

# 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



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*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  
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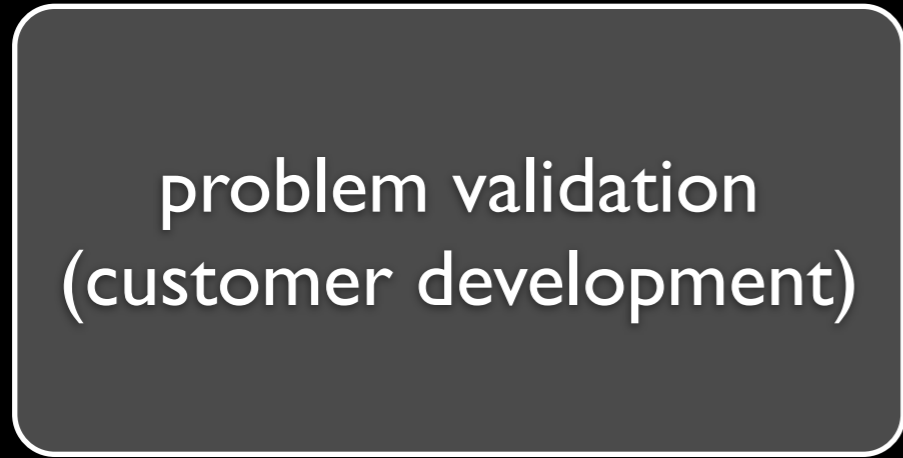
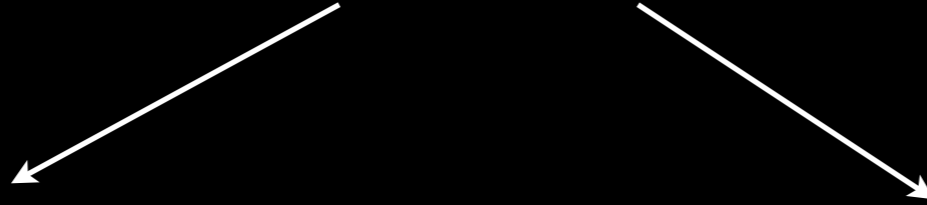
**40% vol**

**100 cl**

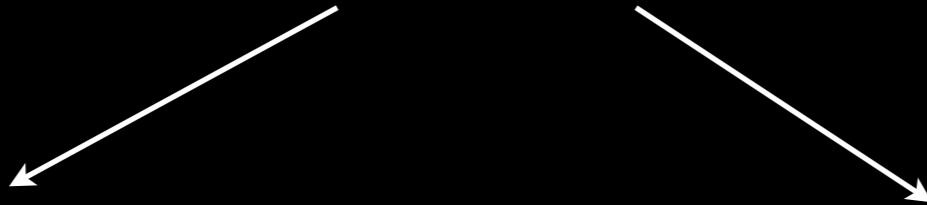
IMPORTED

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 schedule or list. 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](https://github.com))
- EC2 for **servers** ([aws.amazon.com/ec2](https://aws.amazon.com/ec2))
- S3 for **storage/backup** ([aws.amazon.com/s3](https://aws.amazon.com/s3))
- pivotal for **planning** ([pivotaltracker.com](https://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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