

Subject: : Shop Talk

Topic: : iPhone Fishing App Testers Needed

Re: iPhone Fishing App Testers Needed

Author: : salmonoid

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URL:

From a software development perspective, why would you put resources into developing a turn-by-turn GPS navigation app, when Google provides one free of charge? Do you think that you can make a better GPS app than Google or Apple (well, on the case of the latter and Apple Maps, the answer would probably be yes)? Why not put your resources into developing a platform to visualize data, instead of into a commodity function, such as turn-by-turn directions?

I'm not trying to be critical (I am a critical thinker, though); it just seems given X capital, one could invest part of X into reinventing the wheel and the rest into visualization of fishing data, or invest all of X into the visualization of fishing data, building on what other companies have already done..