

# The Modern Approach



Michael Mazyar

[astrails.com](http://astrails.com)

[blog.astrails.com](http://blog.astrails.com)

2 approaches to  
develop a **product**

predictive development

adaptive development

space travel anyone?

based on true stories

faster, better, cheaper

extreme? agile? scrum?

whatever!

major steps

define a problem

find solution

get feedback

make a research

build a prototype

get feedback

minimal solution

launch

real fun begins

get feedback

yes, again

digest feedback and  
release

iterate until perfection

those were major steps

let's get technical

web applications

# functional specifications

really short, 1-2 pages

it's changeable

you never end up with what was planned

# abstraction

people may understand it differently

functional specifications

is not a real thing

what's "real"?

UI design is real

UI design and usability  
are **most important**

# legacy flow

- write a spec
- do programming
- create visual design
- implement visual design

# legacy flow

- write a spec
- do programming
- create visual design
- implement visual design
- perform usability testing
- update visual design

# legacy flow

- write a spec
- do programming
- create visual design
- implement visual design
- perform usability testing
- update visual design

workflows

start with UI design

platforms / frameworks

# go open source

innovation, productivity, bang for the buck

- 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

- Java

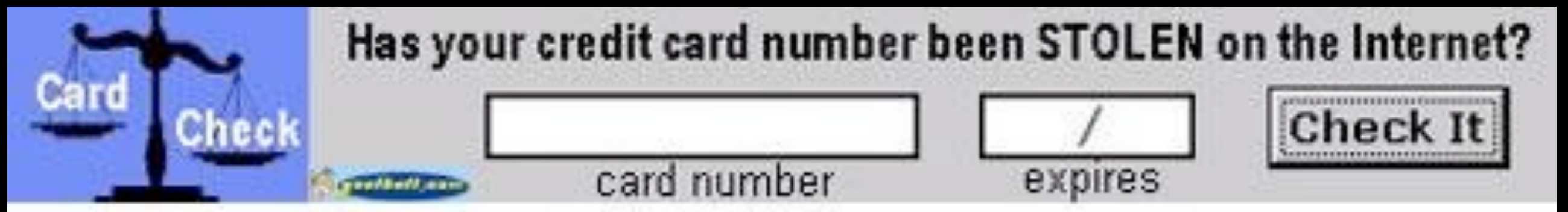
- no, but thanks

build for today

scalability

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

# security



Card Check

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

card number

expires

greatkoff.com

**focus** on your main  
business

everything is online

hosting in the cloud

managed hosting

some numbers

adaptive development  
rules

# Thanks



Michael Mazyar  
[astrails.com](http://astrails.com)  
[blog.astrails.com](http://blog.astrails.com)