D3

Even our lives is dominated by programs.

We think, design, write, test, debug, fix, refactor, and throw.
Sometime, we fight with it.

Welcome to the real world

Slide 1

software development is not just about coding

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Charged With Creativity

henryjacob.com
Imagine. Invent. Involve.

Slide 2

Mighty Mouse

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Slide 3

A little innovation can change our life forever.

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Slide 4

Software can do lot more than what we have been using it today.

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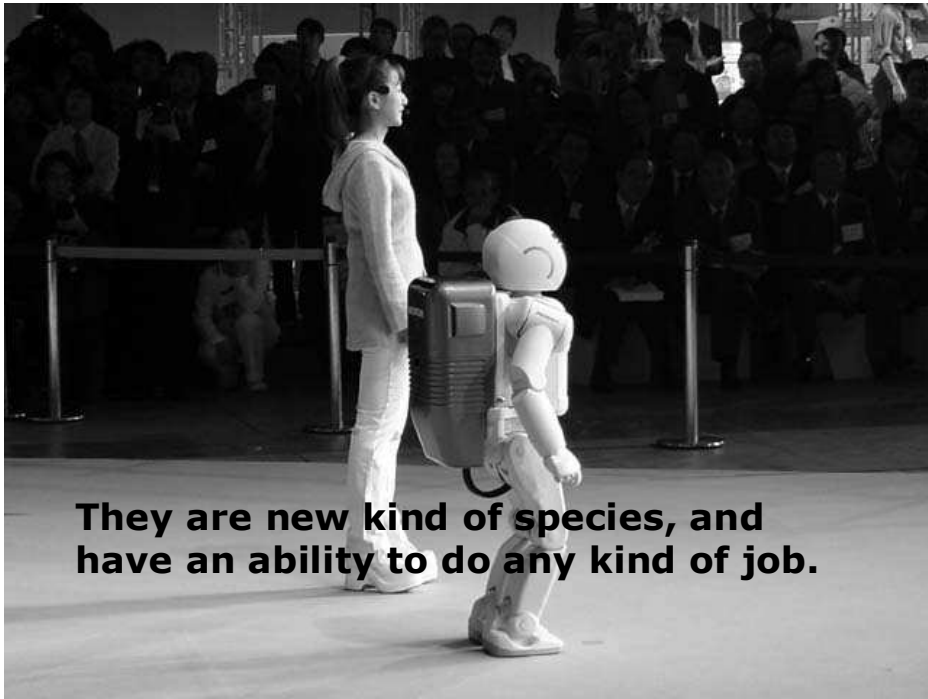
They are new kind of species, and have an ability to do any kind of job.

Not just in this world, across universe.

Google™ News

news is compiled by computer algorithms, without human intervention

sooner or later, your market will be taken over by an **Open Source**

Linux destroyed **Solaris**

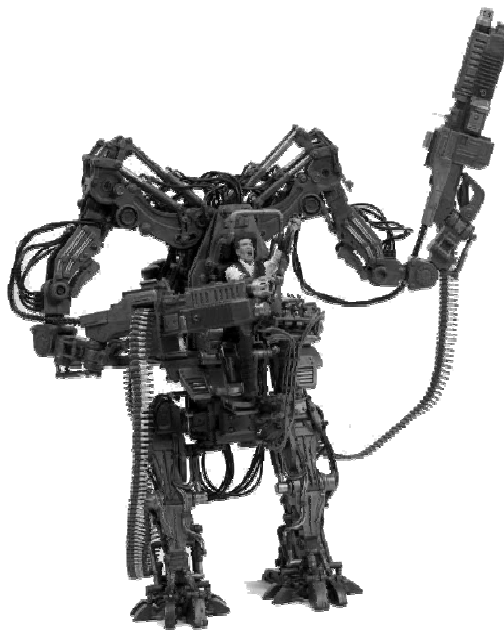**JBoss** on verge of destroying Weblogic, Websphere

Hibernate destroyed the hopes of every Commercial OR Mapping tools

why should I pay for your products?

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Not just one step.

We have to be 1000 steps ahead of your open source competitors.

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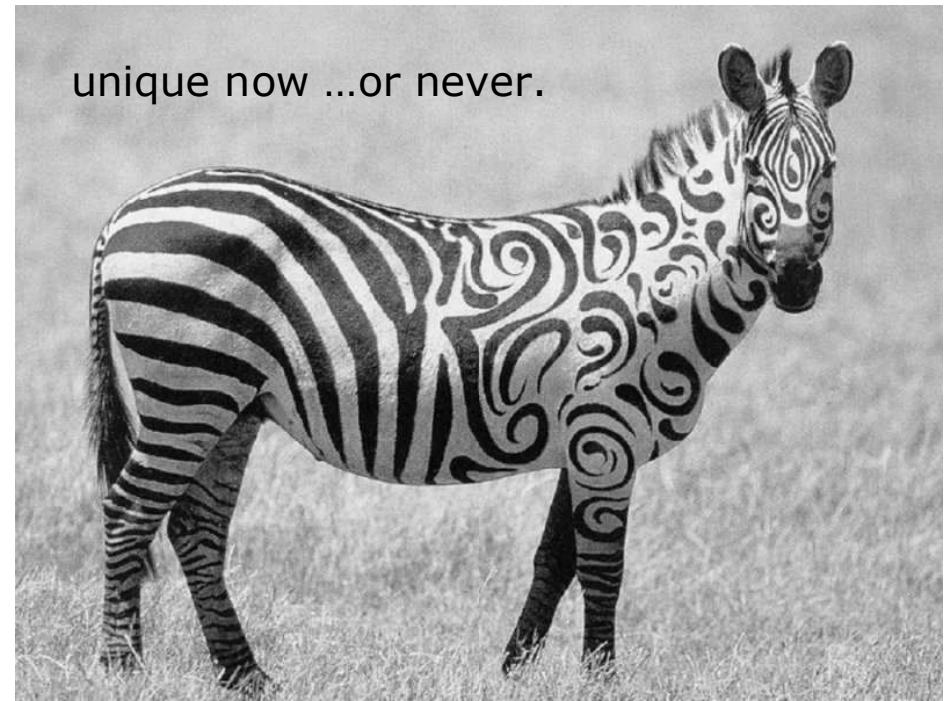Imagine. Invent. Involve.

unique now ...or never

ionidea

Slide 1

"The 'surplus society' has a surplus of **similar** companies, employing **similar** people, with **similar** educational backgrounds, coming up with **similar** ideas, producing **similar** things, with **similar** prices and **similar** quality."

Kjell Nordström and Jonas Ridderstråle, Funky Business

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Slide 2

unique now …or never.

Slide 3

Creating innovative solution is the only way to survive.

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Slide 4

MAHINDRA 7520
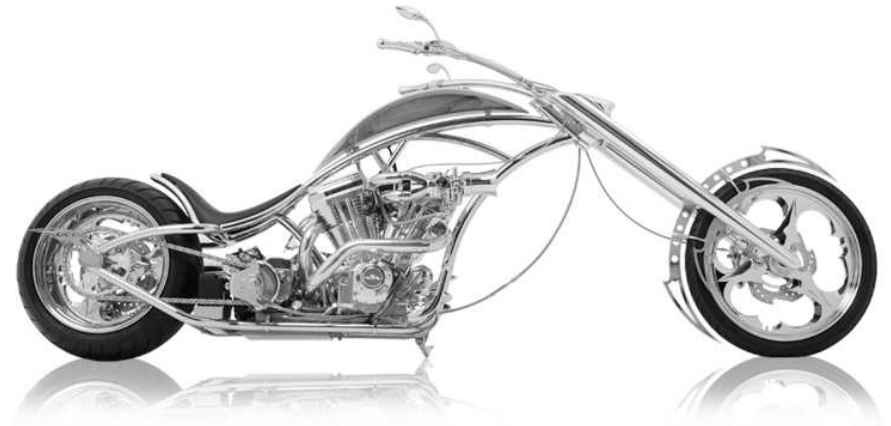
ion**idea**
Charged With Creativity

henryjacob.com
Imagine. Invent. Involve.

A good system is something which eliminate existing tasks (wherever it's possible), speedup the tasks with efficiency, save money, save time, and it should make people fall in love.
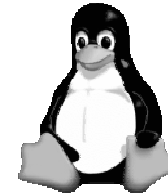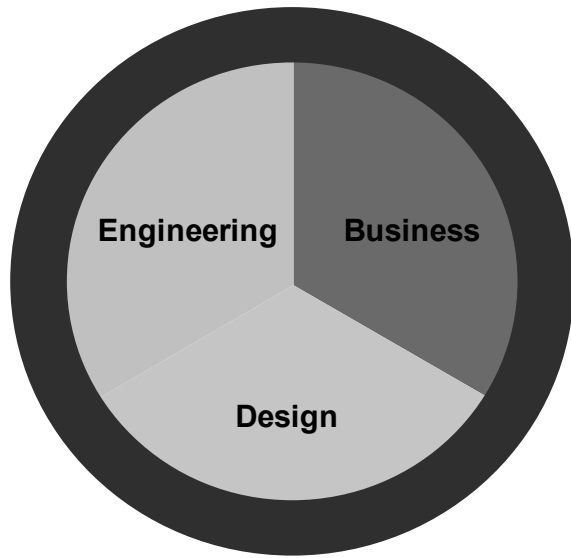
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Slide 1

Engineering

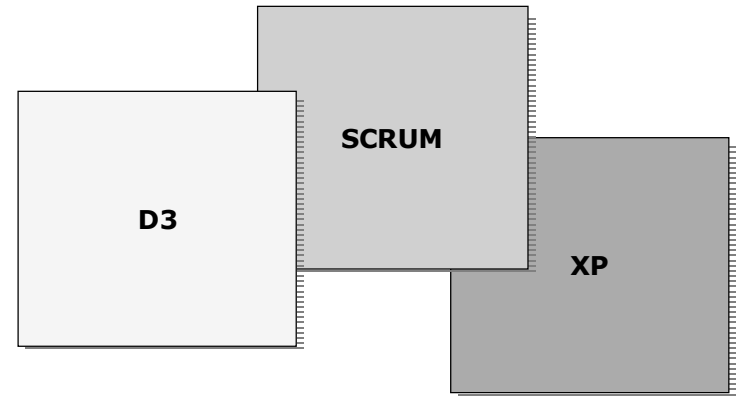Business

Design

Slide 2

Engineering

Design
+
Engineering
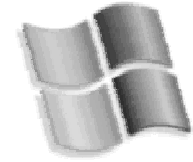
Design
+
Engineering
+
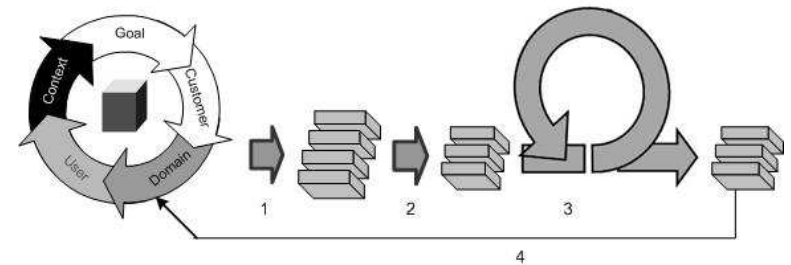Business

Slide 3

What does agile do?

Slide 4

Identifying **Requirements**
Managing **Requirements**
Delivering **Requirements**

Slide 1

SCRUM

XP

Slide 2

D3

SCRUM

XP
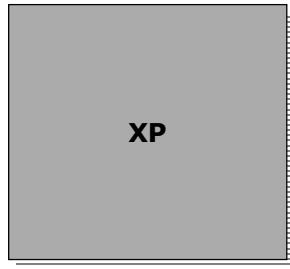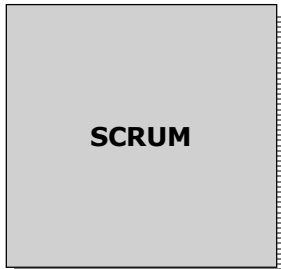
What is D3?

Design Driven Development (D3) is an agile based process for creating innovative requirements to build better solutions.
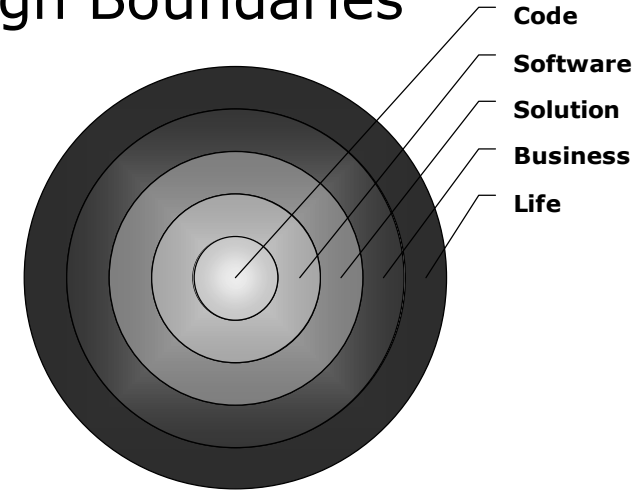
D3:Overview

Design is Everywhere

Design Boundaries

- Code
- Software
- Solution
- Business
- Life

Nike's Sports Life
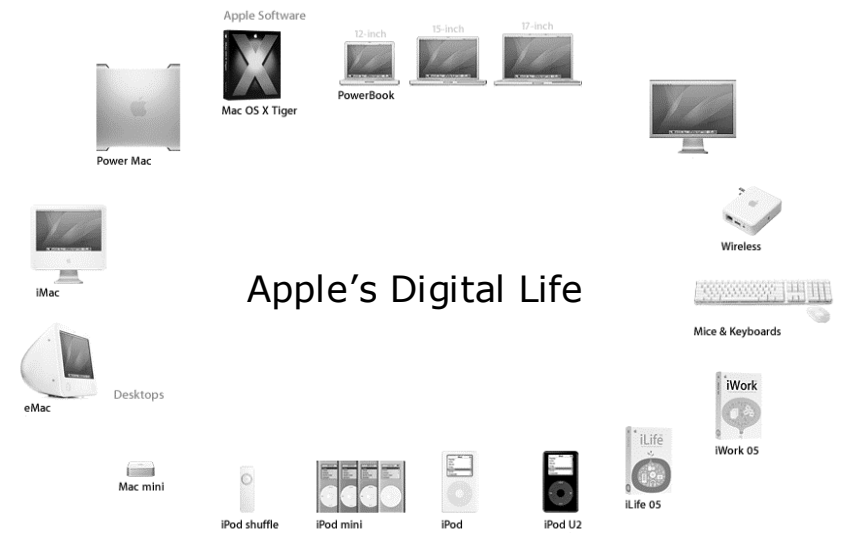
Apple's Digital Life

Apple Software

Mac OS X Tiger

12-inch 15-inch 17-inch

PowerBook

Power Mac

iMac

Wireless

Mice & Keyboards

eMac

Desktops

iWork

iWork 05

iLife

iLife 05

Mac mini

iPod shuffle iPod mini iPod iPod U2

Design Boundaries

- Code
- Architecture
- **Solution**
- Business
- Life
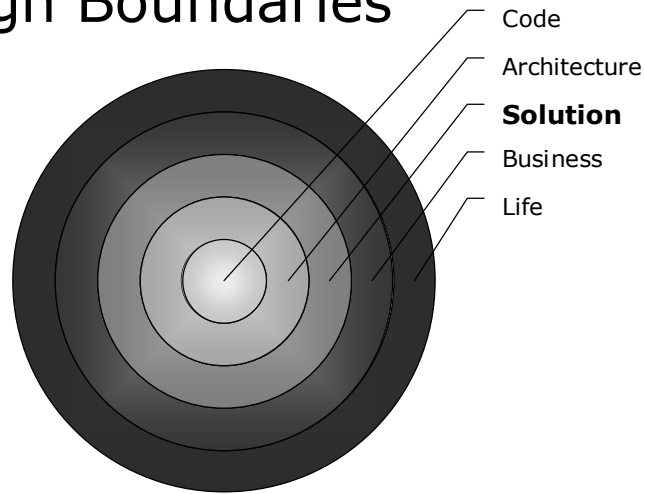
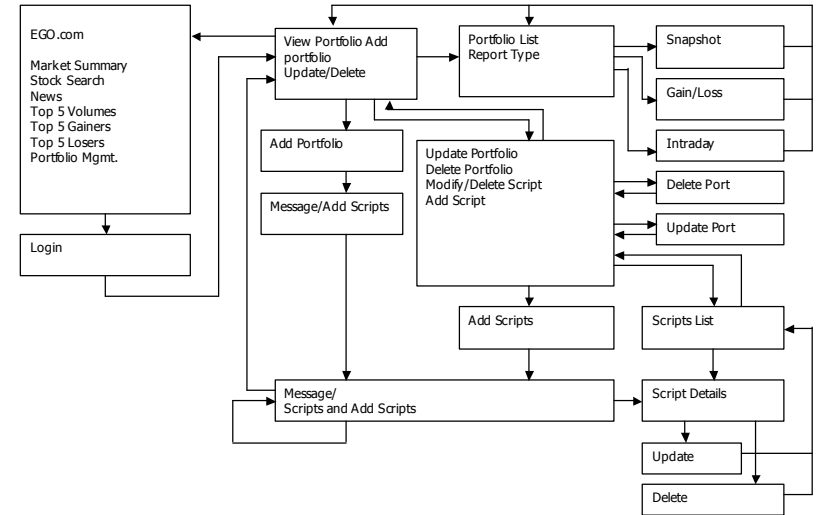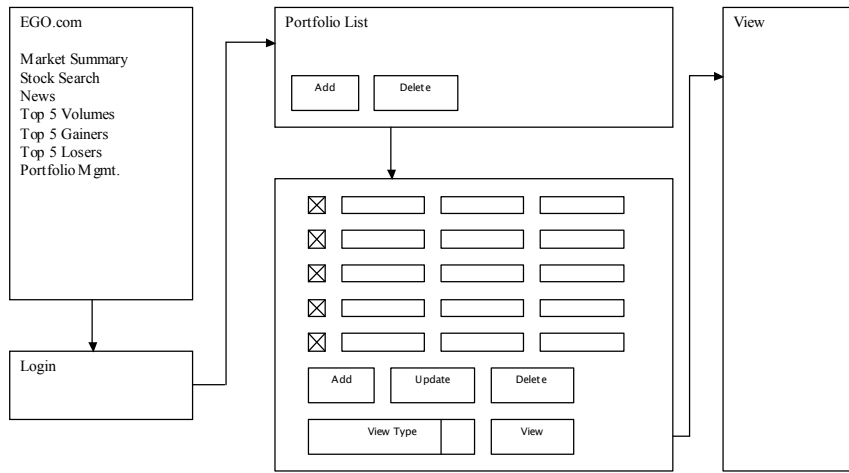Design is an art of creating beautiful, elegant and innovative solution, which works in the user and customer context

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Innovation

Intelligence

Interaction

Information

Mighty Mouse

Slide 1 (top-left):

EGO.com

Market Summary
Stock Search
News
Top 5 Volumes
Top 5 Gainers
Top 5 Losers
Portfolio Mgmt.

Login

Portfolio List

Add   Delete

Add   Update   Delete

View Type   View

View

Slide 2 (top-right):

EGO.com

Market Summary
Stock Search
News
Top 5 Volumes
Top 5 Gainers
Top 5 Losers
Portfolio Mgmt.

Login

View Portfolio Add portfolio Update/Delete

Portfolio List Report Type

Snapshot

Gain/Loss

Intraday

Add Portfolio

Update Portfolio
Delete Portfolio
Modify/Delete Script
Add Script

Delete Port

Update Port

Message/Add Scripts

Add Scripts

Scripts List

Message/ Scripts and Add Scripts

Script Details

Update

Delete

Slide 3 (bottom-left):

Selecting and organizing the interface elements

Controls – Textbox, List, Drop Down, Tab
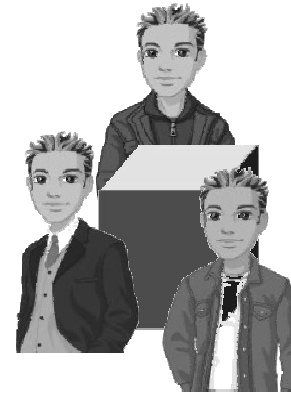Positioning
Size
Label
Color
Tab Order
Graphics Design

Slide 4 (bottom-right):
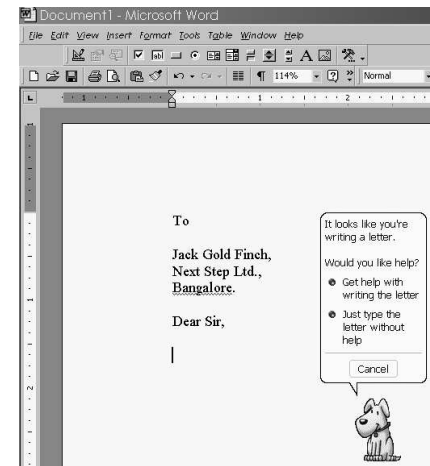
Auto-completing
Window Positions
Remember Login
Recently Used Records
Alerts

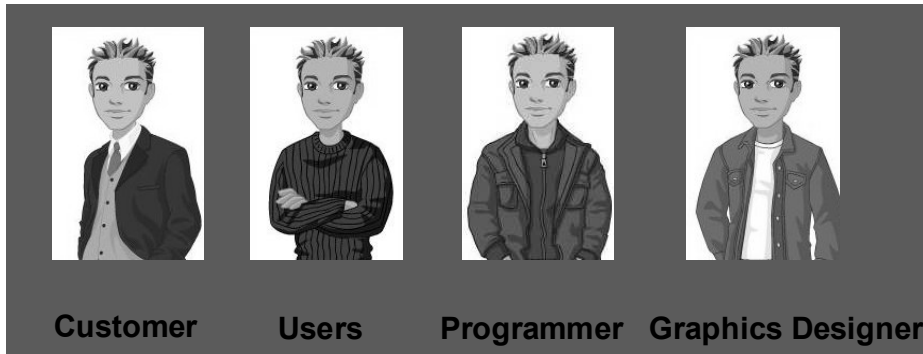# D3:Design Cube

People. Culture. Environment.

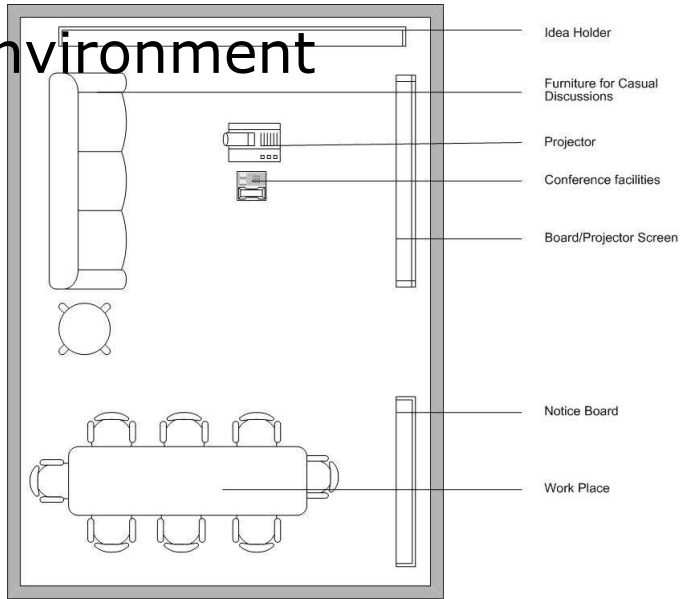# D3:People

Customer

Solution Architects

Domain Experts
Technical Experts
UI Experts

Customer   **Users**   **Programmer**   **Graphics Designer**

D3:Agile Culture

> **Emphasis on Team, Interaction and Feedback**
> **Agile Manifesto**
> **XP Values**
   Communication
   Simplicity
   Feedback
   Courage
   Respect

D3:Environment

- Idea Holder
- Furniture for Casual Discussions
- Projector
- Conference facilities
- Board/Projector Screen
- Notice Board
- Work Place

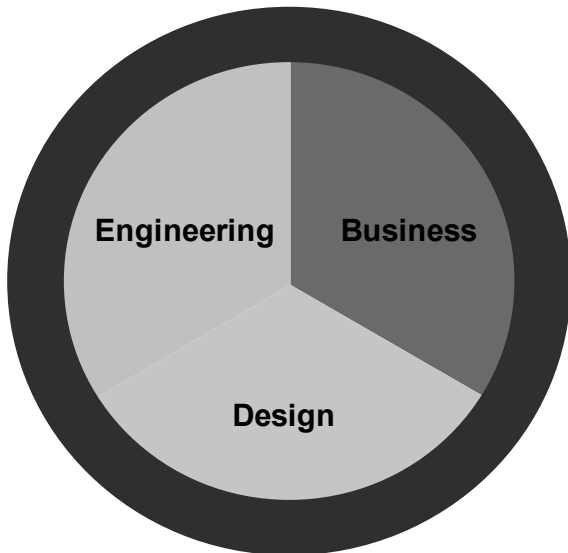# D3:Environment
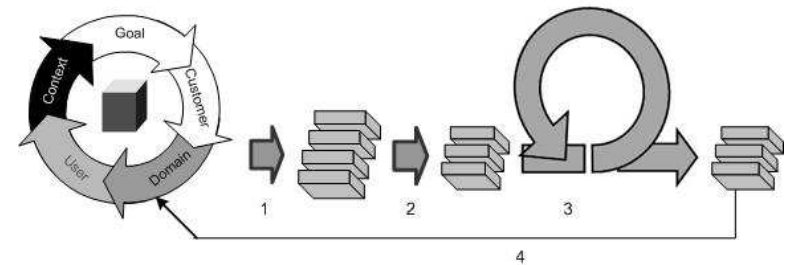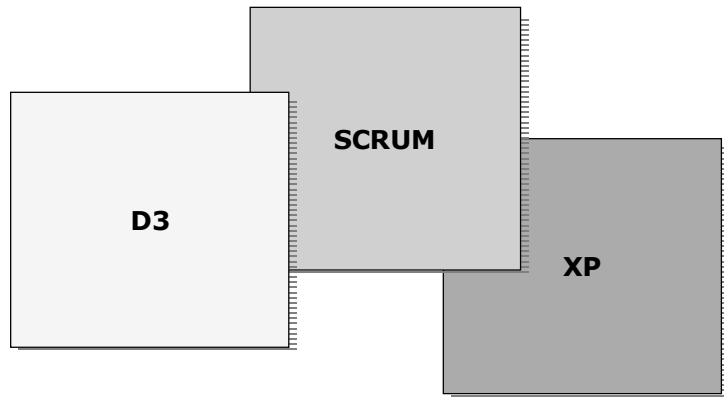
Great Wall of Ideas

Mighty Mouse

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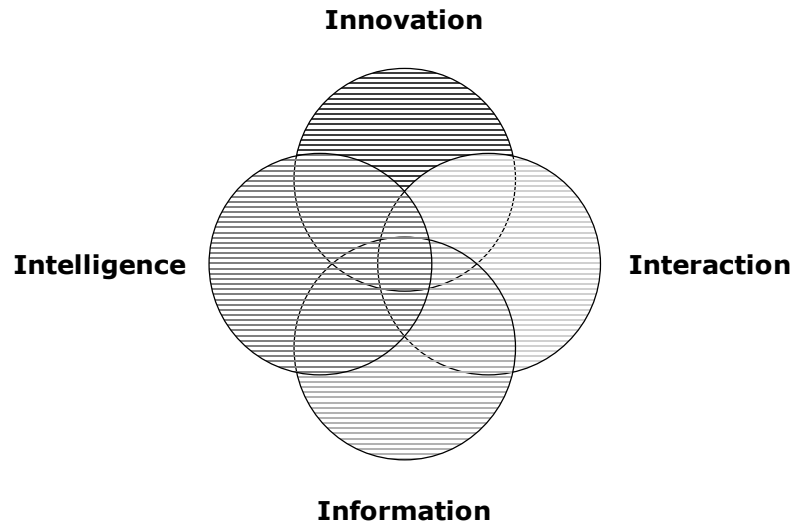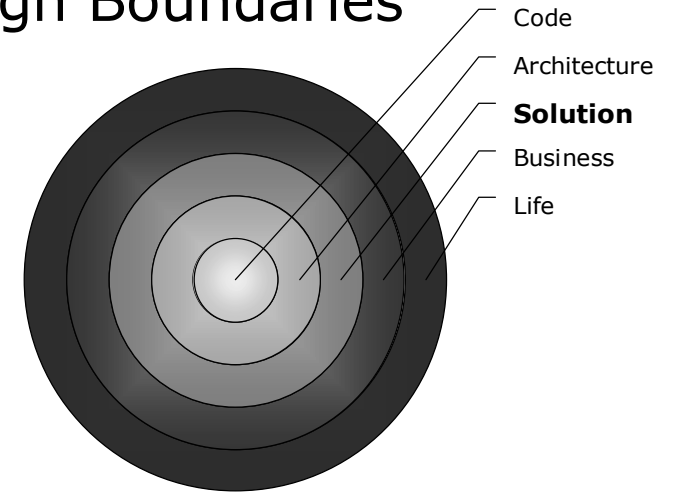
Engineering   Business

Design

D3:Overview

D3

SCRUM

XP

Design Boundaries

Code
Architecture
Solution
Business
Life

Innovation

Intelligence

Interaction

Information

D3:Design Cube

People. Culture. Environment.