

# App Ideas: From Inception to Execution

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Machine Learning R&D – 3.5 years

Pricing & Business Intelligence – 1.5 years

Game Development

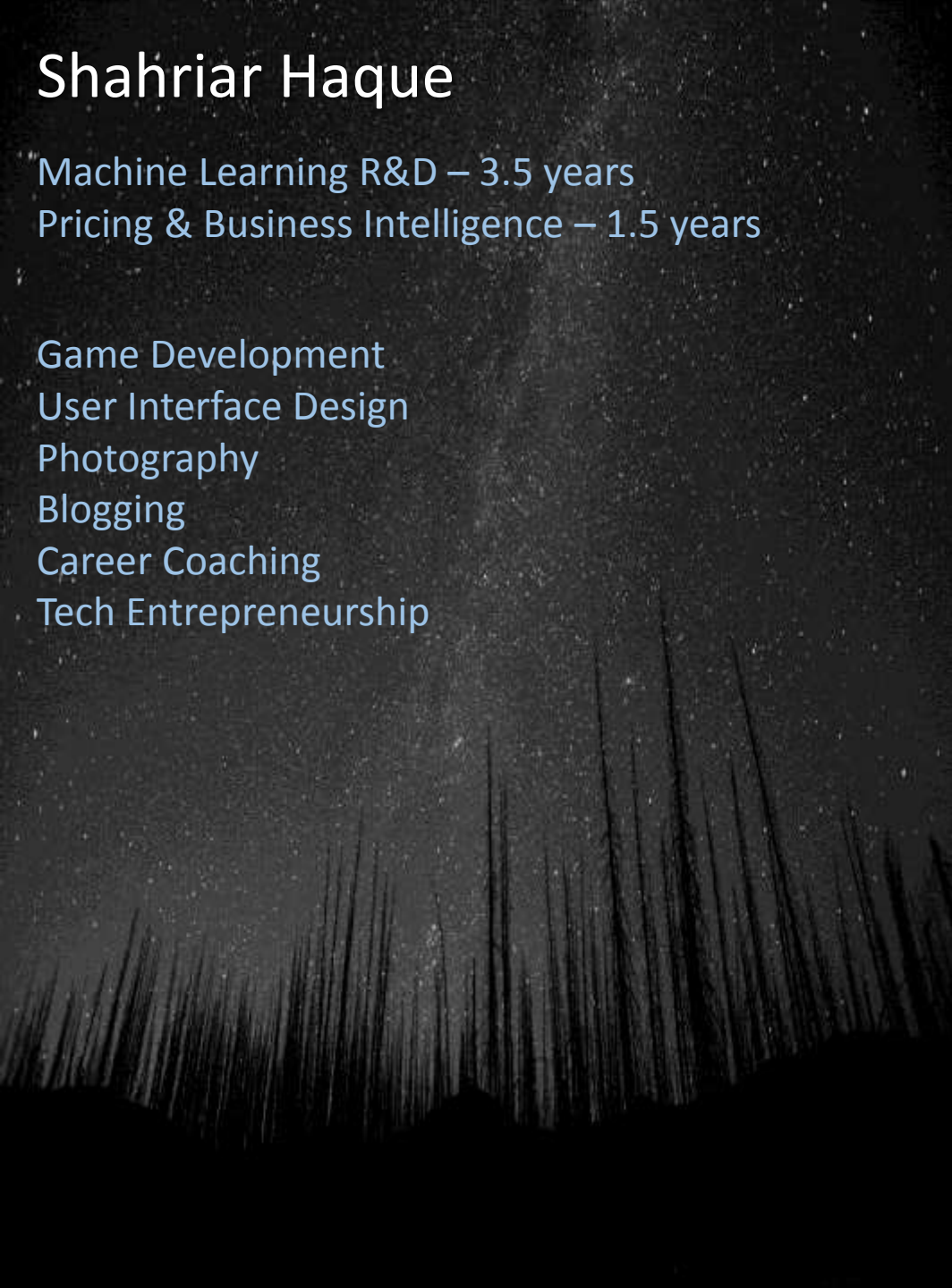
User Interface Design

Photography

Blogging

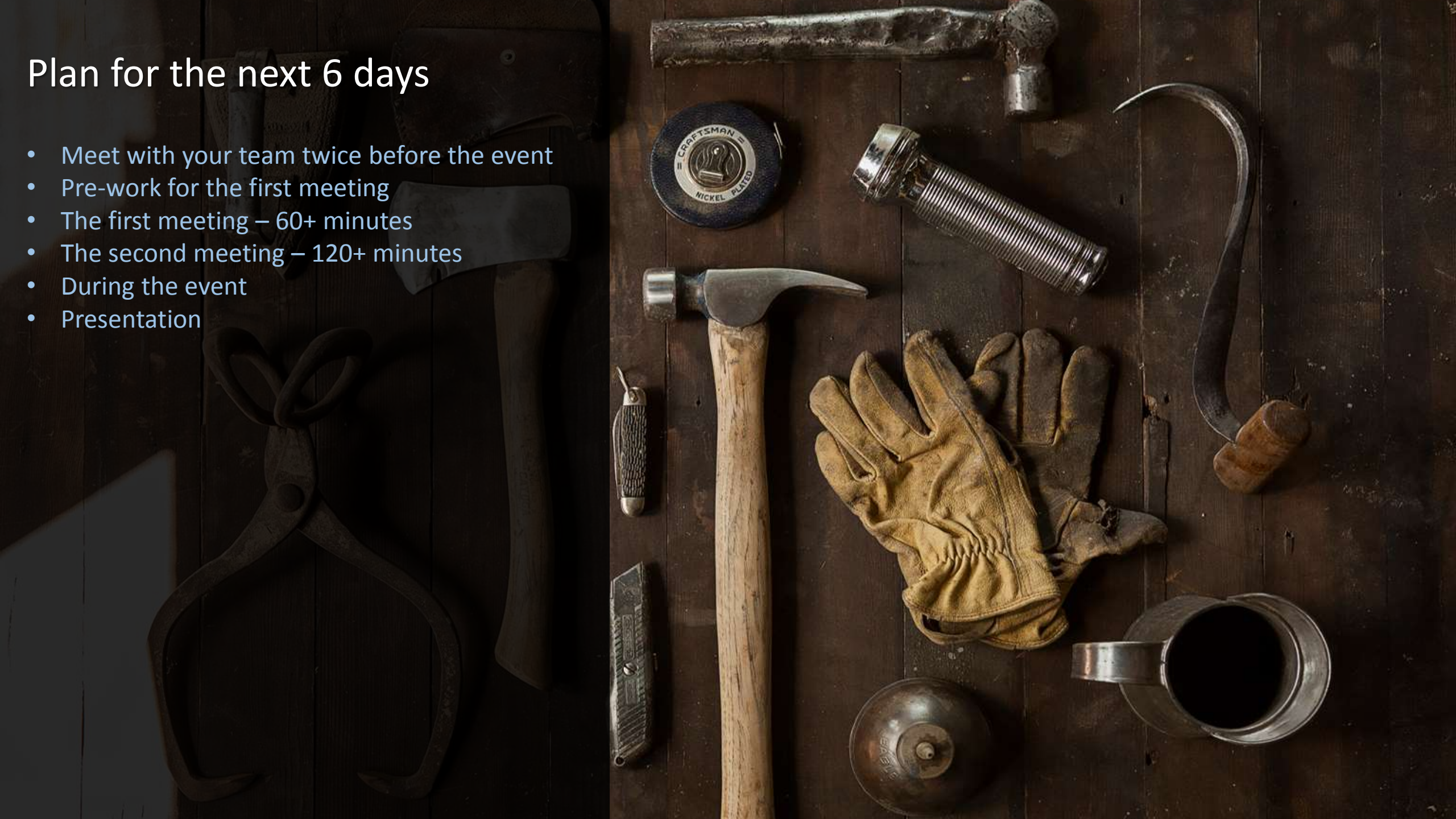
Career Coaching

Tech Entrepreneurship



# Plan for the next 6 days

- Meet with your team twice before the event
- Pre-work for the first meeting
- The first meeting – 60+ minutes
- The second meeting – 120+ minutes
- During the event
- Presentation



# Pre-work

- As a team, bring a total of 5 ideas to the first meeting.
- Label each idea with its preferred platform: Mobile / Web / Desktop
- List your personal technical strengths: Android Dev, iOS Dev, Python, Java, Ruby, HTML, CSS etc.



# The first meeting

- Compare the technical strengths of the team and decide on the platform of choice.
- As a team, decide on a list of criteria for scoring the ideas. Assign a weight to each criteria E.g.
  - Real World Application (3x)
  - Manageable Scope (4x)
  - Technical Difficulty (3x)
  - Compatible with Team strength (5x)
- As a team, give a score to each criteria for every idea, and then rank them based on their weighted score.



# The second meeting

- Pick the technology stack for your app.
- If you have 2 different skillsets in the team, strongly recommend a front-end + back-end architecture to conquer and divide the workload.

Mix	Front End	Backend
Android/iOS + Java/Python	Android/iOS App	Google Web Toolkit / Simple HTTP Server
HTML, CSS + JavaScript	HTML	Node.js
HTML , CSS + JavaScript/Python	Android/iOS App with Appcelerator / PhoneGap	
Java	Google Web Toolkit	Google Web Toolkit
HTML, CSS, JavaScript + Ruby	HTML	Ruby



## The second meeting (contd.)

- Make a priority list of features of your app, starting from the “Must Haves” to the “Nice to Haves”.
- Make a list of “services” needed for your app. E.g.
  - Device: Geo-location, Camera, Microphone, Accelerometer
  - Web: Maps, Facebook, Twitter, IMDB
- Make a list of “visual assets” needed for your app. E.g.
  - UI Elements: Tabs, Calendars, Drop-downs
  - Icons, Graphics, Backgrounds



# During the event

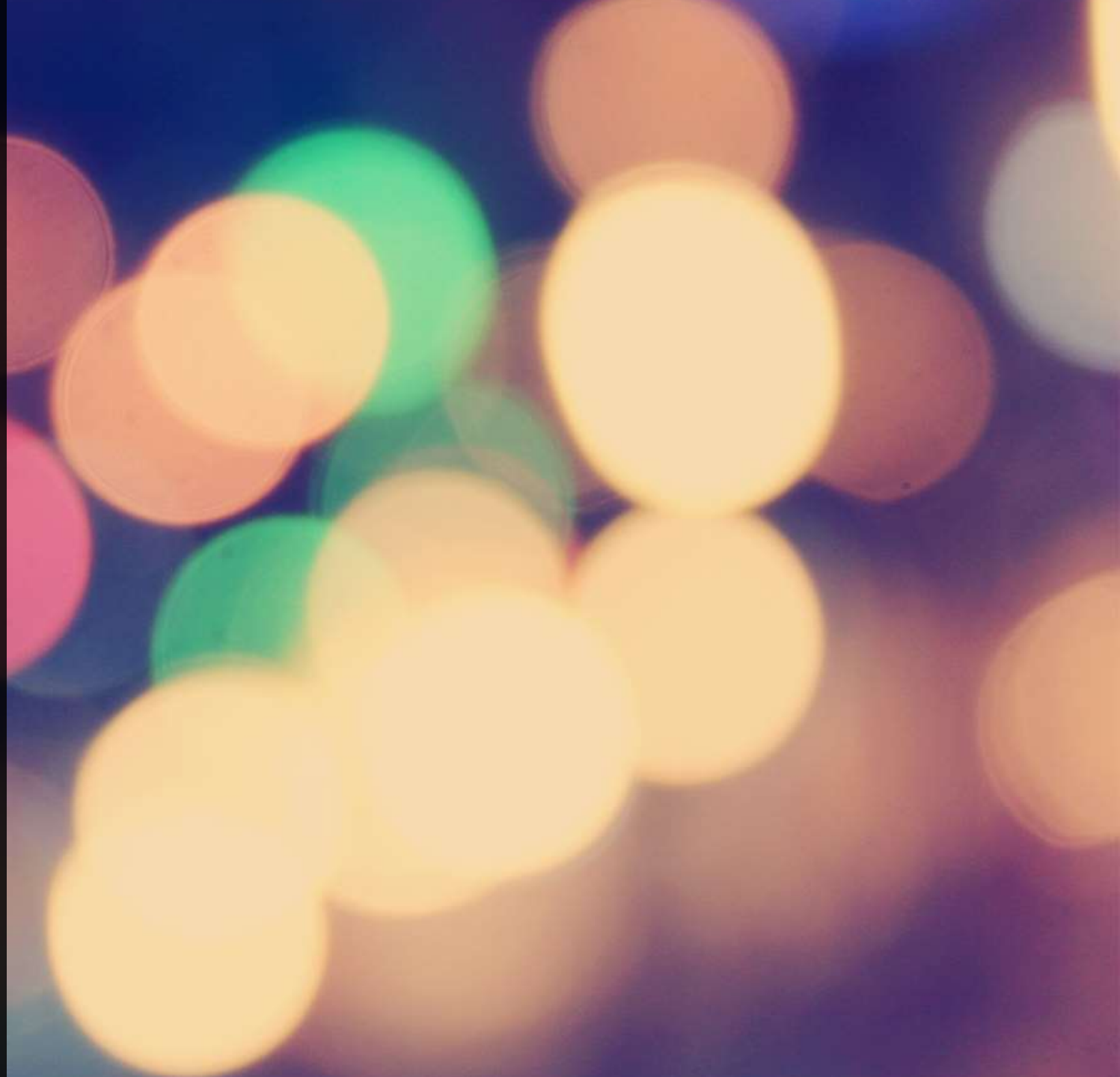
- Divide and Google !
  - Example Apps: Android Camera Tutorial, iOS Accelerometer Example
  - Web API: Google Maps Client Example, Facebook Check-in Java example
  - Platform Tutorials: GWT Tutorials, Android Studio Tutorial, Ruby Tutorials
  - Visual Assets: JavaScript UI library, Android Date Picker, iOS Color Chooser, Free Icons, Vector Graphics
- Build Prioritized Standalone Prototypes
  - Recreate examples from tutorials
  - Modify examples to demonstrate \*one\* feature of your app
  - Create simplified versions of the UI using a few UI components
- Regroup and discuss how to make the individual prototypes “talk to each other”.
- Make a full working version of the app “one must have feature at a time” and SAVE !!





# The presentation

- It's all about perception. Market your idea well !
- Sell the problem to the judges so that they can connect at a personal level.
- Show screenshots/demo explaining the top 2 features and explain how they solve the problem.
- End with the bigger picture, give the audience a glimpse of the future. Sell one last major feature that could be implemented in the future and explain how that could solve the problem even better.





Most importantly, have fun !