Rapid Web Development 2021 Report

Overview

The web development industry is changing fast. Over the last 18 months during the COVID-19 pandemic, we saw a tremendous shift in how organizations and developers want to build demand.

We wanted to know: What is the role of rapid web development (RWD) platforms in today's digital transformation? Who are the developers using these platforms, and what parts are they using? Are these platforms meeting needs – why?

We hope that the data, research and community feedback contained in this report will be a valuable guide to the current state of the web. Please subscribe, share and comment.

- Entrepreneurs, freelancers and agencies make up the majority of RWD users.
- These developers rely on RWD platforms to support and grow their businesses.
- They choose RWD platforms for speed and cost-effectiveness rather than openness or customizability.
- Users were able to adapt and transend during the COVID-19 crisis due to the speed and flexibility offered by RWD platforms.

What Is a Rapid Web Development Platform?

RWD platforms are built to make the lives of developers easier. They include tools to replace the repetitive work of much of the setup and tedious of a web application or website, such as infrastructure, security and performance.

A RWD platform may provide ready-made solutions or management tools for:

- Infrastructure
- Server
- Database
- Content Management
- Design
- Security and Privacy
- Deployment
- Maintenance
- Business Solutions

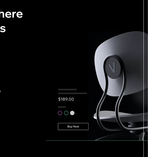
{ Results Below } ↓

Why Rapid Web Development

61% of respondents said they use RWD platforms because they "improve efficiency."

The results paint a clear picture that users choose RWD platforms because of the way they support their business goals. "Efficiency" and "productivity" were the two most popular answers, and they were more popular than any one RWD platform.

Why do you like using rapid web development platforms?



Number of RWD platforms used

User Story

The Flexibility Needed for "Resilient" Functionality

Matthew Phillips
Founder & Developer

Matthew Phillips is a development company that provides clients with web and app design & development solutions.

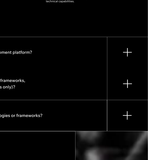
Example Projects:
Lockcode
Eldorado Jamboree Shopping Center

Markets Where RWD Shines

44% of respondents said they use RWD platforms to build eCommerce sites.

In 2020 and into the start of 2021 everyone is well come to expects to pay that of someone process for the most popular market for RWD platforms. Time after time, the data points to eCommerce. Many people, even the "non-developers" are selling items online.

Which markets do you create websites or web apps for using RWD platforms?



Why is rapid web development important in the markets you chose?

64% It's more cost effective

61% Easier deal with customer needs

46% Gives a leg up on competitors

User Story

Advanced eCommerce Solution in Just 19 Hours

Ben St. John
Founder of Authentick

Authentick is a software development agency that specializes in consuming data from "legacy" systems and providing it to modern, mobile-friendly web and PWA applications that serve them.

Example Projects:
Redbanner Shop Fix Insurance

What Are Developers Really Looking For?

"Speed" and "cost" were the most important factors for participants in selecting a development platform, with around 70% choosing each.

These answers make clear the main benefits of RWD over traditional development. Despite the common perception that developers want to have the most flexible or independent platform, we were surprised to find that "compatibility or openness" were the least popular choices.

RWD users also have experience using many other development platforms. Angular, React, and Vue are well-supported by 40% of respondents including Heavy use and experience. Wordpress, Shopify, and Wix are also commonly used under methods of programming and development.

Additionally, the most popular reason given for using these frameworks was "speed" and "ease of use" especially for their technical capabilities.

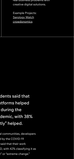
What do you look for in a development platform?

Do you use one of these popular frameworks, and if so which ones (top answers only)?

Why are you using these technologies or frameworks?

User Story

Building a Business on an RWD Platform



Jonathan Lopez
Founder of Buyabeverage

Buyabeverage.com is a web development company that specializes in building custom e-commerce and marketing solutions.

Example Projects:
Jamaica Shack
Buyabeverage

Adjusting to Rapid Change

81% of respondents said that using RWD platforms helped their business during the COVID-19 pandemic, with 38% saying it "greatly" helped.

Like many professional communities, developers were heavily impacted by the COVID-19 pandemic. A majority said that their work changed because of COVID, and 81% reported that it helped their business.

The single most popular answer given for how RWD platforms helped was "Kept me/my team working remotely during the crisis."

How much has your work changed over the past year due to COVID-19?

Has using rapid web development platforms helped your business during the COVID-19 era?

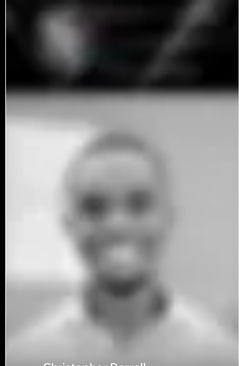
User Story

Rome Wasn't Built in a Day, but This Was

In May of 2020, a team of private companies came together to host an innovation competition that spanned all islands in the Caribbean with a single theme: How can we hack COVID-19? The hackathon was slated to be an online competition, of course, and all the details were seemingly ready, except one thing. How are we actually going to build this?

We got a call explaining the idea and how we would play a role in it by designing the registration platform for people to register their hackathon teams. The best part? The website needed to be ready by the end of that same day. We had to hustle, but even though we were working remotely, the team came together to find images for the site, gather content, design the layout and implement it all in Wix (and Velo) from scratch all the way to connecting the domain at the end of that day. The Hackcelerate.tech website was delivered, in full working order and on-time.

As the campaign progressed, over a few days we super-sized the site using Velo to allow people to submit their code solutions and the GitHub links for each of the teams into our database, and built a custom system that allowed all the judges to independently score the competition.



Christopher Derrell
Head of Web Development
at Adtelligent

Adtelligent is an ambitious full-service marketing company known to push the bounds in marketing, technology, and data. They offer advertising and creative services to help their clients compete globally.

Example Projects:
Small Business Portal
Spark Learning

Who Are RWD Users?

Out of about 1200 respondents, 60% said they are entrepreneurs or freelancers

When it comes to their professional role, there was considerably more diversity as RWD users included frontend, fullstack, and backend developers, as well as other types of roles such as DevOps, product managers, and designers.

How would you describe your current employment?

What is your current professional role?

User Story

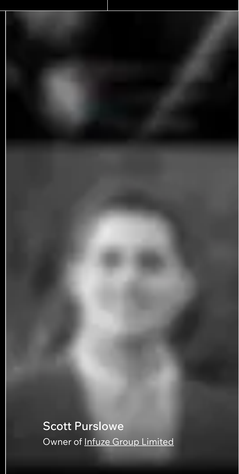
Building a Full CRM in Just Nine Hours

We were approached by a client who owns a large franchise business in the UK. Our client was looking to replace the CRM software he was using due to unsustainable costs of the solution especially as per user costs increased due to the high number of users necessitated by the franchise nature of the business.

To support our client, we moved him to a custom built Velo solution. This has saved our client around £8,000 per year, while only costing him a one-time fee from us.

In terms of time, it took us just nine hours to build this platform. With other platforms it could easily take months to build a similar solution.

It's important to highlight that even as the CRM was built incredibly fast it still provides the client with robust functionality including integration with Zapier to source leads and assign them to different franchisees.



Scott Purslowe
Owner of Infuze Group Limited

Infuze is a UK based development agency. The agency currently has five employees and is planning to grow to 12 in the next few months.

Example Projects:
hiapartments.com.au
edentrainingacademy.org.uk

Get Started with Velo

Speed, flexibility and adaptability: they've all become key ingredients to success in the online business landscape, and Velo is built on exactly these RWD principles.

Try Velo, and see how it can help you grow your business in this ever-changing online world.

Get Started

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