

# Twelve-Step Program: From Idea to Product

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# Introduction

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- Ideas
- Mobile/Web as a platform
- Quick delivery, easy updates, powerful platforms.
- 12 Important Steps

# 1. The Starting Line

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- What is *your* problem?
  - **37signals** story
  - **Digikala** story
- Focus on yourself
  - Funding  $\Leftrightarrow$  Expectations
  - Limited resources force creativity
- Have an enemy
  - Don't follow *the leader!*

## 2. Stay Lean

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- Less Mass
- Keep your team small.
  - *Three* is enough!
- Embrace Constraints

# 3. Priorities

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- What's the big idea?
  - “The Vision”. Why does it exist? What makes it different than other similar products?
- Ignore Details Early On
  - Colors, fonts, layout, shorter code, better algorithm
- It's a problem, when it's a problem!
- Scale Later

The fact is that everyone has scalability issues, no one can deal with their service going from zero to a few million users without revisiting almost ***every aspect*** of their *design* and *architecture*.

—Dare Obasanjo, Microsoft

## 4. Feature Selection

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- “everything but the kitchen sink”
- Build a ‘half’ product.
- It Just Doesn’t Matter.
- Always start with ‘no’
  - **Steve Jobs & iTunes** story
- Can you handle it?

# 5. Process

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- Race to Running Software
- Rinse and Repeat
- Avoid Preferences
  - Decide the little details, make the call.
- This isn't a brain surgery.
- Smaller tasks, smaller timelines.



# 6. The Organization

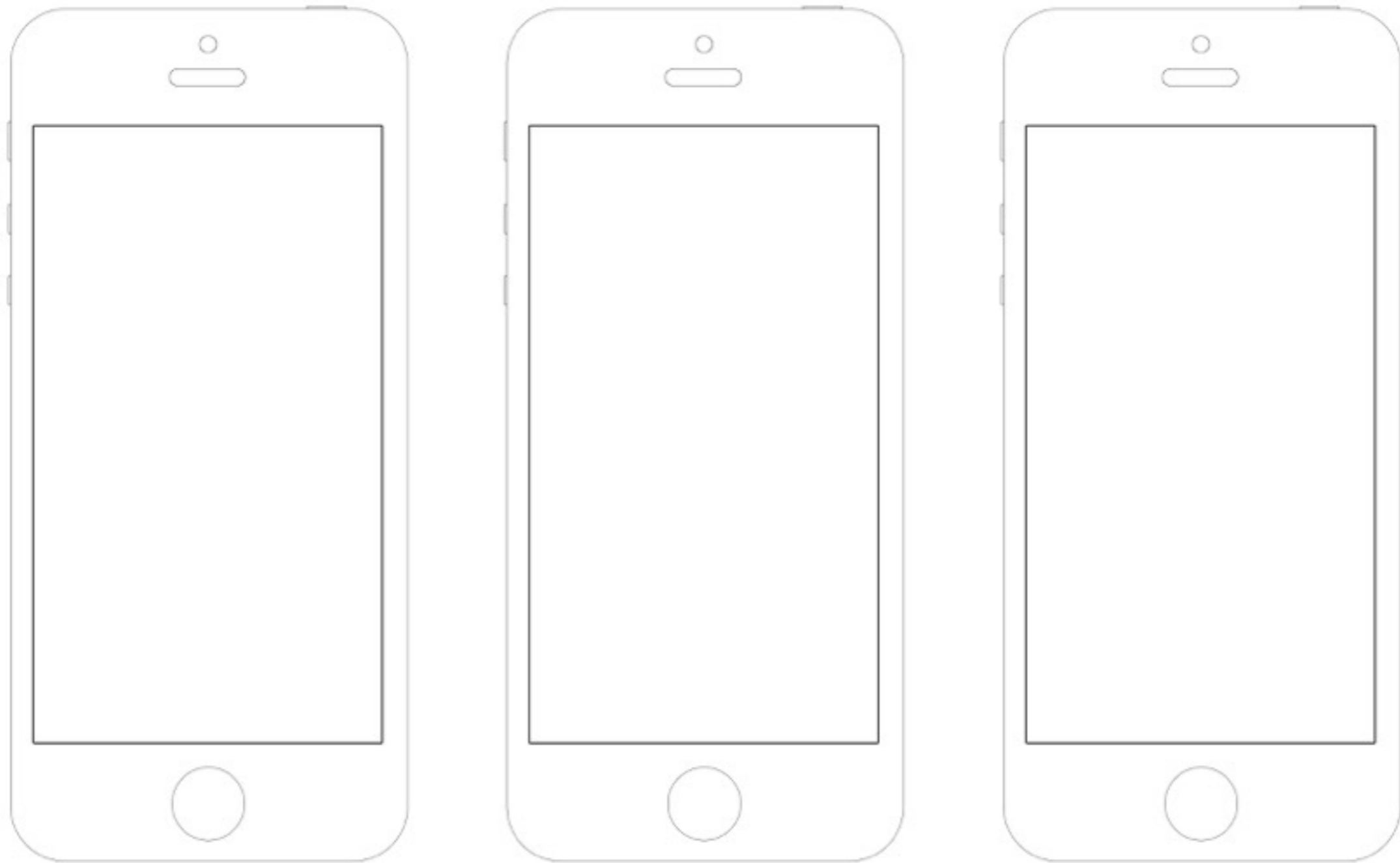
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- Unity
- Alone Time!
  - The alone time zone is where the real development magic happens.
- Don't have meetings.

# 7. Interface Design

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- Design the interface before start programming.
- The interface is your product.
- It's not about colors, shapes & effects.
- Epicenter Design
- The Blank State
  - The first impression



**NOTES :** \_\_\_\_\_  
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INSPIRATION HUT - IPHONE TEMPLATE

# 7. Interface Design

Do it on paper

# 8. Code

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- Less Software
- How to pick tools?
- Frameworks, libraries, services
- Web Frameworks
  - **Ruby on Rails, Django, Symfony, Play**, etc.
- UI Frameworks
  - **Bootstrap, Semantic UI**, etc.



8. Code

UI Frameworks

## 9. Pricing and Signup

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- Use the potential: Bazar, Myket, App Store, etc.
- Give away free samples.
- Other ways to make money: in-app purchases, ads, etc.
- User base.

# 10. Promotion

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- Keeping current users is more important than attracting new ones.
  - New features and updates.
- Ride the blog wave!
- Name hook.
- Social media: **Facebook, Twitter, Instagram**, etc.

# 11. Support

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- Be responsible.
- Listen, get feedback, throw them away!
  - Tough love!



## 12. Post-Launch

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- Show signs that your product is alive.
- Beta is meaningless.
- Go with the flow.

# References

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- **Getting Real & REWORK** by 37signals.

Thank you!

**Go now and start your engines!**