To be concise, it is a set of written commands and algorithms that technological circuits have to execute. The computer, the telephone and different technological devices have many circuits working and taking care of fulfilling and processing written orders in different components or the circuits themselves.

Therefore, what is automated and technological usually has a program or programs running behind it and taking care of everything.

Best of all, there are different ways to write one, with the appearance of diverse * programming languages *. It is not necessary to write so much to achieve the execution of orders to the computer.

As I did a few pages ago, I am going to use as an example the following lines of code written in the * Ruby * programming language.

```
1 print "What's your name?"
2 name = gets
3 puts "Welcome #{name}"
```

It is a simple application that, being run on a computer, will ask you what your name is, and once entered, it will show you on the screen: * “Welcome Helmer” *, obviously if what I entered was my name.

As we can see, making a small program is not a complicated task. Have you ever wondered how Zuckerberg did something like Facebook, well, that is like a series of different and complex algorithms interacting with each other and running on many supercomputers in some remote place and cold from Ireland.

Web Application

A web application is usually also known as a “Web Page”. Although at a technical level, it would not be the same. It is hosted (or stored if you prefer to call it that) on a server and is distinguished by having a URL (Internet web address). One distinguishes a Web Application from a Web Page by the purpose it performs. I like to explain it in the following sentence.

A web application differs from a web page if, with the data you have collected, reports or analysis can be carried out.

And yes, that also means that a web page can end up turning into a web app over time if more features are added.

Web applications cannot even have an interface (Frontend) or web address where non-technical users can access. Still, they can serve a layer for mobile apps. This type of web applications without a visual interface is called API (Application Programming Interface).

As examples, we can put the following web applications:

- **E-commerce:** purchase / sale of product (s), rent.
- **Saas - Software as a Service:** use of functionalities on your website upon payment of membership or consumption of a software product developed by the same company through your site.

Mobile app

It is usually connected to an API. A mobile application is either the main part of a product or its side project, which complements web applications. Used exclusively for devices that support Android (Samsung Galaxy, Nexus, Tablets, etc.) and iOS (iPhone, iPad). Windows Phone will not be considered because the latest version is the same as Windows 10.

By increasing the power of the devices and the versatility of different programming languages, it has been possible, in several community projects, to create tools that allow development in a single programming language for both the Android and iOS systems, but with certain limitations in terms of functionality.

We will divide them into two types of experiences: Native and Hybrid.

Native experience using different programming languages

The best of experiences in functionality. Access to all the exclusive components of each device and using the fastest speed. It depends on how it has been programmed, how the UI / UX of the application was built, and the power of the device where the application is being used.

The main characteristic to achieve the best application in terms of speed and use is to use a different language for each platform. Either *Objective-C* (increasingly deprecated) or *Swift* (growing in use) for iOS. And in the case of Android, *Java* or also the new *Kotlin* (as an “improved Java”)

If we compare development time, it could be said that it is the platform that can take the longest to deliver new features to the market, due to the number of devices to be tested and the difference in languages. Speed is sacrificed for quality.

It is also the most expensive option to make, since finding good developers on both platforms is more difficult. You are more likely to find an expert developer for each platform (Android / iOS).

Hybrid Experience

The best choice if what you want is an application with an experience that does not require advanced functionalities of the device where it is running (Example of a typical case: a shopping cart). It is

the fastest in development and has gained a good reputation over time. One advantage to consider is that your application interface will be very similar on both Android and iOS devices.

In years between 2008 - 2013, the use of these tools was cautious since they were in an early stage and the average cell phones of the time executed them with some slowness or did not look as fluid as a common native application.

One of the best known in the world today is usually * Ionic *. Which is developed on Javascript (Typescript to be more precise, which is a Javascript with “powers”). The advantage of this is that while the project is developing, it can be tested on the browser, speeding up development times, or facilitating the way to check for possible errors. By having an option to export as an application, it provides us with a large number of modules to be able to implement native characteristics of mobiles in our hybrid project.

Native Experience, developed in a single language

In recent years, interesting tools appeared that gave us the advantage of the development speed of hybrid applications with the power and speed of execution of native apps.

One of them was *React Native*, created by Facebook, which provides us with the development of a mobile application with a native experience through the Javascript programming language.

This could be an ideal alternative to consider in a Startup since even one of your Frontend programmers (or also

Backend if he knows Javascript) can develop a prototype application in a period ranging from weeks to a couple of months. After developing it, implementing new changes should be a short-time task, unlike the native Native Experience developed in different languages.

Another alternative that was also well received is *Xamarin*, developed by Microsoft. Ideal if you have a technology team with experience in the C # programming language. The good thing about using a Microsoft product is that it has a perfect and very useful integration with its analysis and development platforms. Useful to prevent future errors or track where there was a failure.

Also, the point to consider here to take advantage of the rapid development advantages is that the interfaces on both platforms have to be similar. A different interface per platform (Android / iOS) takes more time, but somewhat less when using the same language or being developed by the same person.

Web page

The word most used by people who do not fully know about technology platforms. But the least understood in its importance. The term web page usually encompasses web applications, corporate pages or a simple landing.

A web page is usually an address (URL) through which people carry out different operations, either merely for information or for interaction.

In a *Landing* page, it fulfills the objective of informing the public of an application or service that will be or is being launched and generating interest for its use.

A *corporate* page is usually the one with the classic Home / Portal / Who we are, Mission and Vision, Contact us sections. It is used to promote the image of the company. Very useful if you want to promote news to your specific audience.

It also usually refers to web applications, a topic that we have already seen in more detail earlier.

I recommend trying to use this term less and less with developers or someone who has a background in information technology. Staying informed about the correct name for the service that needs to be performed will allow us a more straightforward conversation with the development team, generating better communication on both sides.

Databases

Used to store long-term business information. It is all the stored information that needs to be consulted later.

It has very similar functionality to creating an Excel document and filling it with data where you can later perform calculations and other operations. With the advantage that the * Databases * are made to save significant amounts of data to optimize disk space, and they are quickly accessible.

According to the type of project, here we store users, records, purchases and endless information. The more data you store, the more control and decisions you can prepare for your business. But remember, there is sensitive data and you should not store it, such as a credit card.

A database contains data visible to any developer and could be required for an audit if your country's laws require it. You should only store data allowed with the user's consent and where possible with their * private * data encrypted, such as passwords, bank or medical records.

Bugs and Errors

It will happen to you, no one knows the day or the time, but errors will appear, it is inevitable. The best technology teams are ready when application failures appear.

These bugs or errors in the system can occur due to various things, be it an unforeseen oversight or when making a new feature without doing the respective possible tests. The probability is higher in startups with rapid development product (s) and the great need to get new things out. Assuming that your next venture will have a small team, you must accept mistakes will happen, but you must create a great culture so that the developers who accompany you in the process are willing to be warned and act quickly in the face of the situation.

There are still ways to reduce it with technologies such as * tests * or * automated tests *. If you are a company big enough, you can build a * team of testers *, who will be dedicated to performing exhaustive automated and manual tests, generating the rarest cases at the time of performing a test on the systems.

Application Development Steps

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Use of agile methodologies

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Fast or excellent?

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It's testing time

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Testing in large companies

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Your first users

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Keep adding more value to the user

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Your own development team

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About it

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I have no budget

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The “Hacker / Ninja / Rockstar” developer

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Frontend Developer

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Fullstack Developer

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Mobile Developer (Native Apps Developer)

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Desktop Developer

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Entrepreneur Troubleshooting

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Pros

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Cons

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I pay for an app development and I didn't receive the source code

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My application have no documentation

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My frontend/mobile developer told me that our project will need an API

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My Backend developer says it needs to connect to an API, I thought this was only done by a Frontend role

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My server/app is down

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My developer is working in different freelance projects out of the work

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Developer Troubleshooting

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About it

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They set me pretty tight development deadlines.

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Non-technical people suggest that I use technologies that someone else recommended.

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I always develop in the same technologies, I don't learn anything new.

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They offered me stocks instead of a higher salary. Is this viable?

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Why do you add more bugs? We must add more features.

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You have to add machine learning, blockchain... (insert here the most “trendy” technology of the current year).

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Technical Debt

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About it

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How could it happen?

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How can we solve this?

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Remote Working

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About it

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Pros and cons

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Pros

This content is not available in the sample book. The book can be purchased on Leanpub at <http://leanpub.com/ctbook-managing-a-teach-team>.

Cons

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How can I control a team that is not in the same place as me? What if they honor laziness and I can't see them?

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Is there any other alternative to remote work, but one that gives my workers that flexibility?

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Recommended tools

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Feature Development: Is not so complex

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Introduction

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Example #1: As a user, I want to register or log in using Facebook or my email address.

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Entrepreneur says: User should login

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Entrepreneur says: User must register

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Entrepreneur says: User must register with Facebook (Meta)

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Entrepreneur says (again): Login

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Example #2 Reservation through a restaurant web page

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CTOs: Age and experience for startups

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Introduction

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