

SOFTWARE DEVELOPMENT PROCESS

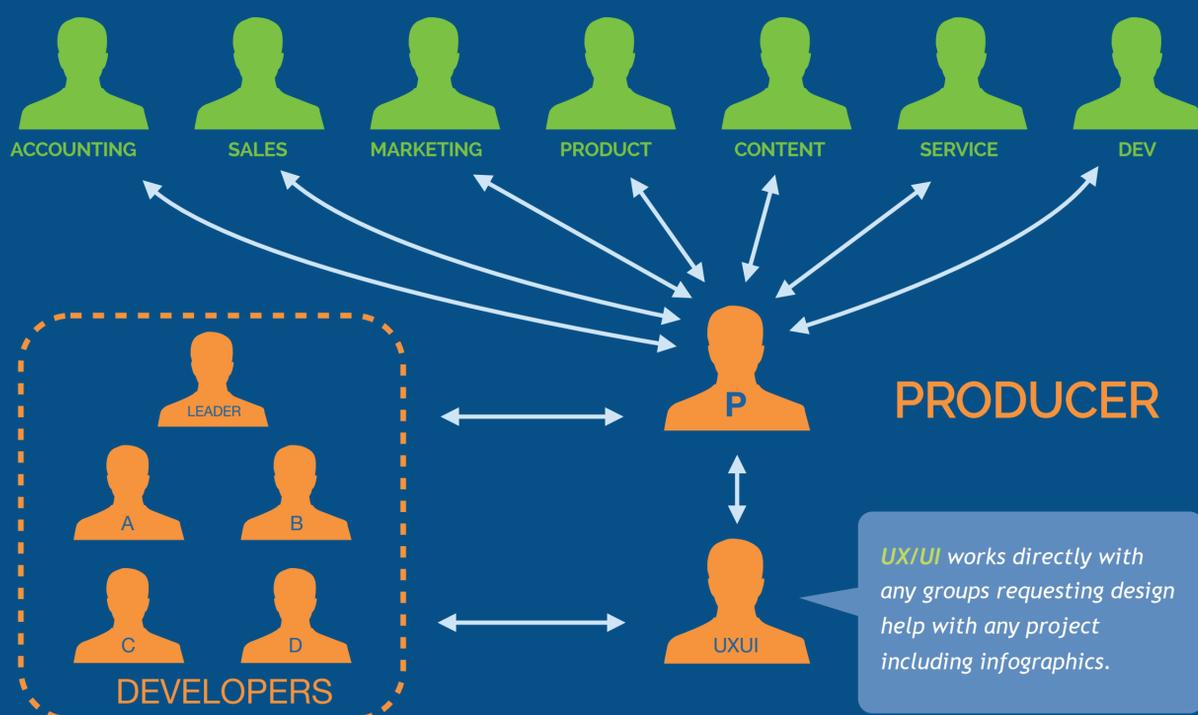
A Design Centered Approach to Rapid Application Development

1. PRODUCER-CENTRIC MODEL

Single most relevant concept.

The Producer is the main interface to all other clients.

Producers manage the client interface and are brought in at the very start. They create and monitor the budget, manage scope and schedules and run the project development team. By the end of the project, they are the most knowledgeable person about what the product does, how it works and when it is expected to be released.



2. DESIGN THINKING PROCESS

Think TOP DOWN not BOTTOM UP.

WHAT? IS DESIGN THINKING



For most tasks, you can achieve 80% of the results with 20% of the resources without sacrificing much, if any, quality.

This only holds true using seasoned teams with specific domain knowledge and well scoped project goals.

THE 80/20 RULE

..it is a form of solution-based, or solution-focused thinking that starts with the goal .

this differs from the **scientific method**, which starts with **defining all the parameters of the problem**

THE ENEMIES

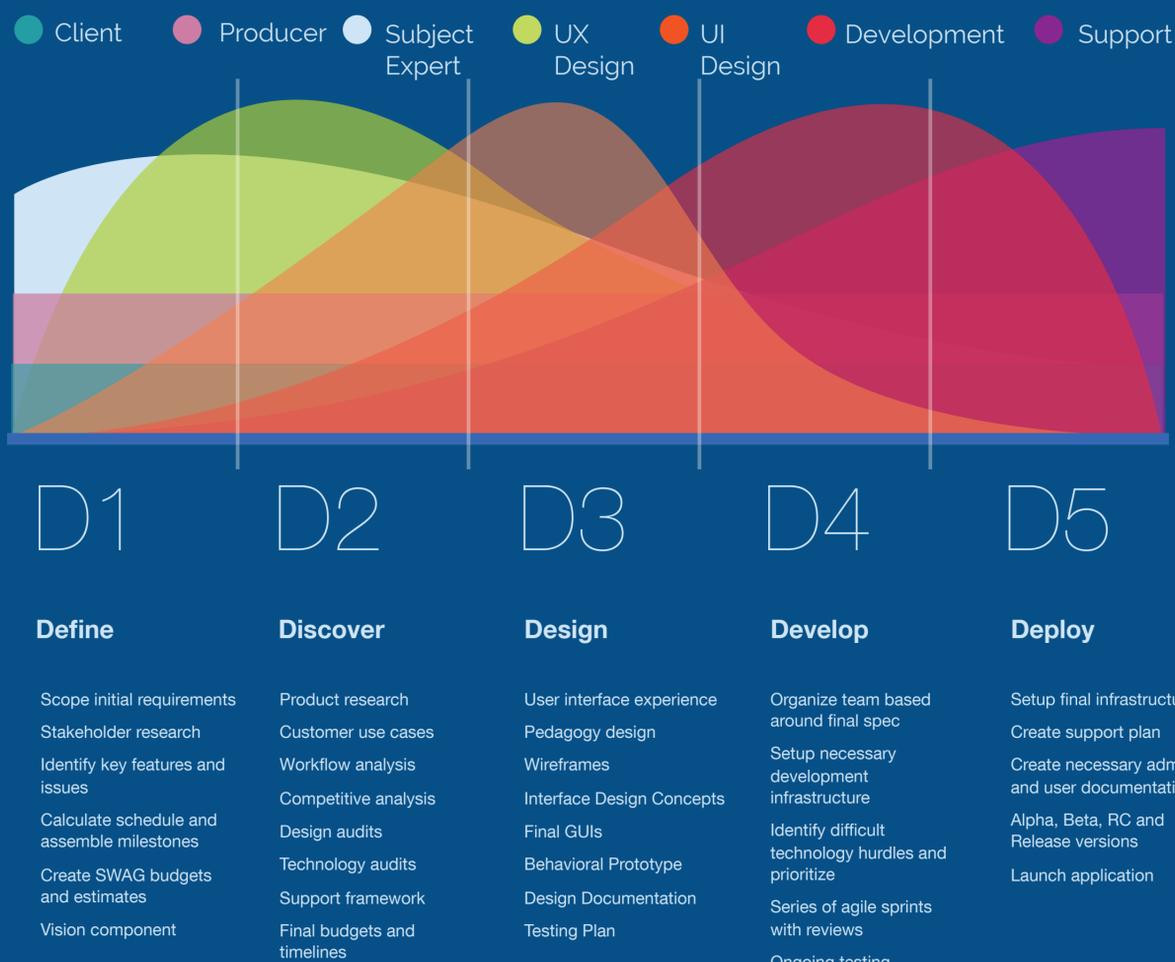
Consensus is the Enemy of Completion

GOOD is the Enemy of GREAT

3. The 5Ds

Not Waterfall. Not Agile.

The 5D Design Process



DELIVERABLES

A document describing the estimated work plan for completing the project.
Many times a D1 includes a "vision piece" describing a component of the application or infographic to help socialize the project.

Documentation for Semantic Inquiry, Technology, Competition and Design Audits along with detailed workflows, workplans and user research.
Final timelines and budgets.

Set of behavioral prototypes which encapsulate HTML/CSS and Javascript or other frameworks as specified.
Preliminary Test Plan.

Fully working application ready for alpha testing.
Code documentation.

Final production ready product, including user documentation and support model.