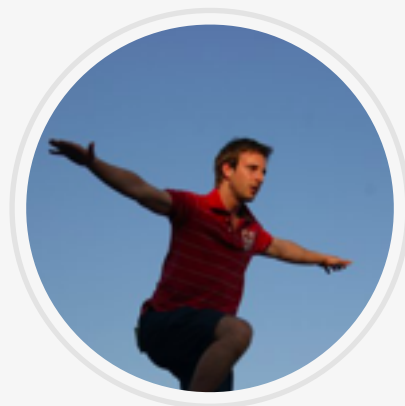


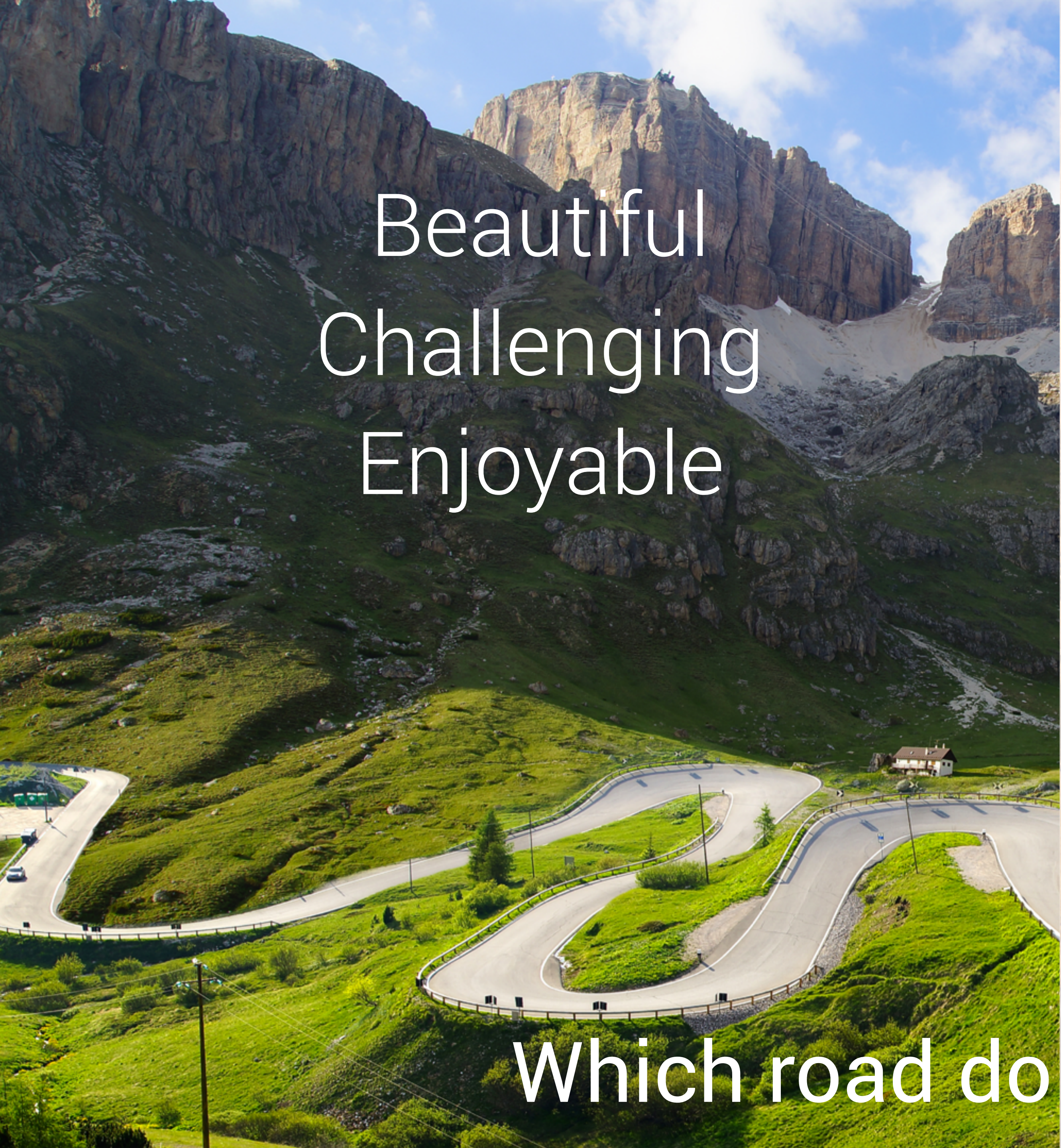


Tech Route 66

A tech road trip towards your next iteration



@JL_Ugia
+JoseLuisUgiaGonzalez

A scenic mountain road with sharp curves and a view of a rocky peak. The road is paved and has a guardrail. The surrounding landscape is green and hilly, with a large, rocky mountain peak in the background under a blue sky with some clouds.

Beautiful
Challenging
Enjoyable

A straight road in a desert landscape with a car driving away. The road is paved and has a yellow center line. The surrounding landscape is arid and brown, with some sparse vegetation. A car is visible in the distance, driving away from the viewer.

Unattractive
Easy
Boring

Which road do you take when?



Let your kid drive for you and free up some time for

Finding & fitting your market

Addressing product challenges

Challenging assumptions

Finding supporters

Interviewing your users

Pivoting if necessary

Iterating over

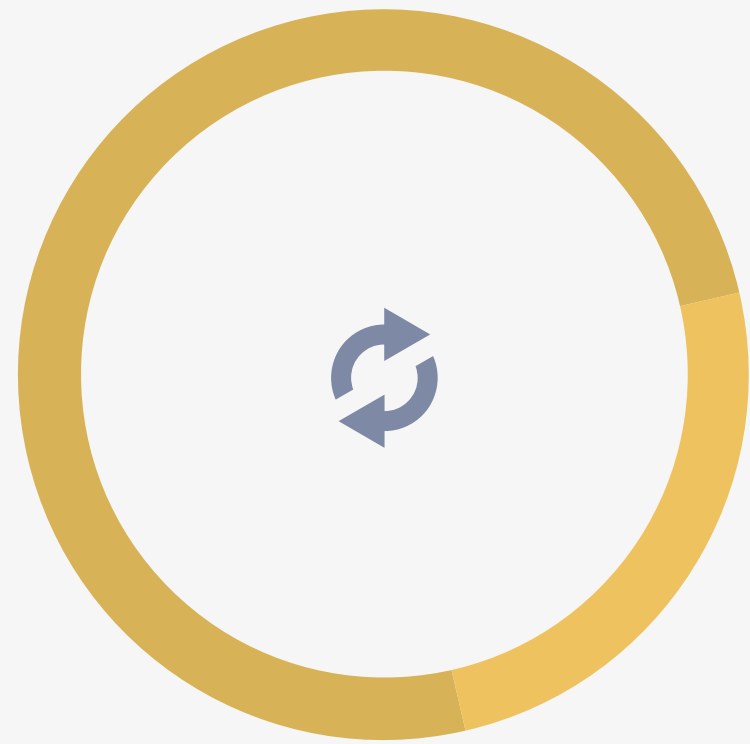
Having lots of fun

Breaking it

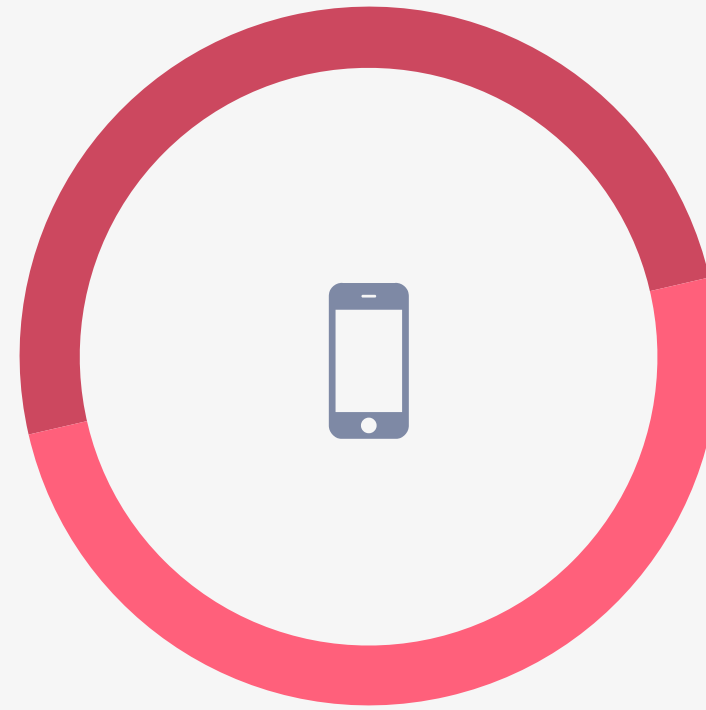
Persevering

Keep on driving

Deliver the promise, but take the short route



Don't reinvent things



1 client can be
enough

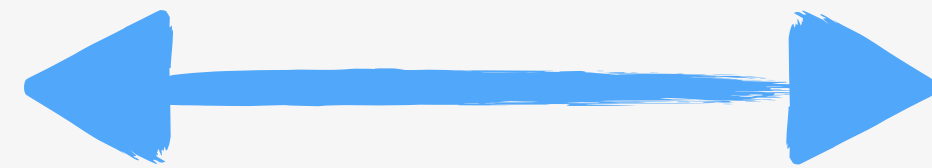


Don't worry about
rules / conventions

Nobody cares about you ...yet.

Google - Concrete Value Proposition

Google



Google



UI Design



UX



Facebook - Fast Development



1 month

Time to market first audience



Entry audience

Selected students as beach head

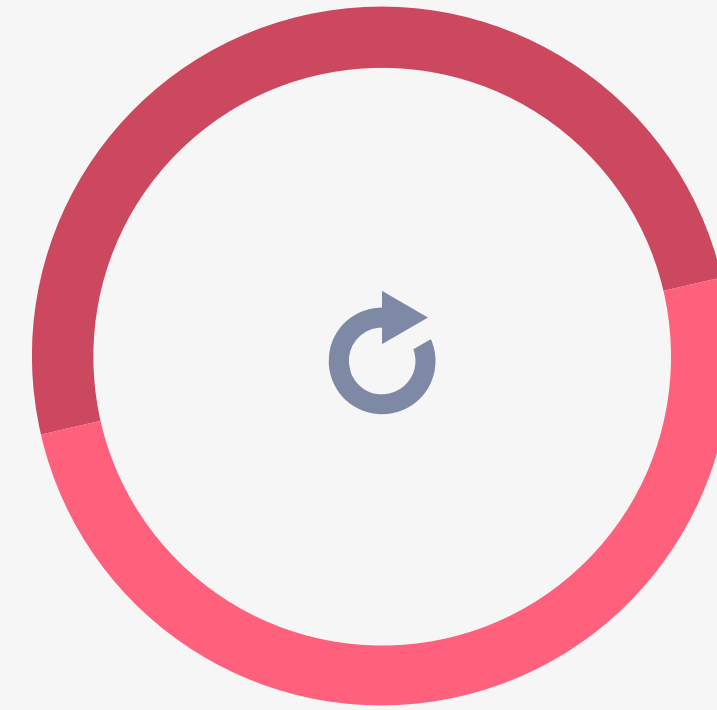
Code as few as you can



Discard unnecessary
features



Keep it simple



Go around problems

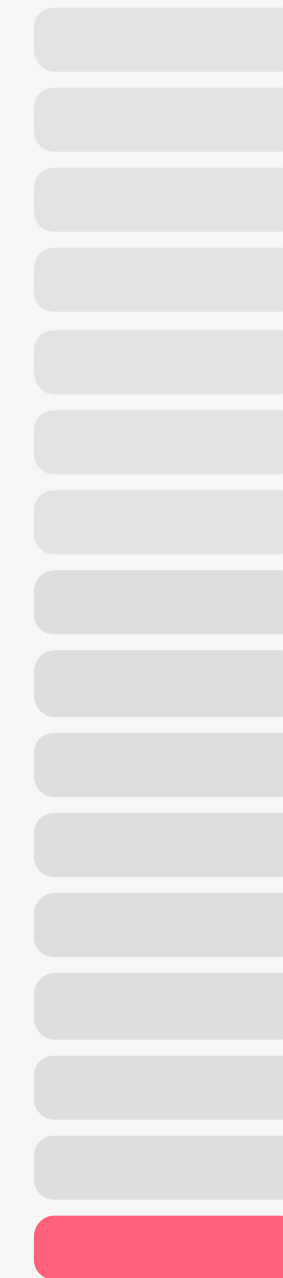
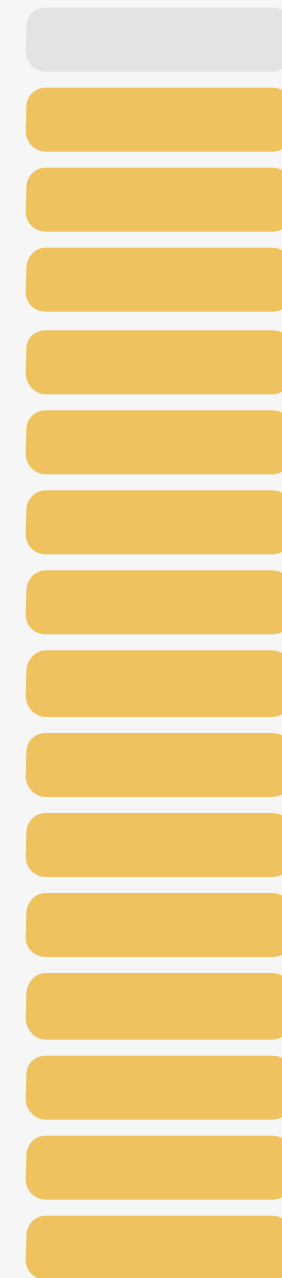
Twitter - Tweet & SMS



Message length

Option A

- Analyze tweets
- Split into parts
- Send in different batches
- Word splitting



Option B

Limit tweet length

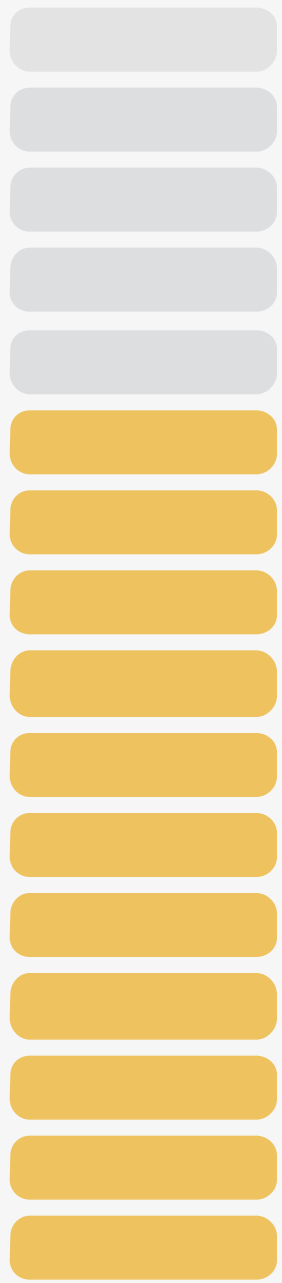
Momenta - Picture processing



Image quality

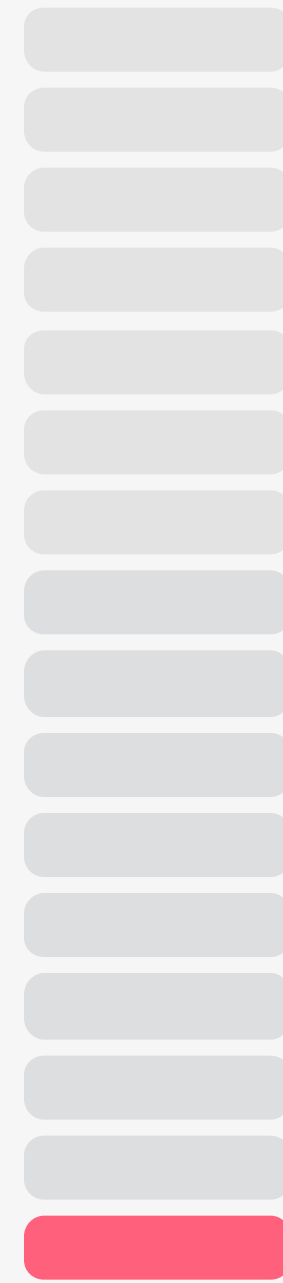
Option A

- Crop images
- Resize images
- Store different sizes
- Extra processing on clients

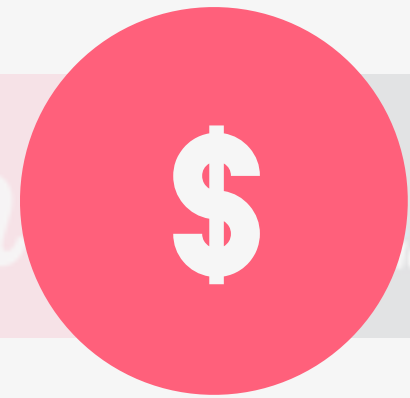


Option B

Unique size for images



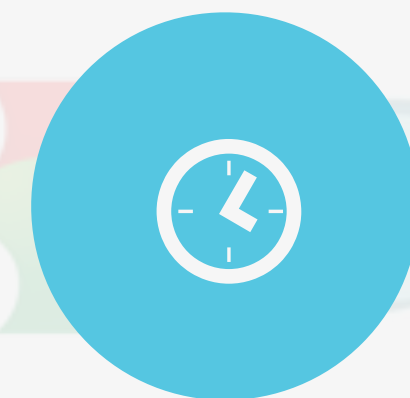
You are not alone



Save on resources



Increase quality



Save time

Github/ToolsOfTheTrade

<https://github.com/cjbarber/ToolsOfTheTrade>

leanstack.io

You are not alone



Training



Documents + Code



PaaS / BaaS

My stack, my stories



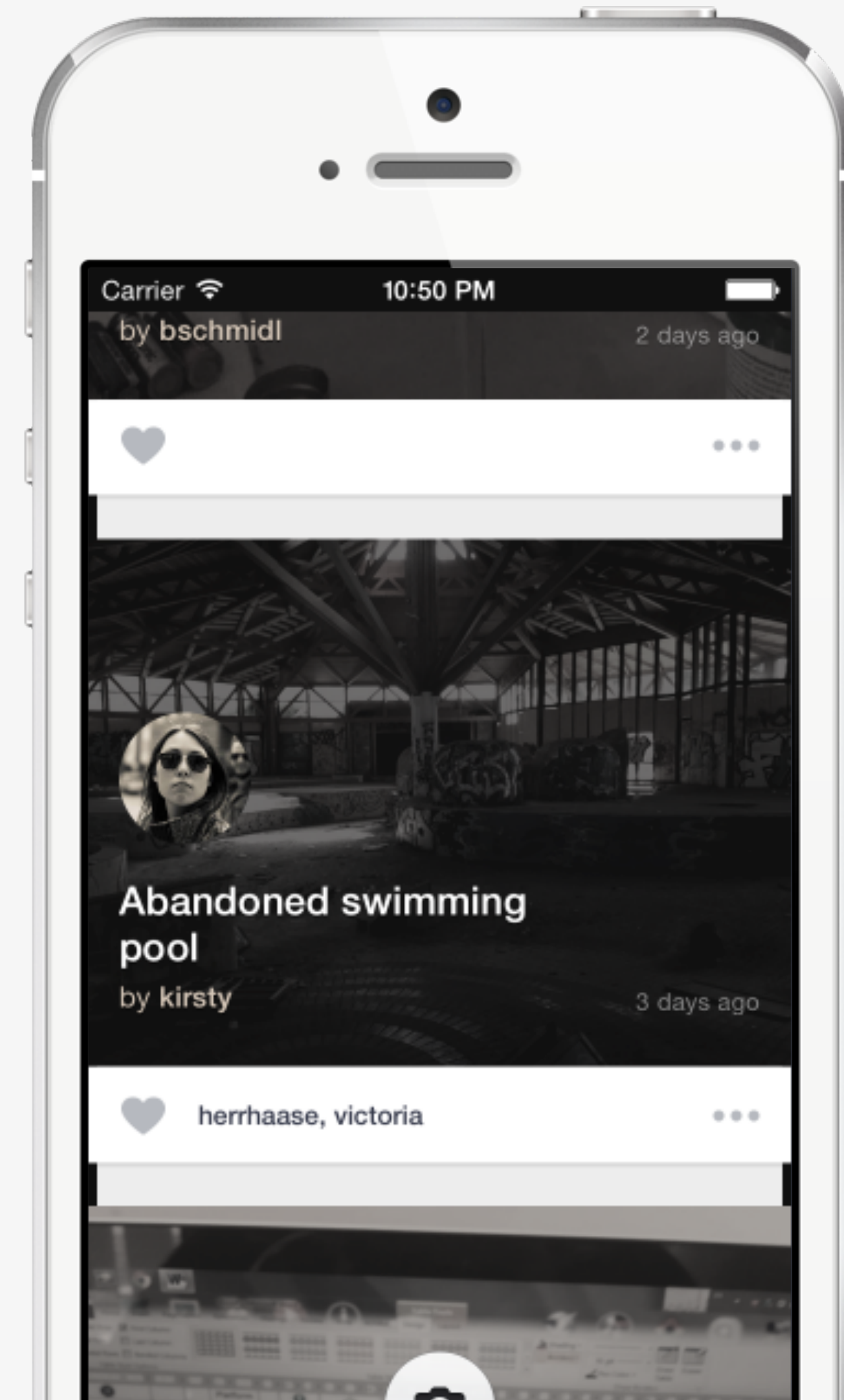
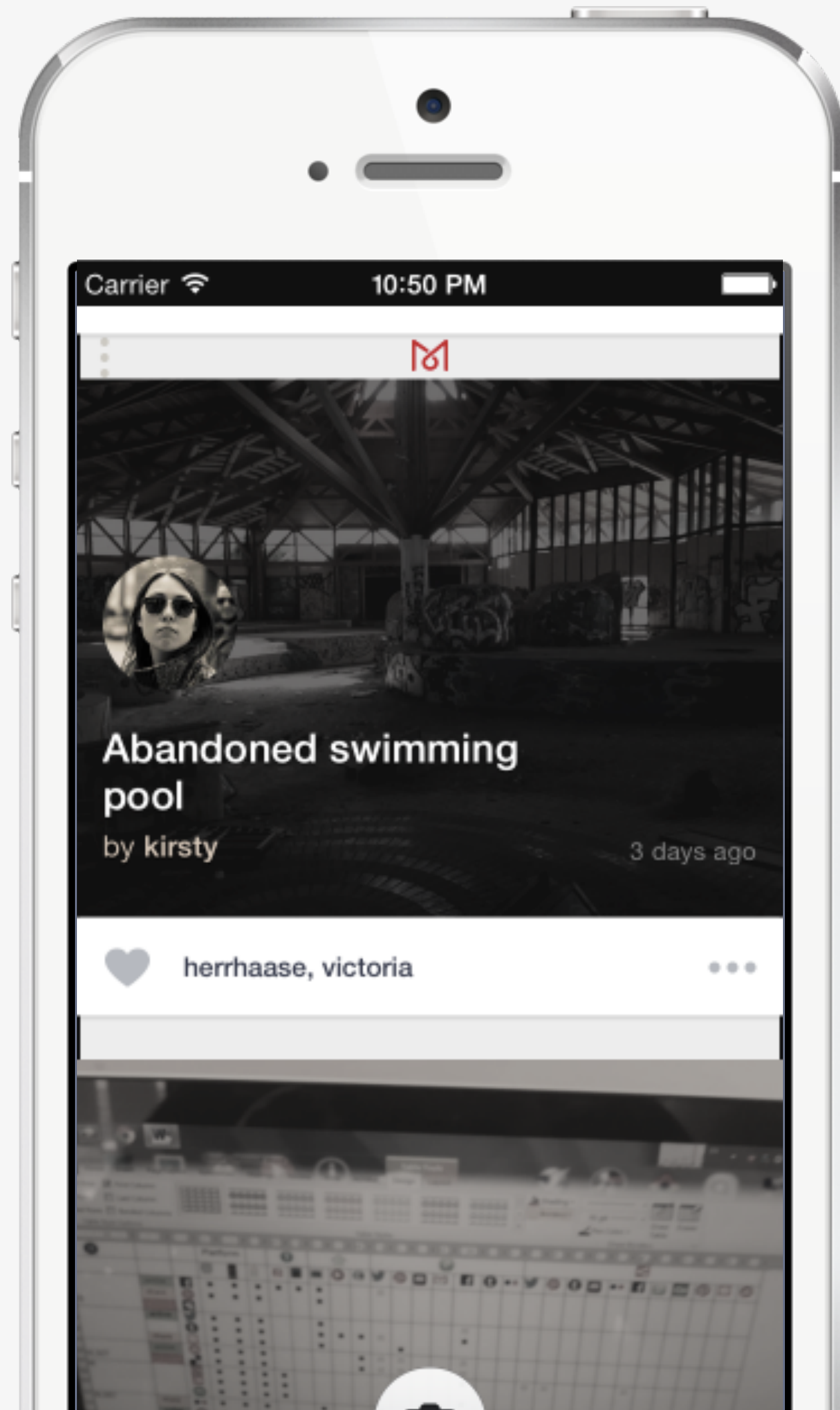
Life in Auto mode

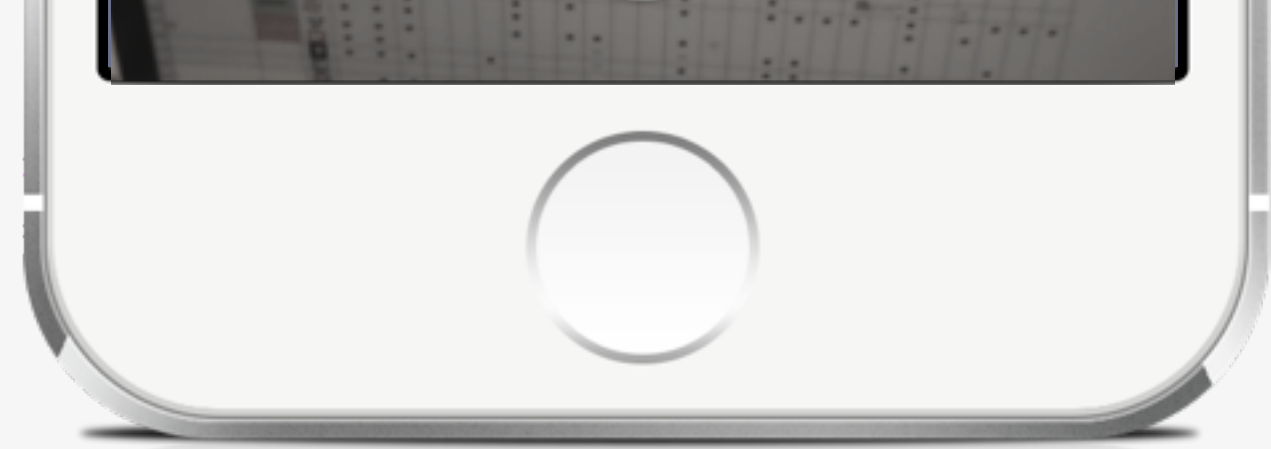
Build web service / API in few days

Build clients in few weeks

No down times

Comparing stacks

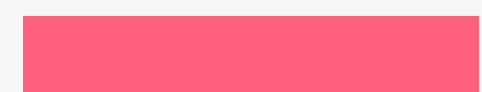




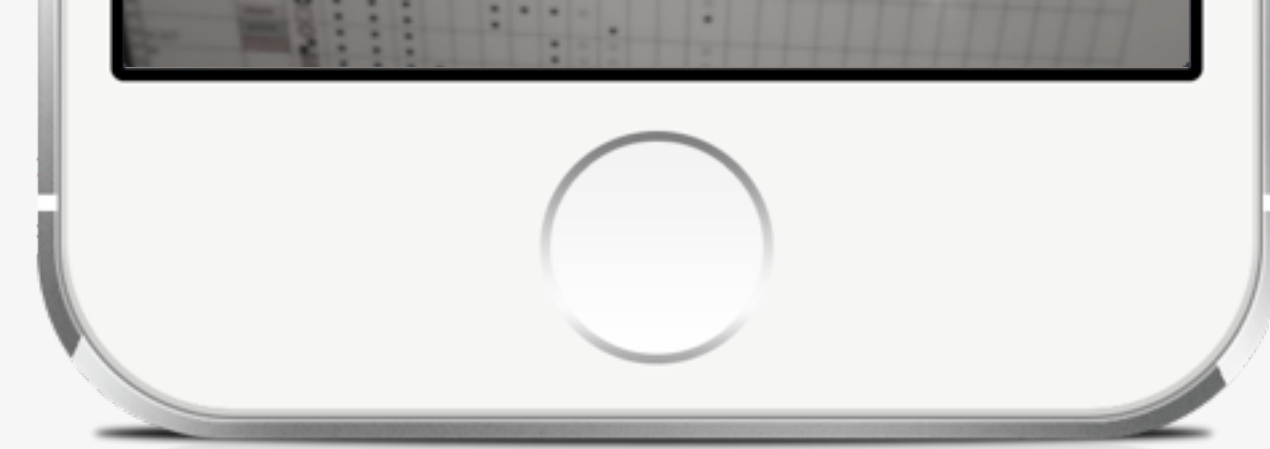
AFNetworking
 SVProgressHUD
 Facebook SDK
 TheAmazingAudioEngine
 JASidePanels

Google App Engine
 Crashlytics
 GitHub
 TestFlight
 GraphicalHttpClient
 Trello
 PhraseApp

Time to market



6 months



Facebook SDK

Own hosting
 Backend PHP Zend
 GitHub
 TestFlight
 GraphicalHttpClient

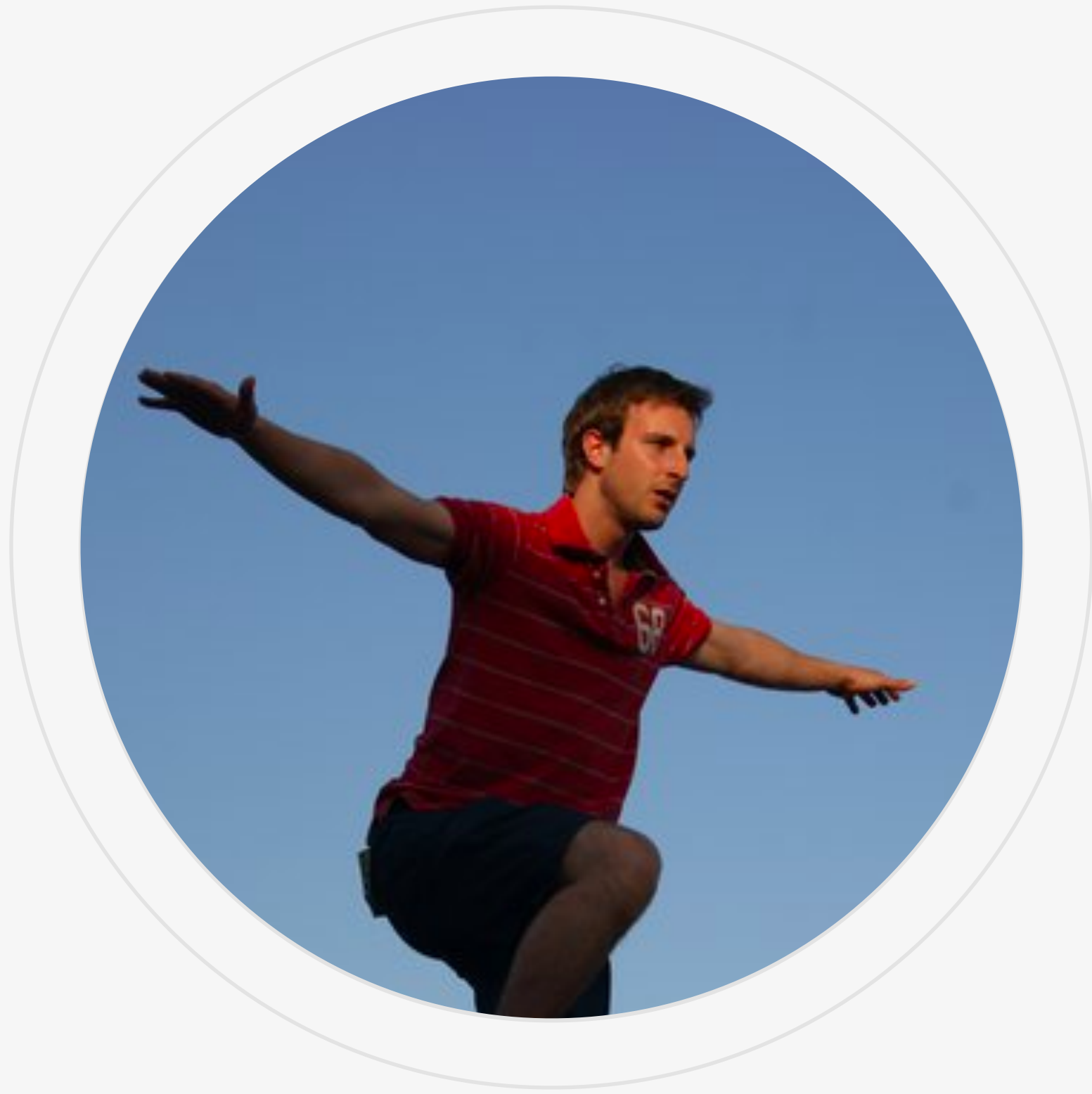
Time to market



2 years

Your stories?

Your stories are yours.
...but I'll be watching you.



@JL_Ugia



+JoseLuisUgiaGonzalez



joseluisugia@gmail.com

THANKS A
MILLION!

Images Courtesy of Shutterstock