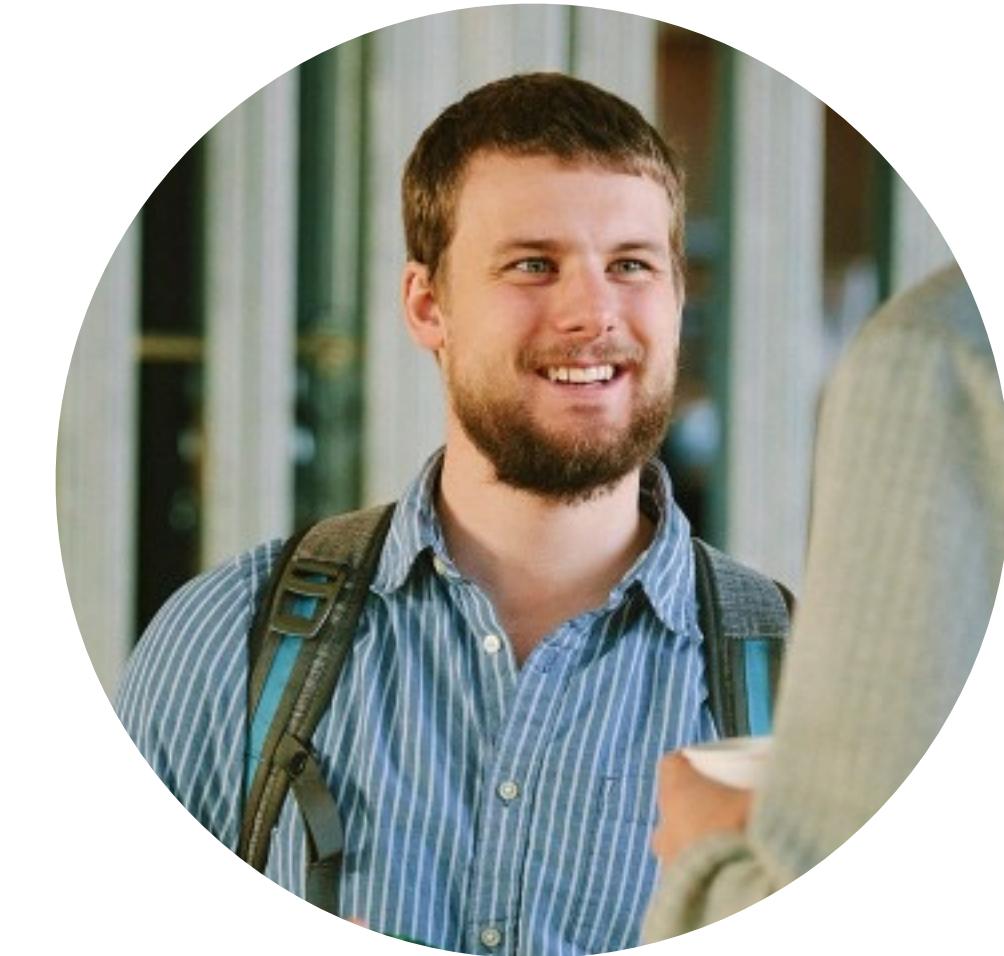


- Screw your ten year plan!
- What is it like working in software?
- QA

# Who is this chump?



**Tyler Merry**

Dev/Designer





Screw your ten year plan!



# Expectation



[findingbeautyphotography.com](http://findingbeautyphotography.com)

# Reality



stupid buzzfed

**Was your path to software  
straight and narrow?**

# Education

# Life before being developers



First dev job



*Real*  
First dev job

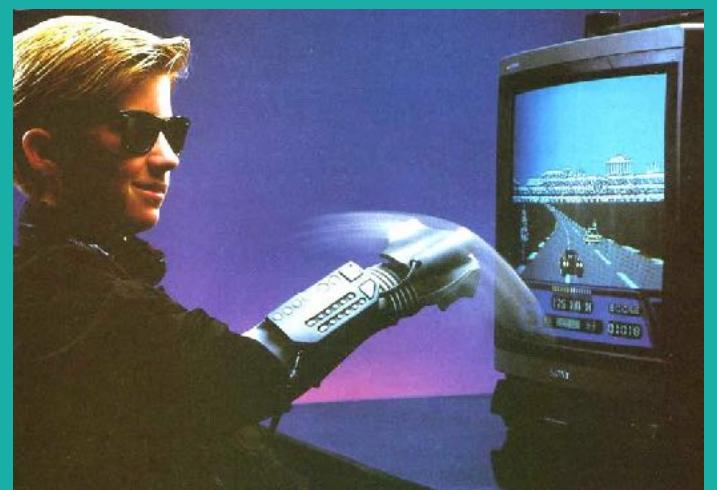




In tech, you can't focus  
10 years out

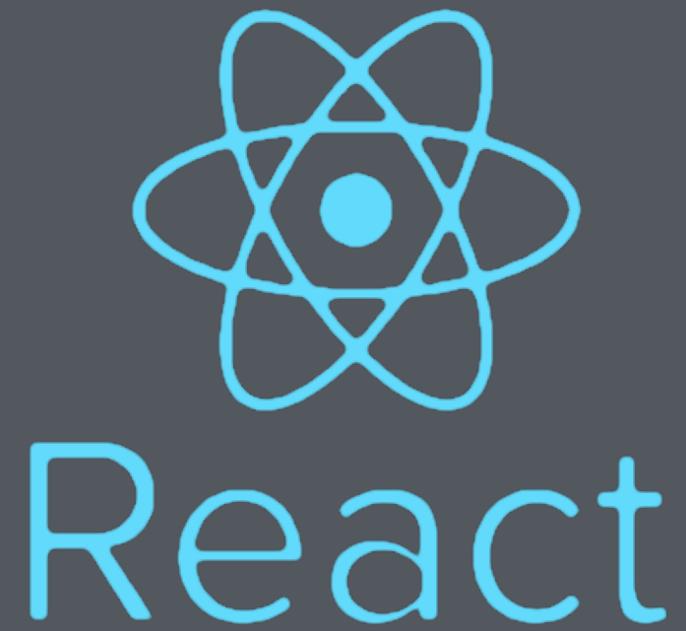


**BB** BlackBerry





# What are you good at now?





Don't focus on technologies  
as a long term goal

Testing

Performance

Limiting dependencies

What are you good at that  
lasts?

Readable code

Architecture

Understanding people

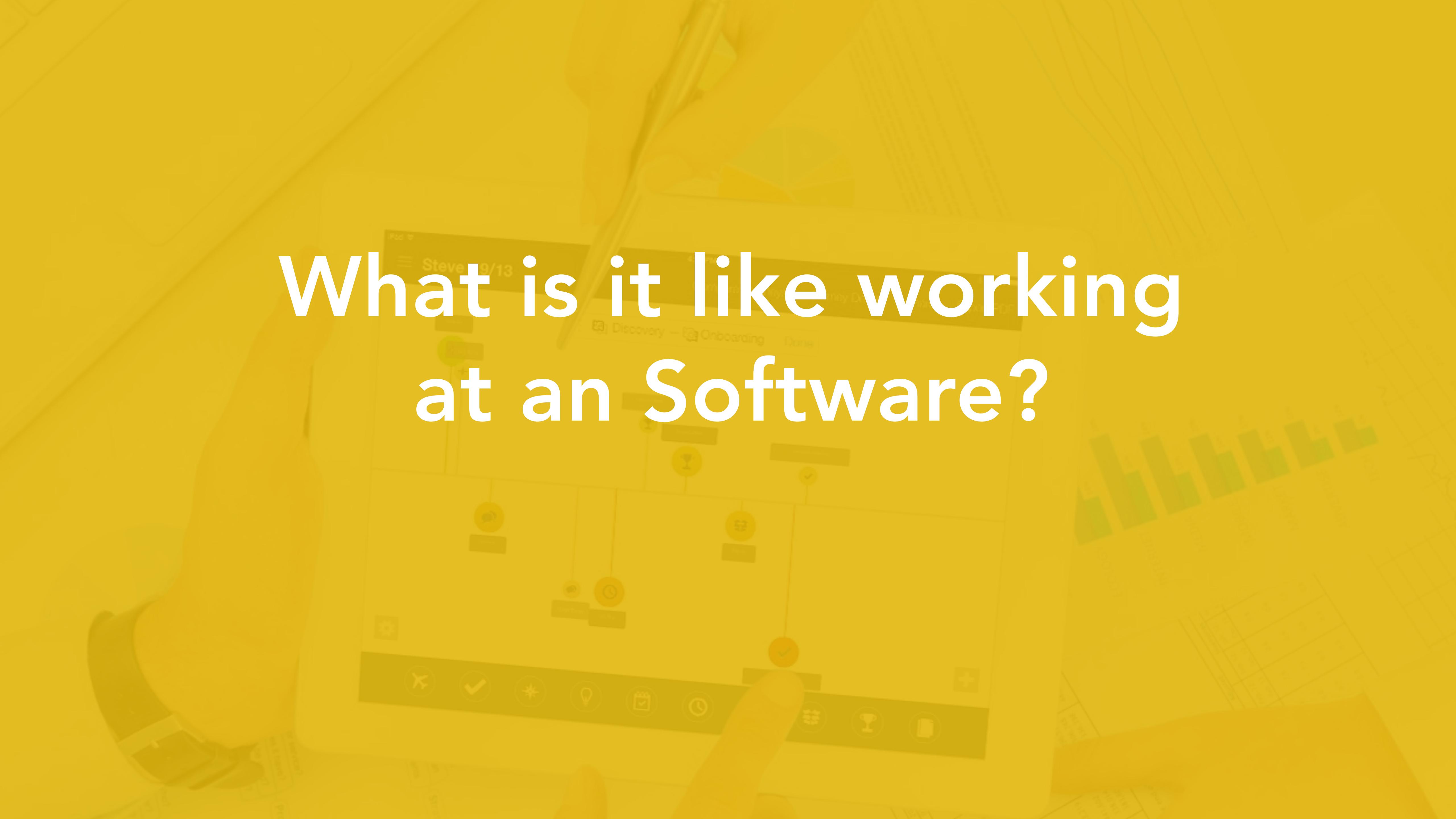
Learning

Teaching



Long term goals should be  
fuzzy and principal driven.

Short term goals should be  
actionable.



# What is it like working at an Software?

# In-house



# Consultant



# Product



# Service



A blurred background image of an office interior. It features several desks arranged in rows, each equipped with a computer monitor and keyboard. The office has a high ceiling with exposed pipes and ductwork. In the foreground, there are large, semi-transparent white letters spelling out the title.

# How software gets made

# Kickoff Workshop



# Customer Interviews



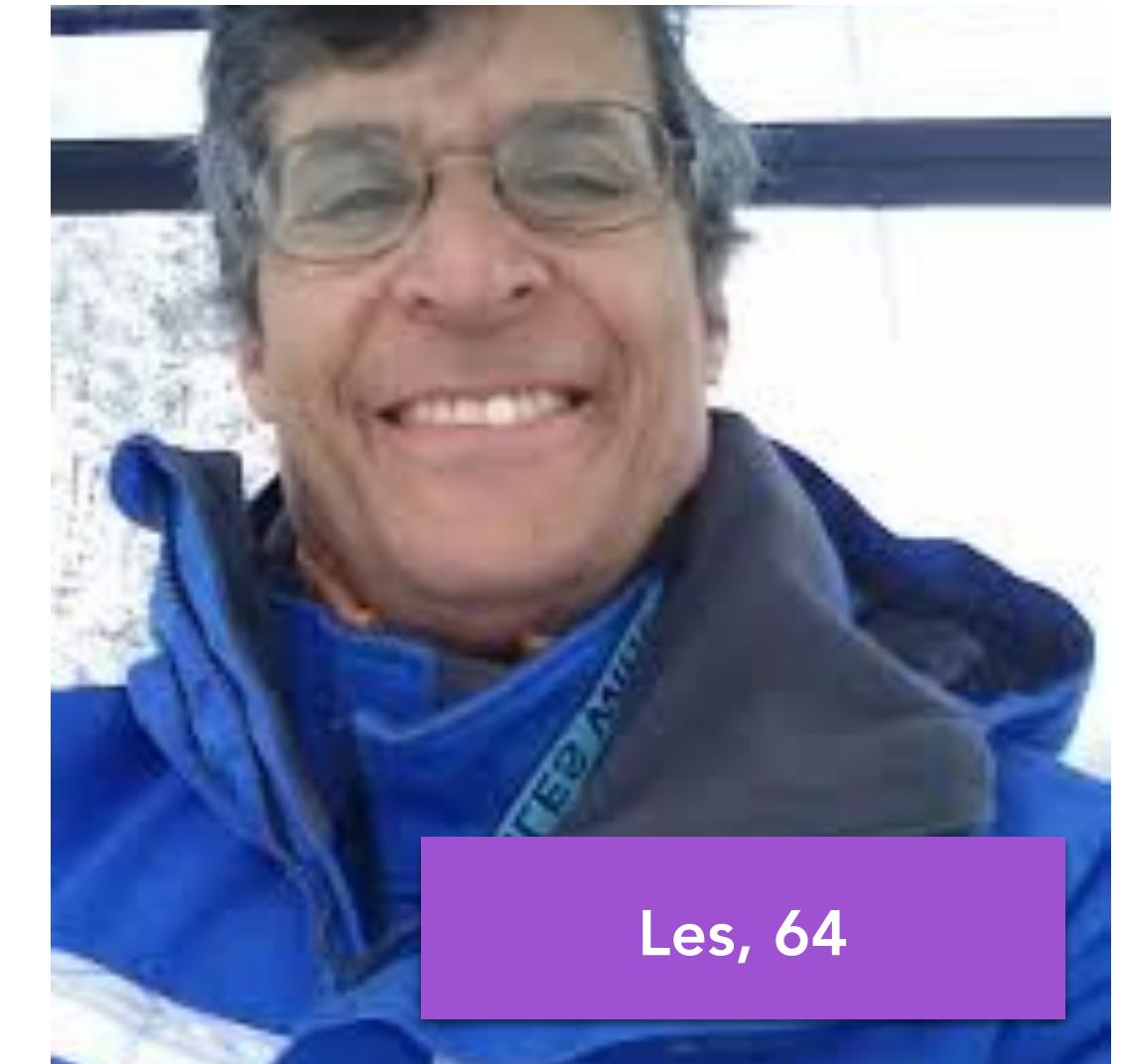
Karen, 26



Stephanie, 34



Nick, 27



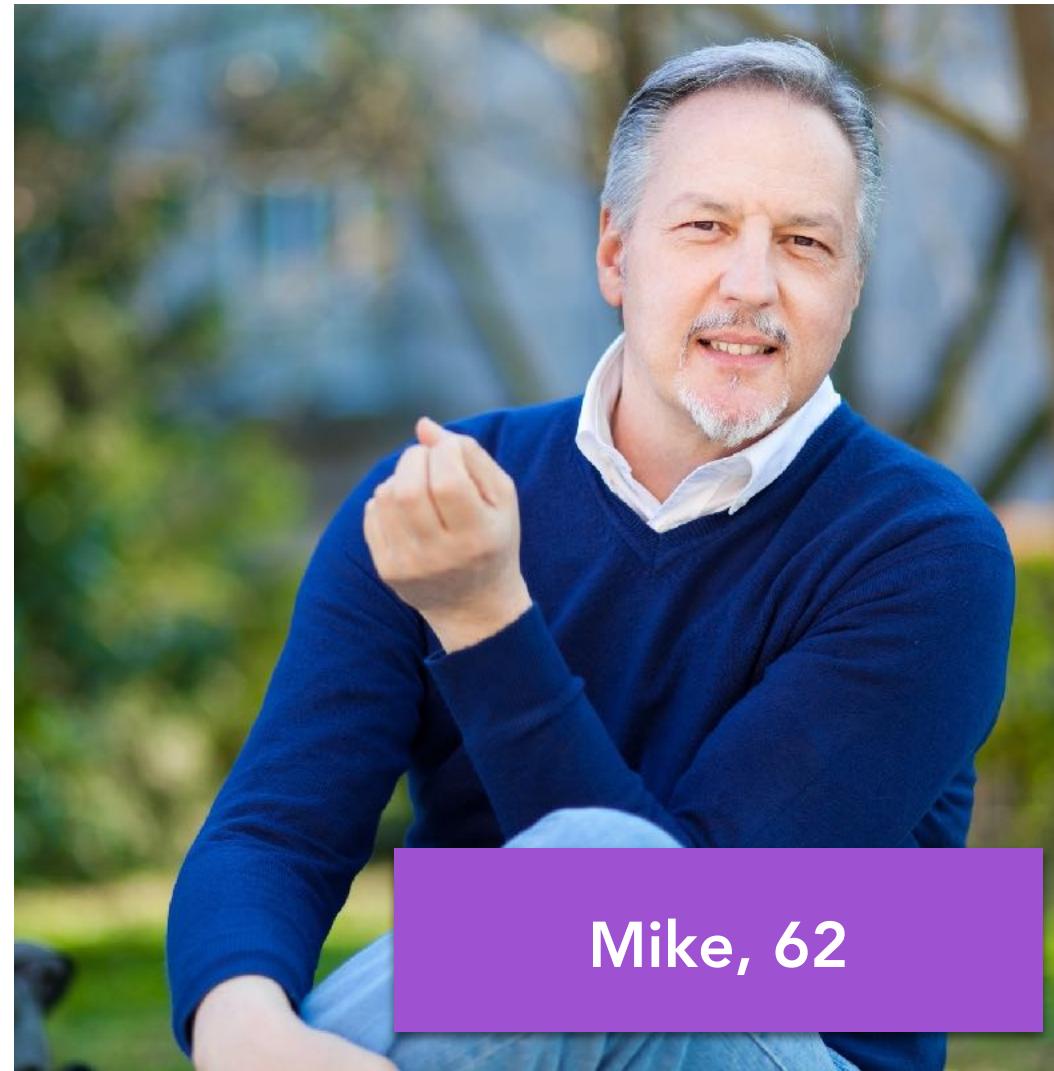
Les, 64



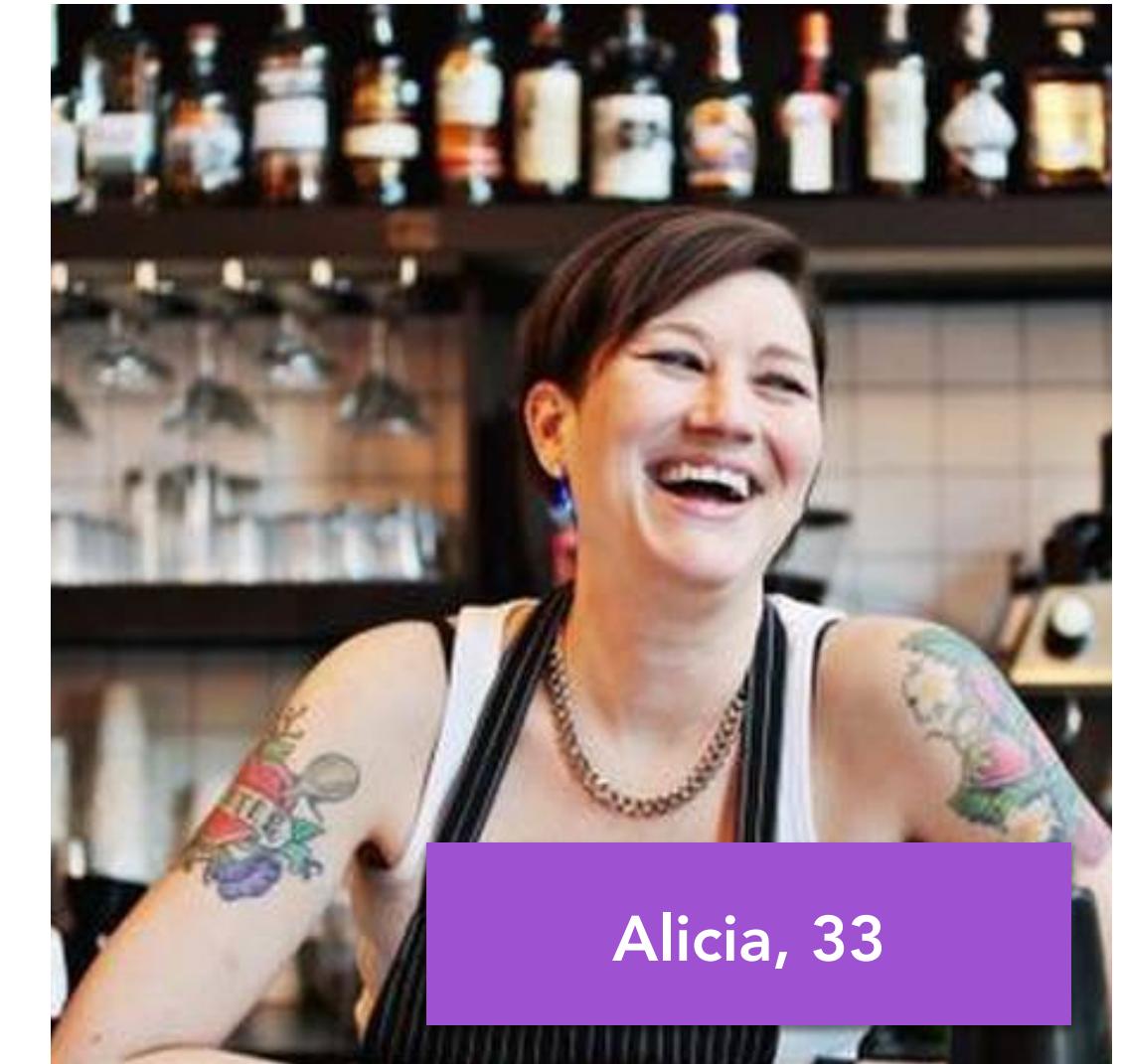
Stephanie, 55



Dan, 45



Mike, 62



Alicia, 33

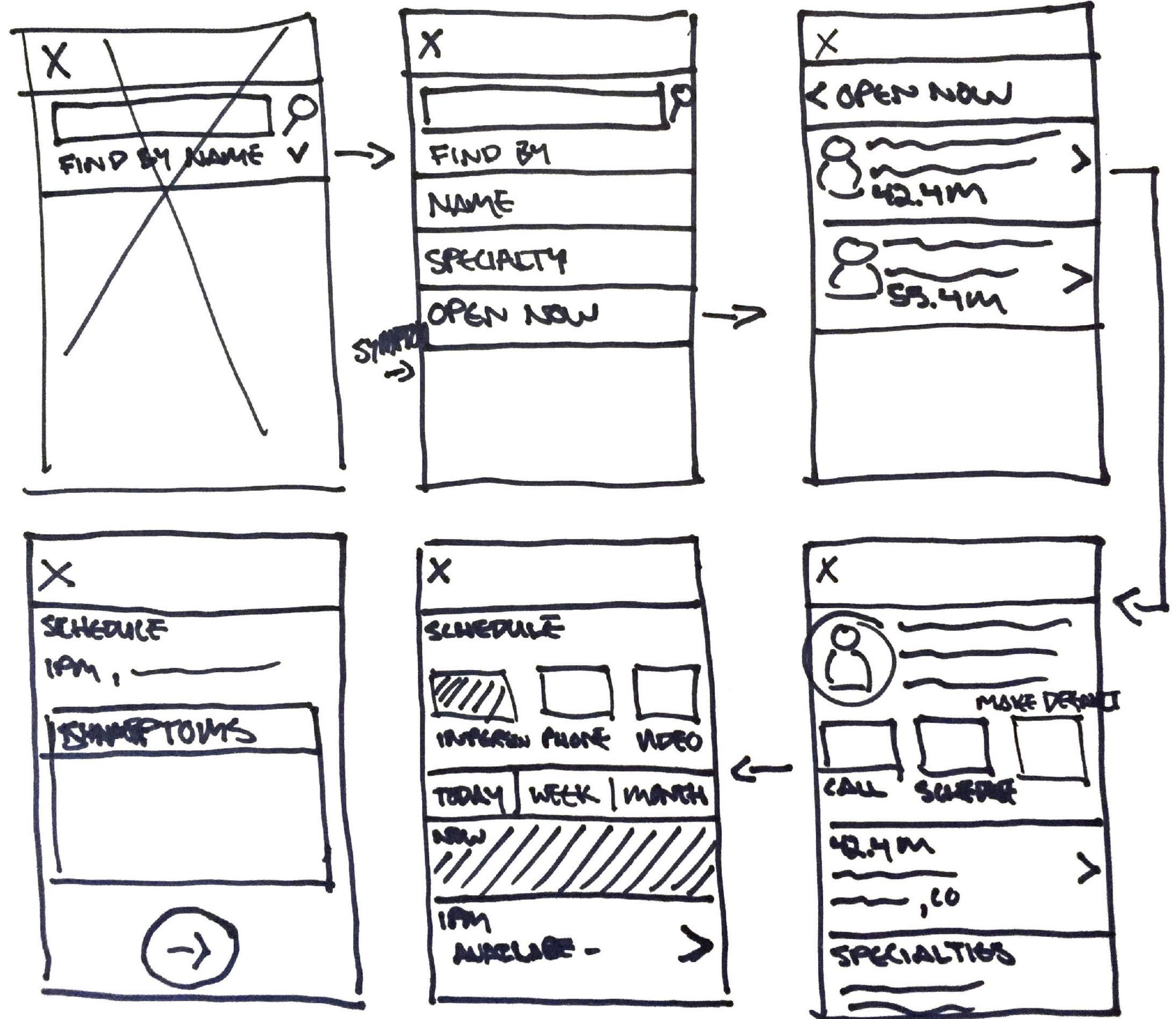
# Competitive Analysis



# Brainstorming



# Sketching



# Wireframes (software “blue prints”)

1

The dashboard screen features a large blue header with the "MOUNTAIN CO." logo. Below the header, the text "Peak Points" is displayed above a large, bold "3,025". To the left of the points is a bell icon with the number "4 Alerts". A call-to-action box contains the text "Switchback Salads Buy One, Get One on Tuesdays" and "USE THIS COUPON AND EARN 300 POINTS". At the bottom, there are four navigation icons: "Health Tracker" (heart), "Symptom Finder" (cross in circle), "Find a Doctor" (doctor silhouette), and "Your Plan" (checklist).

2

The Symptom Finder screen shows a message: "Not feeling so hot? Use our symptom finder to help you decide what to do." Below this is a search bar with the placeholder "I have a cut". A list of symptoms with cost estimates follows: "Stitches" (\$50 - \$150) and "Infection" (\$100 - \$250). At the bottom, there is a note: "Not sure? Upload a photo and a doctor will reach out to you shortly."

1 **Dashboard**

The Dashboard is an overview of everything the app has to offer.

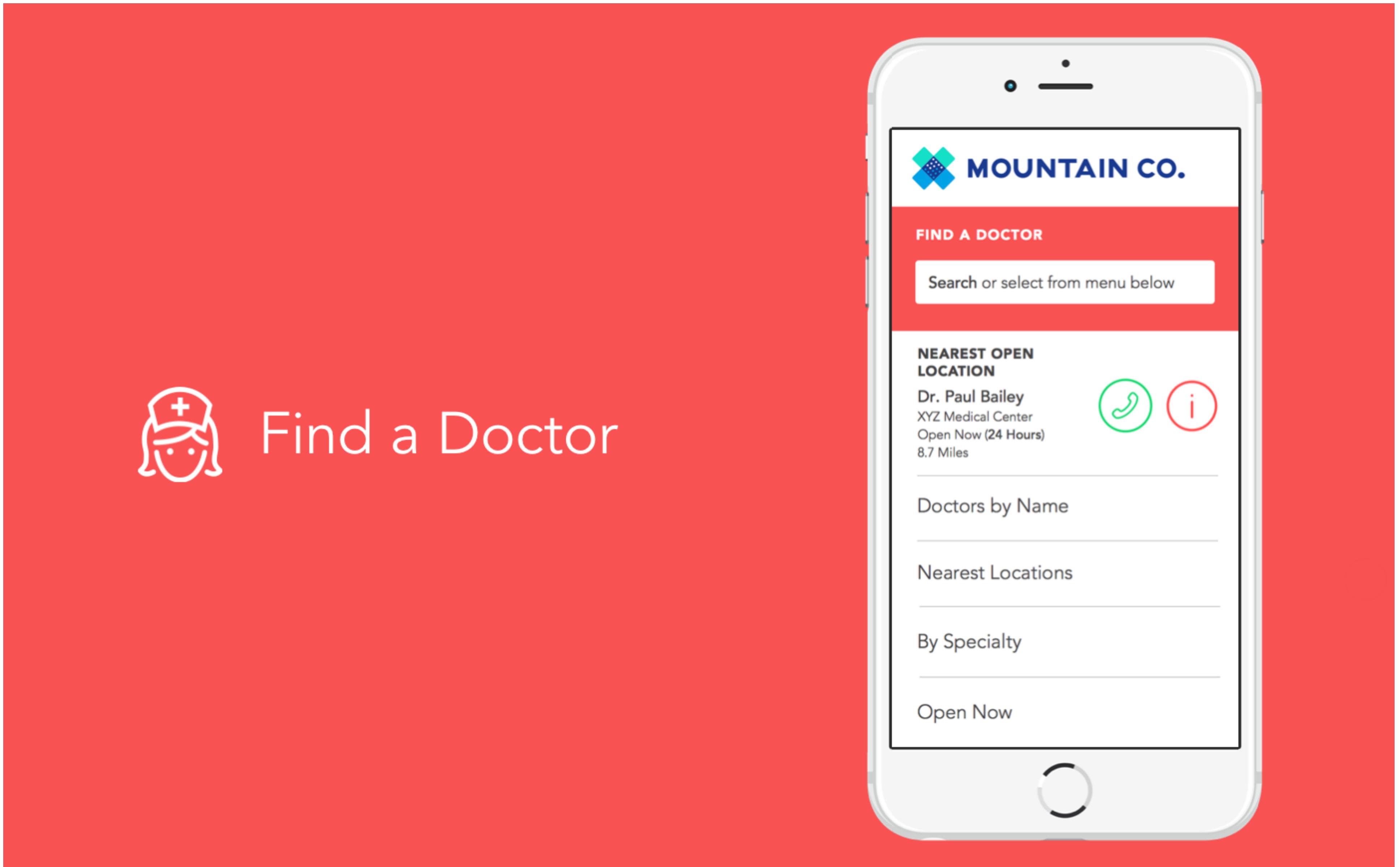
The “peak points” is a concept that encourages preventative care by earning points on daily steps and using coupons or offers from the local community.

2 **Symptom Finder**

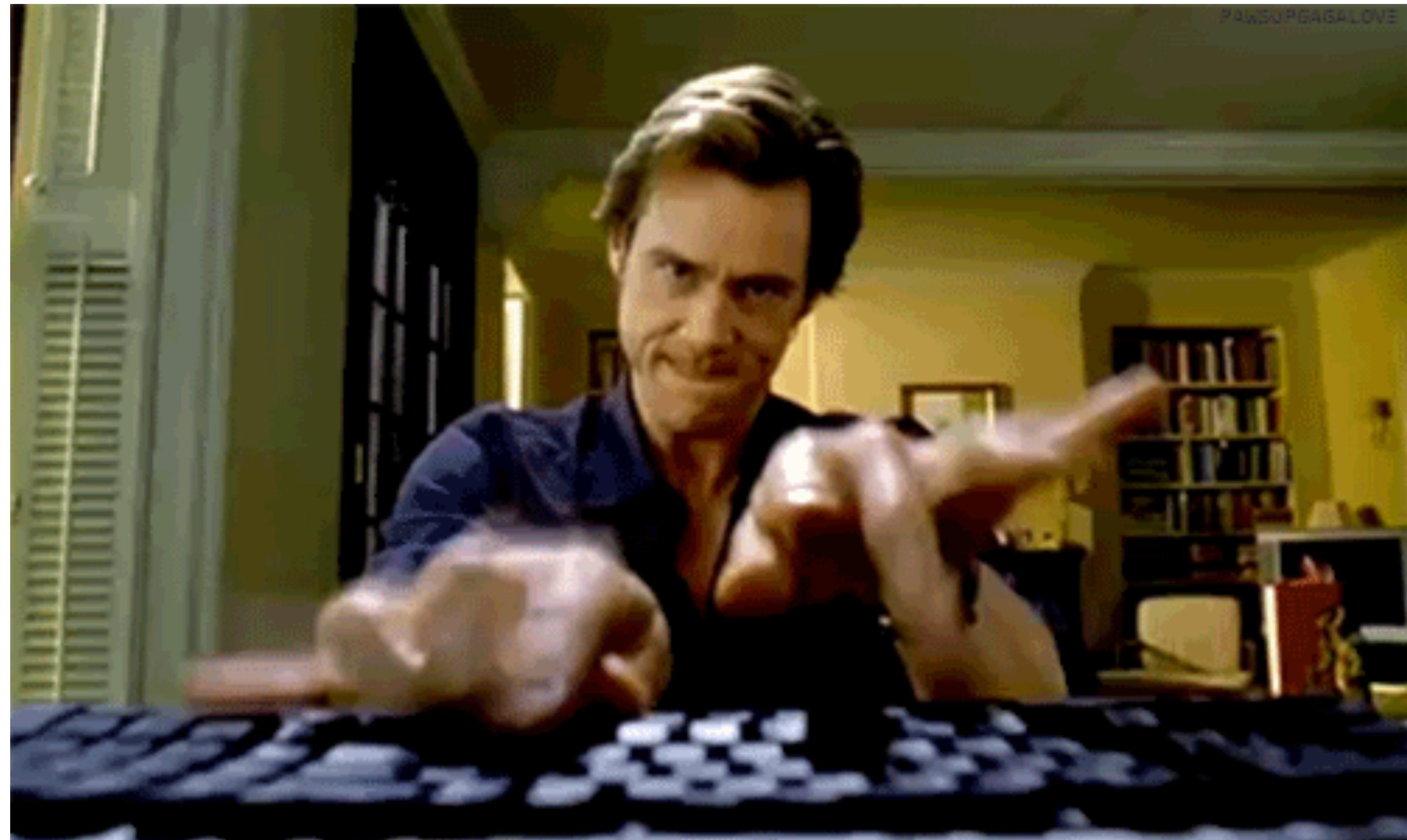
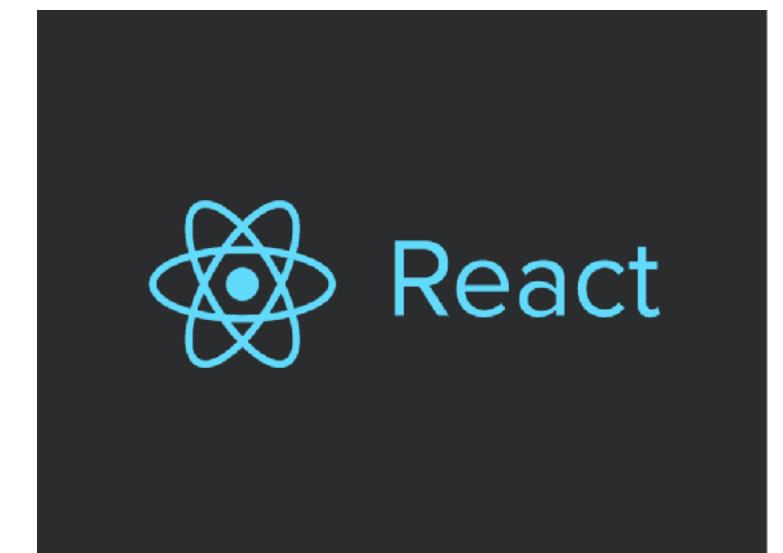
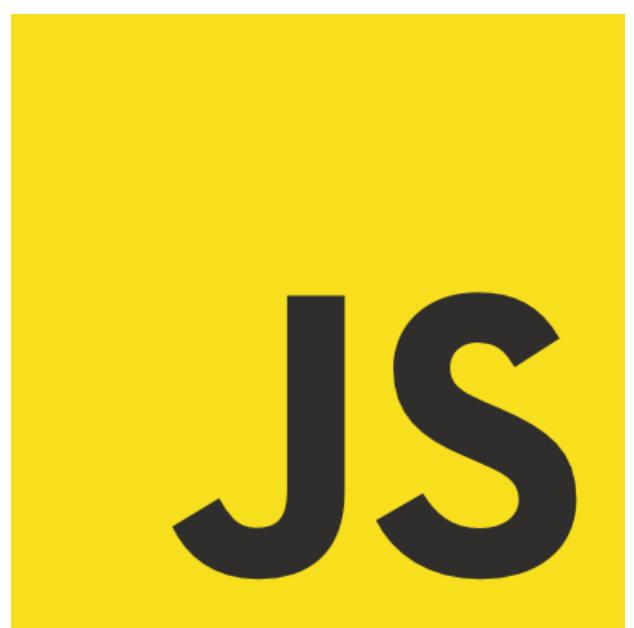
The Symptom Finder allows for a quick search and offers suggestions on where you can go to seek treatment and an estimate of what it might cost.

You can also upload a photo who will respond within minutes via phone.

# Visual designs



# Technology



Delivery



PEAK POINTS

3,025

4 Alerts

Switchback Salads  
Buy One, Get One on Tuesdays  
USE THIS COUPON AND EARN 300 POINTS



Health Tracker



Symptom Finder



Find a Doctor



Your Plan

# In real life



# In real life (Tyler's Jaded POV)

- CEO figures out future of company
- Talks to their favorite developer
- “MVP” is built
- Product people start scoping project
- Meetings
- UX research starts
- CEO loses interest and goes back to step one with a new idea
- Visual designers start working on project
- Development
- UX research finishes
- Maintenance

# Questions?



# Things I like to talk about

- Denver Tech/Design community
- Selling yourself and your work
- Making Connections with mentors

OR

- Being under qualified (imposter syndrome)
- Technical reviewing books
- Interviewing
- Getting your first job
- Starting and running a meetup
- Working at Motley Fool (or any of my previous jobs)



