

# Dev Cycle Information

## Overview

MDB's dev cycle is designed to provide its members with the structure and resources to successfully build and launch their mobile apps within the span of a semester. The dev cycle includes weekly meetings and workshops, as well as major events to support each stage of the process. There are 6 stages in process: ideation, design, development, testing, launch, and marketing. Members receive guidance and support from senior developers, advisors, and their peers through several outlets.

The dev cycle follows the agile development methodology and consists of 5 sprints. Each sprint is 1-3 weeks long and focuses on a particular stage of the process. For example, the first sprint is dedicated to designing and refining ideas. This section outlines the key dates and events for this semester, and provides a sprint by sprint breakdown of the dev cycle.

## Major Events

### Idea Social - 1/28/2017

The idea social takes place at the beginning of the dev cycle. It is designed for returning members to discuss ideas and form teams. This semester, the idea social's structure has changed to provide more development time for teams. Each member is expected to come to the idea social with an idea that they would be interested in working on. Every member should bring a slide deck that outlines their idea, summarizes their research about it, and includes hi-fidelity designs for the 4 main screens of the application. Members may do this in pairs if they wish. This new structure for the idea social encourages members to put more thought into ideation and get designs done early with the hope of producing better ideas and increasing the amount of time left for development. So you're 3 deliverables to bring to this are: (1) a flushed out idea, (2) slide deck with research about your idea, and (3) hifi designs of the 4 main screens of your app.

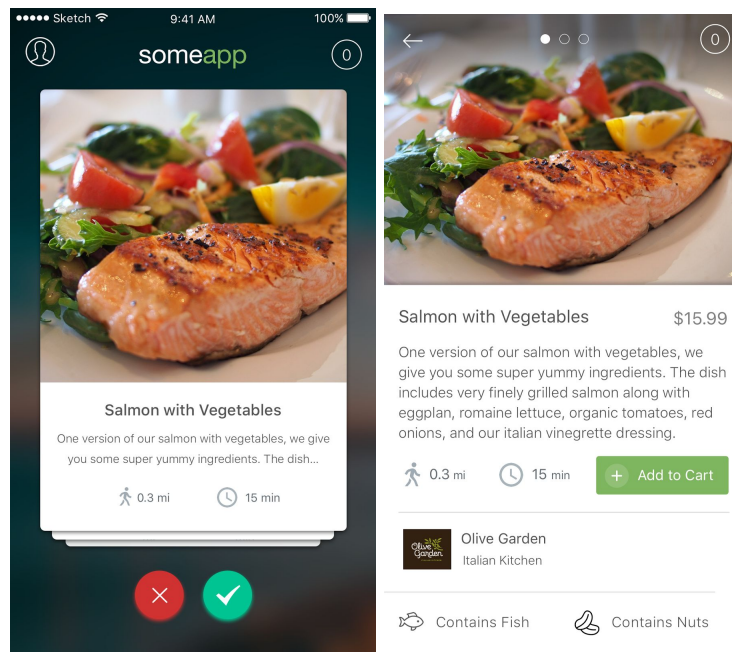
The slide deck should address these points:

- Purpose: what is the purpose of your app? What problem does it address?
- Summary: How does your app plan to achieve its purpose? What features will it have? Give a description of each of the features.
- Competitors: Who are the competitors? Include screenshots of their apps and explain their position in the market. For the big players – why have they been successful?
- Market Positioning Strategy: What features of your product will give it a competitive edge over competitors?

- Acquiring Users: What strategies would you use to get users once the app has been launched?
- Team: Who are all the members on your team and what are the strengths each person has?
- Storyboard: Include a high fidelity storyboard of the 4 main screens in the presentation.
- Technologies: What technologies will you be using to implement the app? Include APIs, cocoapods, libraries, etc.

### High Fidelity Designs – what do we mean by that?

This means that you should have each screen in the app designed exactly how it should look. Later on, you will only make minor changes (if any). Yes, this is a lot of work, but this will save you a lot more time over the course of the development cycle! Please design in either Sketch or Pencil. Remember, we are expecting very high quality designs this semester. If your designs aren't absolutely beautiful, we will roast you during your design review. We've given examples of high fidelity designs below.



### Internal Reception - 04/05/2017

The Internal Reception gives members the opportunity to receive and give feedback on the work that they have completed thus far. All members in MDB are required to come to this event, so the benefits of this event are maximized. Every member on a dev team must prepare a quick pitch and presentation to give to the members who come to give feedback. The presentation can include a slide deck and/or demo video accompanied by a couple screens of high-fidelity

designs. Members get the opportunity to improve their pitching skills, and get a better refined path for how they want to pursue their ideas, based off of the feedback they get from others.

### Pitches - 04/23/2017

The pitches are meant to give every DevCore member in MDB the chance to show leadership and some industry experts what they have accomplished this semester. Members also get the chance to win a large grant to help them further improve the app (via marketing, cloud space, etc.) Teams are expected to come prepared with a 10 minute pitch on why people should use their app. This includes topics like:

- Purpose: what is the purpose of your app? What problem does it address?
- Summary: How does your app plan to achieve its purpose? What features will it have? Give a description of each of the features.
- Competitors: Who are the competitors? Include screenshots of their apps and explain their position in the market. For the big players – why have they been successful?
- Market Positioning Strategy: What features of your product will give it a competitive edge over competitors?
- Acquiring Users: What strategies would you use to get users once the app has been launched?
- Team: Who are all the members on your team and what are the strengths each person has?
- Storyboard: Include a low fidelity storyboard in the presentation. (you can include hifi if you are already finished)
- Technologies: What technologies will you be using to implement the app? Include APIs, cocoapods, libraries, etc.
- Team Work: How will you be coordinating your team? Include: project management software, developer roles, communication software. We recommend Freedcamp for project management and Slack for communication.

### App Fair - 04/25/2017

DevCore members get to showcase their apps to the public. This gives them the chance to greatly increase the number of users and downloads for their apps. Members are expected to bring an app video, slide deck, live demos, and prepared pitch in order to maximize the potential to get new users on board. Of course, MDB will help incentivize guests to download your apps with free food and prizes. This event also serves as a recruiting event for new prospective

members to MDB. These interested people will be able to ask teams what their experience in MDB was like.

### Banquet - 04/26/2017

Banquet is a great end to the semester. All active and exploratory members in MDB get to come. Dinner is provided, and members are expected to dress up (formal attire). There will be lots of laughs, and closing announcements will be made. Members/Teams must send a video of their idea/product/app to leadership beforehand that lasts no more than 5 minutes. It can include things like a quick summary of the idea, how you made it, and what you plan for the future (marketing or more deving).

## Meetings

### HackShops - Every Saturday

These meetings are meant for members to do the bulk of their work. Announcements will be made and help will be provided to anyone who needs it.

### Wednesday Meetings - Some Wednesdays

These only happen on some wednesdays, when the Director of External Affairs schedules a guest speaker to come in. These are great opportunities to network with industry experts and ask for advice.

### Office Hours - Some Weekdays (Typically Tuesday & Thursday)

These are held by the VP of New Members, Instructors, or Senior Devs, and are meant for members to get help on anything they need.

## Sprint by Sprint Breakdown

### Pre-Sprint 1

- Each individual should finalize their own idea, then at idea social come to together pitch your idea and form teams.
- Once team is finalized, team should decide on 1 project manager amongst them to lead them.
- Project manager should follow Github Workflow (described in handbook on MDBCentral) and create repo for their team under MDB github org
- Project manager should create and assign stories for sprint 1

- Project manager should check in with VP of DevOps to make sure they good to go for Sprint 1

### Sprint 1

- Starts on 1/28/17 and ends on 2/18/17
- Models implemented
  - Use [good firebase model structure practices](#)
- Backend Structured (firebase db structure, api usage planned out)
  - Use firebase [good structuring practices](#)
- Frontend Structured
  - Check out Android and iOS Handbooks on MDBCentral for more information

### Post-Sprint 1

- Project manager should check in with VP of DevOps to make sure they completed sprint 1 correctly, and come prepared with a plan for how they want to approach sprints 2 through 4. VP of DevOps will help plan for sprints 2 through 4 for each team.

### Sprint 2-4

- Sprint 2 starts on 2/19/17 and ends on 3/4/17
- Sprint 3 starts on 3/5/17 and ends on 3/18/17
- Sprint 4 starts on 3/19/17 and ends on 4/8/17
- Up to teams' discretion
- Api usage/dev structured
  - [ProductHunt](#)
  - [Mashape](#)
- SDK's planned out and implemented.
  - [Stripe](#)
  - [Firebase](#)
- UI Components placed and hooked up.
- At the end of each sprint, project manager should check in with VP of DevOps

### Post-Sprint 4

- Project manager should check in with VP of DevOps to make sure that their app is for the most part done and up to standard.

### Sprint 5

- Starts on 4/9/17 and ends on 4/22/17
- Testing
- Code Cleanup & Organization
- Documentation
  - [JavaDoc](#)

- [Jazzy](#)