Twitter Thread by Brainhub



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“Every time you write a new code, you should do so reluctantly, under duress, because you completely exhausted all your other options.” - Jeff Atwood @codinghorror

Hence the growing popularity of the no-code software.

A quick thread ■

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NO-CODE IS EATING THE WORLD

The concept isn't new (remember Microsoft FrontPage?) but the capabilities that the no-code and low-code tools offer today change the way individuals and businesses approach building digital products.

WHY IT'S INTERESTING? ■

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No-code tools let you build things without writing code. Websites, mobile apps, online stores – all that (and a lot more!) can be built without any prior coding experience.

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Even though the “no-code” label is often an oversell (many platforms are "just" low-code and still require some low programming effort), the capabilities offered are game-changing, especially at the first stages of product development.

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Key no-code platforms:

•@Shopify: e-commerce

•@canva: design
•@airtable: databases
•@webflow: web development
•@zapier: process automation
•@bubble: mobile app development

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LOOKING AHEAD

•Gartner states low-code platforms will be responsible for more than 65 percent of all app dev activity by 2024
•Forrester expects the low-code market to represent $21bn in spending by 2022
•No-code market will be valued at $46bn by 2023 ($8bn in 2018)

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From a development perspective, low-code software should be seen as the next big thing after frameworks and APIs. A productivity hack that allows us to do more with less.

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From a business perspective, no-code tools allow business owners to put more effort into what really drives results: business strategy, market traction, community-building, sales and marketing.

The product itself is no longer a roadblock. Or an excuse.

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For a deeper analysis of the no-code movement, definitely read this great piece from @alexandre_dewez and @thibault_brnrd:

https://t.co/0DYI1MLmeF

And for more tech updates and news, join our weekly newsletter:
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