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 ■

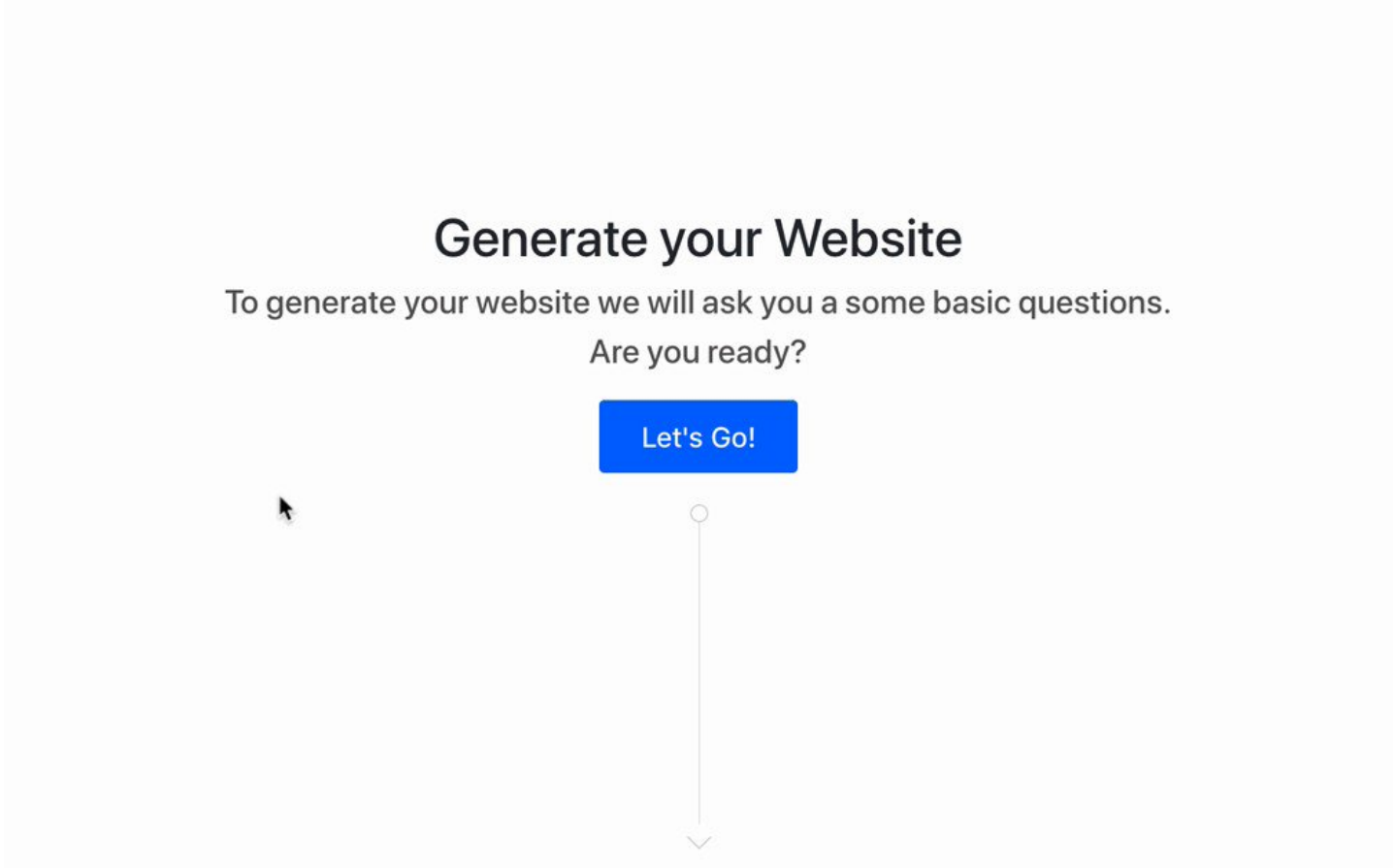
1/ Marketing websites

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

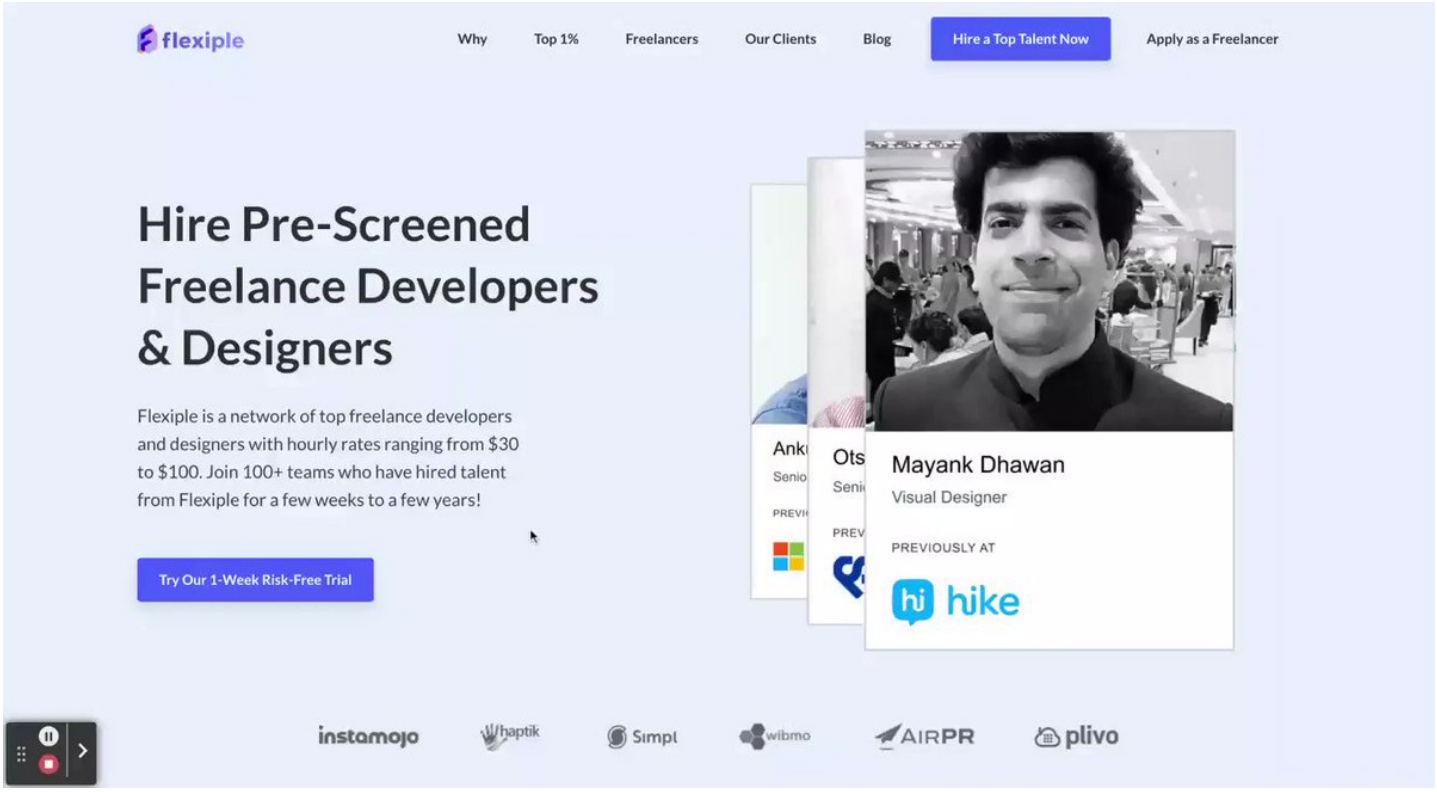


1/ Marketing website (contd.)

C) Example

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

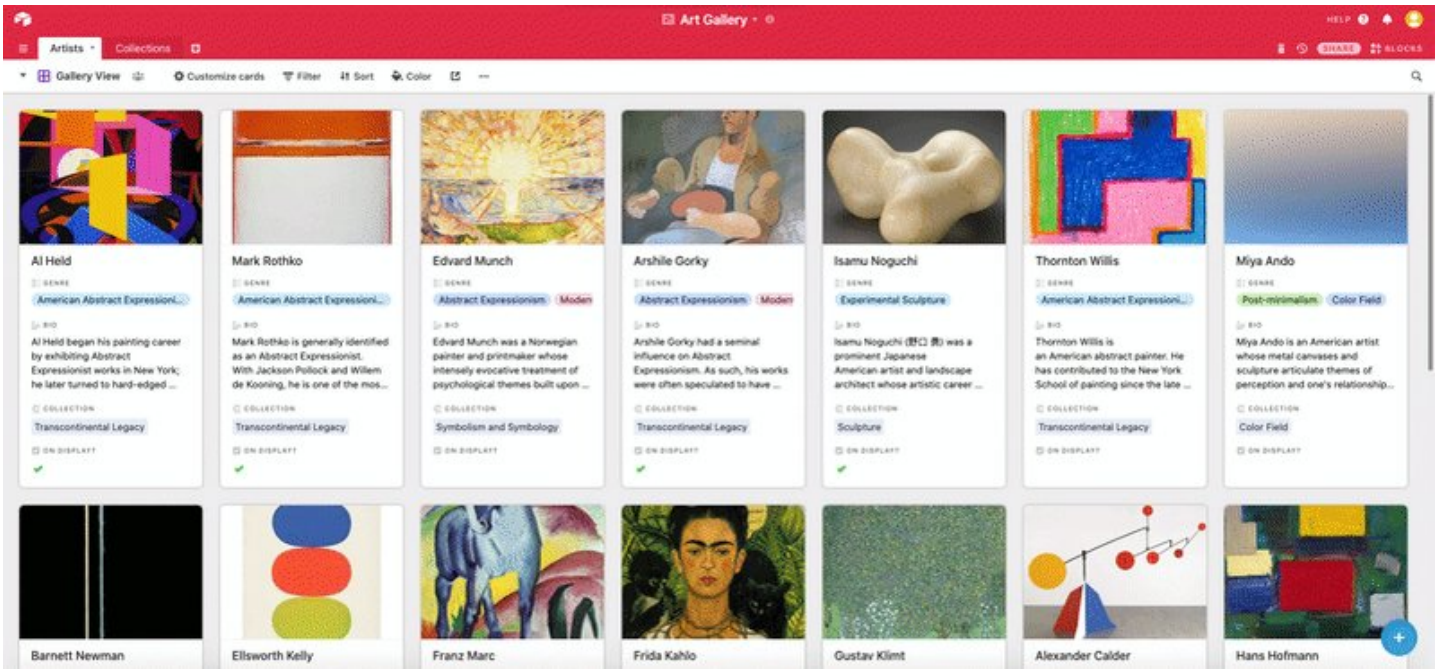
D) Alternatives
- @carrd
- @webflow (covered later)



2/ Database storage and information websites

A) Tool: @airtable

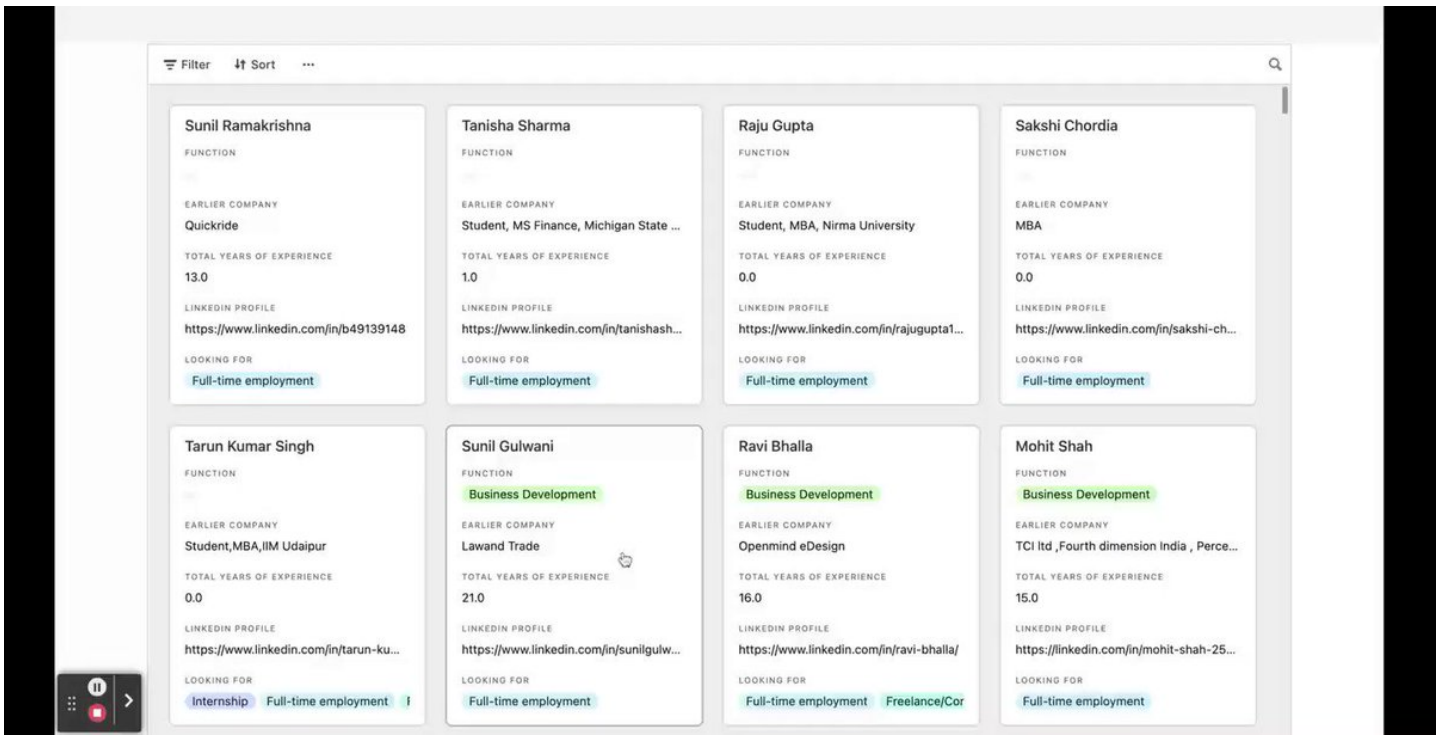
B) Use cases
- Advanced and more UI-friendly excel
- Easily collect data using an intuitive form
- Neatly present the data on your website in intuitive layouts



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

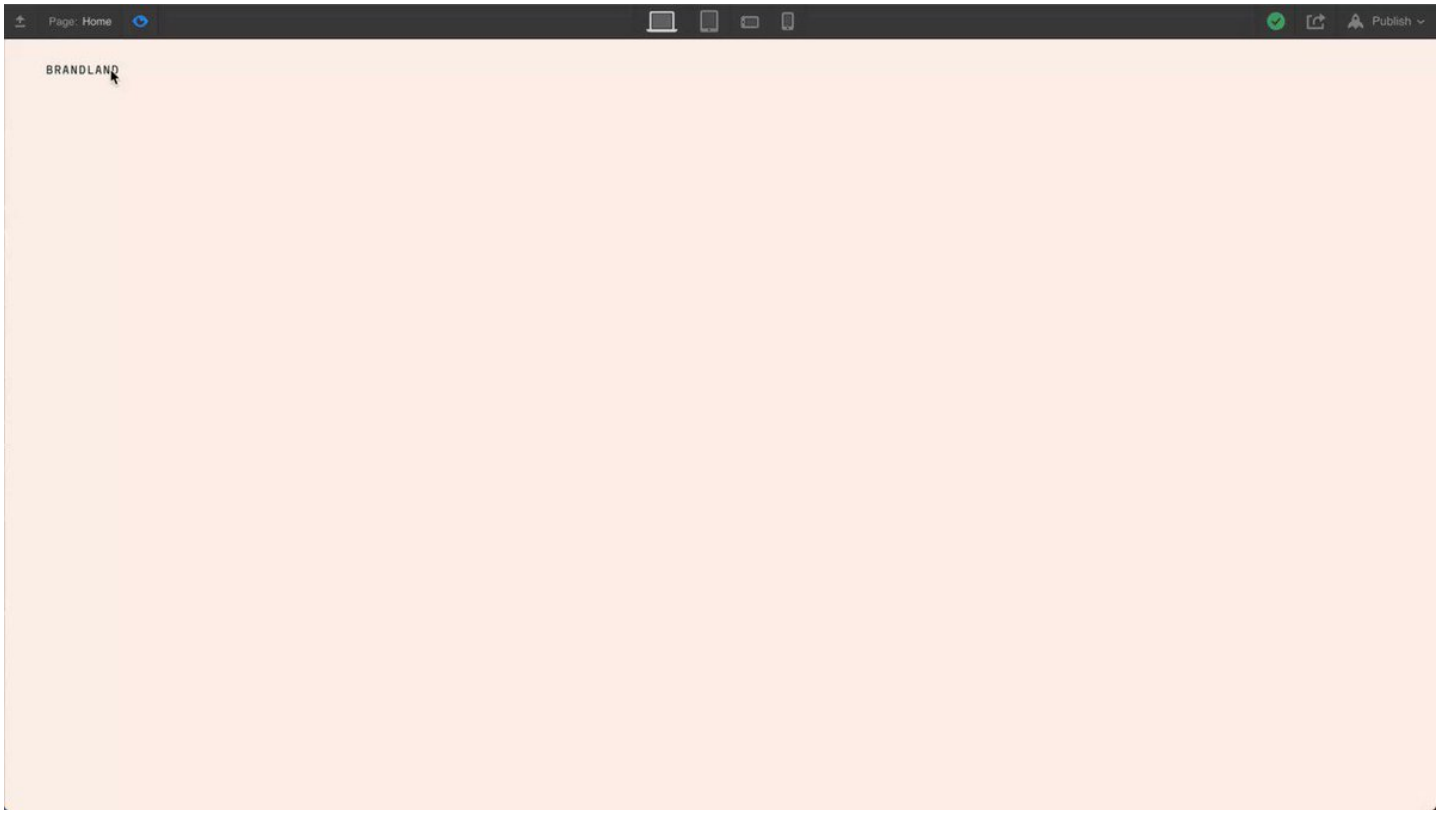
D) Alternatives
- Tools like Sheet2site, Table2site work well with Airtable to make quick websites



3/ Beautiful info & e-commerce websites

A) Tool: @webflow

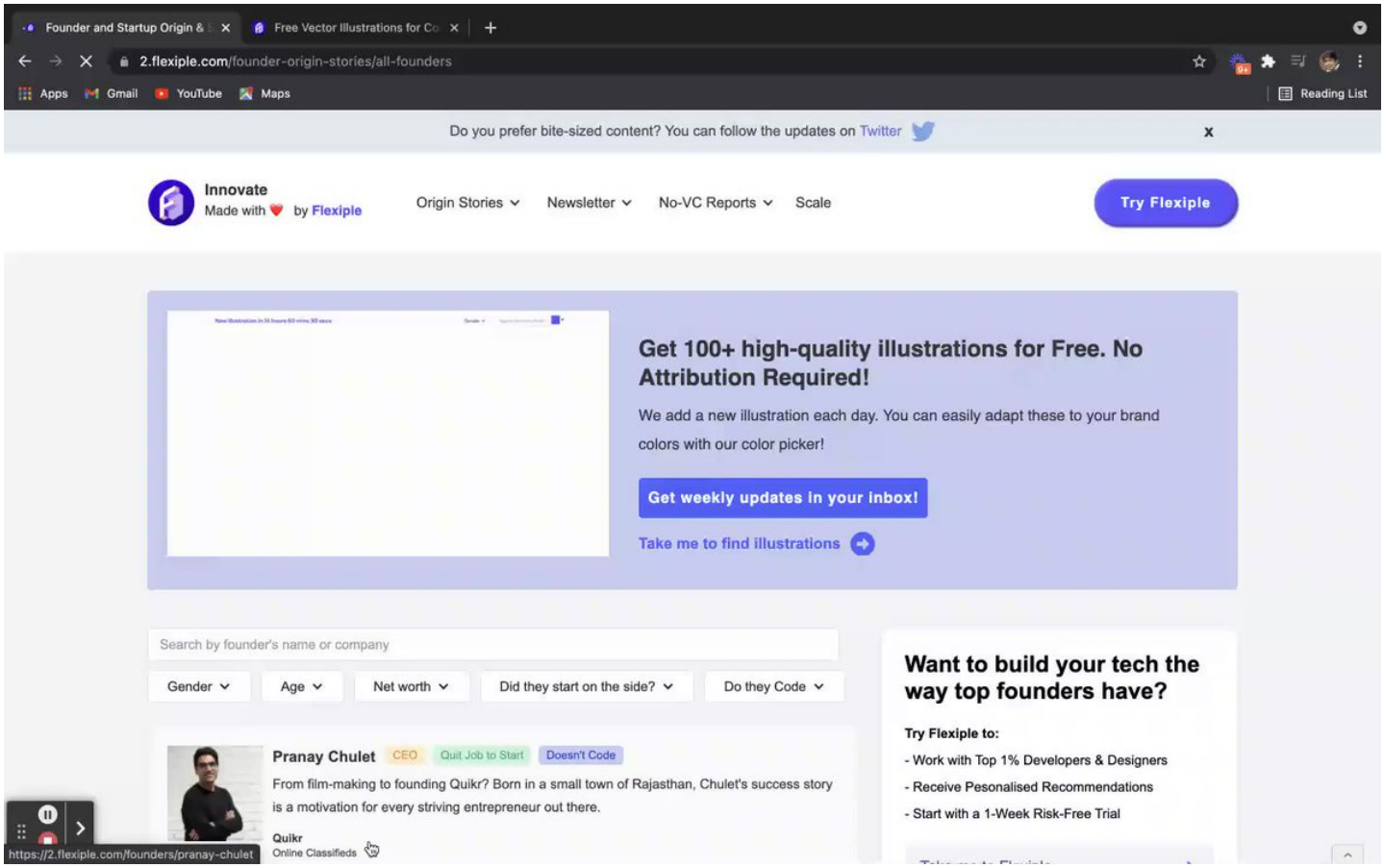
B) Use cases
- Build beautiful custom layouts without Code
- Leverage its "CMS" to make numerous automated pages
- Use particularly if you are a designer and want to implement custom design to pixel perfection



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)



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.

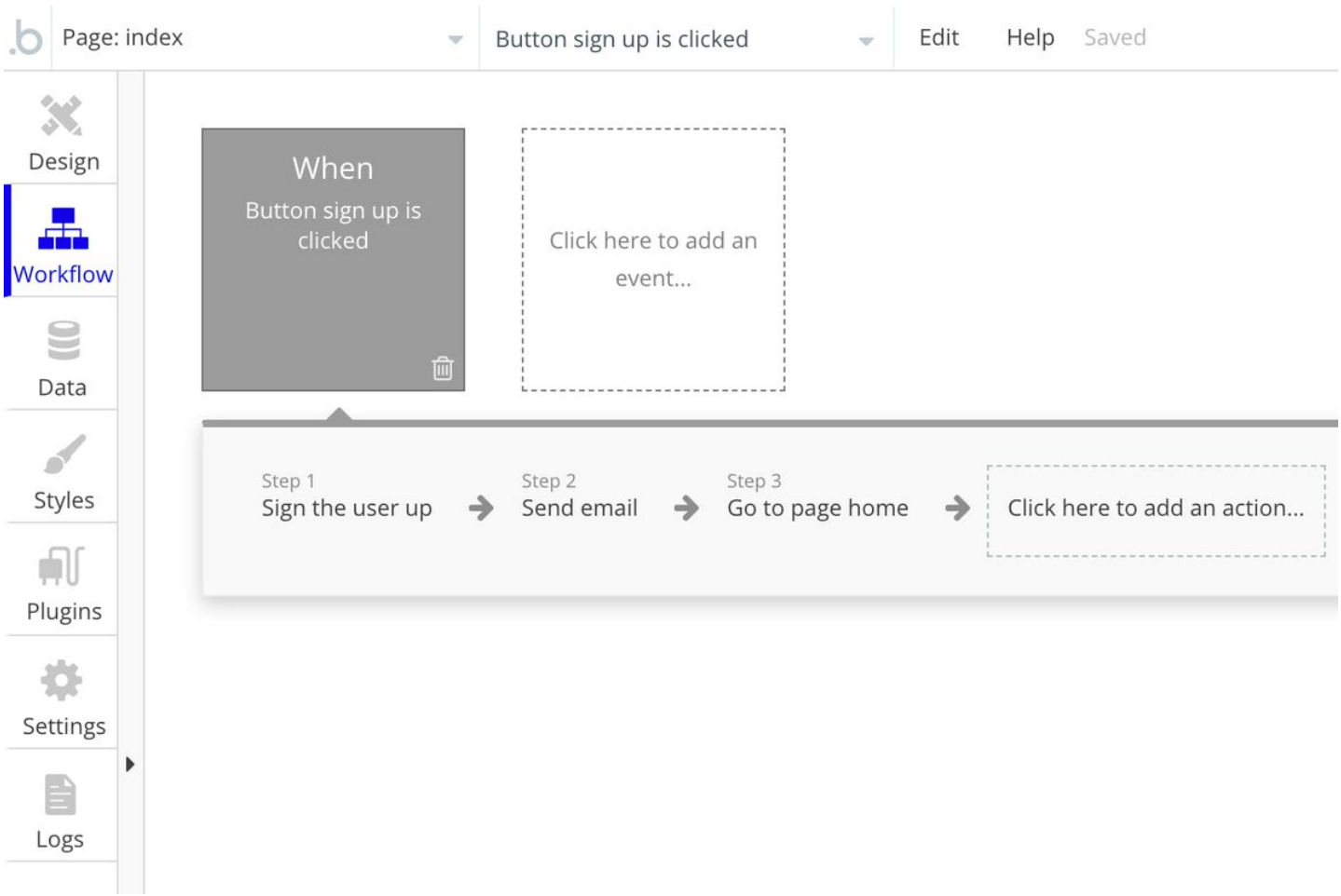
c. A simple collection list is implemented in Webflow to showcase the projects. pic.twitter.com/SAg1JQ32G9

— 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.)

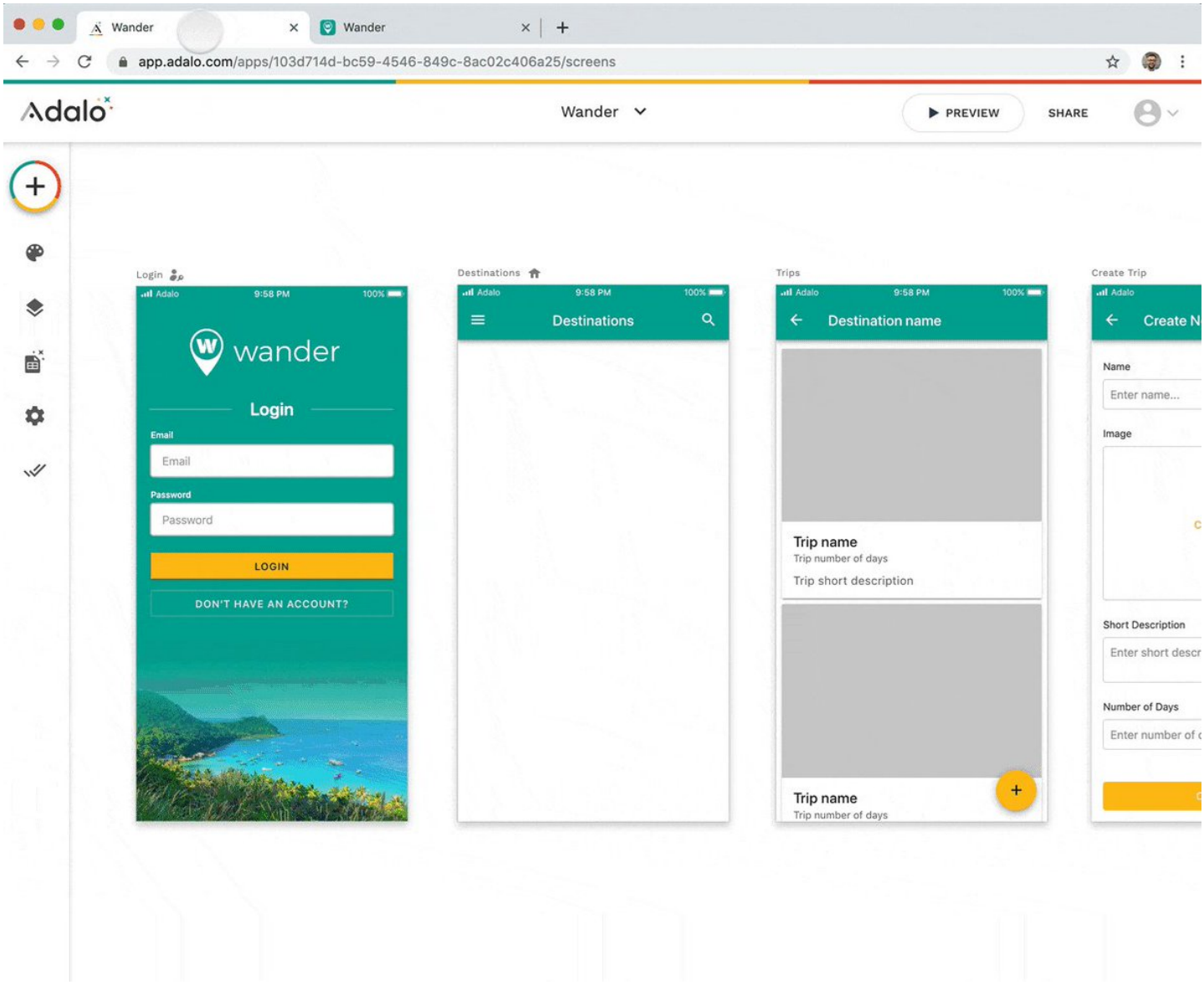
C) Example
- Our internal tool is entirely built on top of Bubble and saves ~160 human hours per month (has sensitive data, so can't share video)

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