

An aerial night photograph of a city, likely London, featuring a large stadium (Wembley Stadium) in the foreground. The stadium is brightly lit, and its distinctive twin towers are visible. The surrounding city is illuminated by streetlights and building lights, creating a warm, golden glow. The sky is dark, and the overall atmosphere is one of a bustling urban environment at night.

# BUILDING ENTERPRISE APPS

TAPHIVE GMBH





# HOW WE WORK

SIMPLIFIED 😊


# WHY ENTERPRISE IS ZA BEST 😎

- Great chance to redefine software for the business world 🤩 + 📱 = 🍦
- Tons of ideas in new untapped markets 🌈🦄
- Solve new problems 💡
- Expand your knowledge and world view 🤔🌍

# WHY ENTERPRISE IS ZA BEST 😎

- “The best software starts from a personal need” is a startup myth 💩.
- Make friends outside our tech bubble 🎮👾😎🤖💻
- Push the human race forward. Software is just getting started 🚀💻

# WHY ENTERPRISE IS DIFFERENT



- Apps have to fit an existing flow.
- Learn a brand new job. 
- Sometimes users are none tech people.
- Stability matters. BIGLY.



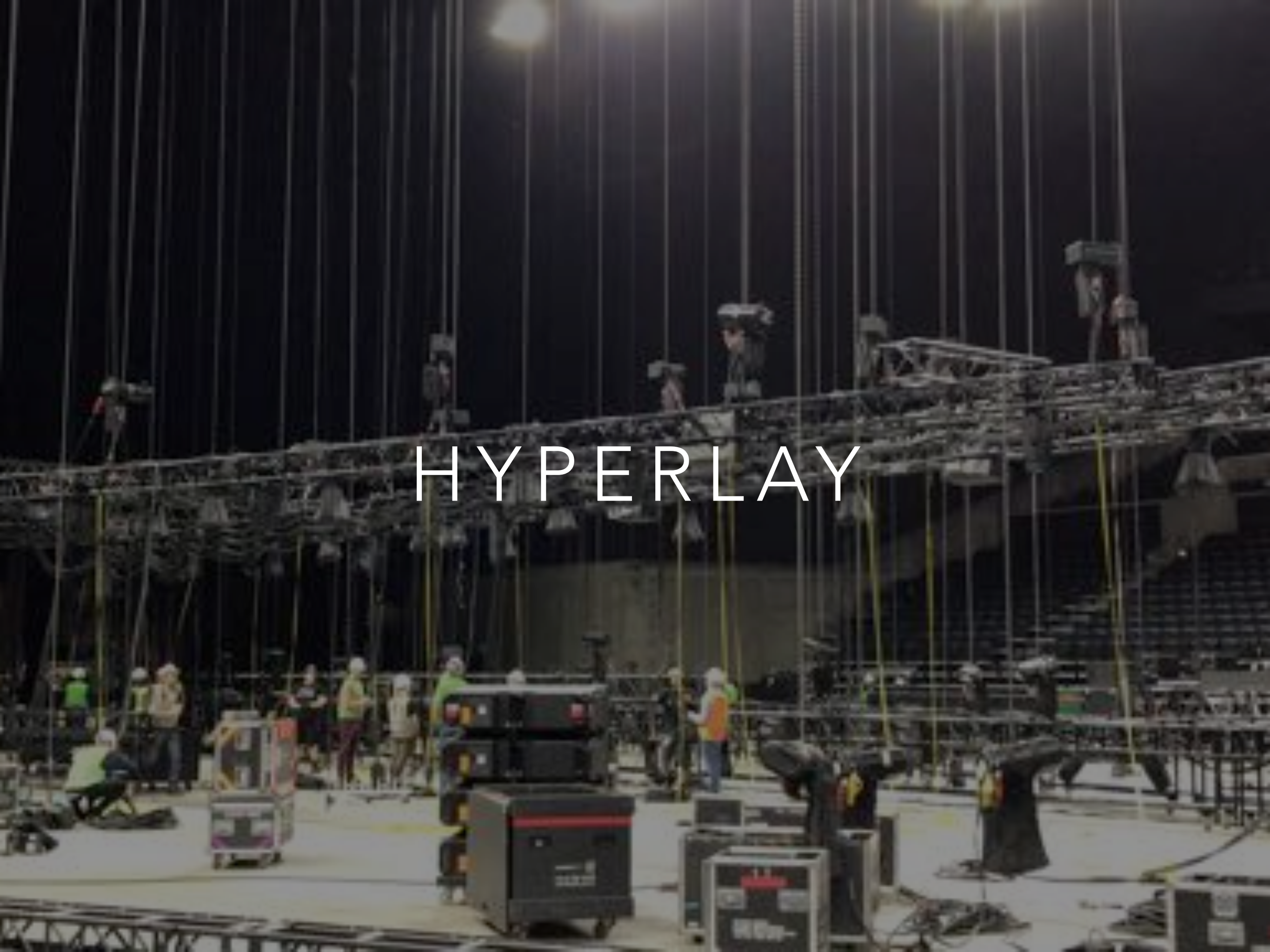
# WHY ENTERPRISE IS DIFFERENT

- An app you normally won't use.
- Amazing opportunity to step out of your tech bubble.
- Time = 💰
- Accessibility and UX is important 👴

# WHY ENTERPRISE IS DIFFERENT

- Bugs have massive consequences and impact.
- Reliability: You have to test the shit out of everything.
- Think of it as if you are building Xcode  

# HYPERLAY







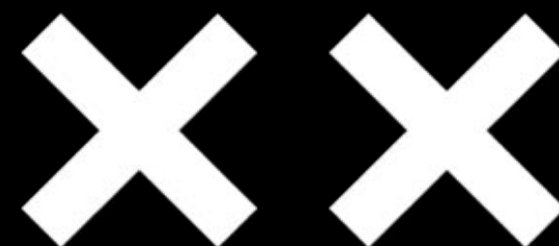
NICKELBACK



VOLBEAT

TheWeeknd

xMassive Attack<<



# HYPERLAY BETA

- Hyperlay was already used in 40+ Shows
- Saved more than 800+ hours of manual labour.
- 5 months of full time manual labour saved.
- 1 Year in development.
- "Soon" 😊 In the App Store.

LET'S GET TO WORK

REVISION		DATE	BY
1	INITIAL	DATE	BY
2	INITIAL	DATE	BY
3	INITIAL	DATE	BY
4	INITIAL	DATE	BY
5	INITIAL	DATE	BY
6	INITIAL	DATE	BY
7	INITIAL	DATE	BY
8	INITIAL	DATE	BY
9	INITIAL	DATE	BY
10	INITIAL	DATE	BY



A conceptual image featuring a glowing lightbulb. Inside the bulb, a human brain is visible, with its left hemisphere highlighted in red and yellow, and its right hemisphere in blue and green. The background is dark, with colorful rays of light emanating from the bulb, creating a sense of inspiration and innovation.

IDEA

# I D E A

- Feasibility
- How long?
- Expensive?
- Why?
- Cool? 😎

# FIELD TRIP

The image shows a large, modern indoor space, possibly a school gymnasium or a community center. The ceiling is dark with several bright, rectangular light fixtures. A wide staircase with a dark railing leads up to a second level. The floor is a light-colored, polished surface. Several people are visible: a person on the far left, a group of three people in the middle-left, a person standing in the center, a person on the right, and a person crouching in the bottom right corner. The overall atmosphere is bright and open.



# FIELD TRIP

- Take notes. About everything.
- Ask questions. Lots of it. (*Why*)
- Understand the work flow.
- Take pictures and videos.

# FIELD TRIP

- Do their job.
- Send your developers and designers as well.
- Annotate things on the spot.



Measuring distance between beams using lasers









**Bridle**

MOCK UP



# MOCKUP

- Give your client a paper and pen 
- Trust them 
- Can you draw it? 
- Show Me! 



# CLIENT MOCK UP

L1

Plot

Type

L3

L2

L1

X: 20.40 m

Y: 5.52 m

H: 16.77 m

Steels

	1-ton	2-ton	
0.5m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0 pcs.
1.0m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0 pcs.
1.5m	<input type="checkbox"/>	<input type="checkbox"/>	0 pcs.
2.0m	<input type="checkbox"/>	<input checked="" type="checkbox"/>	12 pcs.
3.0m	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25 pcs.
4.0m	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	50 pcs.
5.0m	<input type="checkbox"/>	<input type="checkbox"/>	0 pcs.
6.0m	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20 pcs.
10.0m	<input type="checkbox"/>	<input type="checkbox"/>	0 pcs.
4.75 t Shax			6 pcs.
Chain	4 " STAC		6 pcs.
	5' (1.5m) 15 Links		

Metric

Count 2-ton

Selection

Selection Metric

kg

1-ton max load

1000 kg

2-ton min load

750 kg

Number of 4.75t Shax in 2-ton Bridle

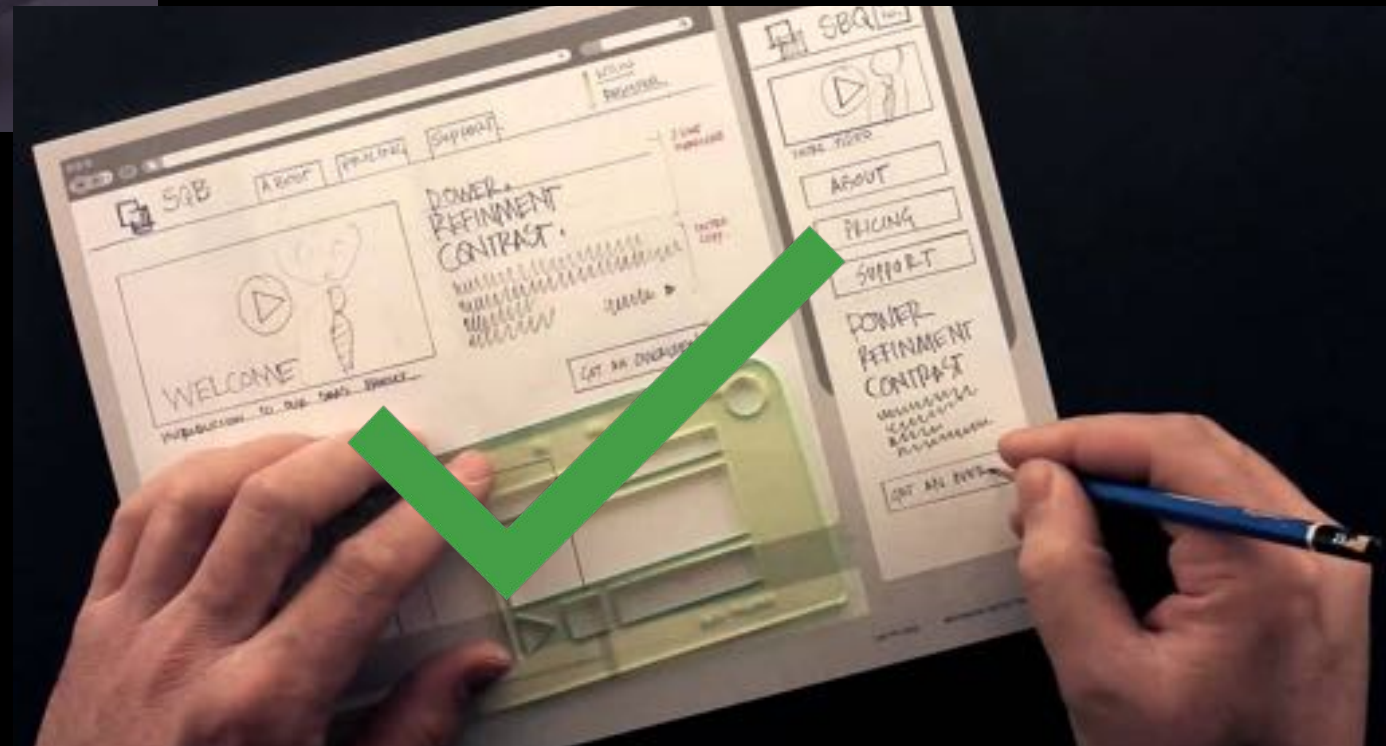
1 pcs.

Ring / Hook

☒

Recalculate All

# MOCK UP



×

## Steels

	1-ton	2-ton	
1'	<input checked="" type="checkbox"/>	<input type="checkbox"/>	12 pcs.
2'	<input type="checkbox"/>	<input type="checkbox"/>	0 pcs.
2'6"	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 pcs.
5'	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25 pcs.
10'	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	50 pcs.
20'	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20 pcs.
30'	<input type="checkbox"/>	<input type="checkbox"/>	0 pcs.
3.25 t Shax			104 pcs.
Chain	4 " STAC		15 pcs.
	5' (1.5m) 15 Links		

Imperial

Count 1-ton

Selection

Client Mockup

Carrier

4:00 PM

WLL

Steels

Units

Green Day / Boxen

1 Ton

2 Ton

Accessories

### WIRES

<input type="radio"/>	0.5m	0 pcs.
<input type="radio"/>	0.75m	0 pcs.
<input checked="" type="radio"/>	1.0m	125 pcs.
<input checked="" type="radio"/>	1.5m	154 pcs.
<input type="radio"/>	2.0m	0 pcs.
<input checked="" type="radio"/>	3.0m	REQUIRED 354 pcs.
<input type="radio"/>	4.0m	0 pcs.
<input type="radio"/>	5.0m	0 pcs.
<input checked="" type="radio"/>	6.0m	100 pcs.

Point List

Overlay

Steels

Management

App



The background is a grayscale technical drawing of mechanical components. It includes a perspective view of a bolt and nut assembly at the top left, a side view of a bolt in the center, and a cross-sectional view of a bolt at the bottom. A vertical ruler with millimeter markings is on the right side, showing a scale from 0 to 5 mm with a 0.02 mm resolution. The word "DESIGN" is centered in white, with a small orange diamond icon above the letter 'S'.

DESIGN

“Design is how it works.”

–STEVE JOBS

# DESIGN

- Find the core of the App. Build around it.
- Propose ideas even if they didn't ask for it.
- Ask them WHY constantly.
- Clients aren't idiots. They are good in what they do. That gives you superpowers 💪.



# DESIGN

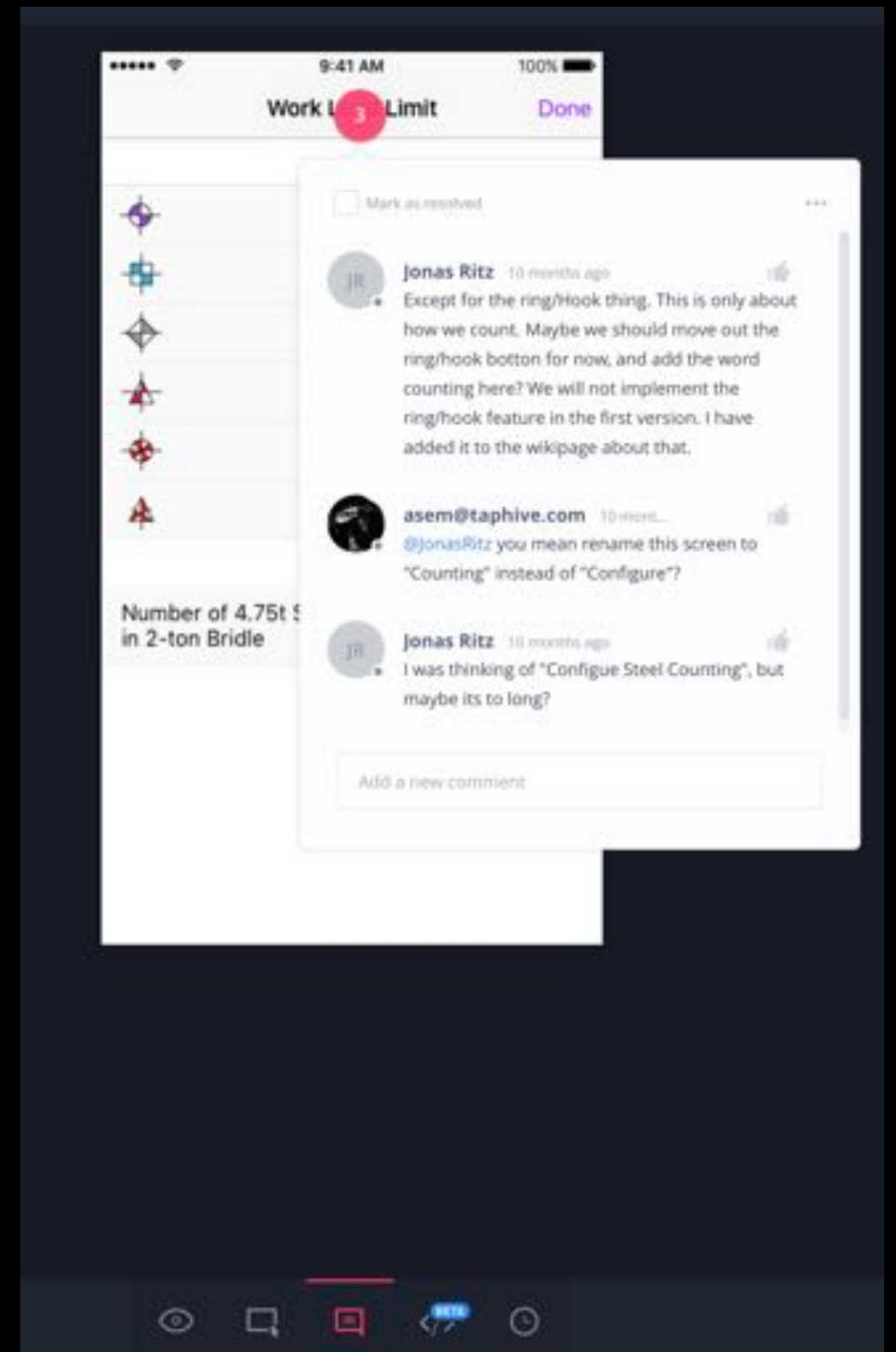
- Iterate. Fast.
- Involve developers in the design.
- Ignore animations initially. Those will come naturally.
- Don't show client unfinished screens or concepts.

# DESIGN

- If the client doesn't understand something. Trash, ask why, Iterate.
- Confused users are right, designers are wrong. Always.
- Please use Sketch (*PS is short for P💩*)
- More Code, Less UI.

# DESIGN TESTING

- Use a tool like InvisionApp.
- Test the design flow.
- Easy to keep track.
- Simplify the design process.





A hand with a dark sleeve points towards a document displayed on a laptop screen. The document contains a table with multiple columns and rows of text. The word 'IMPLEMENTATION' is overlaid in large, white, sans-serif capital letters across the center of the image.

# IMPLEMENTATION

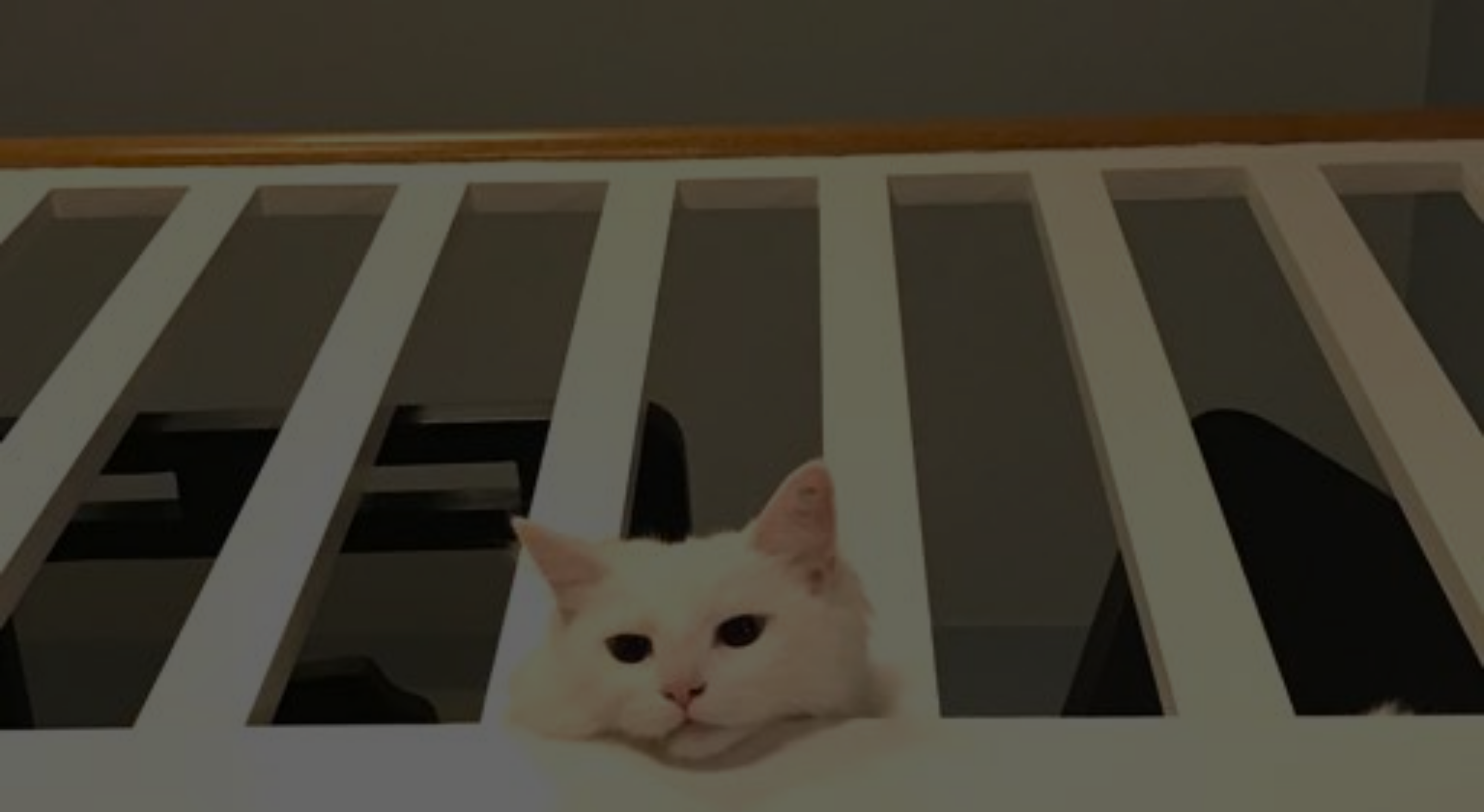
# IMPLEMENTATION

- Initially, Move fast, Break Everything 🙈
- Write Unit Tests. Lots of it. Every step of the way.
- Avoid none standard solutions.
- Minimise dependancy on external libraries.
- Remember that people depend on your code for their livelihood.

A person is shown from the side, wearing a VR headset and a dark t-shirt. They are holding a smartphone in their right hand and a small green ball in their left hand. They are standing on a light-colored floor with yellow tape and a green circle. The word "TESTING" is overlaid in white text.

TESTING





# UX TESTING





# UX TESTING

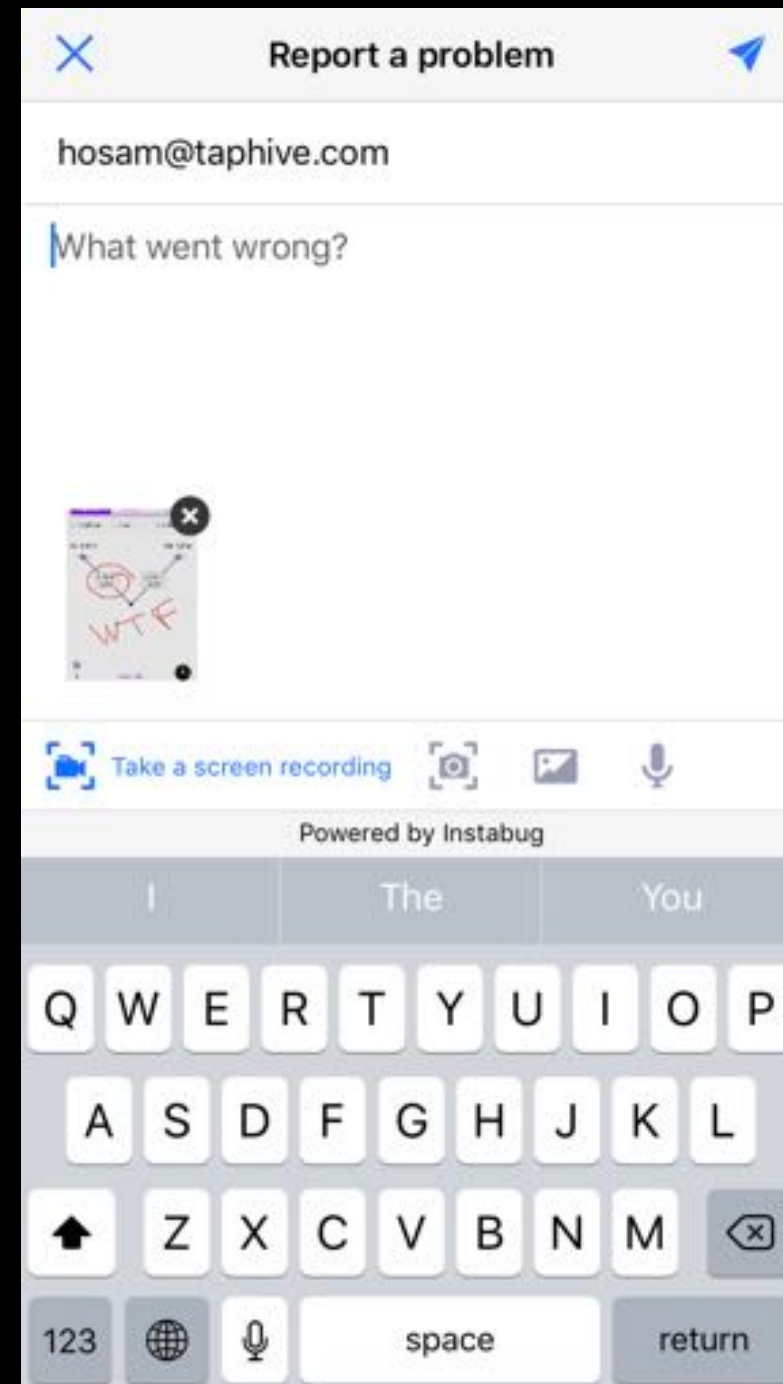
- Most used screens.
- Hard to tap areas.
- Most used *stuff*.
- Never used *stuff*.
- Pauses 🤔, head scratches 🤨, sign of distress 😡😞 etc

# REPORTING BUGS



- Use a tool like Instabug or build your own.
- Attach everything you can to the bug report to avoid asking the user questions.



# INSTABUG



# TOOLS WE USE

- Design, Mockups: Sketch
- Websites: Webflow
- Coding: Xcode  
- Testing: Invision App, Instabug
- Field Trips: Instabug, Skitch

# HOW CAN I START

- If you have any none tech friends or family. Join them on a working day.
- The tiniest bots in Enterprise can have a huge impact on time and money.
- Partner with passionate none developers/designers.

# GENERAL NOTES

- Most people will be sceptical initially. Show them.
- Some employees won't like you 🖐️😡🖐️ (you are costing them money).
- Be clear about time/money/labour savings.



# GENERAL NOTES

- Fix things incrementally. A simple user friendly script could make all the difference.
- Work with people who are good in their craft.
- Good enough is enough.



QUESTIONS? DON'T BE SHY 🙄💋

@OBJECTIVE\_NEO