



Kellogg  
School of Management

Welcome to KIEI-925

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Course Website: [golearntocode.com/kiei925-winter16](http://golearntocode.com/kiei925-winter16)  
"Office Hours": [community.golearntocode.com/c/kiei-925-winter-2016](http://community.golearntocode.com/c/kiei-925-winter-2016)  
"Real" office hours by appointment

# Grading

- Homework = 60% (6 @ 10% each)
- Midterm Exam (Week 6) = 15%
- Final Project = 25%

# Final Project

- MVP
- Your own idea – teams strongly encouraged!
- Ideation Spreadsheet

# MVP

Minimum Viable Product

# Traditional Product Management

- Assume you know it all
- Or make some stuff up
- Work really hard
- Spend all the money

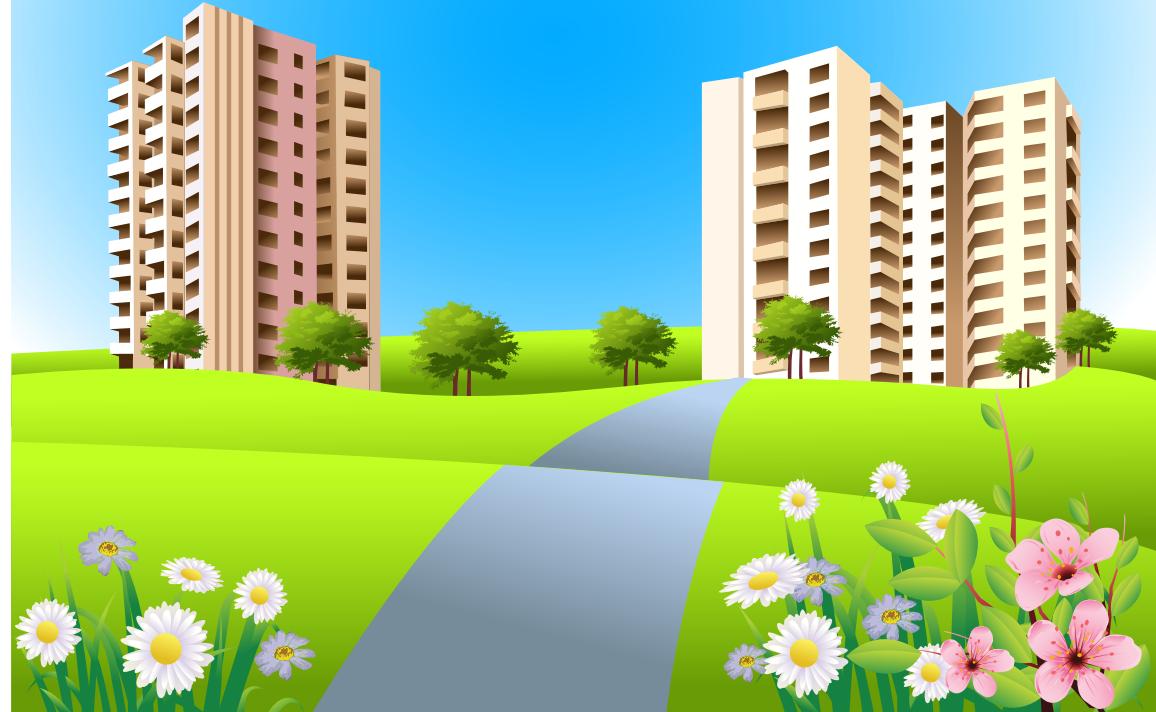
Land



# Building Materials



*Labor*



I think I can!





- Land = Hosting/  
Storage/Bandwidth
- Building Materials =  
Code
- Labor = Coders

**Fire, then aim**

# Lean Product Management

- Minimum feature set
- Measure & Learn
- Pivot or persevere



## Welcome to Amazon.com Books!

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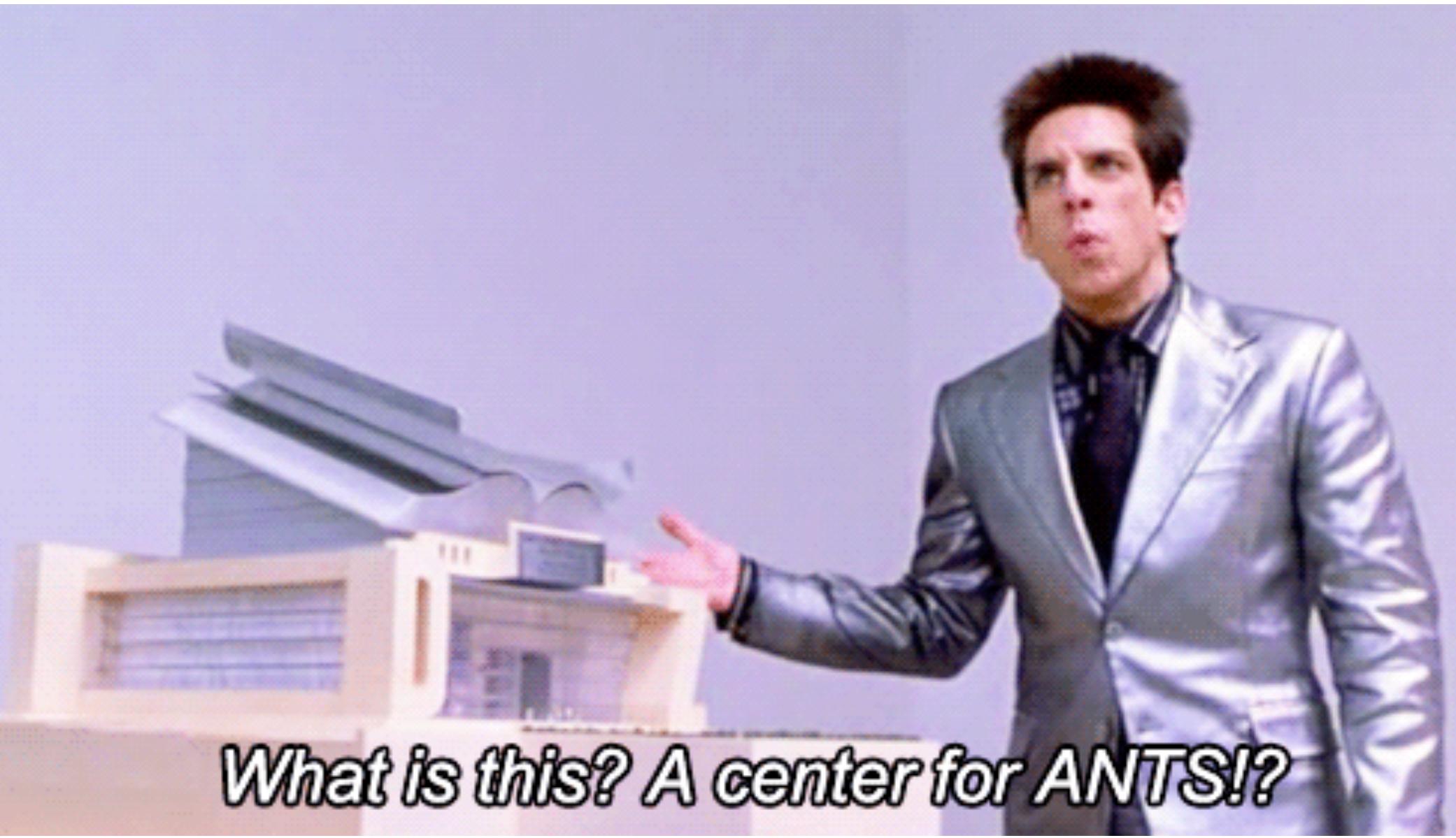
### YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

# User Stories

**As a \_\_\_\_\_, I want to \_\_\_\_\_,**  
**so that \_\_\_\_\_.**

# Domain Model



***What is this? A center for ANTS!?***



**HAWAII** DRIVER  
LICENSE

NUMBER 01-47-87441

DOB 06/03/1981 EXP 06/03/2008

HT	WT	HAIR	EYES	SEX	CTY
5-10	150	BRO	BRO	M	O

ISSUE DATE CLASS RESTR ENDORSE  
06/18/1998 3

*McLovin*

McLOVIN  
892 MOMONA ST  
HONOLULU, HI 96820



## License

id

name

address

dob

expires

height

weight

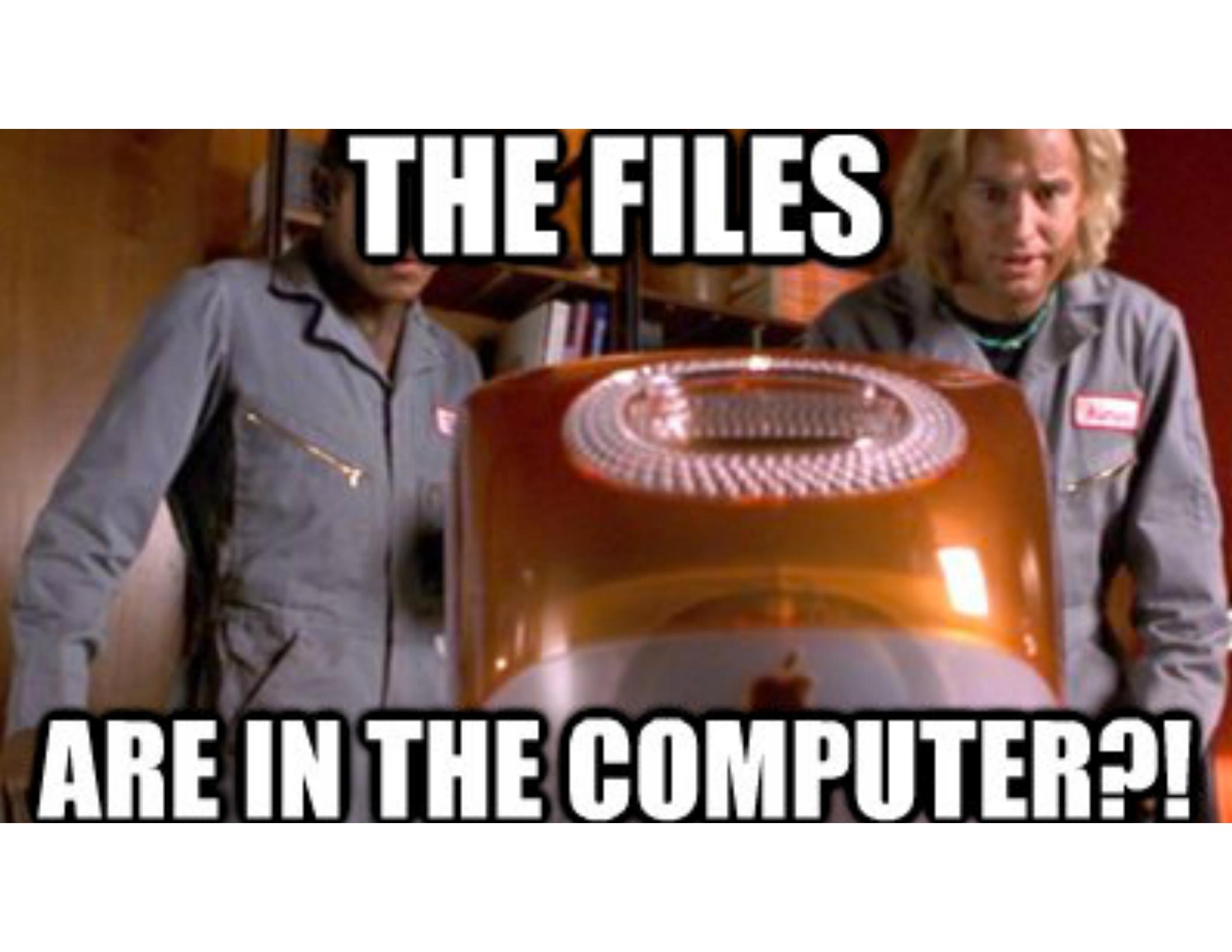
more...

# User Stories

- As a user, I want to see the details (title, summary, year released, etc) of a movie
- As a user, I want to see the cast of the movie
- As a user, I want to read and write reviews of movies

# RCAV

Route, Controller, Action, View

A photograph of two women in grey jumpsuits with name tags, standing behind a large, glowing orange computer monitor. The monitor has a circular trackball or trackpad in the center. The background shows shelves with books and papers.

**THE FILES**

**ARE IN THE COMPUTER?!**



# Ruby

*A Programmer's Best Friend*



**Class**

**Methods**

**Data**

**String**

`upcase, downcase, length, ...`

**"Hello"**

Determine the *length* of the string  
“Northwestern”

Is 420 is an *even* number?

*Reverse* the letters in the word “stressed”



**Hey girl,  
you will always be  
my number #0.**

Support the URL <http://localhost:3000/dice/roll>

Roll the dice

/weather

The current temperature in Chicago is \_\_\_\_\_.  
Current conditions are \_\_\_\_\_ with winds of  
\_\_\_\_ mph.

A photograph of a man with light brown hair and a beard, wearing a plaid shirt, sitting on a brown leather couch. He is resting his head on his right hand, looking directly at the camera with a serious expression.

Hey girl,

In case you were wondering,  
Upper, lower, or camel...it really doesn't matter.

I'll always be sensitive.

Do, or do not. There is no \_\_\_\_.



A photograph of a Yoda figurine sitting cross-legged on a path made of fallen leaves. A large, yellow rectangular sign with a black border and the word "WRONG" written in red capital letters is superimposed over the image, angled across the center. The background shows more fallen leaves and some greenery.

Do, or do not. There is no \_\_\_\_\_.

**WRONG**

# **CRUD**

# Create

```
movie = Movie.new  
movie.name = "Apollo 13"  
movie.year_released = "1995"  
movie.summary = "Spoiler alert: we land on the moon"  
movie.save
```

```
Movie.create(name: "Apollo 13", year_released: "1995",  
summary: "Spoiler alert: we land on the moon")
```

# Read

```
movies = Movie.all
```

```
movie = Movie.find_by(id: 1)
```

```
movie = Movie.find(1)
```

# Update

```
movie = Movie.find_by(id: 1)
movie.name = "Star Wars IV: A New Hope"
movie.save
```

```
movie = Movie.find_by(id: 1)
movie.update(name: "Star Wars IV: A New Hope")
```

# Delete

```
movie = Movie.find_by(id: 1)  
movie.delete
```

# The Dance - Buyflix

git checkout -f .

git clean -df .

git pull

bundle install

rake db:migrate

rake db:seed

# URL

<http://google.com/>

# Querystring Parameters

<http://maps.google.com/?q=Paris>

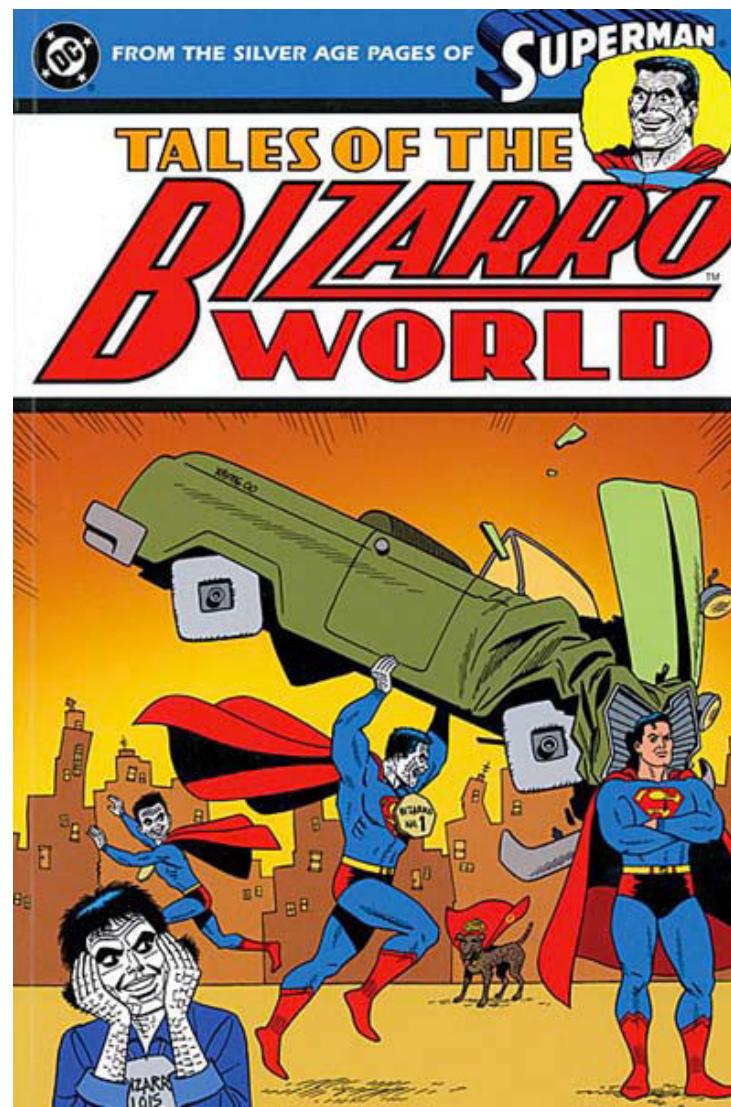
# HTTP Method

GET

POST

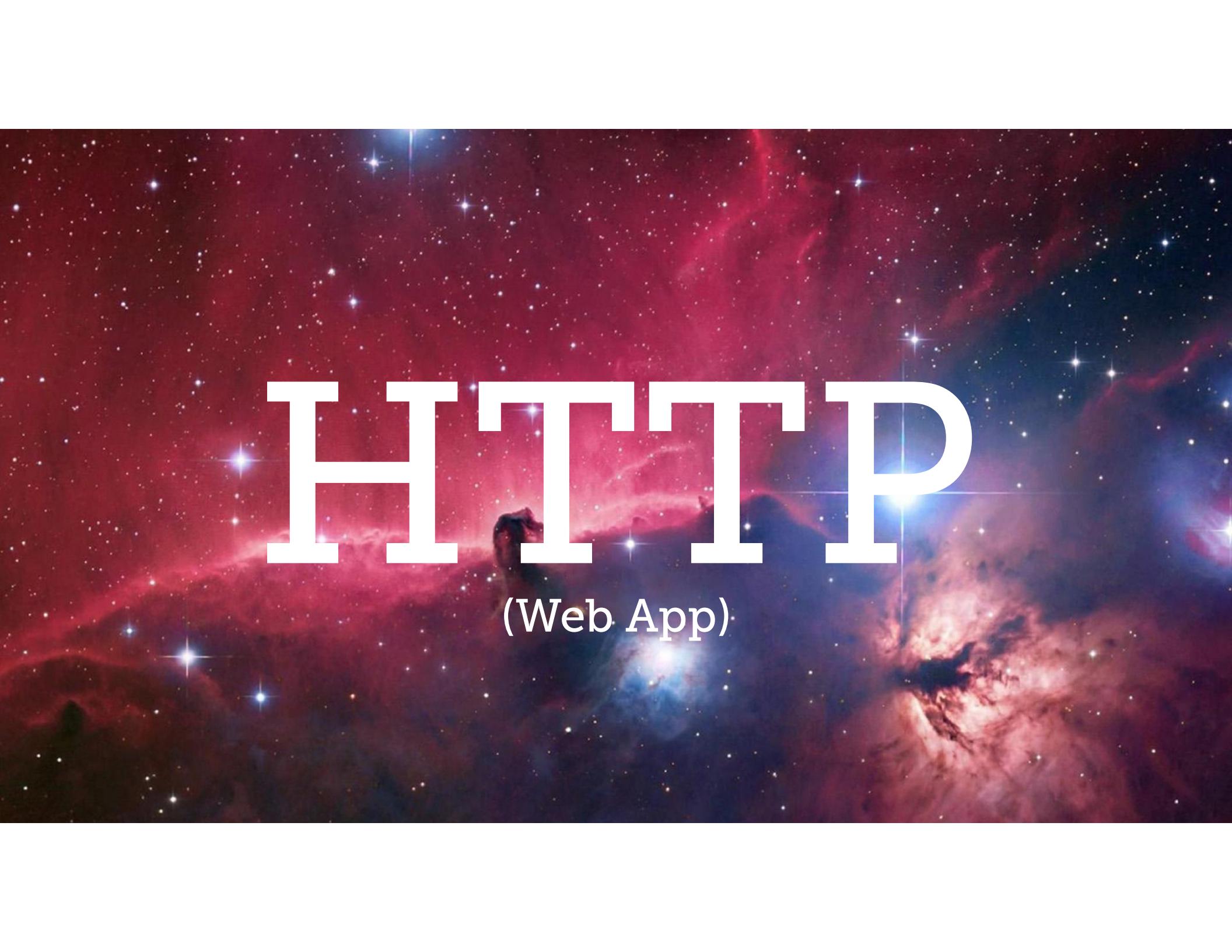
PATCH

DELETE



# CRUD

(Database)



HTTP  
(Web App)

# CRUD

# HTTP

Read

GET

Create

POST

Update

PATCH

Delete

DELETE

# Tasks

**GET**

Feed the  
dog!

Don't forget  
to buy milk!

Take out  
the trash!



POST

Feed the  
dog  
cat!

Paint the  
garage!

Don't forget  
to buy milk!

Take out  
the trash!

PATCH

Feed the  
dog  
cat!

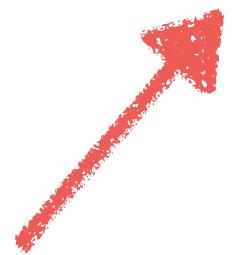
Don't forget  
to buy milk!

Take out  
the trash!

Paint the  
garage!

**DELETE**

# URL



# Tasks

**Resources = nouns**  
**Methods = verbs**

# Resources (nouns)

Movies

Actors

Users

Reviews



Plural!

Movies

Actors

Users

Reviews

Directors

Producers

Theaters

Showings

# Methods (verbs)

GET

POST

PATCH

DELETE

CRUD

REST

HTTP



# RCAV



Action

# Movie Resource

Action	What It Does
index	Display a list of movies
show	Show one movie
new	Form for creating a new movie
create	Create the new movie
edit	Form for editing a movie
update	Update the movie
destroy	Delete the movie

# Movie Resource

Action	What It Does	URL	Method
index	Display a list of movies	/movies	GET
show	Show one movie	/movies/1	GET
new	Form for creating a new movie	/movies/new	GET
create	Create the new movie	/movies	POST
edit	Form for editing a movie	/movies/1/edit	GET
update	Update the movie	/movies/1	PATCH
destroy	Delete the movie	/movies/1	DELETE

