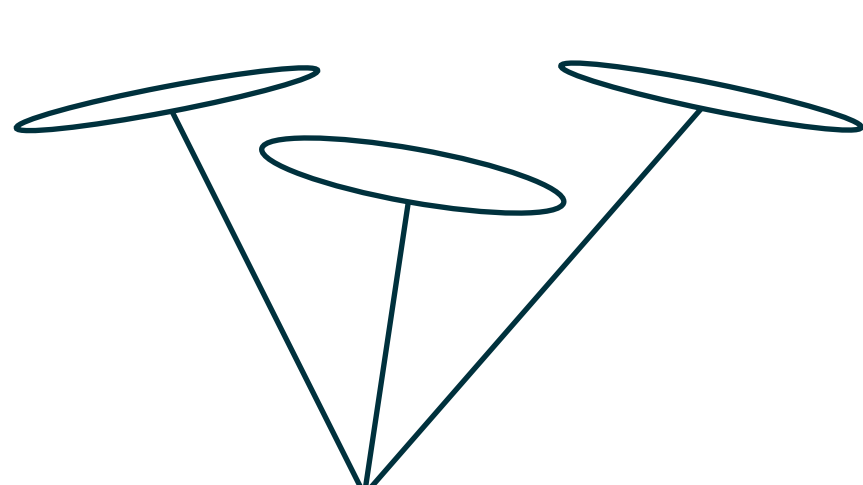
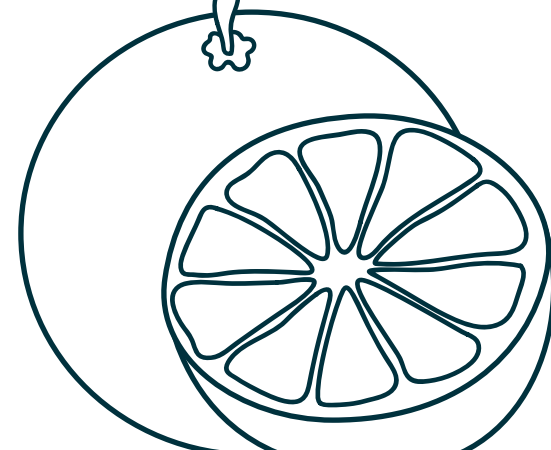


So you want to build an assessment product?

Focusing on digital assessment, this infographic offers a fresh perspective on the classic build vs buy decision.

Feeling the squeeze

From the explosive growth in learning startups to reduction in post-pandemic funding, there has never been greater pressure to deliver software on time and still be profitable.

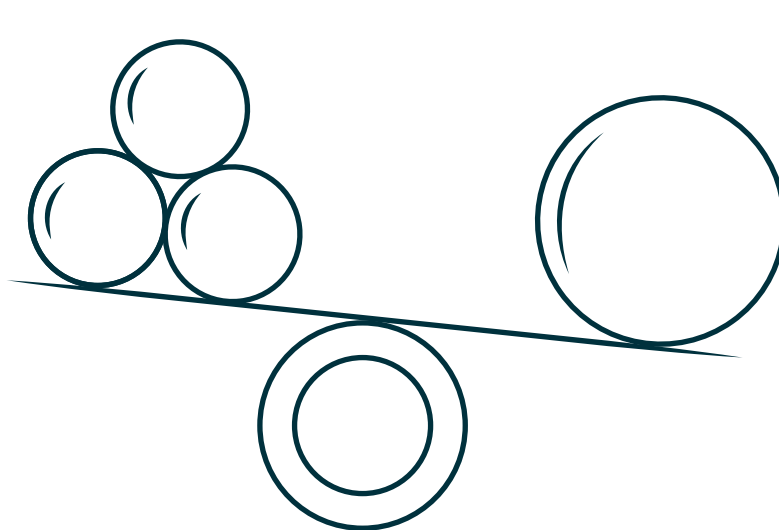


Capacity impacts capability

Developers spend >50% of capacity supporting existing product functionality. With such limited dev capacity, resources need to flow to where the return is greatest.

Finding the right balance

How do you sustainably fund core products and also invest in the next big thing? The long-term growth of edtechs requires the capability to do both, efficiently and effectively, but getting the balance right is extremely difficult.



Build vs Buy

When it comes to what goes into your software product, every decision is strategic.

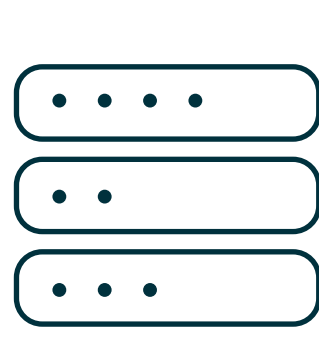
Things to consider

Here are just some of the high-priority things you need to factor into any build vs buy analysis.



Maintenance

Development is the start, but consistent investment is required to maintain a good assessment experience and avoid tech debt.



Optimization

To optimize assessment storage, performance, and per-user delivery costs, scale and focus are required in cloud processes, skillsets, and automation.



Estimated effort

The effort required to deliver on non-functional requirements like performance, reliability, security, accessibility, and usability is significant yet easily underestimated.



Qualitative factors

Certain intangibles, such as functional fit, trust, and domain-specific proficiency, go beyond cost in delivering a world-class product.

Buy

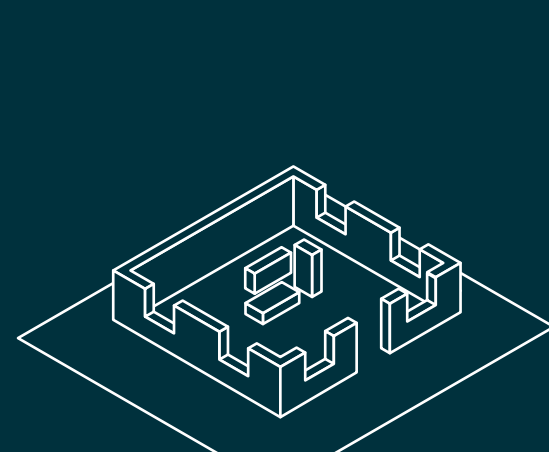
Build



Using Learnosity

- 50+ question types
- Rich media & interactivities
- Extensive authoring UX
- Mobile responsiveness
- Accessible compliance (508 & WCAG)
- Robustly tested software
- Data security & IP protection

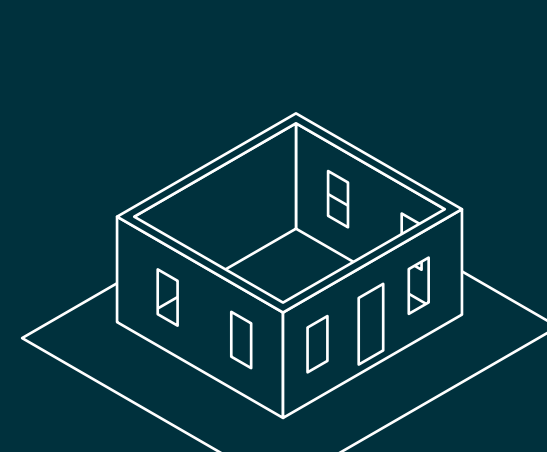
3 people months



Proof of concept

- 3-5 basic question types
- No media or interactivities
- Limited authoring UX
- Partial mobile responsiveness
- No accessibility compliance
- Manual testing

6 people months



Basic release

- 3-5 basic question types
- Some media or interactivities
- Basic authoring UX
- Mobile responsiveness
- Partial accessibility
- Manual testing

24 people months

Estimated time to deliver (and that's just the start)

Return, not burn

Building an application puts you firmly in charge of which features you can add and when, but that comes with cycles of testing, documentation, training, support, and technical debt.

The right third-party software supports velocity and value, offering fully developed capabilities—better features, faster time to market, with less execution risk, while liberating resources to focus on the differentiators.

For a detailed breakdown of build vs buy costs, download the whitepaper

[Download](#)

