

Scott Catron In-Class Presentation Takeaways

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During the first part of his in-class presentation, guest speaker, Scott Catron discussed several startup-building strategies. He started by discussing the important qualities of startups and their founders, using Silicon Valley as an example. He stressed the importance of having repeat founders, since they have already made the common mistakes and learned from them. Mr. Catron also listed several other important team members such as co-founders and engineers. Beyond the team, he also highlighted the importance of choosing a location, and having a strong and broad support network.

In the second part of his presentation, Mr. Catron discussed "no-code" app-building platforms that enable rapid proof-of-concept app development. These platforms provide the necessary tools for user experience designers to get the look and feel of the app in the form of a high-res, functional prototype. He also discussed how AI and machine learning may play into app development for better, more complex high-res prototypes in the near future.

In the final portion of his presentation, Mr. Catron discussed startup accelerators. He again stressed the importance of having repeat founders, as accelerators understand the risks associated with a team of first-time founders.

As someone who has built mobile apps in the past, being able to test features without having to write any code sounds really nice. Testing new features, even basic ones, took a lot more headache than it would have if I had used a no-code approach. The one major downside that I can see with a codeless design approach is that the tools will not be able to incorporate advanced data structures and algorithms. I am also skeptical about the degree of customization that these platforms offer. Regardless, they remain valuable tools for prototyping user experience features.