

Sufyaan's Website

sufyaan.me/p

Prioritize Performance

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Category: Software

In various software teams, inexperienced developers prefer to add features in the current moment and plan to optimize for performance later. They forget to do so in *many* cases. This is a horrible habit that needs to be stopped.

These are the reasons this may happen:

1. Companies prefer new features over speed
2. Companies pay their employees on the basis of the amount of lines of code
3. Employees find it easier to write low-quality code that just works

Why?

By not optimizing for performance, **you are not respecting your users**. Over the years, the required specifications and hardware for each piece of software has been going up. This leads to old devices being obsolete quickly and provides a bad experience for users on low-end hardware.

A widespread counter to this argument is that most people upgrade their hardware regularly. **They don't**. Look at your acquaintances and you will find a few people who use their devices for as long as you can. [A survey says that 39% of people don't upgrade their smartphones before 4 years of ownership](#). That is a whole lot of people to give a bad software experience.

Another reason to prioritize performance is because it's simpler to make swift software when it's in its early stages. By following good conventions and proper practices, it becomes trivial to make software run fast.

Lastly, fast software allows people to use their devices longer. Your software will be indirectly making a positive impact to the climate.

Conclusion

Software teams should take the initiative to make sure their software performs fast from the get-go. This is because of user respect, simplicity and the climate.