

Rails Girls

Your cookbook to the world of web development.

railsgirls.com

This book belongs to

Get excited and make things

Software changes cultures. We believe that in a world where everything will involve the Internet, we need to get the girls involved too.

Web applications are modern craftsmanship. Build tomorrows products. Learn to solve problems. Wonder how things work.

We can give the ingredients, but you make the recipes.

Knowing how

"I've long argued that UI design, programming, and product strategy should be learned apprentice-style with your hands and through experience, not through school and pedagogy. When I go to conferences about design I see a lot of declarative knowledge. Knowledge of. The latest CSS rules. The new JavaScript syntax. Ten ways to make users happy (supposedly) or whatever else.

What I don't see are procedures—somebody standing up there with a pen or a text editor and making things happen and showing how it's done. That's what I want to see and that's what I think our industry needs more of."

- Ryan Singer, 37 Signals

Futher Reading:

The first step is to start http://goo.gl/02u5

Code as Craft by Etsy http://goo.gl/5iX7L

Why Software is Eating the World http://goo.gl/ry3Sc

Learning to Code: The Roadmap I Wish I Had Been Given http://goo.gl/sfeCL A Tour of the Design Process at 37signals http://goo.gl/Fc49

5by5 Podcasts http://goo.gl/QJqU

What most schools don't teach http://code.org/

Don't daydream. Just design.

Draw. Sketch. Wireframe. Mockup.

Plans and ideas are nothing compared to something you can see, touch, hear or smell.

Most applications are just screens with boxes, anyone can draw them. If you can't, you need to think about the idea more.

Drawing captures your idea into something concrete and real.

Checklist for concepts

Define the core idea for the project/product.	
Decide when you're going to ship the first version of the product.	
What's the problem you're trying to solve?	
Why the problem needs solving?	
Who is the customer?	
What are the goals of the product?	

Lunch box your web app.

The Bentobox is our conceptual model for understanding web applications and their components.

The Japanese lunchbox model aims to have a balanced mix of things. Much like web apps, the "Ekiben", looks for content which is arranged in the most efficient, graceful manner. The bento is presented in a simple, beautiful, balanced way. Nothing lacking. Nothing superfluous. Not decorated, but wonderfully designed.

My Bentobox

ne and structure nfrastructu

Designed by:

Application:

Cheatsheet for your app

Your Ruby on Rails app can be found at:

projects/railsgirls

You can start your app by opening Terminal and:

cd projects/railsgirls rails s

Access the app:

Open http://localhost:3000 on your web browser

Most of the time you edit the files at app/ directory

app/views/ (the user interfaces of your app) app/models/ (models define app information structure) app/controllers/ (are the glue between models and views)

Tools we use

Bootstrap (to style the app)
Sublime/Komodo/Vim (to edit the code files) http://goo.gl/IKh1
Heroku (to host the application) http://heroku.com

Getting futher

Rails Girls Guides

http://guides.railsgirls.com
Everything you need to build your first app.

Try Ruby

http://www.tryruby.org Programming Ruby in your browser.

Codeschool

http://www.codeschool.com
Try out the Rails for Zombies module: a free, browser-based
Rails workshop. Other classes interesting too!

Codecademy

http://www.codecademy.com
A Y-Combinator startup aiming to teach the world to code.

Don't fear the Internet

http://www.dontfeartheinternet.com/
Frontend stuff (CSS & HTML) explained through short videos.

A Quick (and Hopefully Painless) Ride Through Ruby (with Cartoon Foxes)

http://mislav.uniqpath.com/poignant-guide/book/chapter-3.html The legendary Why's Poignant Guide to Ruby: part comic book, part coding exercise.

RailsGuides

http://guides.rubyonrails.org/
Tutorials and guides created by the Rails community

Get going with something small.

Once you've gotten the first bite of coding web apps, try out the following.

The idea is not to start building the next Facebook. Try creating something simple, yet interesting, in just a couple of days.

Focus on the one thing you want to achieve - this is what applications anyways should be about.

Start with simple mockups of your idea

Balsamiq http://balsamiq.com

Mockingbird http://gomockingbird.com

Prototypesapp http://prototypesapp.com/

Design

Dribbble http://dribbble.com/

CSSgrid http://cssgrid.net

Colour Lovers http://www.colourlovers.com

Marketing Magic

Shopify http://www.shopify.com

Moo http://www.moo.com

Stickermule http://www.stickermule.com

Customer service & feedback

UserVoice http://www.uservoice.com/

Wufoo http://wufoo.com

Google Docs (Forms) http://docs.google.com

Developer communities

Github http://www.github.com

Stackoverflow http://stackoverflow.com

Forrst http://www.forrst.com

Social

Facebook Social Plugins http://goo.gl/wSkVL Twitter Resources http://goo.gl/UOMhs

Make it real. Make it happen.

Coding is only part of the fun. As soon as you have an application up and running, you should start thinking about your users and how to keep your app running.

Draw here your first e-mail newsletter template to your users.

My first investor deck

The Team Draw your team. What makes you special? Why are you going to succeed?
Problem Draw here your problem - how it exists today? How come it's a problem?
Solution Draw here your solution. Make it tangible, real and descriptive.
Revenue and Competition Who's paying what? What are they paying for? Who are your competitors?
The Magic What does the future look for you? What is your vision? What is your mission?

That's all!

2010-2013, Rails Girls.
Contact us at team@railsgirls.com

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