MOBILE AWESOMENESS — HOW DO WE GET THERE?
EVERYTHING IS AWESOME!
Mobile Apps Is The FASTEST GROWING Industry In History...
And Shows NO Signs Of Slowing Down!
68% of IT projects fail
CIOs Face Internal Hurdles in Innovation Efforts

**Biggest Tech Adoption Roadblocks**

- Difficulties in engaging and training employees ..... **35%**
- Lack of management support: .................................. **32%**
- Inability to customize to specific needs ............... **28%**
EVERYTHING IS NOT AWESOME
HOW DO YOU DEFINE (MOBILE) AWESOMENESS?
GIVE USERS WHAT THEY WANT
Team Geek
A Software Developer’s Guide to Working Well with Others

Brian W. Fitzpatrick
Ben Collins-Sussman
WE CAN ONLY HOPE THAT IT TURNS AROUND BEFORE THERE'S TIME TO LEARN ANY LESSONS.

BECAUSE THE LESSON IS PROBABLY ME.
WHAT DID WE LEARN?
WHAT’S MOST IMPORTANT?
THE USERS AND THEIR STORIES
REAL WORLD?
The vision is the purpose of the project that should inspire, engage, and focus all project members. It is the guiding light that drives a project team’s work and lets everyone know why a project is important. Project sponsors often have a difficult time creating a succinct and clear vision. It is up to us to gain a proper understanding of the client's intent and interpret that into the project vision. A clear and compelling vision allows the project manager to lead not just manage a project.

Preparation

Write the first draft. It starts conversation and allows your audience to see an example.

Don't force it. If you read your draft vision and people are stuck, move to objectives. You can always revisit vision.

Don't spend too much time. Try not to get caught up in perfection. Generally, the amount of time creating the vision is unrelated to the quality.

Tips

Limit the group. Solicit initial input from few; share with all. On large projects, this is a great time to establish a core team of client participants.

The Why. Why is this project important to you, the users, the organization?

Think elevator pitch. If I’m the CTO and you had 15 seconds to convince me to fund this project, what would you say?

Questions

PROJECT VISION
The objectives describe the change that the project is supposed to cause. Project objectives should be brief and loosely follow the SMART philosophy. The more clearly you define your objectives, the more likely you are to achieve them. Many will judge the success of the project on how well it was able to meet the objectives. Objectives are also important in helping to prioritize features. If a user story does not directly impact an objective, we should question why we are spending time building it.

**Draft 5 for review.** Start with examples from previous projects.

**Less is more.** Having too many objectives will create competing priorities and make success on all the objectives unlikely.

**Increase/Decrease.** Start an objective with an action verb. This ensures the objective is measurable and has a clear end-result.

**Easy/Intuitive/Better.** We see these words often and they are hard to measure. Many times our clients mean decreasing time or “clicks”. Ask and define how they'd measure success.

**Gain consensus.** If everyone buys into the objectives, you can feel confident that you've defined project success.

**Preparation**

**Tips**

**Questions**

**Metrics.** Do you measure that today? How? How often? Do you have a baseline?

**Success.** At the end of the project, what are we going to be celebrating? If we feel happy or sad, why?
Larry The Land Steward

Facts
- 40-60 year old
- Stable finances
- Mid-Upper class
- Own more than 3ac
- Not tec gifted
- Educated with land & animals conservation
- Looking to retire
- Male
- Free times

Behavior
- Reads National Geo Daily
- Hunter/Outdoorsman
- Active in Agriculture
- Road trips to National Parks
- Primary use is to keep up with family & friends
- Listens to local AM radio
- Owns Dogs

Needs & Goals
- See animals on his land
- Give back to nature
- Future of land value/Health (family wanna)
- Needs hobby
- More facts & education
- Hunt on property
Pete is a new resident to Missouri who loves outdoor sports and wants to learn about what he can do in the state. He’s a big internet browser but he typically spends most of his time on Facebook, Pandora, and browsing Google.

Jennifer has been a resident to Missouri for over five years. She works for a small logging company that has a relationship with Missouri Dept of Conservation. She is not the most experienced internet user and occasionally gets lost when browsing the internet.

Brad is a 12 year experienced forester who works for Missouri Dept of Conservation. He loves his work, details, and applications that do everything at once and show everything at once. He would choose a excel table over a pie chart any day.
As a [USER ROLE], I WANT TO [GOAL] so I CAN [REASON]
INVEST IN GOOD USER STORIES

INDEPENDENT
NEGOTIABLE
VALUABLE
ESTIMABLE
SMALL
TESTABLE
WIREFRAMES

Explore Virginia

Welcome To Explore Virginia!
Virginia Department of Game and Inland Fisheries strives to provide you with the tools to search, plan, and learn about Virginia Outdoors Sporting and Recreational opportunities.

9.5 lb Largemouth Bass!
John Doe caught this beautiful 24in. bass at Prince Reservoir in Suffolk.

Let's Start Exploring!
Please select your recreation of choice:
- Hunting
- Wildlife Viewing
- Fishing
- Boating

Go To Map!

Bring On The Hunt!
During the 2012 deer season 2,947 deer were reported killed in Virginia. This total included 4,712 antlered bucks, 16,014 button bucks, 9,781 does (44.3%) and 43 "unremove" deer. The fall 2012 deer kill total was down 5% from the 2011/12 season.

Search by Location
Browse and select a WMA or other Public Land near your location:
- Bear
- Crow
- Deer
- Groundhog
- Rabbit
- Turkey
- Squirrel
- Quail

Search by Species
- Deer in Virginia

Go To Map!
Arthur Mill Ramp

Address: 132 Dry Sand Rd. Mecklenburg County Va.
Price: $5  Lanes: 2  Hours: sunrise - sunset
Sunrise: 6:20am , Sunset: 9:33pm
Regulations: Freshwater Fishing Regulations
Welcome To Explore Virginia!
Virginia Department of Game and Inland Fisheries strives to provide you with the tools to search, plan, and learn about Virginia Outdoor Sporting and Recreational opportunities.

Great Kiskadee
Sighted at: 7:19am on Sep 1, 2013
Sighted At: Dragons Tooth Trail (marker 132)
User: BirdBird Man
Go To Sighting on the VDGIF Birding Trail

Let’s Start Exploring!
Select your recreation of choice:
Hunting  Wildlife Viewing  Fishing  Boating
Scout your location, go directly to the map!

Bring On The Hunt!
During the past deer season 213,597 deer were reported killed by hunters in Virginia. This total included 96,712 antlered bucks, 18,061 button bucks, 98,781 does (46.3%) and 43 “unknown” deer.

Search by Location
Search by Species
Select a species:
Deer
Turkey
Bear
Small Game
Waterfowl
Upland Birds

Deer hunting In Virginia!
Virginia Deer inhabit deep forests, open fields, rocky mountain tops, and coastal islands. Deer can thrive anywhere just short of concrete and snow! Optimus deer habitat types (e.g., woods, fields, cliffs, brush, etc.) growing on fertile soils.

Habitat for deer consists of four basic components:
Food- an assortment of green plants, woody browse, road (nuts and berries).
Water- rarely a problem for a large mobile animal.
Cover- almost any thicket, woodland, hedgerow, or tall crop field.
Spaces- bucks range over approximately 400 acres.

Go To Map!
Dick Cross WMA

Dick Cross (formerly Elm Hill) Wildlife Management Area is located in Mecklenburg County, along the north side of the Roanoke River just below John H. Kerr Dam.

Deer: 5 harvested per square mile
Turkey: 3 harvested per square mile

Best Bets: Squirrel, Groundhog

Sunrise: 6:20am, Sunset: 9:33pm.

Regulations: (Standard WMA Rules and Regulations)
WHAT’S NEEDED!

CONDITIONS OF SATISFACTION
DEFINING DONE
ACCEPTANCE CRITERIA [HERE]
<table>
<thead>
<tr>
<th>Pre-Development Checklist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Vision/Goal</td>
</tr>
<tr>
<td>Product Owner</td>
</tr>
<tr>
<td>Technical POC</td>
</tr>
<tr>
<td>Product Objectives</td>
</tr>
<tr>
<td>Project Assumptions</td>
</tr>
<tr>
<td>Roles</td>
</tr>
<tr>
<td>User Stories (requirements)</td>
</tr>
<tr>
<td>Visual Design</td>
</tr>
<tr>
<td>Technical Requirements</td>
</tr>
<tr>
<td>Schedule and estimate</td>
</tr>
</tbody>
</table>
ITERATE

SKETCH → DEVELOP → DEPLOY → TEST → DISCUSS UNTIL IT WORKS.
MDC Feral Hog Beta

Version: Missouri Department of Conservation (2.0)
Size: 1.7 MB
Released: 06/18/2013 00:26:46

What's New:
Added reverse geocoding to auto-fill the county name.
Added ability to create observations by selecting map points.
Resolved reloading lists without losing selection.
Reduced size of captured photos by half.
Increased the default map zoom level.
Refactored UI code to improve performance and usability.
TO BE CONTINUED...
EVERYTHING IS AWESOME!
NEXT SEEN...

OFWIM 2015

COLONIAL WILLIAMSBURG
THANK YOU!