EECS 394
SOFTWARE DEVELOPMENT

Chris Riesbeck

Starting Your Project
FROM IDEA TO VISION

- An idea by itself is not enough
- You need the big picture
- Your idea is the "what"
  - You need to know the "why" and the "who"
INCEPTION DECK
What are your top goals?
What are your top goals?
What is your product vision?
What are your top goals?
What is your product vision?
What are your top fears?
Who has to be kept in the loop?
INCEPTION DECK

Who has to be kept in the loop?
What will the solution look like?
Who has to be kept in the loop?

What will the solution look like?

You pick your architecture when you pick your team so you’d better make sure everyone is on board with your solution before you begin.

The Agile Samurai
You definitely can't implement all of your vision at once

You almost certainly will never implement all of it ever... or maybe even any of it

- Ries on lean startups (especially 9:01)

Where do you start?
Minimum Viable Product

In order of importance, an MVP must be:

- a product -- something users can use
- viable -- something users would choose over what's already available
- minimal -- no more than what you need to learn if you are on the right track
How Minimal?

- What you leave out is as important as what you put in.
- Ries on MVP (especially 1:10)
- Getting Real: The One-Point Vision (p. 38)
- Me: The One-Button App
The One-Button App

- iPhone flashlight app
- I'm OK app
- Twitter
- join.me
- Sartorial app
WHERE TO START

- Step through a typical scenario where someone uses your app.
WHERE TO START

- Step through a typical scenario where someone uses your app.
- When does the fun happen?
WHERE TO START

- Step through a typical scenario where someone uses your app.
- When does the fun happen?
- Implement that first.
WHERE TO START

- Step through a typical scenario where someone uses your app.
- When does the fun happen?
- Implement that first.
- If it needs videos, job posts, messages, ..., manually put in some real examples.
WHERE TO START

- Step through a typical scenario where someone uses your app.
- When does the fun happen?
- Implement that first.
  - If it needs videos, job posts, messages, ..., manually put in some real examples.
- Do the candy bar first, not the wrapper
WHERE TO START

- Step through a typical scenario where someone uses your app.
- When does the fun happen?
- Implement that first.
  - If it needs videos, job posts, messages, ..., manually put in some real examples.
- Do the candy bar first, not the wrapper
  - Save log in, posting, configuring, for later.
RESOURCES

- **Getting Real** by 37Signals
  - 3 key points: less is more, less is more, less is more
  - Some of my favorite pages: 38, 48, 51
- "Agile Project Inception" (Chapters 3 - 5) of **The Agile Samurai**
- Eric Ries
  - MVP blog post (ignore video)
  - 4 minute Ries video on MVP
  - 15-minute Ries video on lean startups