

# The Modern Approach



Michael Mazyar

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

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# Who am I?

Michael Mazyar

22 years of experience in software engineering  
working with Ruby on Rails since 2005

founder of **Astrails**



***astrails***

# The Modern Approach



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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

# MVP

minimum viable product

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 is 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

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- perform usability testing
- update visual design

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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

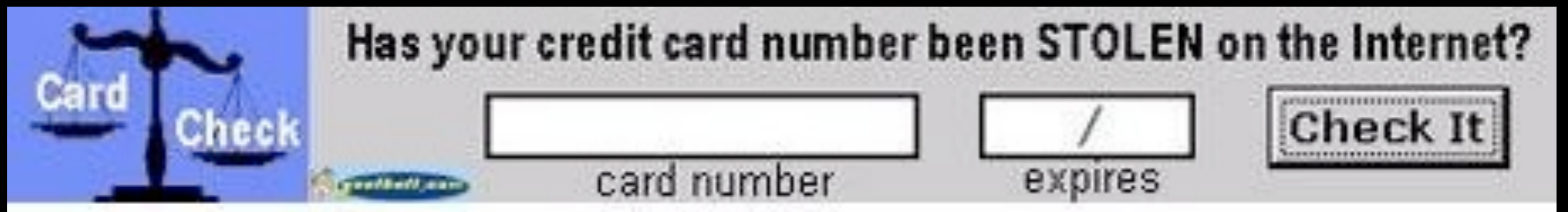
- no, but thanks

build for today

scalability

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

# security



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

**Card Check**

card number

expires

**Check It**

great800.com

source: <http://failblog.org>

**focus** on your main  
business

everything is online

hosting in the cloud



managed hosting

some numbers

# adaptive development rules

# Thanks



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