



White paper

## **Shiny new year-models**

Updating your product frequently

[www.stdtime.com](http://www.stdtime.com)  
Scoutwest, Inc.

## Shiny new year-models

The automobile industry has known something that the software and other industries are slower to pick up on. New year-models with shiny new updates are appealing to consumers. Obviously the automobiles we drive are more visible than the software we use, and therefore contain a greater element of show value. Part of the reason we buy new cars is to look good while driving them. Something happens when we tell our friends that we are still using Windows 98 when they are running XP or Vista. Although the software industry doesn't use a financial model that demands yearly updates, consumers still want the latest thing.

People like new things. They want to see new gadgets, levers, knobs, and switches in their software. They want to know that the product they use is keeping up with industry innovation, and can support them in their endeavors. They also want to believe that the choice they made in purchasing your product was the best one, and that your product is still better than the competition's. They are looking for these signs to feed their sense of pride in ownership and intelligent choice. It's like the fellow who claims to be a "Ford man." He does so because he sees innovation that exceeds the competitive product, and wants to look good for making the better choice.

Brand loyalty on the part of the consumer necessitates constant innovation on the part of the manufacturer. Normally this involves having people on staff that constantly examine the product for aesthetic appeal and usability. If you can't afford dedicated product designers then you'll need to assume this role. If you don't have the personality for it, you'll need to obtain the help from somewhere. Often your customers and partners will offer usability and polish suggestions. Don't ignore them. Make it a high priority to innovate on usability for every release of your product. For every release, you'll likely have many issues in your database. Strive to ensure that at least 10% of them are usability refinement innovations.

## About Us

Scoutwest, Inc. develops and publishes project management and time tracking products for consulting, manufacturing, government, and general business applications.

Thousands of small to large businesses, in dozens of countries worldwide, trust their mission critical business processes to Scoutwest products. Standard Time® and Standard Issue® work together to offer well-rounded project management solutions.

We specialize in packaged software for timesheets, project management, time tracking, defect tracking, and issue tracking. Standard Time is a web-based timesheet that also runs on Windows, Palm OS, and Pocket PC. It can be used for client billing and task management. Standard Issue is used for bug tracking and general issue tracking.

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