



# **The iAppFusion Waterfall Product Cycle**

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The diagram illustrates a continuous product development cycle with four main phases, each represented by a colored oval and a corresponding arc connecting them in a clockwise direction. The phases are: STABLIZATION (green), ENVISIONING (brown), PLANNING (blue), and DEVELOPING (red). The cycle is marked by four yellow stars, each representing a key milestone. The milestones are: 'First Customer Ship' (between STABLIZATION and ENVISIONING), 'Conceptual Design Complete' (between ENVISIONING and PLANNING), 'Functional Design Complete' (between PLANNING and DEVELOPING), and 'Technical Design Complete' (between DEVELOPING and STABLIZATION). The central grey circle contains labels for each phase: 'Limited Release' (STABLIZATION), 'Development Complete' (DEVELOPING), 'Development Complete' (DEVELOPING), and 'Development Complete' (DEVELOPING).

The Conceptual Design Complete milestone completes the envisioning and part of the planning phase in the IPC. The Project team has agreed w/ the customer (Internal or External) on the overall direction of the project. Preliminary planning for the project has begun based on the agreement, and various “Initial” (draft) documents have been generated in accordance with the problem statement. Each feature of the Conceptual Design is inspected and walked thru by appropriate individuals representing the various functional elements. The Walk-thru is a ‘sign-off’ requirement. Keep in mind that not every deliverable will be required for every project.

## Recommended Prioritization

### Conceptual Design Document



Project Plan (Draft)  
Product Intro Plan (Draft)  
Graphics Needed – Draft  
Environments – Draft

## **Functional Design Complete**

The Functional Design Complete milestone completes the transition between the conceptual design and Technical design. In this phase we have agreement on the inter-relationships of the new feature set. If there are to be new applications created to accommodate a new feature set, then this is where the user interface and overall systems requirements for the new application will be established. In this phase there is agreement on what is to be delivered, and estimates of scope. Each feature of the Functional Design is inspected and walked thru by appropriate individuals representing the various functional elements. The Walk-thru is a ‘sign-off’ requirement. Keep in mind that not every deliverable will be required for every project.

Deliverables are:

Scope Estimate  
Functional Design Document  
Documentation Plan (Draft)  
Project Plan (Updated)  
Graphics Needed – Final Draft  
Environments – Final

## **Technical Design Complete**

The Technical Design Complete Milestone completes the design process. The technical design is the design document used by the programmers to cut code for the new feature set. This milestone completes the planning phase of the IPC. In this phase there is agreement on what is to be delivered, and when, as well as adjust priorities/time estimates once the design has been established. Each feature of the Technical Design is inspected and walked thru by appropriate individuals representing the various functional elements. The Walk-thru is a ‘sign-off’ requirement. Keep in mind that not every deliverable will be required for every project.

Deliverables are:

Technical Design Document  
Initial Test Plan (Draft)  
Project Plan (Final)  
Overview of platform (PondWater)  
Data Dictionary

## **Development Complete**

The Development complete milestone completes the developing phase of the IPC. In this phase, we’ve obtained feature complete and the product is ready for internal testing and stabilization. This is the opportunity for customers and end users, operations and support personnel, and key project stakeholders to evaluate the product and identify any remaining issues they need to address before it ships. All Requirements/design documents, as well as the software itself, are under change control. Keep in mind that not every deliverable will be required for every project.



Deliverables are:

Training Plan (Draft, Optional for Mobile Applications)  
Software Build (Meets integration test entrance criteria).  
Installation Plan  
Product Intro Plan  
Test Plan  
Documentation Plan  
Graphics - Final

### **Limited Release**

This milestone is to test the release process, certification of the packaged material, and release the product to the sales/marketing force for testing. In addition a “Beta” release to selected customers/users for their review and comment can be accommodated in this release. It is not intended to have this release go “live” in a customer site on an app store. Keep in mind that not every deliverable will be required for every project.

Deliverables are:

Prelim Product Intro material  
User Documentation/Instructions (Pre Production Draft)  
Engineering Documentation (Pre Production Draft)  
Release Candidate software  
Final training plan (if applicable)  
Bill of Materials  
Integration Plan (if applicable)  
Escrow Requirements (if applicable)

### **First Customer Ship**

The First Customer ship completes the stabilizing phase of the IPC. The responsibility for ongoing management and support of the product officially transfers from the project team to operations and support. Keep in mind that not every deliverable will be required for every project.

Deliverables are:

Known bug list  
Final User Documentation/Instructions  
Final Engineering Documentation  
Final Product intro. Material  
Release CD  
Release notes  
Apple Acceptance (UAT)



## Short definitions of the various deliverables

1. **Bill of Materials** – The bill of materials is all material that would go into a shrink rapped box and would include the **Release CD, user Documentation, Release Notes, and Known Bug List** deliverables. This deliverable is the responsibility of Logistics.
2. **Conceptual Design Document** – The Conceptual Design is the means to translate the user requirements into a form defined as a business problem and proposed solution. The design expresses what user issues are addressed in laymen's terms and is independent of system capability. This is the follow on document to prioritization and includes a business problem being addressed and the proposed solution being recommended. These sections include a problem statement, a proposed solution and the use case scenarios. This deliverable is the responsibility of *Product Management*.
3. **Documentation Plan** – This is a plan similar to the overall project plan to develop various documents necessary for the product. These documents include the App Instructions for inclusion in the app, Systems Admin Guide, User Manual, Release Notes and any other documents deemed necessary for the release. This deliverable is the responsibility of *User Ed/ Documentation*.
4. **Escrow Requirements** – These are all the requirements to maintain the products or source code in escrow if necessary. This includes items like a CD of the product and source code as well as any other items required for the escrow account. This deliverable is the responsibility of *Logistics*.
5. **Environments** – Define the platforms for which apps will be developed on. Examples include iPhone, iPad, Android, Microsoft Phone 7, Blackberry, etc...
6. **Final User Documentation** – This is all the user documentation to be provided to the user upon delivery of the product. This will include but is not limited to the Users Guide and Systems Admin Guide. This deliverable is the responsibility of *User Ed/Documentation*.
7. **Final Engineering Documentation** – This is the documentation that is more detailed than the Systems admin guide and includes documents like the SDK, a list of added deleted and changed API's and Schema change documentation.
8. **Functional Design Document** – The Functional Design is the next level of detail after the conceptual design. It provides a common view of the proposed feature set to the project team. It is the first step in merging the conceptual design with the technology available to solve the business problem. The functional design defines the solution to the business problem in terms of cooperating business objects and their constituent services. It includes items such as what applications will be affect in what way. Expected dB schema changes, object and data models. The non-UI portions of the functional design is the responsibility of *Product Management and Development*, the UI portions of the functional design is the responsibility of the Manager of Human Interaction reporting to the *Development* representative at TOP.
9. **Installation Plan** – The installation plan outlines the requirements and dates for various installation mobile applications and custom development projects. The plan includes a schedule for the installation program development and associated testing. This deliverable is the responsibility of *Logistics*.
10. **Integration Plan** – This is a plan provide a list of all the Integration Points to move current customers from that fielded version of the software to the one contained in the release.
11. **Known bug list** – This is the list of known bugs existing in the system compiled in a list along with suggested workarounds. This deliverable is the responsibility of *User Ed/Documentation*.



12. **Project Plan** – The project plan is the document presenting all the major milestones to be completed for the given release. It includes any sub milestones and the interdependencies required to complete the project. It is reviewed and updated as required at the team of peers. This deliverable is the responsibility of *Program Management*.
13. **Product Intro Plan/Material** – The product Introduction Plan is a representation of the major milestone that are called out for a particular release. This plan may include items such as various press releases, data sheets, white papers, data sheets, and Press Analyst tours. This deliverable is the responsibility of *Product Management*
14. **Recommended Prioritization** – This is a prioritization of the proposed features/enhancements slated for incorporation into the product for a particular release. The format is optional. This deliverable is the responsibility of *Product Management*
15. **Release Candidate software** – This is a set of software that has been integrated/regressed and is ready to go into the Systems test. This deliverable is the responsibility of *Development*.
16. **Release CD** – This could be a CD or the final project code for an app. This deliverable is the responsibility of *Logistics*.
17. **Release notes** – Printed release notes for a new version of the software list and describe new features and changes to existing features, as well as behaviors that have changed as a result of bug. This deliverable is the responsibility of *User Ed/Documentation*.
18. **Scope Estimate** – The scope estimate is an estimation of the effort required to complete the features/enhancements as called out in the Conceptual Design. The scope estimate is used to evaluate the probability of successful completion of a release within specified date requirements. Should the estimate extend beyond the date requirement, the scope estimate will also be a major tool to pear the proposed feature/enhancement set to fit within the date requirements. This deliverable is the responsibility of *Development, Testing, and Program Management*.
19. **Software Build** - This is a set of software that is ready to go into the integrated/regressed test This deliverable is the responsibility of *Development*
20. **Technical Design Document** – The Technical Design articulates the developer’s view of the desired behavior of the system. The technical design defines the solution in terms of components and their constituent’s services. It is the documents that the programmers will be developing code against. . This deliverable is the responsibility of *Development*.
21. **Test Plan (Integration/Systems)** – The various testing plans call out the methods and strategies to be used to test various aspect of the system. The plan will state the goal of each test run, and stipulate what scripts will be executed in order to complete the test. . This deliverable is the responsibility of *Testing*.
22. **Training Plan** – The training plan define the training strategies to be used to introduce new customers to the product. The plan will include schedule of milestones to develop learning objectives, lesson plans, handouts, and any additional aids required to facilitate training. This deliverable is the responsibility of *User Ed/Documentation*.