Class Activity:

You are the senior software engineer at a startup company developing an exciting new mobile app that will allow salespeople to generate and email sales quotes and customer invoices from their smartphones.

Your company's sales force has led a major corporation to believe your product will be available next week. Unfortunately, at this point the software still contains quite a few bugs. The leader of the testing group has reported that all of the known bugs appear to be minor, but it will take another month of testing for his team to be confident the product contains no catastrophic errors.

Because of the fierce competition in the mobile app industry, it is critical that your company be "first to market. To the best of your knowledge, a well-established company will release a similar product in a few weeks. If its product appears first, your start-up company will probably go out of business.

Questions:

a) Should you recommend release of the product next week?

b) Analyze your answers above using both act utilitarianism and rule utilitarianism – does your act do any greater good; does your act follow a set of moral rules that promise greater good?