Stop doing it by hand

When a custom tool makes sense for a small business, and when it doesn't

Many small businesses run on paper forms, spreadsheets and copy and paste. That works, until it doesn't. A custom web app is a simple tool your customers or your team use in the browser, built around the way you already work.

Signs a task is worth a tool

- You type the same information into two or more places.
- Customers call or email to ask “where's my order?” or “when are you coming?”
- A spreadsheet has grown so big that only one person understands it.
- Mistakes happen because something was copied wrong or forgotten.
- A job that should take minutes takes hours every week.

Examples that often pay off

- Booking and intake forms that collect everything you need up front.
- Job or order status pages customers can check themselves.
- Customer portals for documents, invoices and approvals.
- Inventory and photo catalogs that the whole team can update.
- Simple dashboards that pull your numbers into one place.

When to wait

- An existing app already does the job well and at a fair price. Use it.
- The process changes every month. Settle it on paper first.
- Only one person does the task, rarely, and it doesn't cause mistakes.

Before you talk to anyone, write down

1. The task, step by step, as it happens today.
2. Who does it, and how often.
3. What goes wrong, and what it costs you when it does.

4 What “done” would look like: what you'd stop doing.

That one page is the most useful thing you can bring to a conversation about a custom tool, with us or anyone else.

What a good small tool looks like

- It does one job well, instead of trying to run the whole business.
- It works on a phone as well as a computer.
- Your data stays yours, and you can export it.
- You can see a working preview early and change it before it's finished.

Want to talk it through?

Free 20-minute call: is a custom tool worth it for you? Bring your one page and we'll tell you honestly. No obligation.

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