

# Give customers control over their software



## zApp provides the tools needed by your customers

As software developers, we need to listen to our customers. We collect feedback, organize customer focus groups, perform usability testing, and create customer surveys. But how many software packages provide a built-in mechanism allowing customers to modify the software to work exactly the way they need it to?

Your customers *do* want to customize your software, if there were only an easy way to do so. Imagine Microsoft Excel™ without the macro programming language. Not every user writes macros in Excel, but there is generally one advanced user in every office that customizes spreadsheets and creates macros for their specific application and shares them with their coworkers. But creating a modern user interface using Excel macros is difficult.

One of the reasons most software cannot be easily customized is that the development tools programmers are using do not provide an architecture or framework for customization.

### Customers are capable of programming

More and more customers are learning web programming to handle their own needs. Community colleges are teaching courses in web site development, and in programming in PHP, JavaScript, or Visual Basic script. Customers are becoming more computer literate and some of your customers have now been using computers since they were children.

Many developers dismiss the idea of allowing end-users to customize their application thinking that the customer is not capable of such complex programming. However, like web development, customers can and will program if you give them programming tools they can understand. Currently, most modern programming languages used by developers are far too complex for the average customer, with obscure syntax or advanced concepts such as classes and objects. Object-oriented programming is wonderful for programmers, but not for end-users.

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Zugg Software has developed zApp, a system that can be used to create applications easily customized by end-users. Your customers need tools that are familiar, easy to use and understand. But these tools also need to provide the power necessary to accomplish what the customer needs. zApp provides all of this and covers all of the basic requirements needed for end-user development tools.

### • Familiar Programming Languages

zApp uses any scripting language supported by Windows such as Visual Basic Script, JavaScript, PERL, Python, and PHP. These languages can be freely mixed within an application or within plugins written for your application by your customers.