

Product Specs

101



@LeWagonNantes

Why this workshop?

2 common mistakes

Vague

CAUTION!
HEAVY
FOG

A large, sprawling stack of papers and files dominates the frame. The stack is composed of numerous documents, some with black binder clips holding them together. The colors of the papers vary from white to light blue and green. In the background, more stacks of papers and files are visible, creating a sense of depth and volume. The overall impression is one of a massive amount of specific information or documentation.

Too Specific

4 simple steps

- 1) Product pitch**
- 2) Mockup**
- 3) DB scheme**
- 4) User stories**

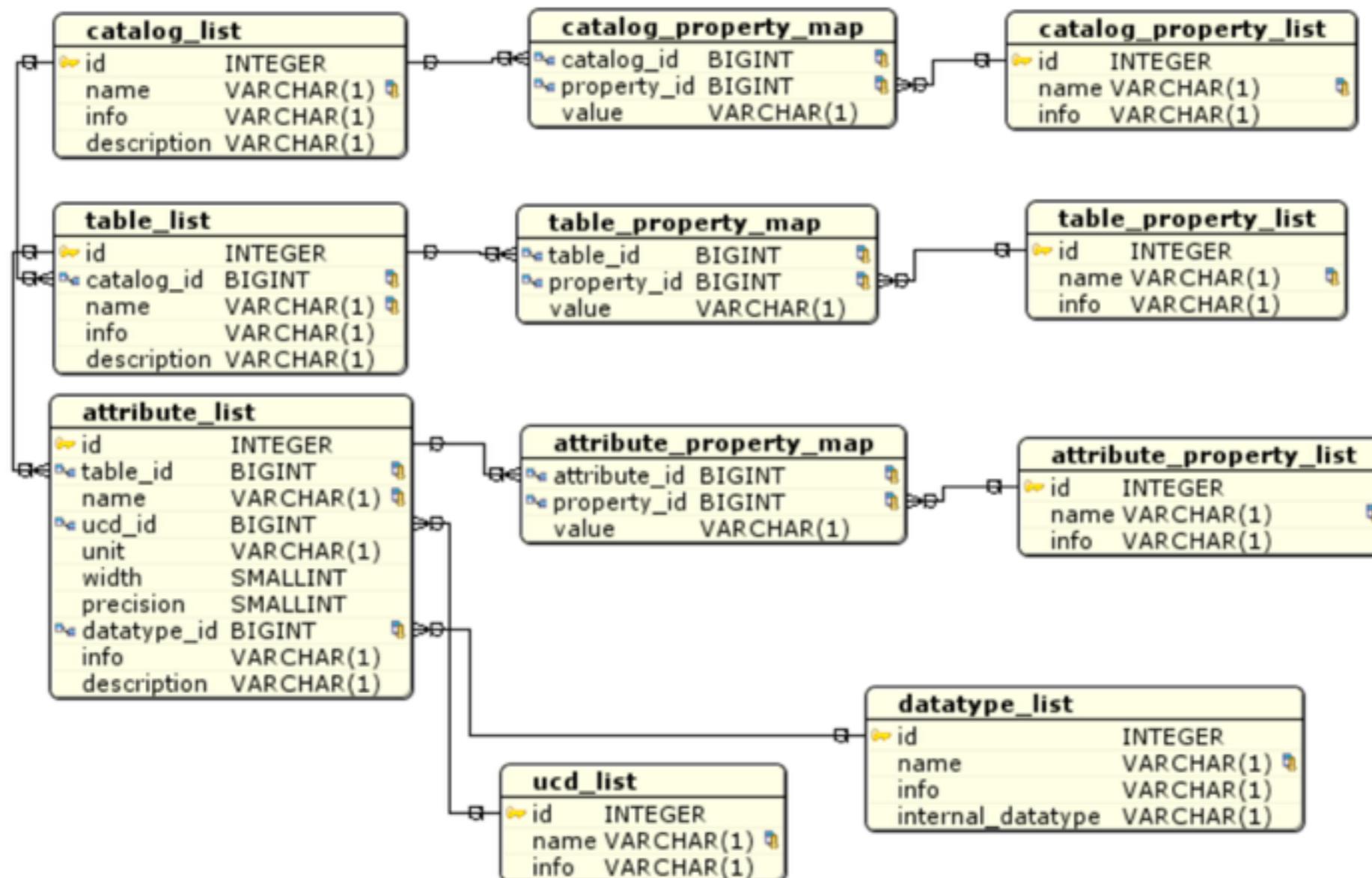
4 simple steps

- 1) Product pitch vision
- 2) Mockup design
- 3) DB scheme architecture
- 4) User stories features

**Different languages
to speak**

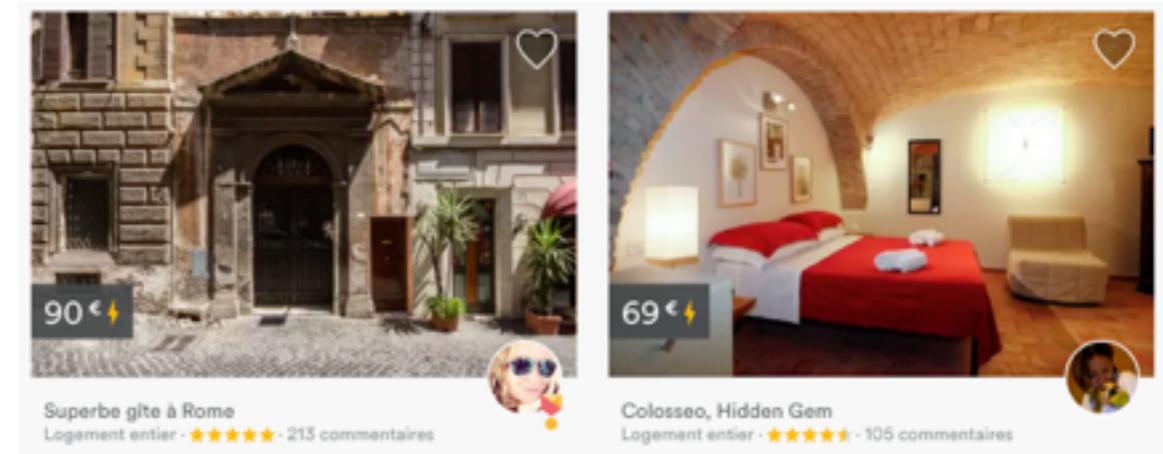
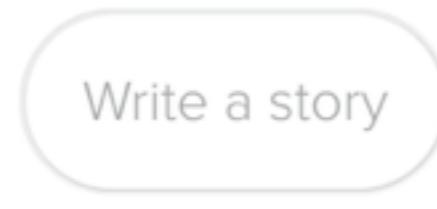
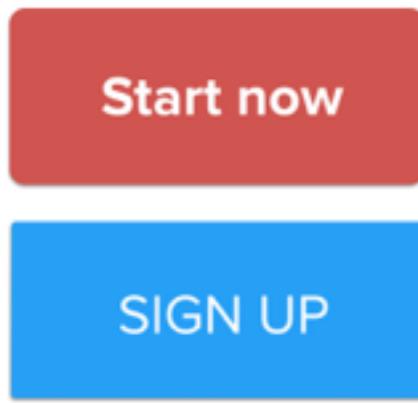
Architecture

backend development



Design

frontend development / UI / UX



Sign in

[Sign in](#) [I forgot my password](#)

A user profile page. It features a large circular profile picture of a man. To the right is a sidebar with navigation links: 'New story', 'Import story', 'Drafts and stories', 'Stats', 'Publications', 'Profile', 'Settings', and 'Sign out'. At the top right of the sidebar is a notification badge showing the number '4' and a user icon. The top bar also includes a search field, a 'Write a story' button, and a user icon.



Features

product management

Boards Done In Progress On Hold Next-up

Agile Board Inspiring Boards Public Calendar Show M

Done (6)

- Review Tech partner pages
- Make sure sponsors are indicated for Tech Talk
- Top 10 Trends list - Forbes
- TBC Webinar: Ship Now, Not Later
- 1:1 Nancy
- Lead Gen Mandrill stats

Current Sprint (5)

- Going live with server deployment
- Google Adwords list of referrers

In Progress (3)

- Android App new landing page
- Analytics
- Branding guidelines

On Hold (4)

- CSS Rules
- Retail order
- Mobile UI reboot

Next-up

- Data Analytics
- PR Firm outreach
- List of vendors
- Google Adword

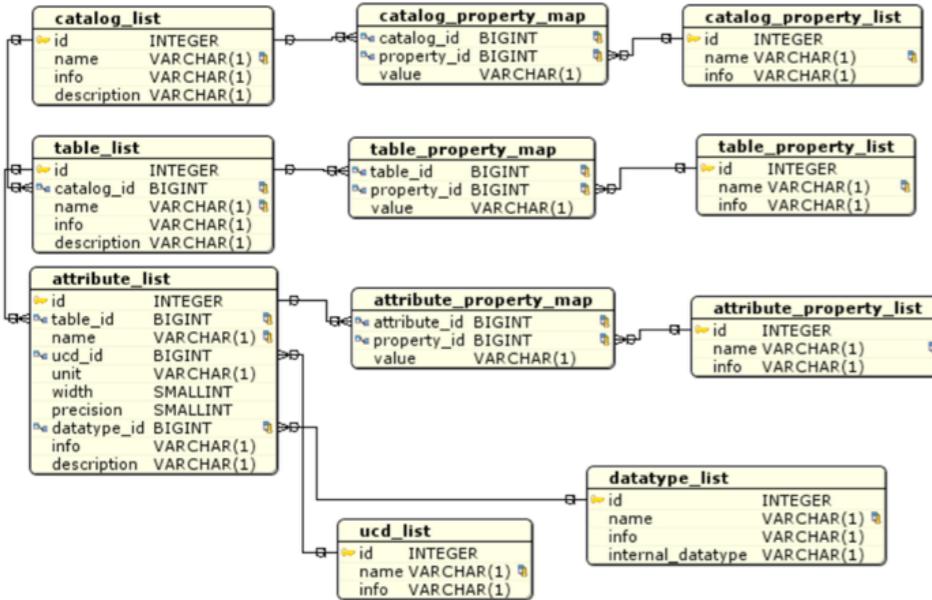
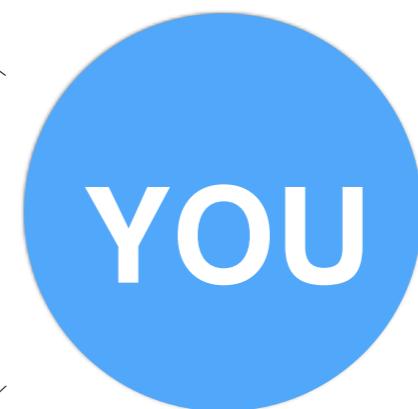
IT Solutions page (1)

Q3 Webinar Content Planning

Email campaign - February

Google analytics data - Q1 (1)

The screenshot shows a Trello board titled "Agile Board". It has five columns: "Done", "Current Sprint", "In Progress", "On Hold", and "Next-up".
- "Done" column: 6 items, including "Review Tech partner pages", "Make sure sponsors are indicated for Tech Talk", "Top 10 Trends list - Forbes", "TBC Webinar: Ship Now, Not Later", "1:1 Nancy", and "Lead Gen Mandrill stats".
- "Current Sprint" column: 5 items, including "Going live with server deployment" and "Google Adwords list of referrers".
- "In Progress" column: 3 items, including "Android App new landing page", "Analytics", and "Branding guidelines".
- "On Hold" column: 4 items, including "CSS Rules", "Retail order", "Mobile UI reboot", and a chart titled "Google analytics data - Q1" with three data series: "Mobile visitors", "Mobile visitors per session duration", and "Mobile sessions".
- "Next-up" column: 4 items, including "Data Analytics", "PR Firm outreach", "List of vendors", and "Google Adword".
A central diagram shows a hierarchy of users, with a yellow circle at the top connected to three teal circles, which are connected to seven smaller colored circles (purple, blue, cyan, green, light green, olive, pink).
The "Google analytics data - Q1" chart shows three lines: a green line for "Mobile visitors", a blue line for "Mobile visitors per session duration", and a purple line for "Mobile sessions". The chart includes annotations for "Mobile visitors", "Mobile visitors per session duration", "Mobile sessions", and "Mobile sessions per session duration".

1) Product Pitch

A close-up, slightly blurred portrait of Stringer Bell as Bunk Moreland from the TV show 'The Wire'. He is wearing dark-rimmed glasses and a dark suit jacket over a striped shirt. His expression is serious and focused.

“We got the best goddamn product so we gonna sell no matter where we are, right? Product, motherf*ckers. Product.”

Stringer Bell

Target

Who are my customers?

Pain

What do they suffer from?

Solution

How do I answer their need?



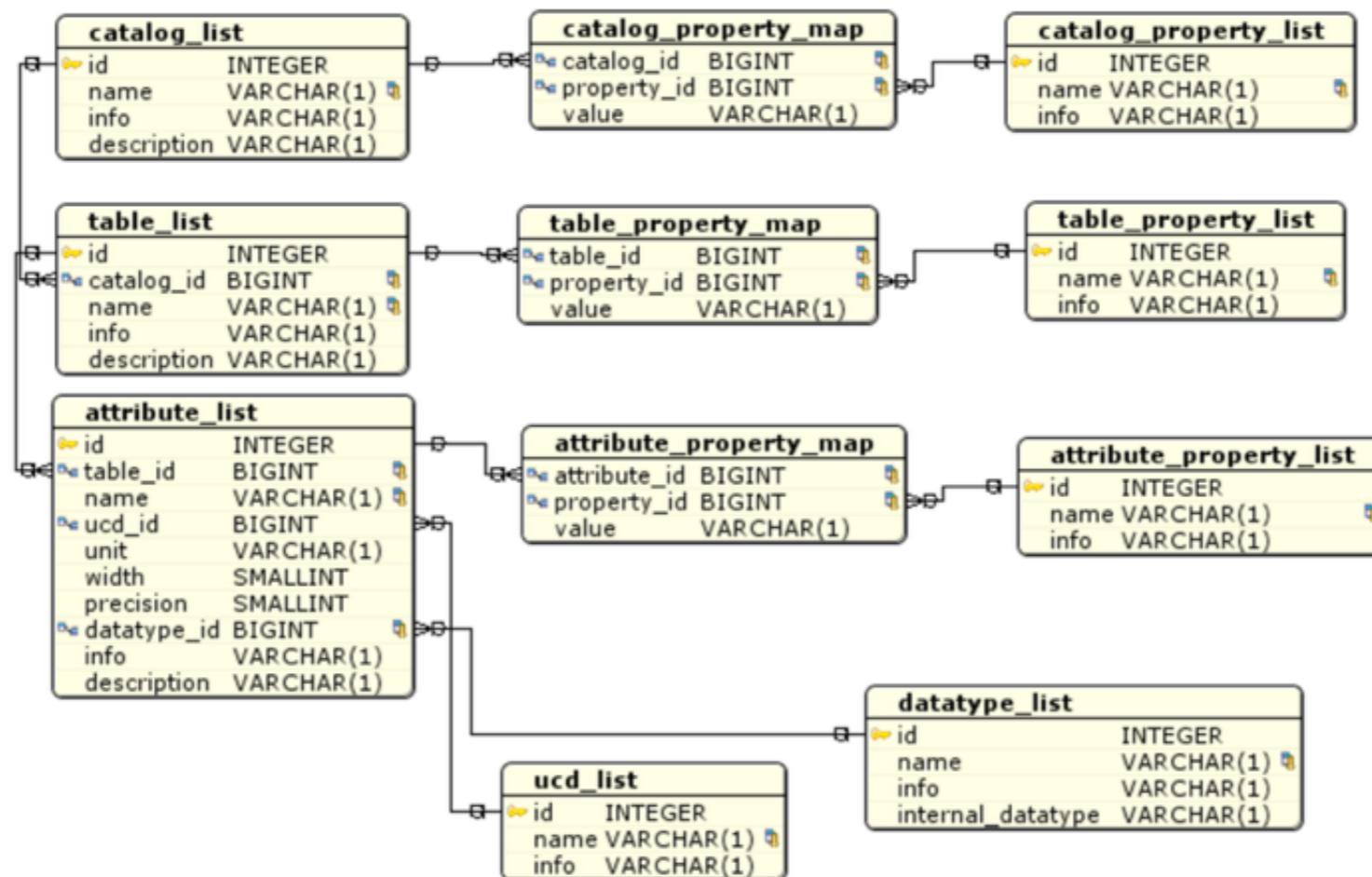
What's their product pitch?

GreenThumbs

2) Live Mockup



3) DB scheme



Focus on core tables

users	
id	
name	
email	
password	

upvotes	
id	
user_id	
product_id	

products	
id	
name	
tagline	
url	
user_id	

Example



Product Hunt

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
3	vincent	vincent@uslide.io

products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	

users

id	username	email
1	olivier	olivier@kudoz.com
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products

id	name	url	user_id
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users

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products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	

users

id	username	email
1	olivier	olivier@kudoz.com
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products

id	name	url	user_id
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3	uSlide	uslide.io	3

users

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products

id	name	url	user_id
1	LovelyHood	lovely-hood.com	2
2	Kudoz	getkudoz.com	1
3	uSlide	uslide.io	3
4	Freshest	frshst.com	

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1..N relationship

a user **has many** products

users

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1	olivier	olivier@kudoz.com
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products

id	name	url	user_id
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3	uSlide	uslide.io	3
4	Freshest	frshst.com	2



a product **belongs to one** user

users

id	username	email
1	olivier	olivier@kudoz.com
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products

id	name	url	user_id
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primary key



primary key



foreign key

users

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3	uSlide	uslide.io	3
4	Freshest	frshst.com	2

upvotes

id	user_id	product_id	date

users

id	username	email
1	olivier	olivier@kudoz.com
2	edward	ed@lovelyhood.com
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products

id	name	url	user_id
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upvotes

id	user_id	product_id	date
1	3	2	17/10/15

users

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1	olivier	olivier@kudoz.com
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upvotes

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15

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upvotes

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16

users

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products

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a user **has many** upvotes
1..N

upvotes

a product **has many** upvotes
1..N

id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16

N..N relationship

users			products			
id	username	email	id	name	url	user_id
1	olivier	olivier@kudoz.com	1	LovelyHood	lovely-hood.com	2
2	edward	ed@lovelyhood.com	2	Kudoz	getkudoz.com	1
3	vincent	vincent@uslide.io	3	uSlide	uslide.io	3
			4	Freshest	frshst.com	2

a user has many products
through upvotes

a product has many users
through upvotes

upvotes			
id	user_id	product_id	date
1	3	2	17/10/15
2	3	1	15/11/15
3	2	1	20/01/16



Let's draw DB schemes

<http://db.lewagon.org>

4) User Stories

As a ... , I can



As a ... I can ...

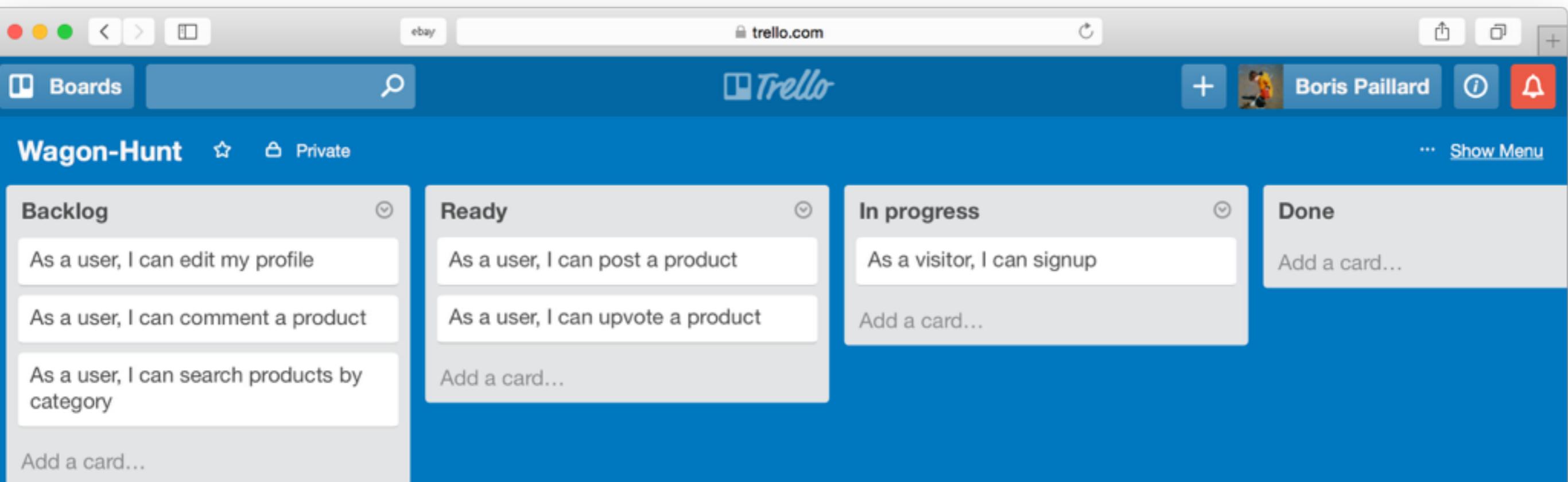
visitor	signup
user	post a product
user	upvote a product



As a ... , I can ...

visitor	signup
user	add / book a flat
owner	accept / refuse a booking

User Stories



The screenshot shows a Trello board titled "Wagon-Hunt" with a private status. The board has four columns: "Backlog", "Ready", "In progress", and "Done".

- Backlog:**
 - As a user, I can edit my profile
 - As a user, I can comment a product
 - As a user, I can search products by category
- Ready:**
 - As a user, I can post a product
 - As a user, I can upvote a product
- In progress:**
 - As a visitor, I can signup
- Done:**
 - Add a card...



Let's write them

<https://trello.com/>

Your Turn!

- 1) Product pitch ✓
- 2) Mockup ✓
- 3) DB scheme ✓
- 4) User stories ✓

Go further

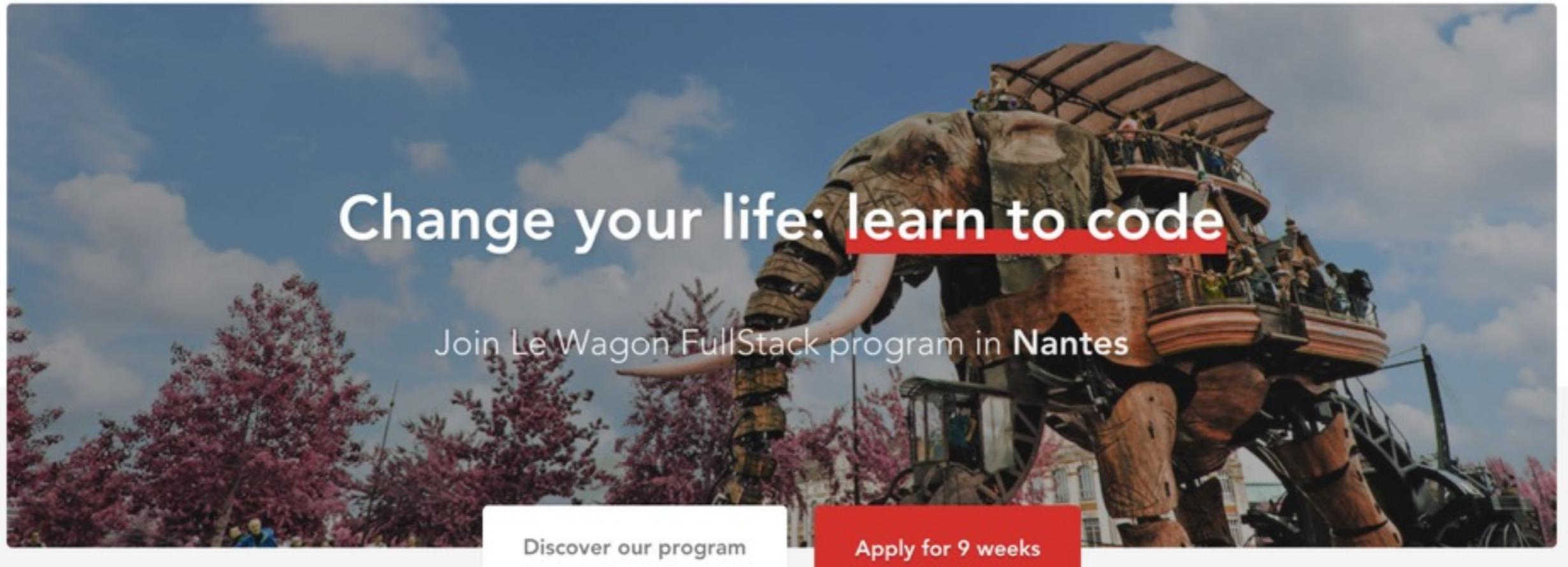
ondemand.lewagon.org/nantes

Go beyond

lewagon.com/nantes

#2 batch : Demo Day le 16 décembre à DOJO

#3 batch : 30 janvier au 31 mars



Thank you