Twitter Thread by Karthik Sridharan

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"Our startup's $2 million revenue runs on a $80/month NoCode stack."

When I shared this, I got many questions around the tools used.

So, today I share 7 types of NoCode tools along with:

1. Specific use case each solves

2. Real examples

3. Alternatives

Thread ■

1/ Marketing websites

A) Tools: @unicornplatform, @umsohq

B) Use cases
- You can simply drag & drop elements onto a page

- Build a marketing website in less than 60 mins

- Easily edit your marketing copy & communication to customers

Generate your Website

To generate your website we will ask you a some basic questions.
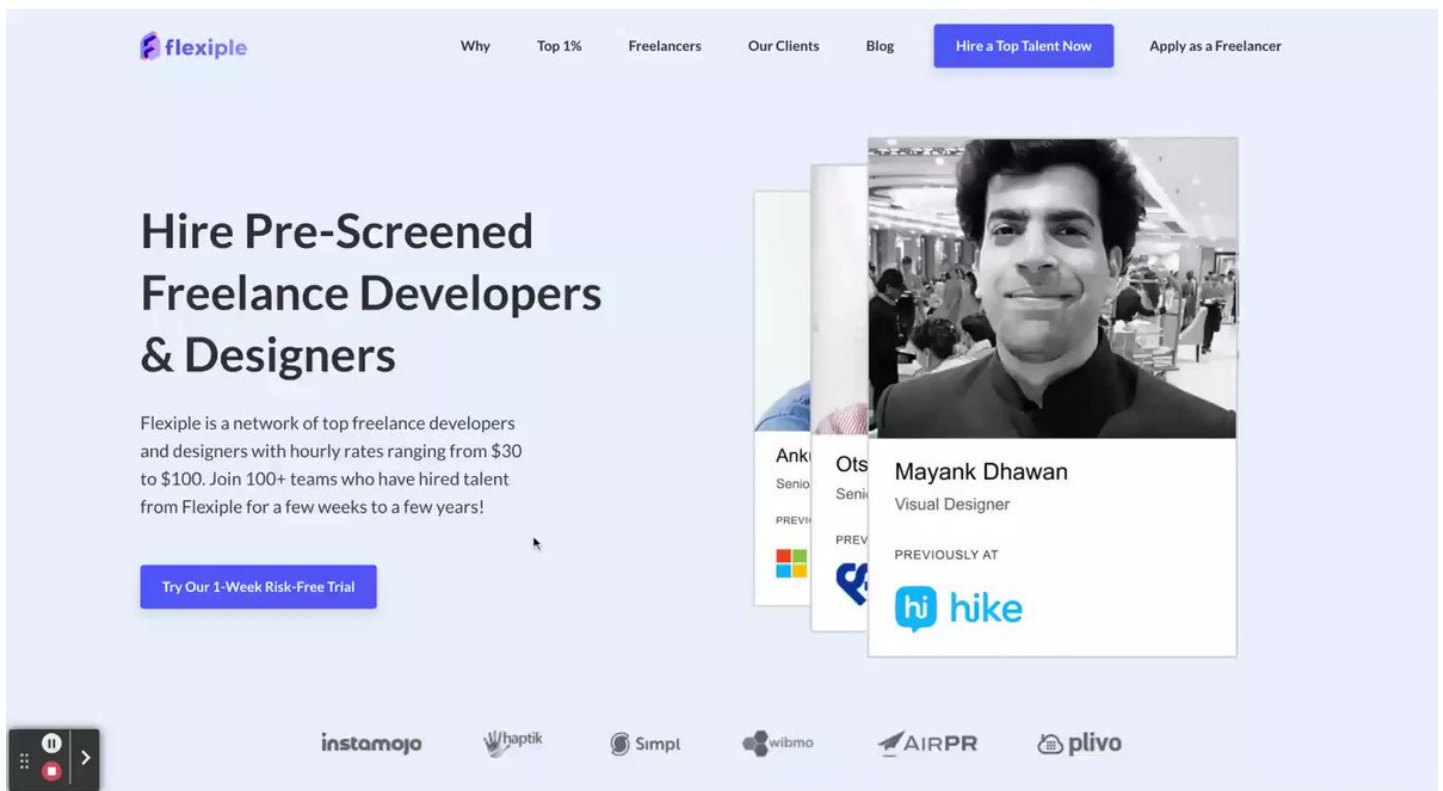
Are you ready?

Let's Go!

1/ Marketing website (contd.)

C) Example

- We built our entire website of https://t.co/mdQsG3XKpg containing over 50+ pages on Unicorn platform

D) Alternatives
- @carrd
- @webflow (covered later)
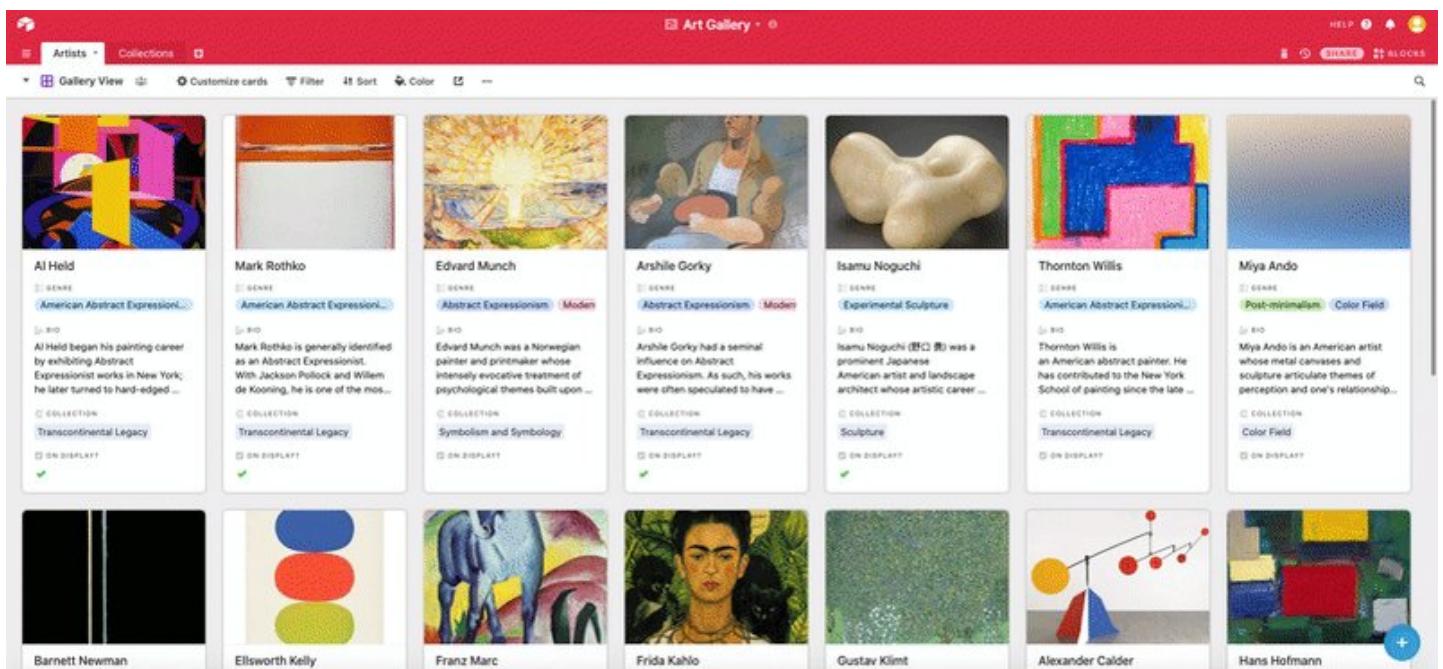
2/ Database storage and information websites

A) Tool: @airtable

B) Use cases
- Advanced and more UI-friendly excel
- Easily collect data using an intuitive form
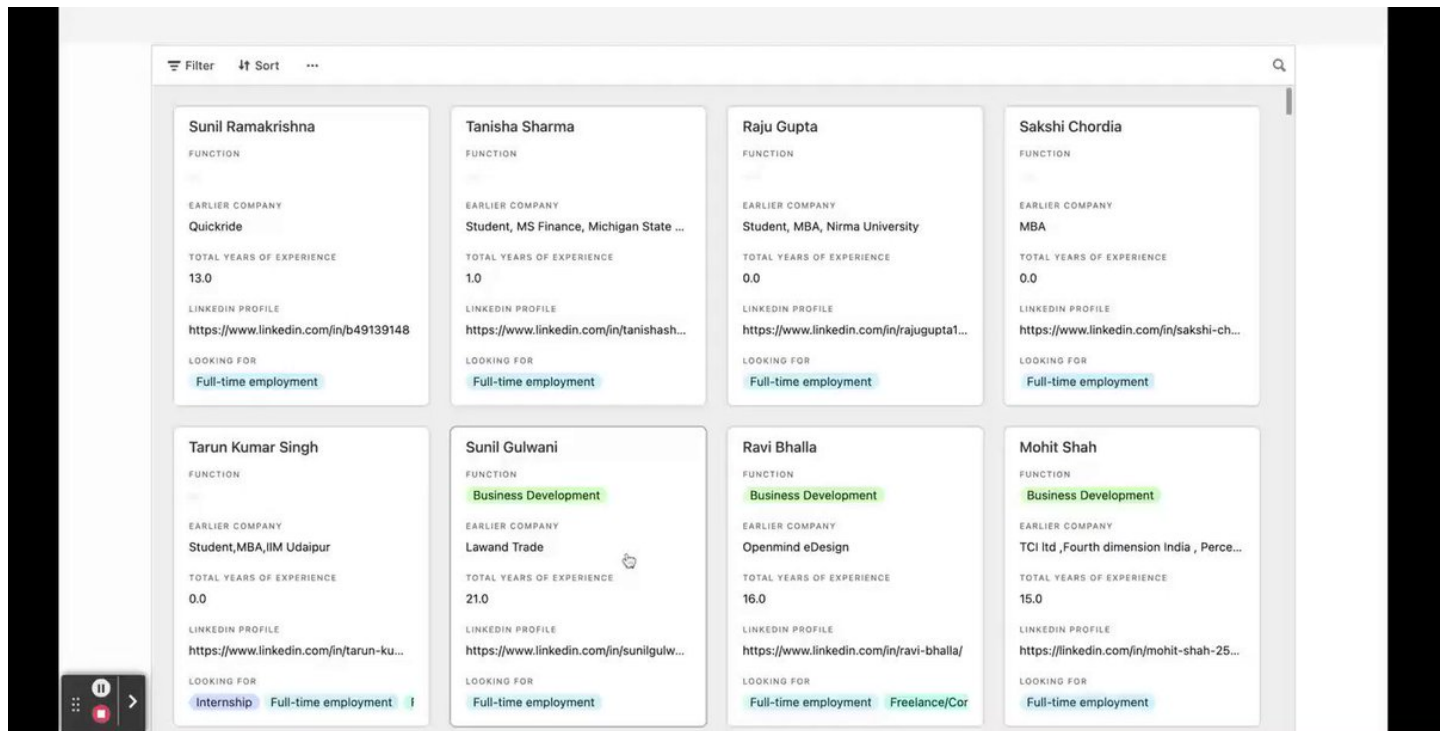- Neatly present the data on your website in intuitive layouts

2/ DB & Information websites (contd.)

C) Example

- To help individuals laid off due to COVID, we built a page listing those who could be hired: https://t.co/QRmyRdLvWk

D) Alternatives

- Tools like Sheet2site, Table2site work well with Airtable to make quick websites
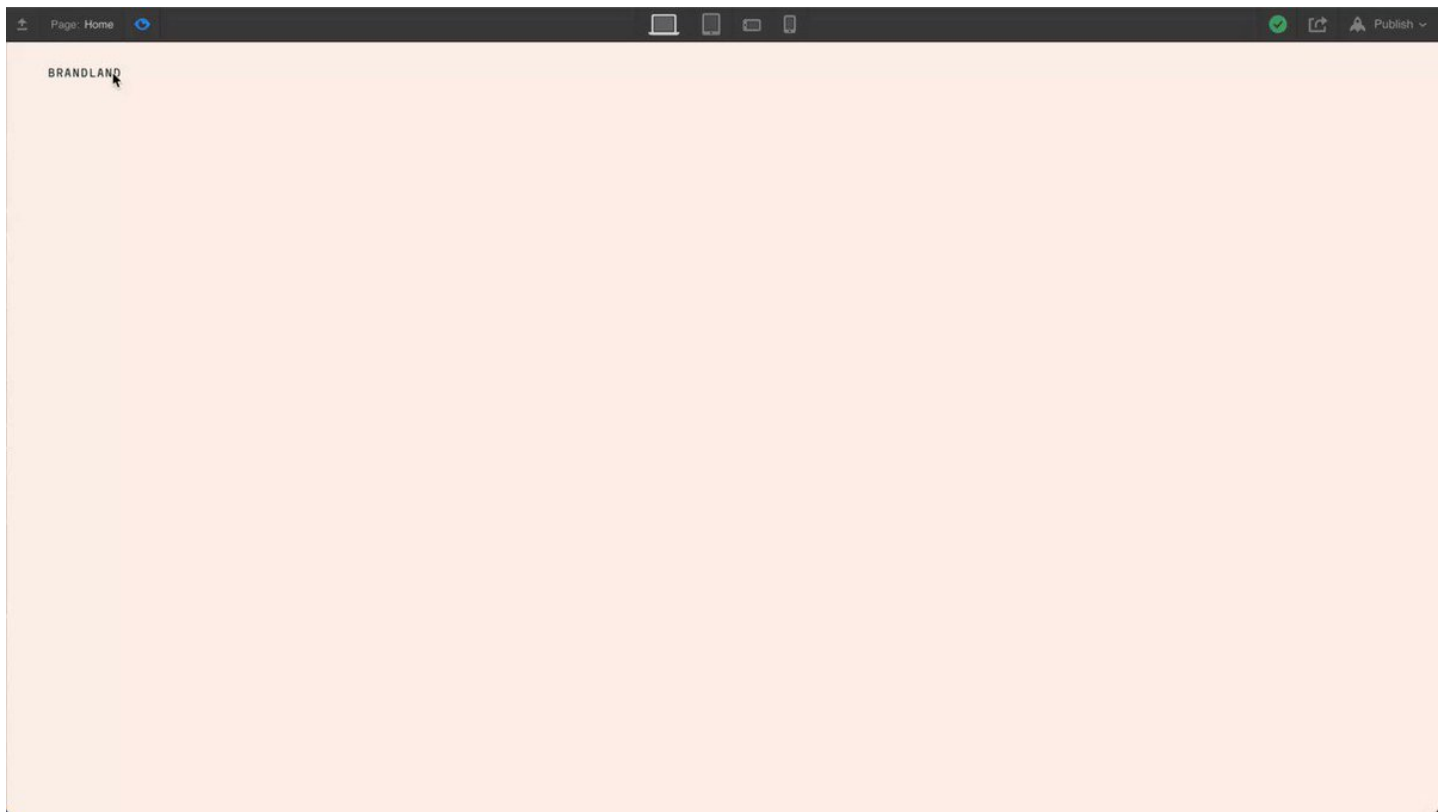

3/ Beautiful info & e-commerce websites

A) Tool: @webflow

B) Use cases

- Build beautiful custom layouts without Code
- Leverage its "CMS" to make numerous automated pages
- Use particularly if you are a designer and want to implement custom design to pixel perfection
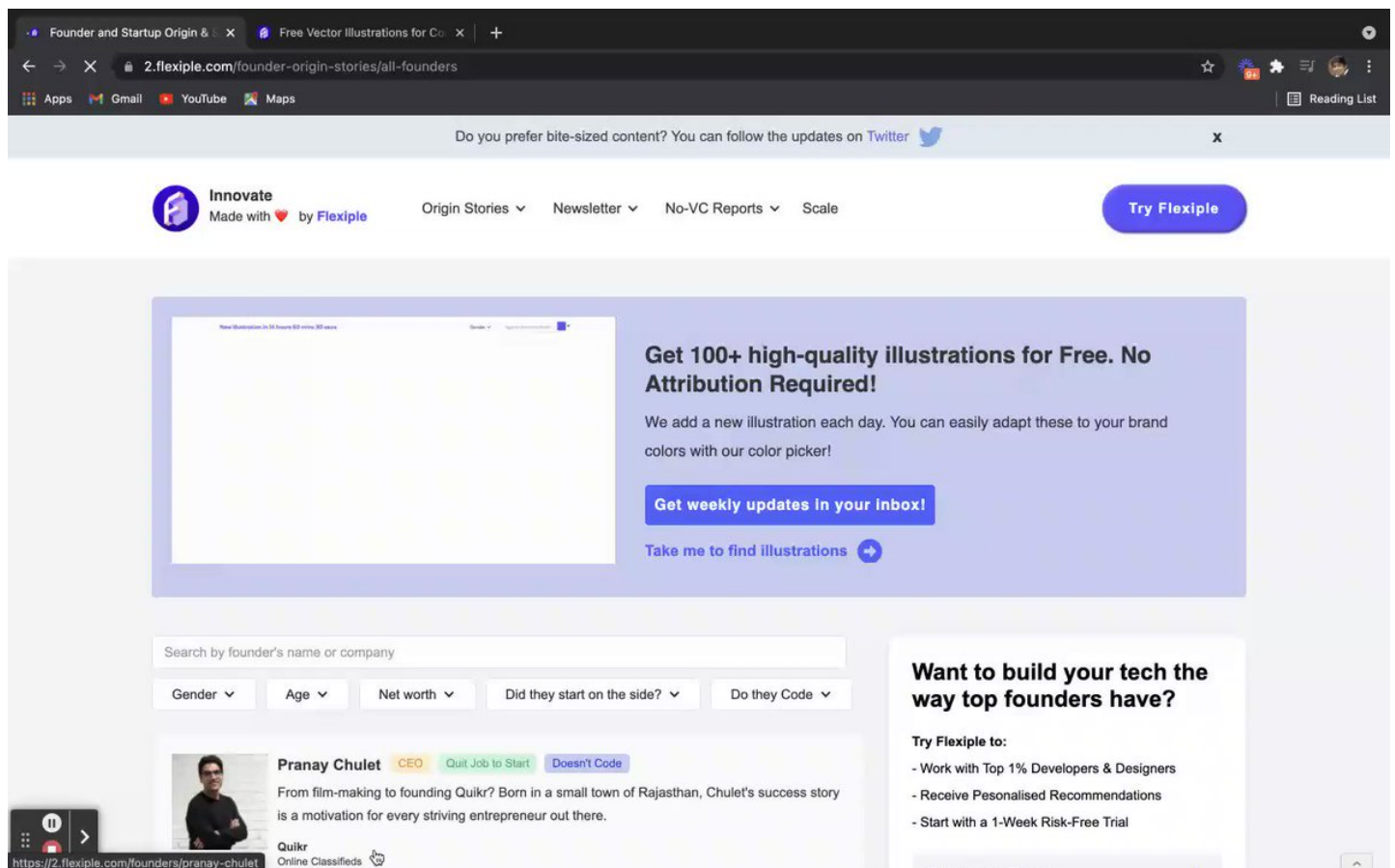
3/ Beautiful info websites (contd.)

C) Examples
- We built both Scale (https://t.co/WYOMSbhe0S) and Founder origin stories (https://t.co/Bccnk2ttJc) on Webflow

D) Alternatives
- Bubble (https://t.co/EBjaMRd1FQ): However, if focus is pixel perfect design, Webflow is much better.

4/ Automate workflows

A) Tools: @zapier, @integromat

B) Use cases
- Automate recurring manual effort
- Store data in CRM, send automated mails, integrate tools, etc.
- @zapier is more intuitive but costly, @integromat has a steeper learning curve but handles complex cases
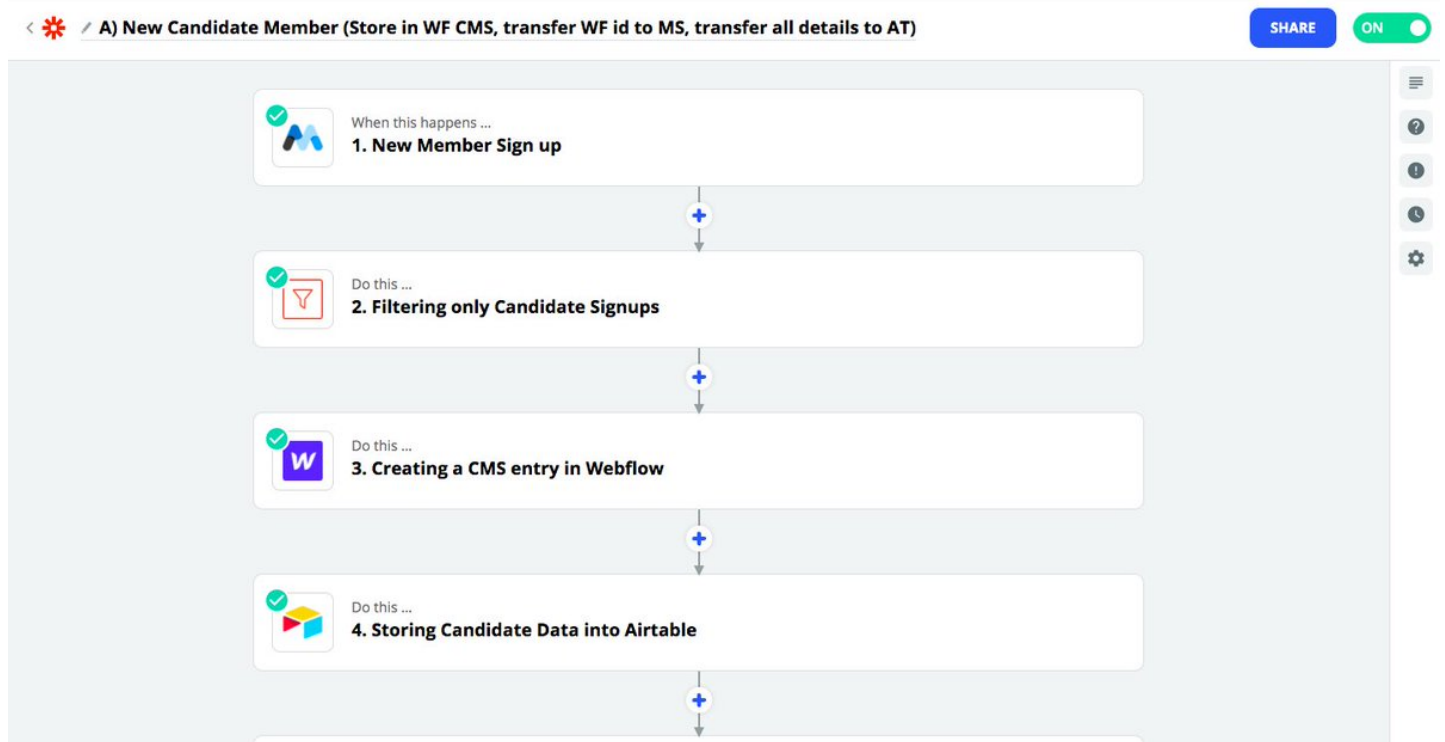
4/ Automate workflows (contd.)

C) Example
- Almost all our dynamic flows are handled by Zapier or Integromat. User signup -> storing their data in our db -> sending them a mail

D) Alternatives:
- Parabola (@parabolahq)
- Automate (@automate)

< ✳ / A) New Candidate Member (Store in WF CMS, transfer WF id to MS, transfer all details to AT)   SHARE   ON

When this happens ...
1. New Member Sign up

Do this ...
2. Filtering only Candidate Signups

Do this ...
3. Creating a CMS entry in Webflow

Do this ...
4. Storing Candidate Data into Airtable

5/ Login & membership systems

A) Tools: @MemberstackApp, @memberspace

B) Use cases
- To convert your static website to have signups/logins and to also manage SAAS memberships
- Restrict content or pages to only paid users

5/ Login and membership systems (contd.)

C) Example
- We built a dashboard for new projects viewing, sharing invoices, etc. using the above set of tools: https://t.co/GzLnfE0dSr

D) Alternative
- Bubble offers an in-built authentication system but doesn't manage subscriptions

1/ Showing projects

a. Airtable is the primary database. Project details are added/edited by our team here.

b. A button in Airtable triggers Integromat which transfers all these details to Webflow.

c. A simple collection list is implemented in Webflow to showcase the projects. pic.twitter.com/SAg1JQ32G9
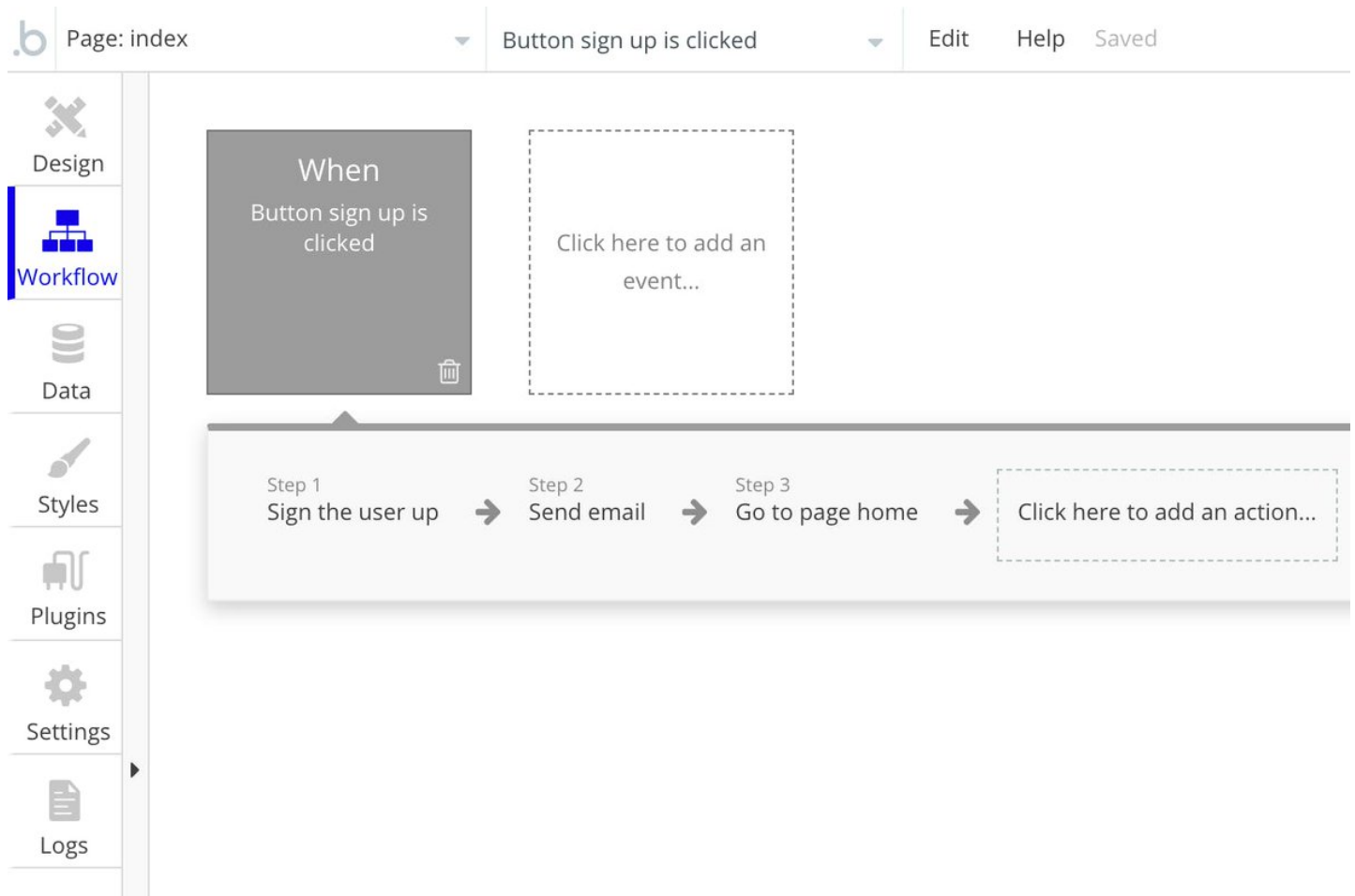
— Karthik Sridharan (@KarthikS2206) October 19, 2020

6/ Any complex web-based product

A) Tool: @bubble

B) Use cases

- Job-boards, marketplaces, internal tools => build varied applications using its "workflows" & database
- Quite self-sufficient and removes the need to depend on other tools
- Responsive design is a not the best

6/ Complex web-based product (contd.)

C) Example
- Our internal tool is entirely built on top of Bubble and saves ~160 human hours per month (has sensitive data, so can't share video)

D) Alternatives:
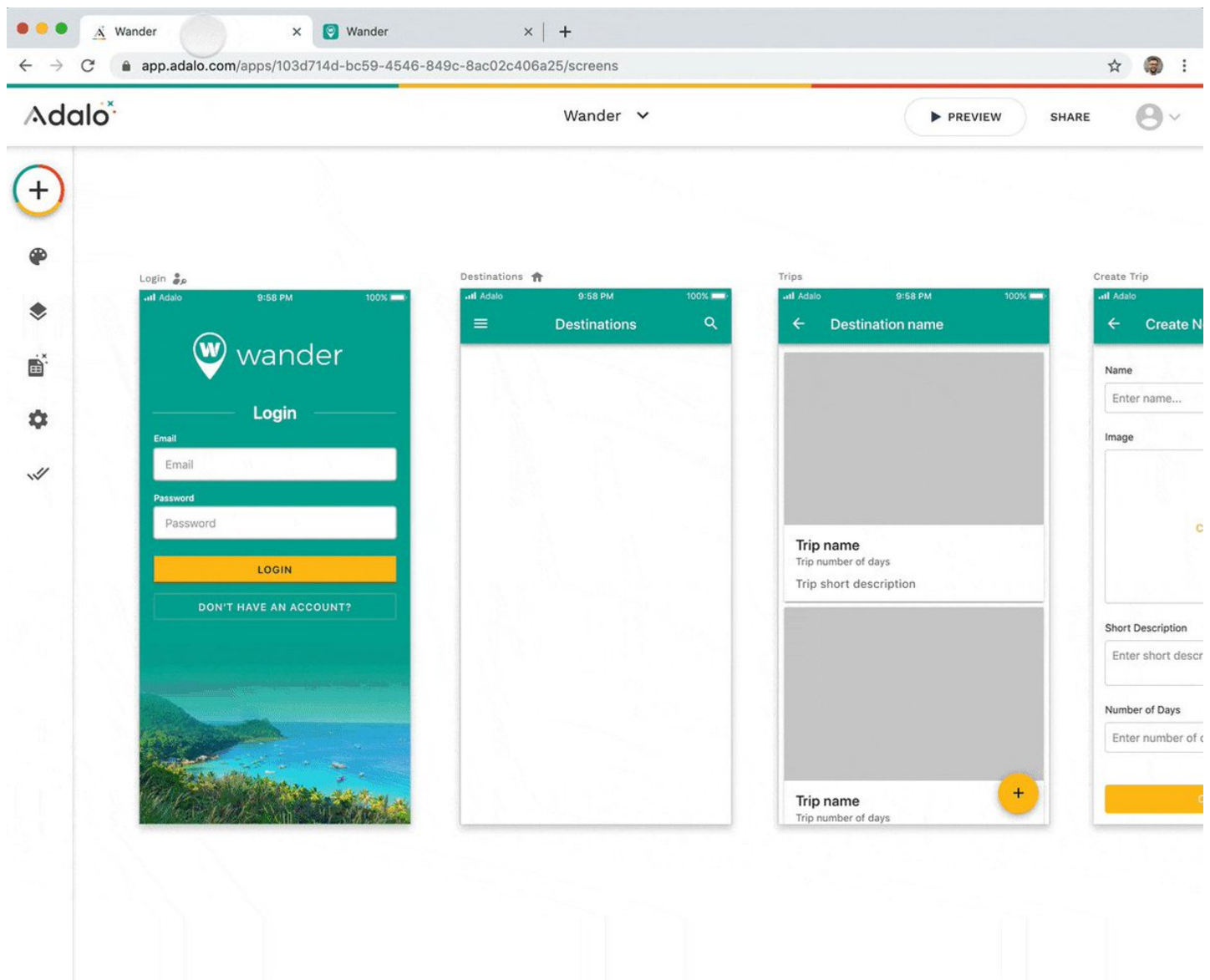- Adalo, Glide: More suited for mobile apps (discussed next)

7/ Mobile apps

A) Tools: @glideapps, @AdaloHQ

B) Use cases
- Build complex mobile apps with a simple drag & drop functionality
- Automate user actions with in-built workflows
- Use their own DB or even GoogleSheets to store data

7/ Mobile apps (contd.)

C) Example
- Not used these products myself, but a really cool example is of the apps made to help organise & share COVID resources with people: https://t.co/5mpFJSKvWv

D) Alternatives
- No credible alternatives that I know of

That's it for this thread - start building great products!

Also, I regularly write on startups, so, if you would like more such threads, consider retweeting the first tweet & following me :)

https://t.co/S2qTErZQP8

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— Karthik Sridharan (@KarthikS2206) June 7, 2021