

# Monday: Team Week Objectives

You're a team and you're building something awesome!

Spend time together as a team brainstorming your vision. Decide how you want to communicate and work together over the next 4 days. All ideas should be welcome and all members given roles. You can change partners daily or play to the strengths and preferences of your members (business logic vs user interface logic). Remember that in addition to coding skills, communication is one of the most important elements of building great applications. Let your team be one that fosters direct, honest communication and encourages every member's voice!

For the presentation/demonstration, determine what the minimum viable product for demonstration is.. A minimum viable product, or MVP, is a development approach where an application is created with the minimum sufficient features necessary to demonstrate it to users and/or investors. Additional features are implemented when/if time and resources allow. When you create an MVP, it should be a prototype of your idea and have the basic core elements in place so your audience (e.g. peers, investors, clients, future employers, future users, etc.) can understand what your vision is. Try to be both ambitious and realistic. Use a whiteboard or paper or online storyboard application if that would help everyone with the overview and the plan!

You are going to create something incredible. Dive in!

## Code Review Objectives

At the end of the week, you will present your group project on Friday, where it will be reviewed for the following objective:

- Participation in creating and presenting a project, and collaborating effectively with teammates.

## Market Research

Our project ideas are coming together and we have an MVP. Before we start building anything, we need to take a look at the market for our product. One thing to consider is the competition: does this product already exist? If it does, that's okay! Many apps in the real world are variations of one another. How many apps have you seen for playing music or requesting a taxi have can you think of? If this is the case, then think about how the user experience be improved or made unique. We also want to consider what kinds of customers our product going to serve. For example, let's say we want to build an event-planning application. How would the presentation and extra features differ if we were building it for:

- sports teams?
- technology meetups?
- outdoors enthusiasts?

**Task:** Spend half an hour as a team researching your idea online and refining your MVP according to your findings.

## Project Pitch

So, you have an idea for the app you'd like to build as a team. If we recall our earlier discussion about the MVP, we need to understand what our user wants before actually building anything. What's the best way to do that? By talking to users!

**Task:** For the next two hours, we're going to go out and do just that. Go out in groups (at least two people) to an area with potential users you can ask questions about your product. Designate one group member as the note-taker to record answers to questions.

1. Approach someone and introduce yourselves and your project
  - Example: "Hi there! We are [your names] and we're students at Moringa School. We're building an application and we are hoping to get some opinions on it."
1. Ask them for their time politely
  - Set a timeline for the pitch, and don't go over your time limit - respect their time
  - Example: "Would you mind if we take three minutes of your time?"
2. Introduce the problem you're setting out to solve
3. Instead of asking questions about an already-finished application, ask about ways to solve the problem. You're still in the planning phase - user experience research about the finished product will come later.
4. Make it a conversation. Ask open-ended questions - you'll get more information that way
  - Instead of "What is your favorite ice cream flavor?" try, "Can you tell me about a dessert you would go out of your way to try again?"
5. Have a few questions ready. Some themes to think about:
  - Accessibility: are you able to use this technology? Example: Do you have a phone or laptop with internet access?
  - Relevance: Is your project relevant? Example: For a money tracking app: how do you use money (mPesa, credit card, cash)?
  - Usability: do you have a system for doing this? Would you have to change a lot of things in your life to use this app? Can you integrate it into your life?
6. Thank them for their time

**Task:** Now that you've conducted market research, re-evaluate your MVP and integrate your findings into your user stories. Feel free to divide your user stories into sections: "MVP" and "Bonus features". What did you get right the first time around? Did any findings surprise you? Were you making any assumptions in your product design?