



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 4 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

Initial Pitches – 2/6/2018

After the idea social, members of DevCore form teams based on the idea and division they are more interested in working on. Teams must then put together a slide deck, construct basic wireframes, and pitch their ideas and plan for the semester to Leadership.

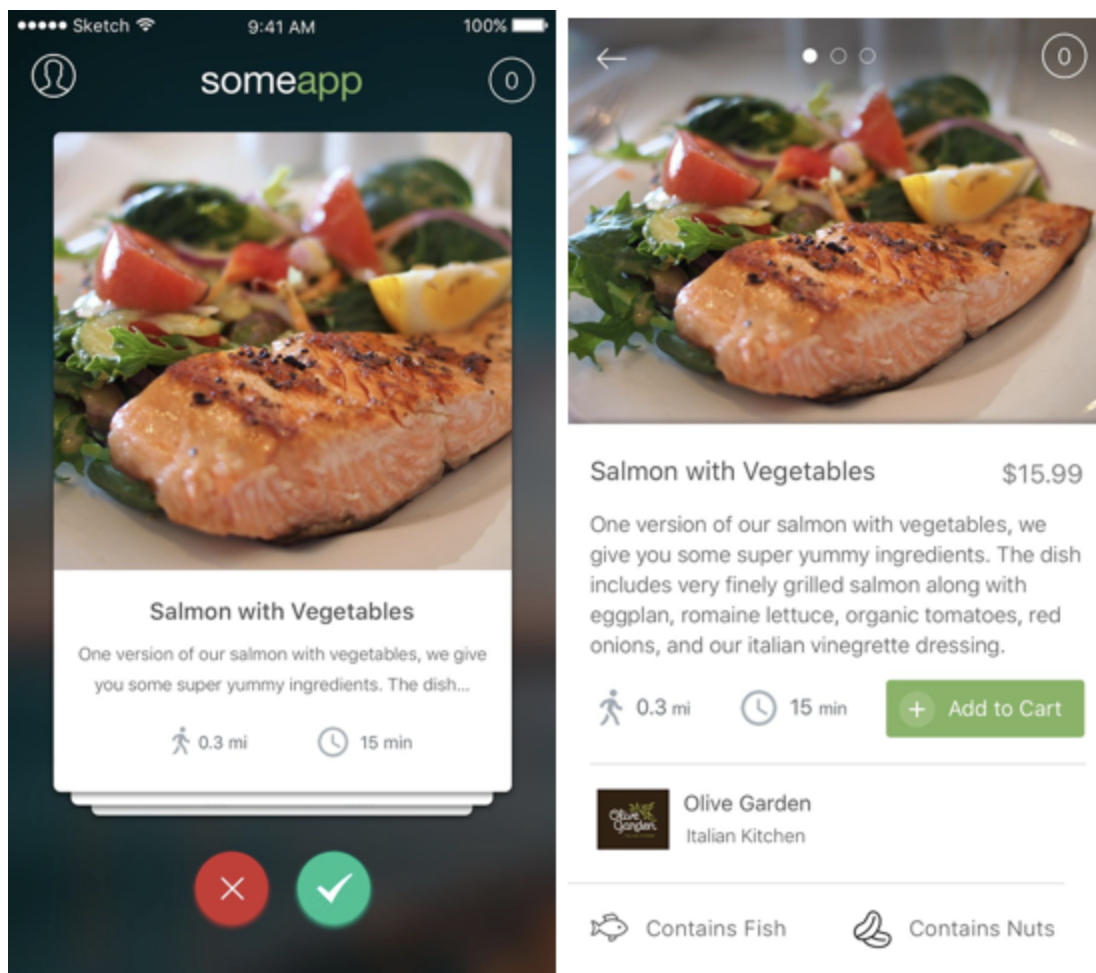
The slide deck should address these points:

- 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 wireframes of the 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 – 3/20/2018

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. This semester, we will also be inviting some of our industry advisors to help provide further insight on teams' progress on their apps. Every member on a dev team must have prepared their app with the features they have implemented thus far, as well as a feedback form for members to fill out. 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 - 4/22/2018

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 - 4/24/2017

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.

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.

Office Hours - Weekdays

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 Schedule

Sprint 1 – 2/10/2018 to 2/17/2018

Sprint 2 – 2/17/2018 to 3/3/2018

Sprint 3 – 3/3/2018 to 3/17/2018

Hackathon 1 – 3/17/2018

Internal Reception – 3/20/2018

Sprint 4 – 3/20/2018 – 4/14/2018

Hackathon 2 – 4/14/2018

Bug Fixes / Testing – 4/14/2018 – 4/21/2018