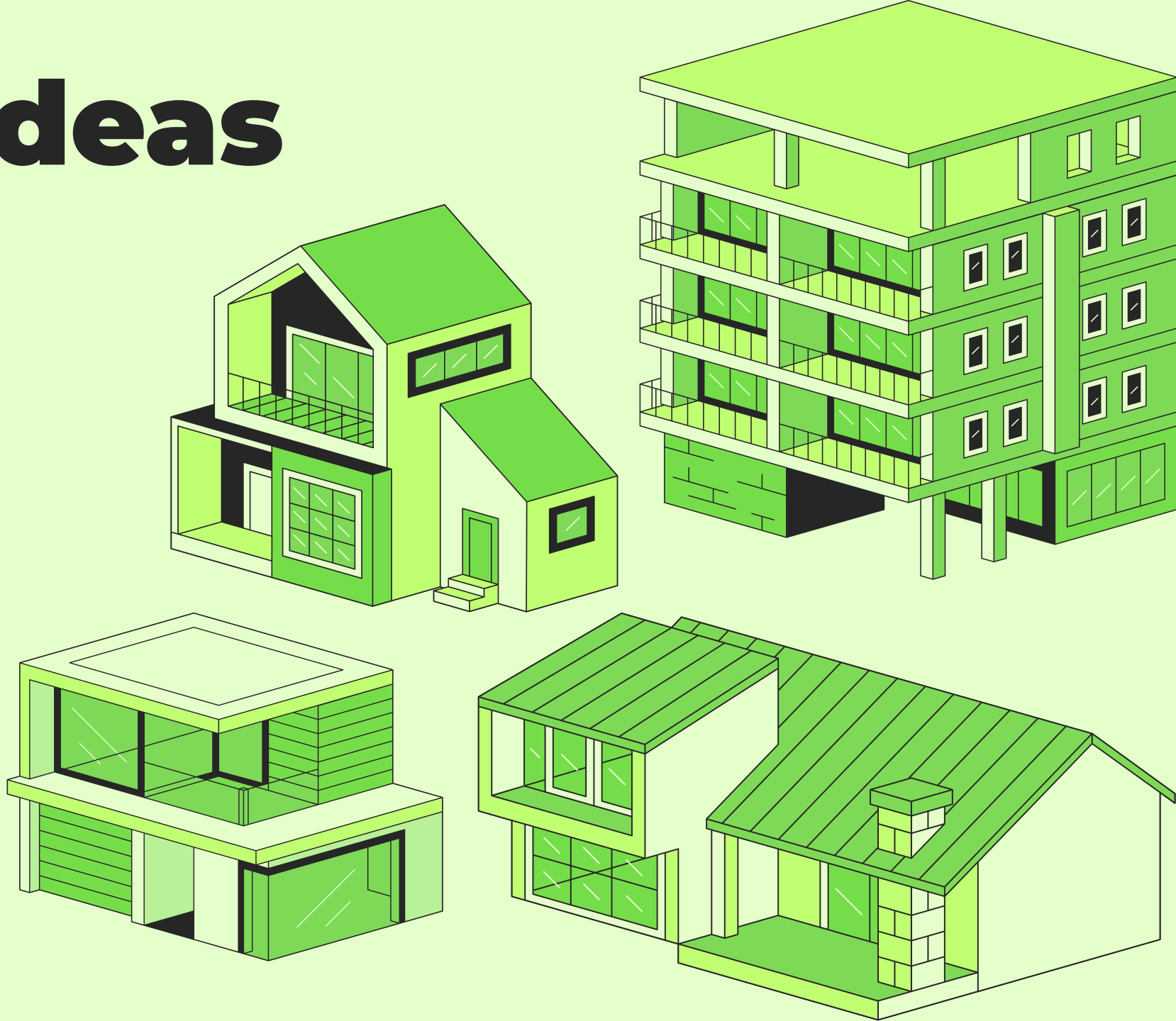


Turning Ideas Into Reality

howla



Who are we?



Edd Turtle, Lead Software Engineer @ Hoowla

When is 'Good Enough' – Enough?



Use Case Specific

Medical App or
Financial Banking
Application

vs.

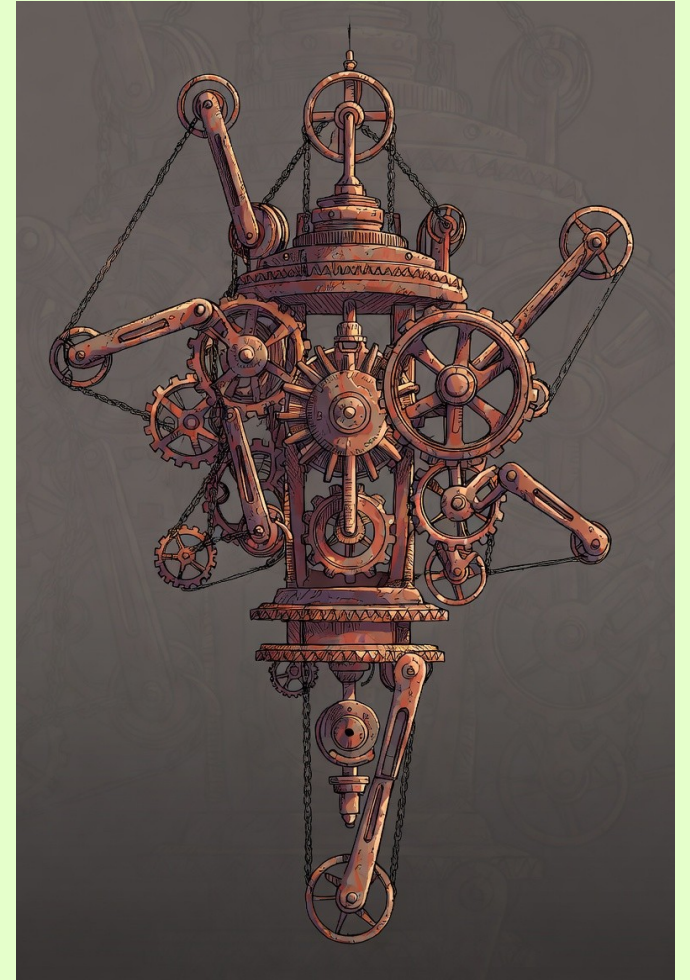
Weekend Side-Project

Reactivity Time

Web app vs.
Embedded Device

Push to Deploy

Or Engineer on-site?



Who's Code For?



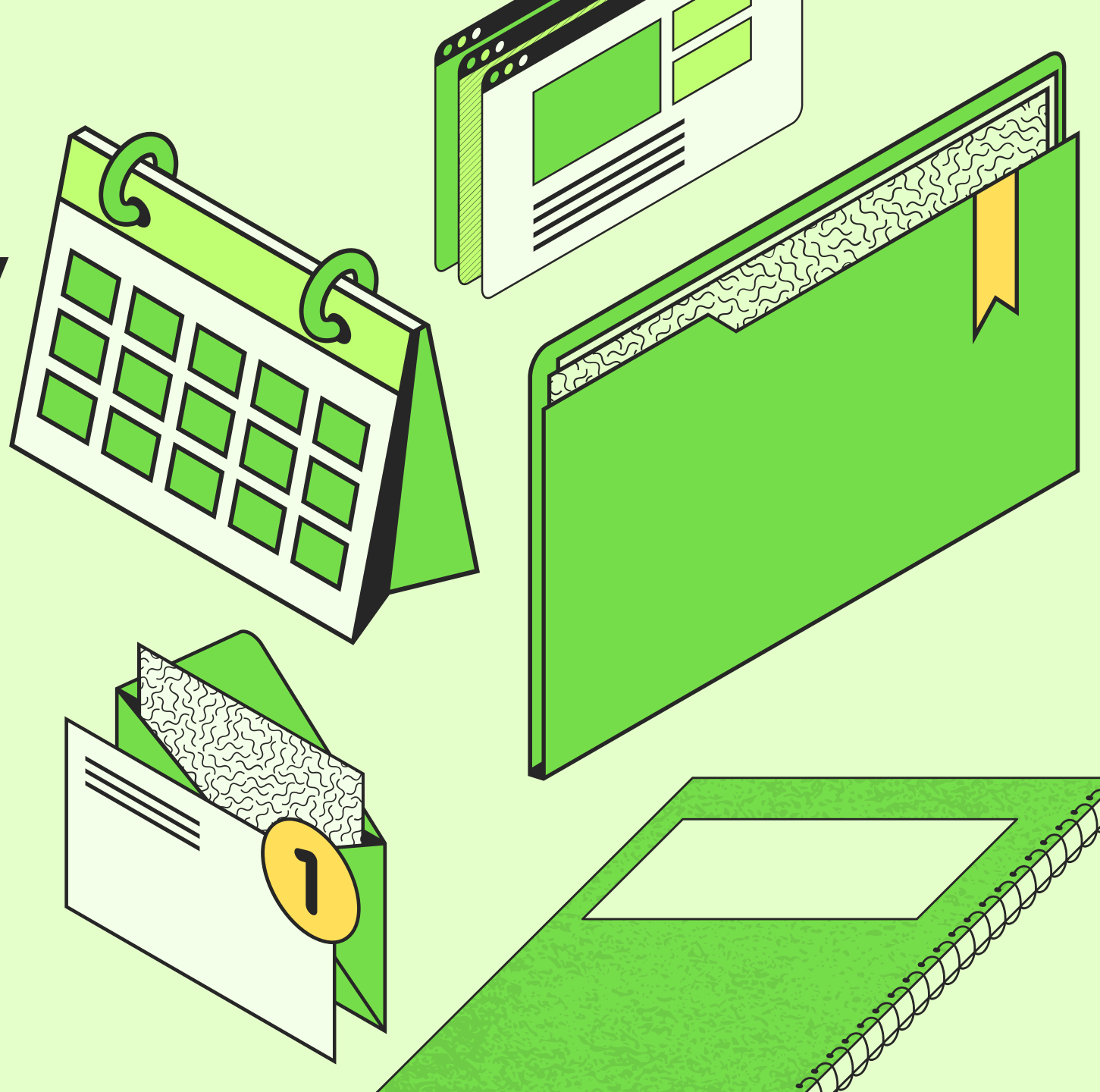
```
package main

import "fmt"

func main() {
    fmt.Println("hello ~~world~~ TSD!")
}
```

Choosing Technology

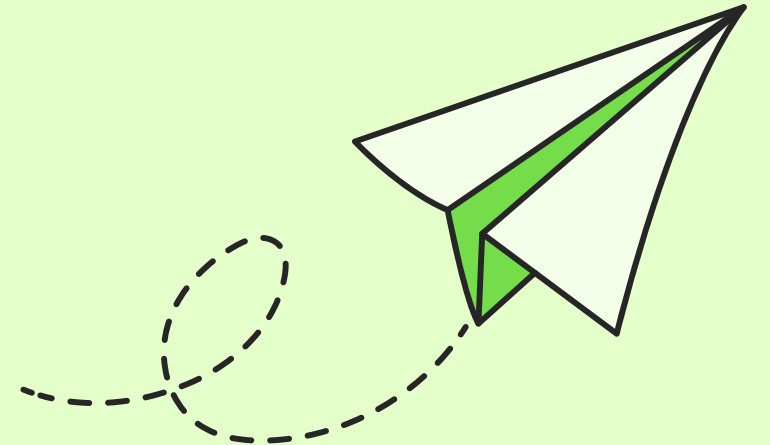
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Boring Can Be Good



- Relational Databases vs. NoSQL vs. NewSQL
- Back-end Language
- Front-end JS Frameworks



Top Languages



 TIOBE the software quality company 						
Mar 2026	Mar 2025	Change	Programming Language		Ratings	Change
1	1			Python	21.25%	-2.59%
2	4	▲		C	11.55%	+2.02%
3	2	▼		C++	8.18%	-2.90%
4	3	▼		Java	7.99%	-2.37%
5	5			C#	6.36%	+1.49%
6	6			JavaScript	3.45%	-0.01%

Prototyping

howla

~~41%~~ ~~100%~~ 35–45%

...of Code is Now AI-Generated

 CURSOR

Stitch BETA

 Google Antigravity

 Junie

Google AI Studio

 Claude

Typical Web App

Front-end

Runs on client's device

Back-end

Runs on your server

I. Codebase

One codebase tracked in revision control, many deploys

II. Dependencies

Explicitly declare and isolate dependencies

III. Config

Store config in the environment

IV. Backing services

Treat backing services as attached resources

V. Build, release, run

Strictly separate build and run stages

VI. Processes

Execute the app as one or more stateless processes

VII. Port binding

Export services via port binding

VIII. Concurrency

Scale out via the process model

IX. Disposability

Maximize robustness with fast startup and graceful shutdown

X. Dev/prod parity

Keep development, staging, and production as similar as possible

XI. Logs

Treat logs as event streams

XII. Admin processes

Run admin/management tasks as one-off processes



Infrastructure



Azure



- Doesn't need full AWS/Azure Infrastructure – but want the ability to grow.



GitHub Docs



Working as a Team



- Pair Programming
- Code Reviews
- Automate Tasks

Examples:

Security Checks, Code Style, Static-Analysis, Deploy, Documentation Generation



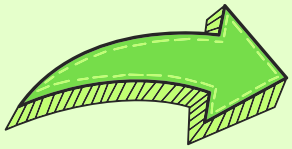
Support



“Local” Software Groups

<https://phpsw.uk/>

<https://gophers.london/>



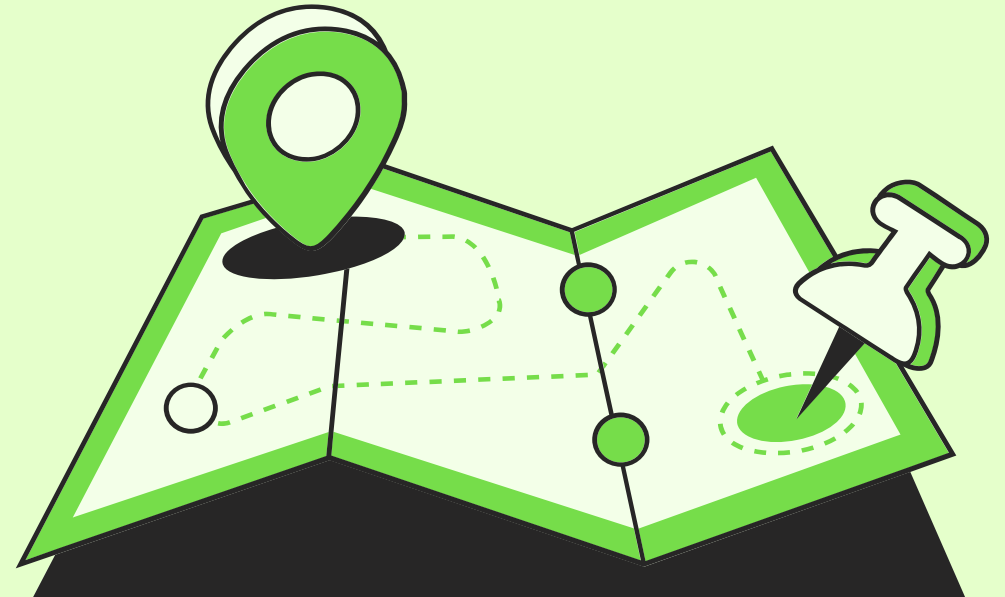
Online



Discord



r/webdev



Final Question



```
result = 0
for x in [3,3,5]:
    if x > 3:
        result = result - x
    else:
        result = result + x
```

What is **result**?

1	0
-11	-10

Final Question



what's the result of:

```
result = 0
for x in [3,3,5]:
    if x >= 3:
        result = result - x
    else:
        result = result + x
```

Let's go through it step by step.

</> Python



▶ Run

✓ Final result

</> Python



▶ Run

```
result == -11
```



This Element

```
element :: {
  ✓ font-size: 0px;
  ✓ opacity: 0;
  ✓ user-select: text;
}
```