Choosing (the right) technologies

TOOLS, not LANGUAGE

Choosing technology considerations

- What are all of your product requirements?
  - *examples include speed, color, changeability*

- What is your key feature?
  - *based on your target customer segment and product goal*

- What are your project goals?
  - Product elements: *vision, mission, problem to solve*
  - Team elements: *prototype, deploy, 6-month project, potential startup*
  - MUST BE REALISTIC - you cause yourself pain if you are not honest

- What do you know? How can you maintain it? What tools do you have access to?
  - General rule of thumb: *good documentation, free tools*
  - New startups / tools are less reliable but also more flexible

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Where do features come from?

- Customer segments (what do your specific customers need)
- Your goals (what you think will achieve what you want to achieve)

In short: YOU and YOUR CUSTOMERS

Not limiting, just prioritizing

Need to make a prioritized list of features / elements / plan for execution

Case study

Web technologies, briefly

Considerations:

- Look (consistent, unique, etc. UI / UX / customers)
- Speed (do you need a database?)
- Use case (are people going to be using it on mobile?)
- Website or splash page?

Specific technologies to build websites

- Twitter Bootstrap (UI / UX) - you should use this no matter what
- Nodejs (backend)
- Django (backend)

Mobile apps, briefly

Considerations:

- Types of users (Android or iOS or other)
- Which first?

Specific mobile app technologies

- Android
- iOS
- Phonegap (both at the same time)
- Smaller niche markets (Samsung OS, Blackberry)

Your group, now

- All of your features. What is your KEY feature. Ordered list of features.
- Customer analysis, web or mobile. Which flavor of mobile? Which flavor of web?
- Do you need a "splash page".
- What technologies do you plan on using?

Prototyping tool (web-based, cleaner)

- Need for A/B testing. Can split up work. Can export as PDF
- "Pencil" program.