



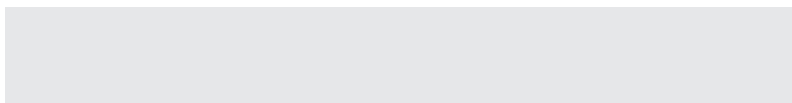
# Rails Girls

**Your cookbook to the world  
of web development.**

[railsgirls.com](http://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 tomorrow's 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>

**Product Managers in Modern Development teams**

<http://goo.gl/TjRB6>

**Have we all become hackers**

<http://goo.gl/PA8e2>

**A Tour of the Design Process at 37signals**

<http://goo.gl/Fc49>

**5by5 Podcasts**

<http://goo.gl/QJqU>

# 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.

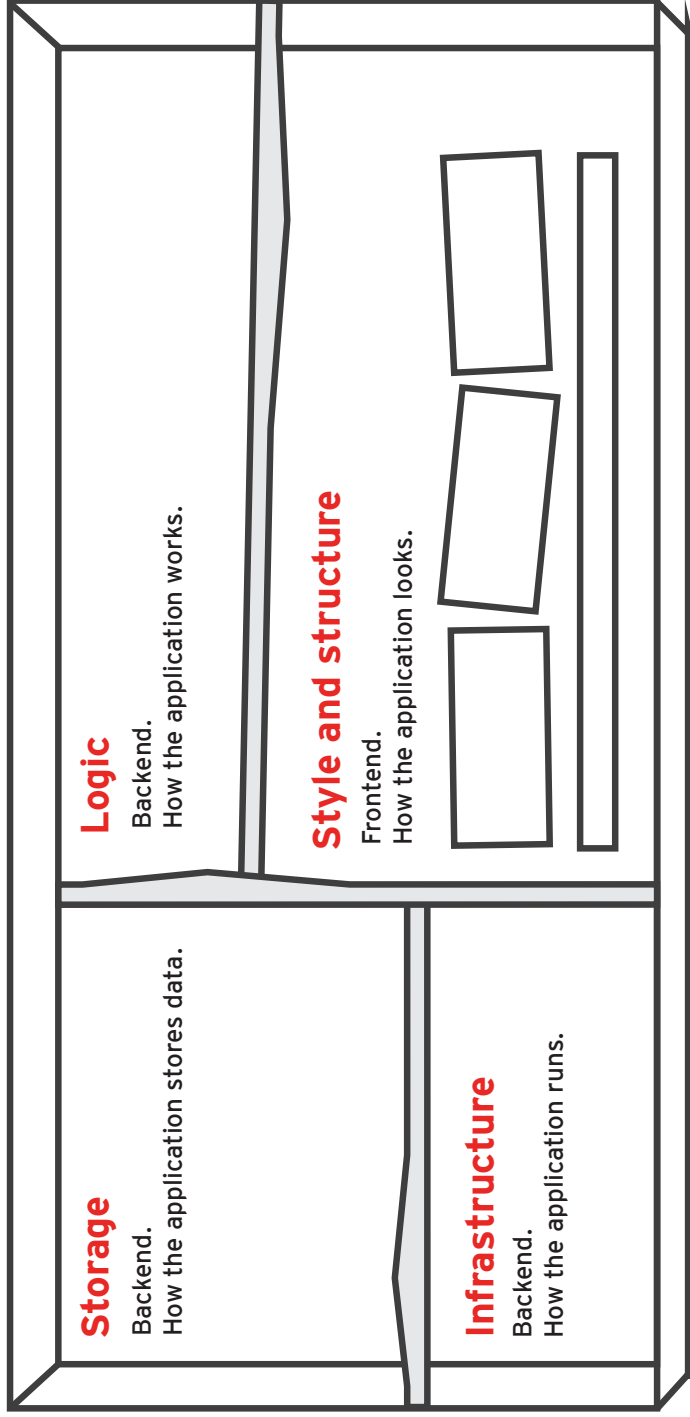
The Japanese lunchbox model aims to have a balanced mix of things. Much like web apps, the “Ekiben“, looks for content which is arranged in the most efficient, graceful manner. The bento is presented in a simple, beautiful, balanced way. Nothing lacking. Nothing superfluous. Not decorated, but wonderfully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



# My Bentobox

Application:

Designed by:



# 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**

**Twitter Bootstrap** (to style the app) <http://twitter.github.com/bootstrap/>

**Komodo Edit** (to edit the code files) <http://goo.gl/IKh1>

**Heroku** (to host the application) <http://heroku.com>

# Getting futher

## **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 new 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>

# Thats all!

2010-2011, Rails Girls.

Contact us at [team@railsgirls.com](mailto:team@railsgirls.com)

**[railsgirls.com](http://railsgirls.com)**