

Project & Planning Update

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Haute Ecole d'Ingénierie et de Gestion
du Canton de Vaud

Revised planning

Intro			Project 1					Project 2							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
15.09	22.09	29.09	6.10	13.10	27.10	3.11	10.11	17.11	24.11	1.12	8.12	15.12	5.01	12.01	19.01

Test 1

Test 2

Test 3
Demos

Submit Project 1
24.11.2014 08:00 AM

Submit Project 2
19.01.2015 08:00 AM



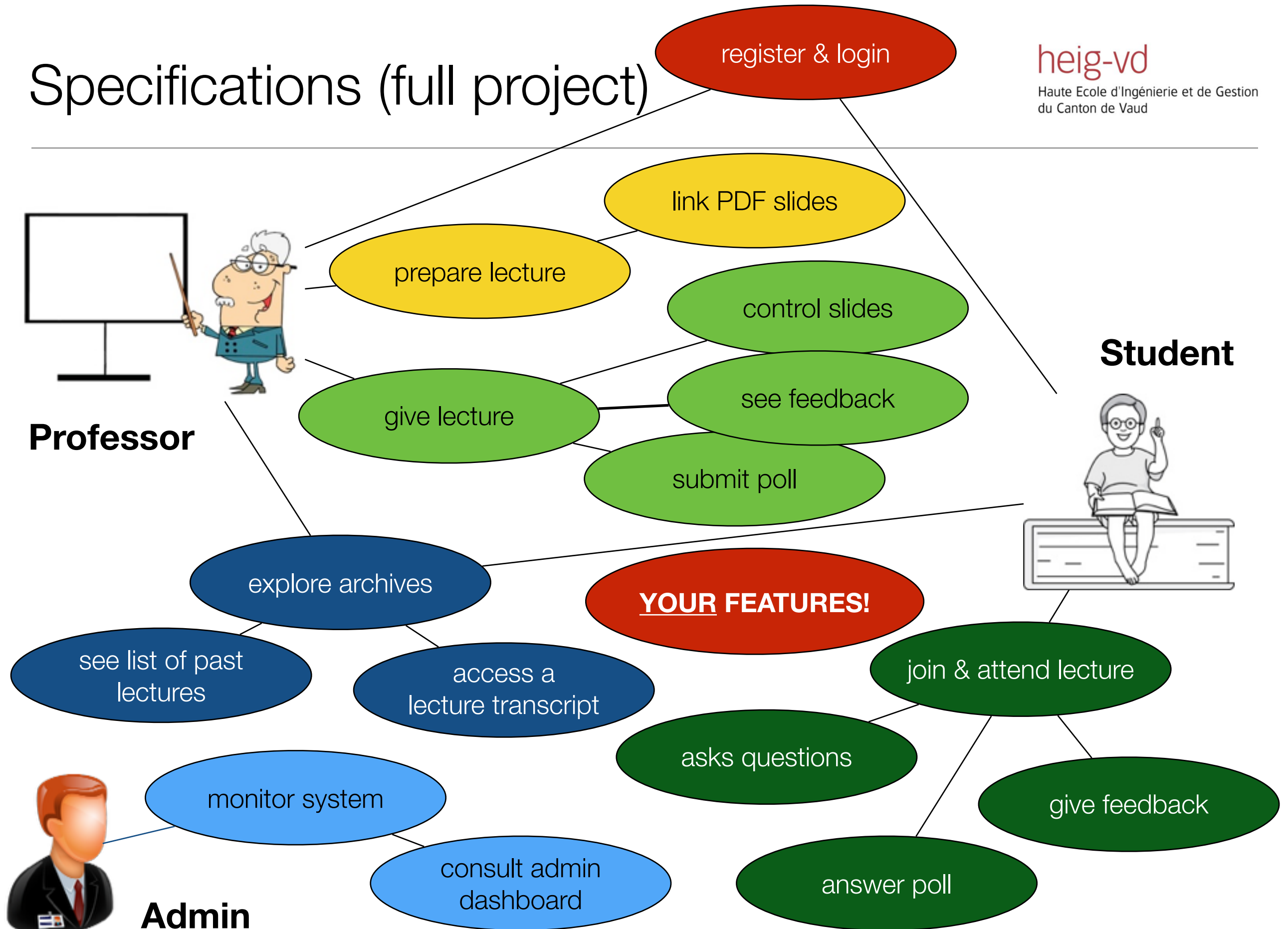
Project Phase 1 & Phase 2

- The objective of the first phase is to be able to make a convincing demonstration of the application concept.
 - The **first impression** (i.e. UI/UX, Github repo) is very important. Imagine that you are selling the idea to a pilot customer or an investor.
 - You do not need to have implemented all of the functionality (for instance, you may not need to archive chat messages in this phase). **You can (and you should) keep things simple, but do them extremely well (attention to details).**
- **The objective of the second phase is to have a software service that can really be used.**
 - You will need a **fully functional system**. You have to put yourself in the shoes of real users (professors, students and service administrators).
 - We expect you to come up with your own ideas, features and UI. **Be creative!**
 - You will need to create a **product presentation website**, which describes the functionality of your service (you want to attract customers!).

Specifications (full project)

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Task 1: define the scenario of your demo

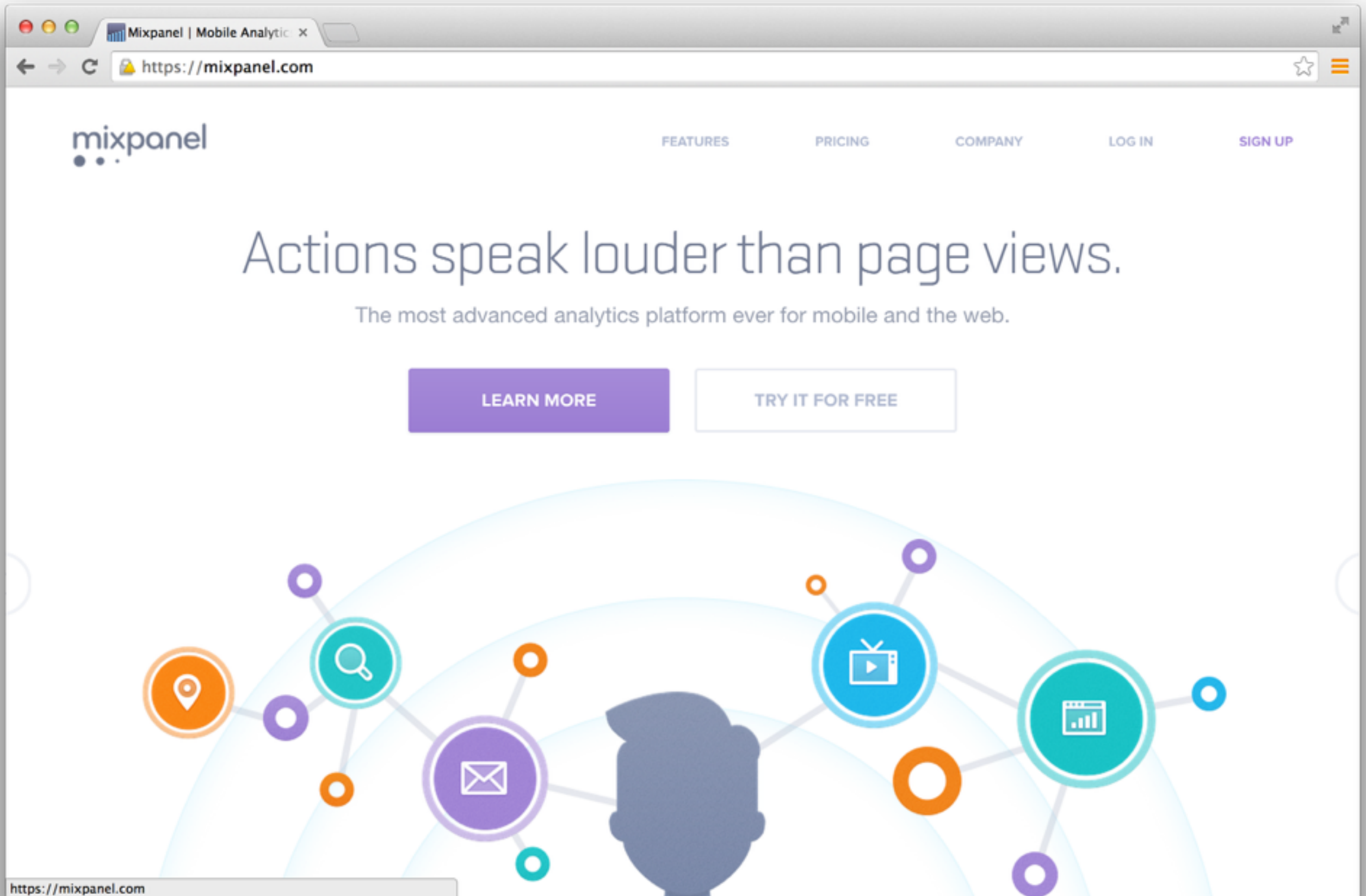
- Today, your project is most likely **not in a stable state**:
 - Some of the features are **not completely working**.
 - The **UI is not polished**, maybe **not very intuitive** (for instance, the navigation logic is not clear).
 - As a result, a user who would arrive on your site would either **not understand** what he can do, **how** he should use the service.
- The goal of the second phase of the project is to fix this and to improve the overall state of the application. You want to be able to send the home page link to a person, and that person should be able to use the service.
- It is better to have a simple and solid application, rather than a feature-rich but unusable application.

Task 1: define the scenario of your demo

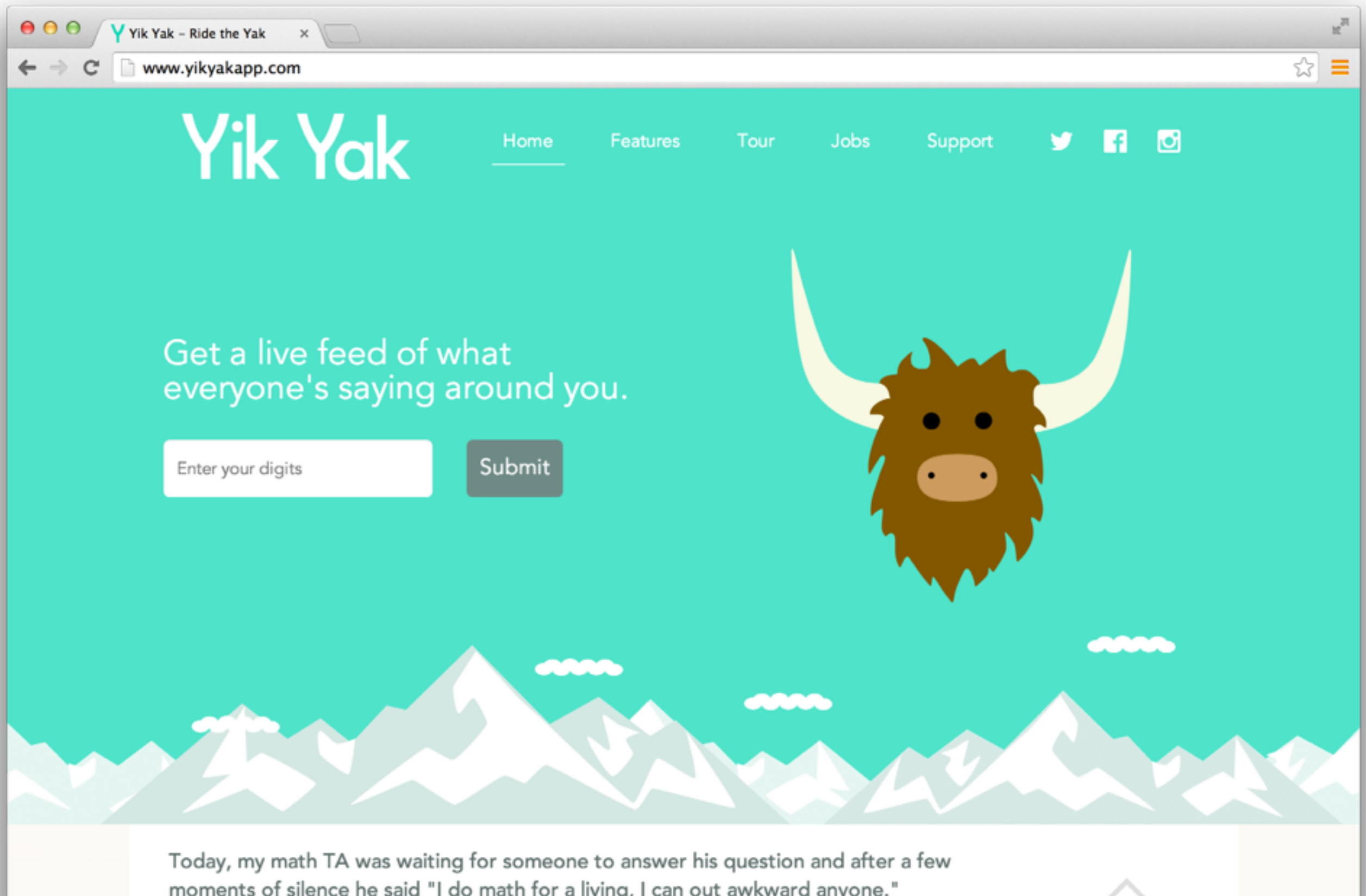
- What you should do as a first step is to **take a critical look** at your application.
- Make a list of what works, what does not work, what you think should be improved. This can mean that you could recommend to **transform** some of the features, to **add** new features, but also to **remove** some of the features.
- To help you define your action plan, you should **define the demo scenario** you want to use at the end of the project:
 - Writing this demo scenario will result in the definition of use cases (also called **user stories**). This becomes your “todo list” (**backlog**).
 - Make the difference between “**must have**” and “**nice to have**” features (steps in your demo scenario).

Task 2: create a companion web site

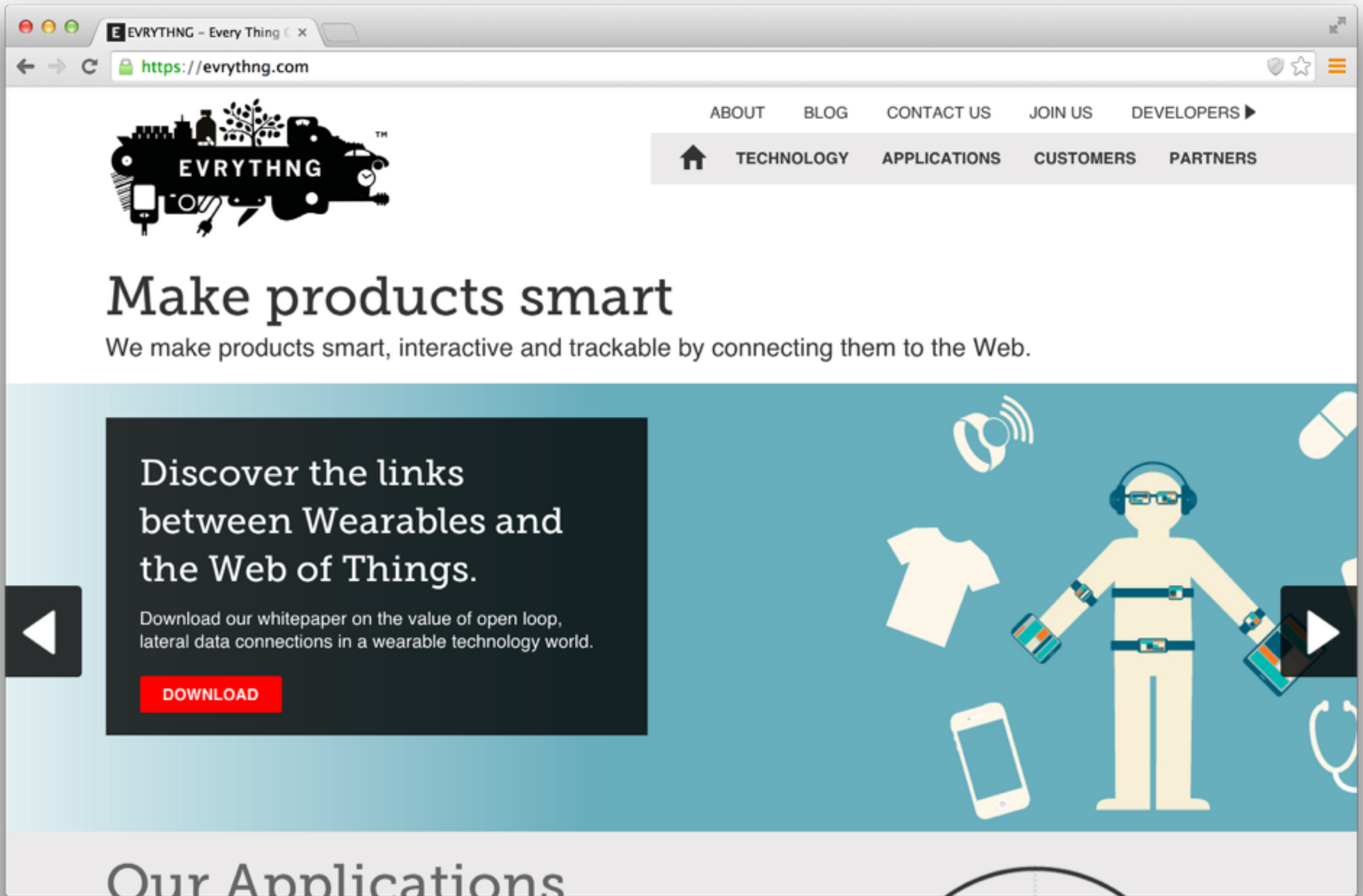
- Today, most of the **startups** create a **landing page** even before their product is ready.
- **More mature companies** also use landing pages to introduce and promote some of their **products** and **services**.
- The purpose of a landing page is to **succinctly describe a product** (the problem it solves, its features, its pricing model, the API it exposes, etc.).
- The goal is to **attract prospective users** and convince them that they should try your product. It is a key **marketing tool**.
- On most landing pages, some of the features are labeled as “**Coming soon**”. You should use that for your own project page.



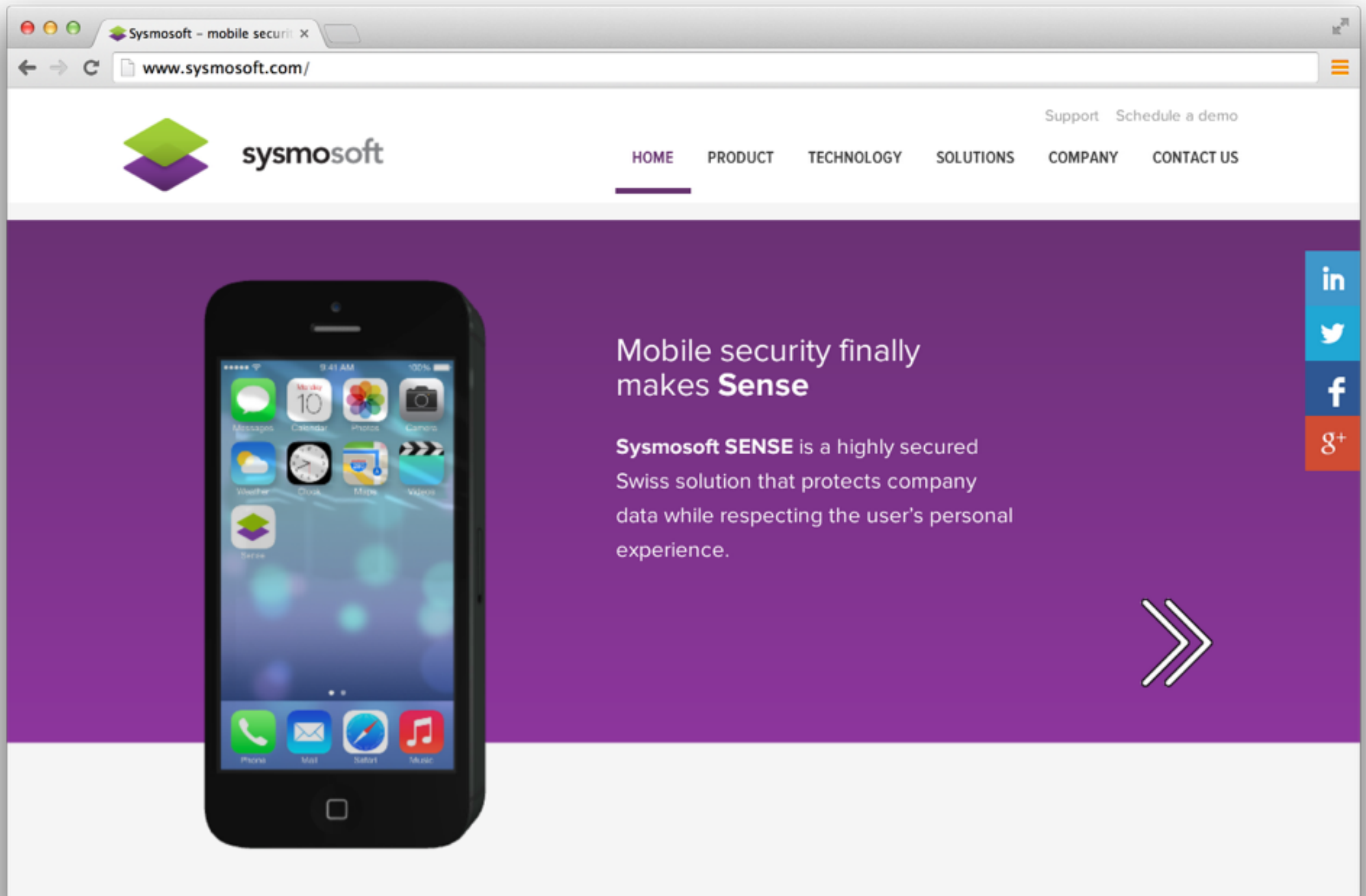
<https://mixpanel.com>



<http://www.yikyakapp.com/>



<https://evrythng.com/>



<http://www.sysmosoft.com/>

Task 2: create a companion web site

- One thing that you have to do for the project is to create a landing page that describes **your** service.
- Once again: the goal of the landing page is to attract the **attention** and the **curiosity** of the visitors. **Presentation matters a lot!**
 - You do not have to start from scratch (a blank HTML page). There are tons of **landing page templates** available (most are based on Bootstrap). <http://bit.ly/1z7Y60l>
 - Once your page is ready, you need to publish it somewhere:
 - It can be served by your **express.js** back-end application (it will therefore be part of your heroku app).
 - As an alternative, you can use **GitHub Pages** (<https://pages.github.com/>)

Task 3: continue the implementation

- If you have **technical issues**, please let us know as quickly as possible so that we can help you.
- On 15/12 and 05/01, we will have **two sessions on Angular.js**. What we will cover will not be required for the project, but the goal is to formally present what you have applied during the project.
- As previously explained, the **usability**, **quality** and **robustness** of your application is **more important** than the **scope** (number of features).
- Having said that, one area that we would be very happy to find in some of your projects is a page that provides **analytics** about the service. By that, we mean a page that shows **what happens** in the service (how are the people using it, what are the **events** that are happening, etc.).

Google Analytics - Dashboard



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Task 3: continue the implementation

- If you do that, then we recommend that you:
 - **Define the question** that you want to answer with a particular widget in your dashboard (“What is the number of registered users?”, “What are the 10 most popular lectures?”, “Who are the 5 people using the service most?”, etc.).
 - Decide for **a way to present the information** that gives an answer to your question (a pie chart, a small HTML table with a ranking, a line chart, etc.).
 - Find a way to **generate test data** (e.g. write a Node.js script that makes call to the REST API exposed in express.js).
 - Implement the **HTML/Javascript widget** that fetches the data and presents it in the format you have selected.
- Start with one question and iterate while you have more time.
- Note: there are **Bootstrap templates** for analytic dashboards too!