

The Modern Approach



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Who am I?

Boris Nadion

19 years of experience in software engineering
actively participated in more than 20 web projects
since 2005

founder of **Astrails**

software

cost of change

predictive development

large spec, 2 years to implement, release, done

define a problem

find a solution

define a product

implement

release

done!

problem: known
solution: known



software updates?

dynamic environment

problem: unknown
solution: unknown

adaptive development

small feature set, release, iterate until perfection

define a problem

find a solution

define a product

get feedbacks

Four Steps to the Epiphany

by Steve Gary Blank

customer development

I. customer discovery

product solves a problem for in identifiable group of users

2. customer validation

market is wide enough to build a viable business

3. company creation

business is scalable through a repeatable sales

4. company building

operations support company scale

1 & 2

MVP

minimum viable product

test technological and/or
market risk

perform a research

build a prototype

get feedbacks

prepare MVP

initial release

real fun begins

real feedbacks from
real users

gestimation

no immediate feedback



ABSOLUT
Country of Sweden
VODKA

*This superb vodka
was distilled from grain grown
in the rich fields of southern Sweden.
It has been produced at the famous
old distilleries near Åhus
in accordance with more than
400 years of Swedish tradition.
Vodka has been sold under the name
Absolut since 1879.*

40% ALC./VOL. (80 PROOF) 1 LITER

IMPORTED

PRODUCED AND BOTTLED IN ÅHUS, SWEDEN
BY THE ABSOLUT COMPANY
A DIVISION OF V&S VIN&SPIRIT AB



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VODKA

OF DENMARK

PREMIUM DISTILLED
100% GRAIN NEUTRAL SPIRIT
DISTILLERS SINCE 1846



BY APPOINTMENT TO THE ROYAL DANISH COURT
DANISH DISTILLERS
1411 COPENHAGEN DENMARK

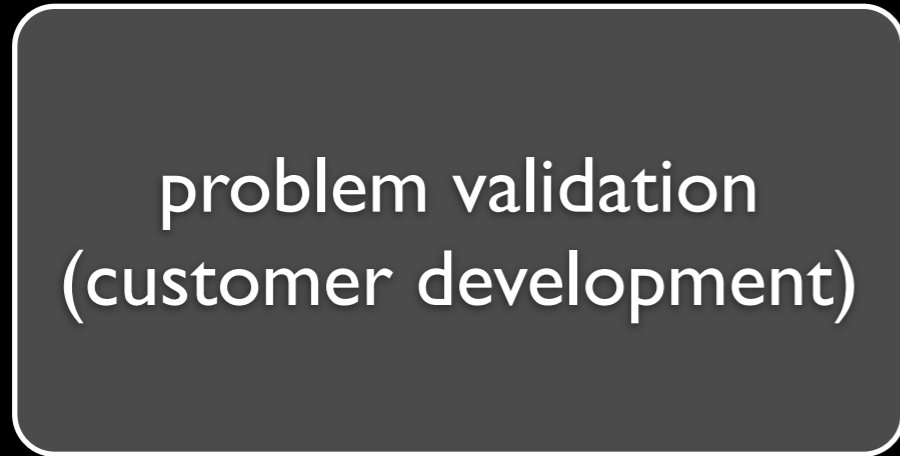
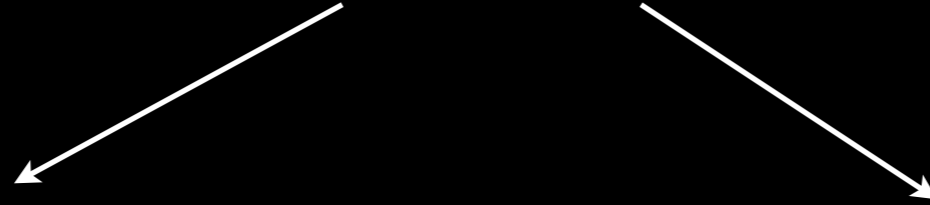
40% vol

100 cl

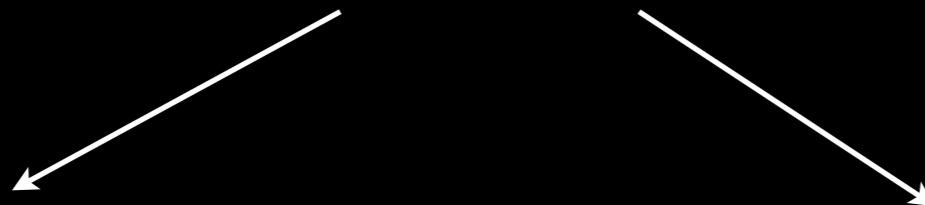
IMPORTED

no real feedbacks
until no real users

feedback



feedback



iterate until perfection

agile, scrum, xp

whatever!

MVP functional specification

1 - 2 pages document

I . changeable

2. abstraction

* application should support
password restore functionality

functional specification
is not a real thing

Table with multiple columns of data, including numbers and text, possibly representing a list or index. The text is rotated 90 degrees counter-clockwise.

what's real?

UI is real

UI and usability

legacy flow

- programming
- visual design

legacy flow

- programming
- visual design
- usability testing
- visual design updates

legacy flow

- programming
- visual design
- usability testing
- user design updates

Wronng

start with UI design

wireframe everything, and visual design for key pages

what platform to choose

go opensource

unless you have a proven .NET team

- PHP

- something small, not easy to maintain, less skilled R&D

- **Ruby on Rails / Python-Django**

- easy to maintain, rapid development, less code, less pain, more skilled R&D

- Erlang

- real-time delivery, distributed systems

- Java

- no, but thanks


build for today

scalability

it's a process


scalability problems are good
it means you're growing fast
enough

security

 **Has your credit card number been **STOLEN** on the Internet?**

/

card number expires



focus on **main business**

outsource everything not related

everything is online

emails, documents, code repositories, project
management tools, bug tracking solutions

hosting in the cloud

some links

- git for **source control** (github.com)
- EC2 for **servers** (aws.amazon.com/ec2)
- S3 for **storage/backup** (aws.amazon.com/s3)
- pivotal for **planning** (pivotaltracker.com)
- google docs for **collaboration**

faster, better, cheaper

faster to market, answer needs better, lower budgets

some numbers

software

with **low cost** of change

adaptive development rules

Thanks



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