



# Art of Designing: i4 Approach

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Agile India 2005, Goa

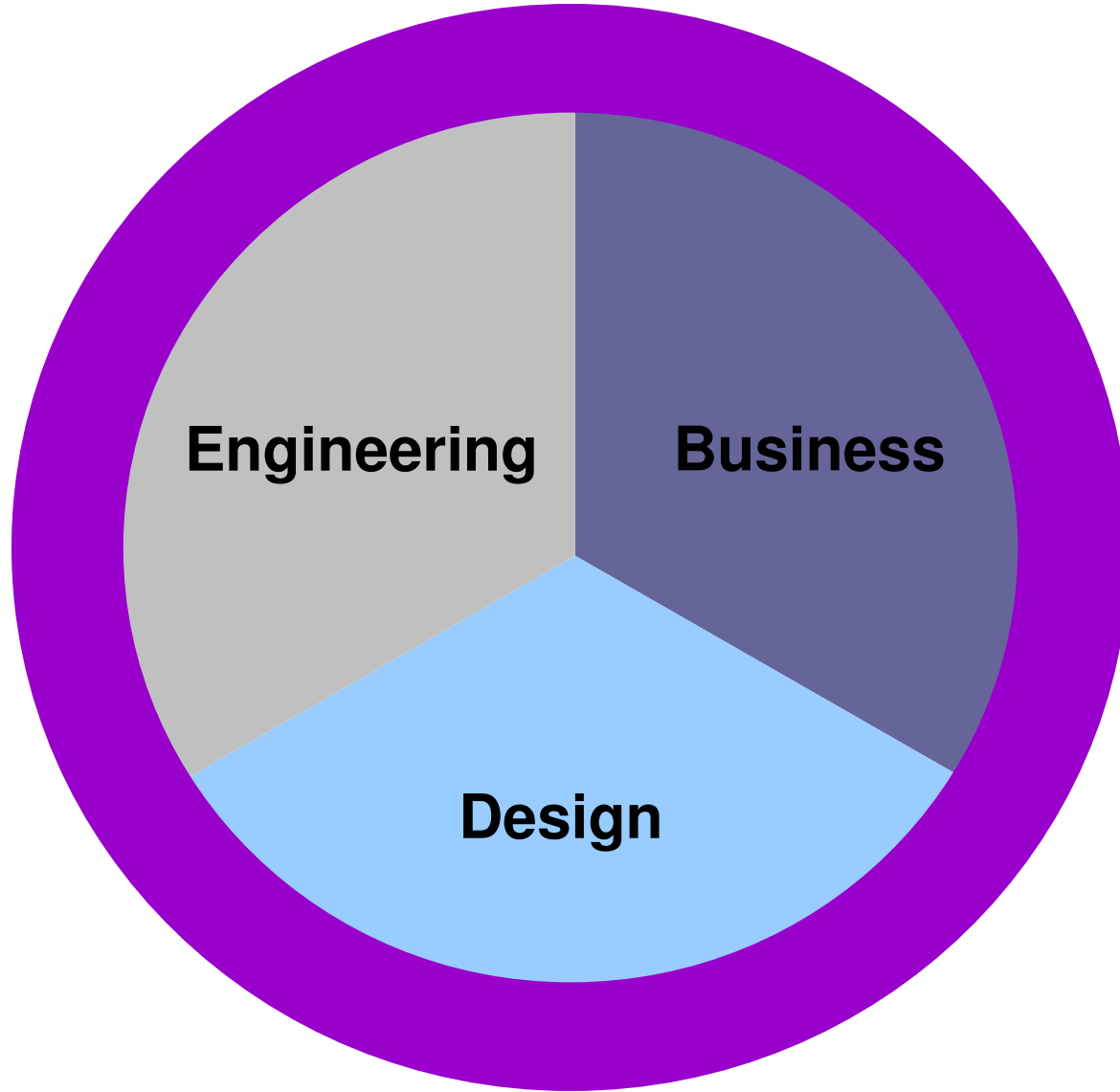
# What is Software?

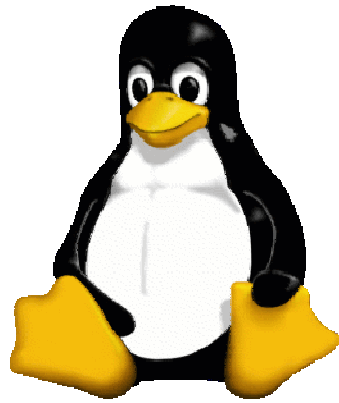
# What is Good Software?





A good system is something which eliminate existing tasks (wherever it's possible, speedup the tasks with efficiency, save money or save time.





**Engineering**



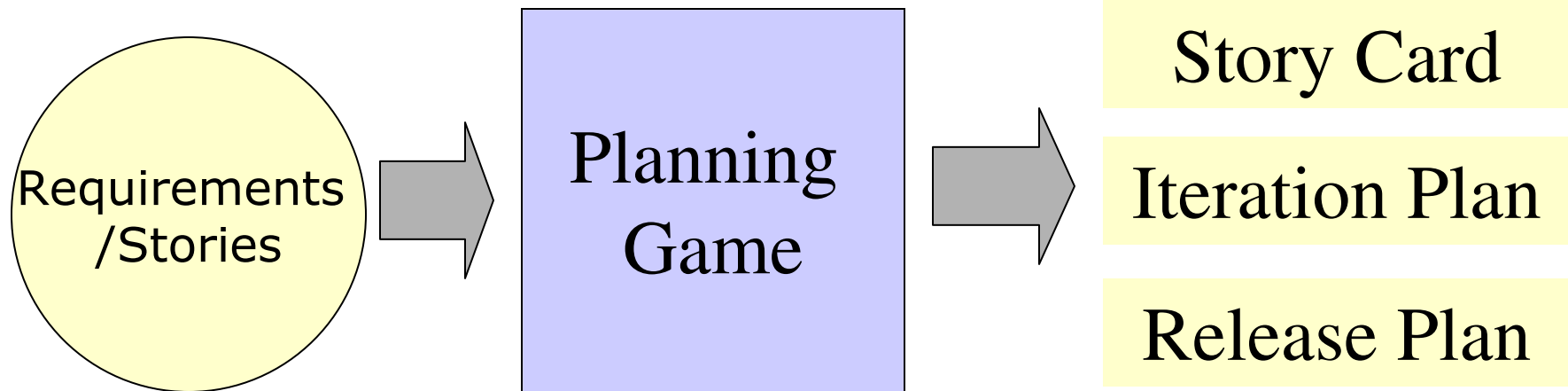
**Design  
+  
Engineering**



**Design  
+  
Engineering  
+  
Business**



# Planning Game



Decide on scope and priorities  
Estimate cost and schedule  
Benchmark for feedback



?

# Software Requirement Specification Use Cases

Trying to capture the requirements  
for the entire system/module

Difficult to read, write and maintain

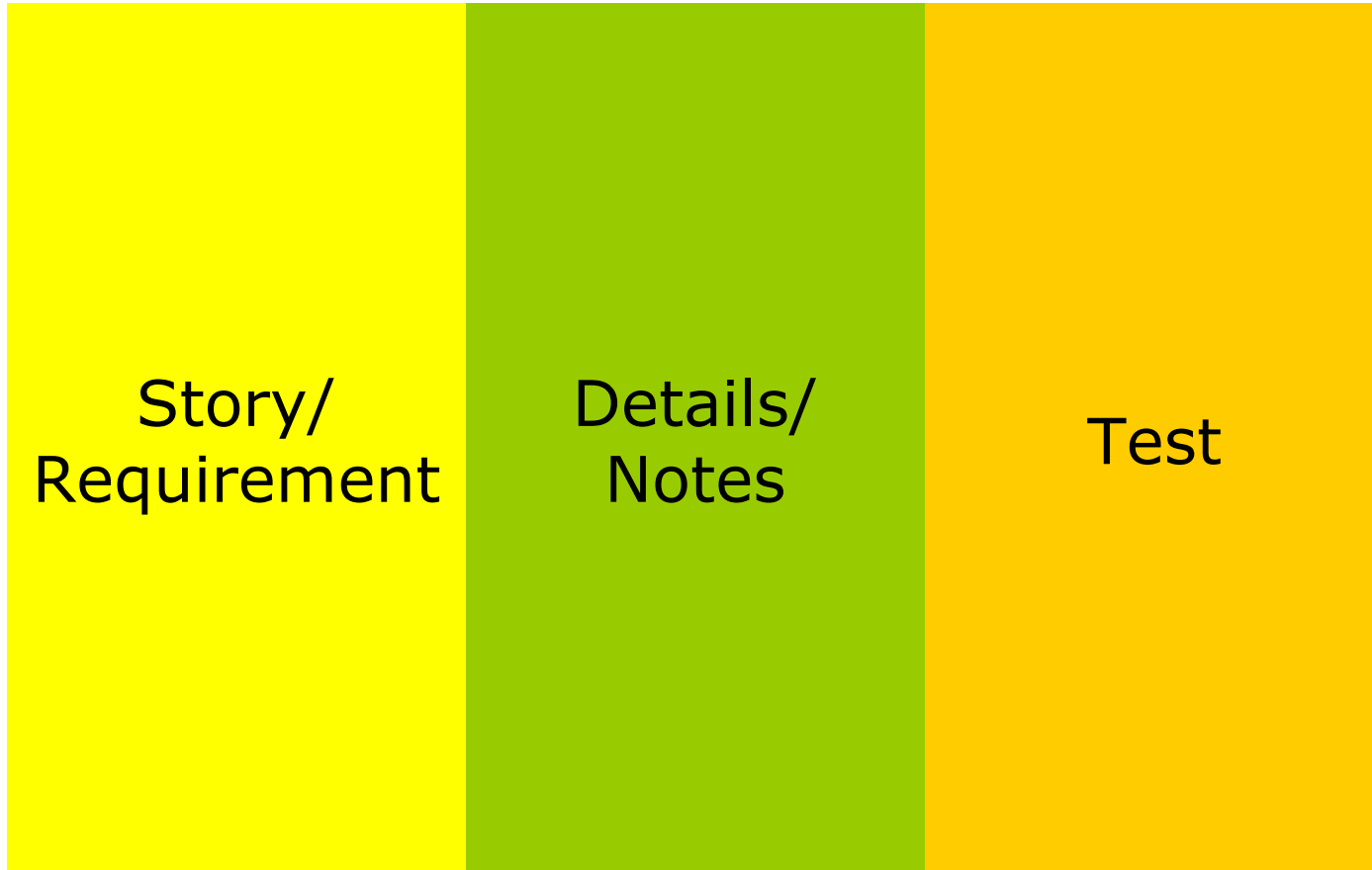
# Focus on a single Requirement

Best way to describe the requirements from the user point of view

User can buy stocks  
online

User can sell stocks

User should register to  
buy or sell stocks



John Jeffrie's 3Cs  
Card + Conversation + Confirmation

INVEST – Independent, Negotiable,  
Valuable, Estimatable, Small,  
Testable

- Mike Cohn



User should register to  
buy or sell stocks

Register Form will have  
username, password, email,  
etc

Username should be  
unique, otherwise system  
should ask the user to enter  
another username

Search stock symbols

User can buy stocks  
online

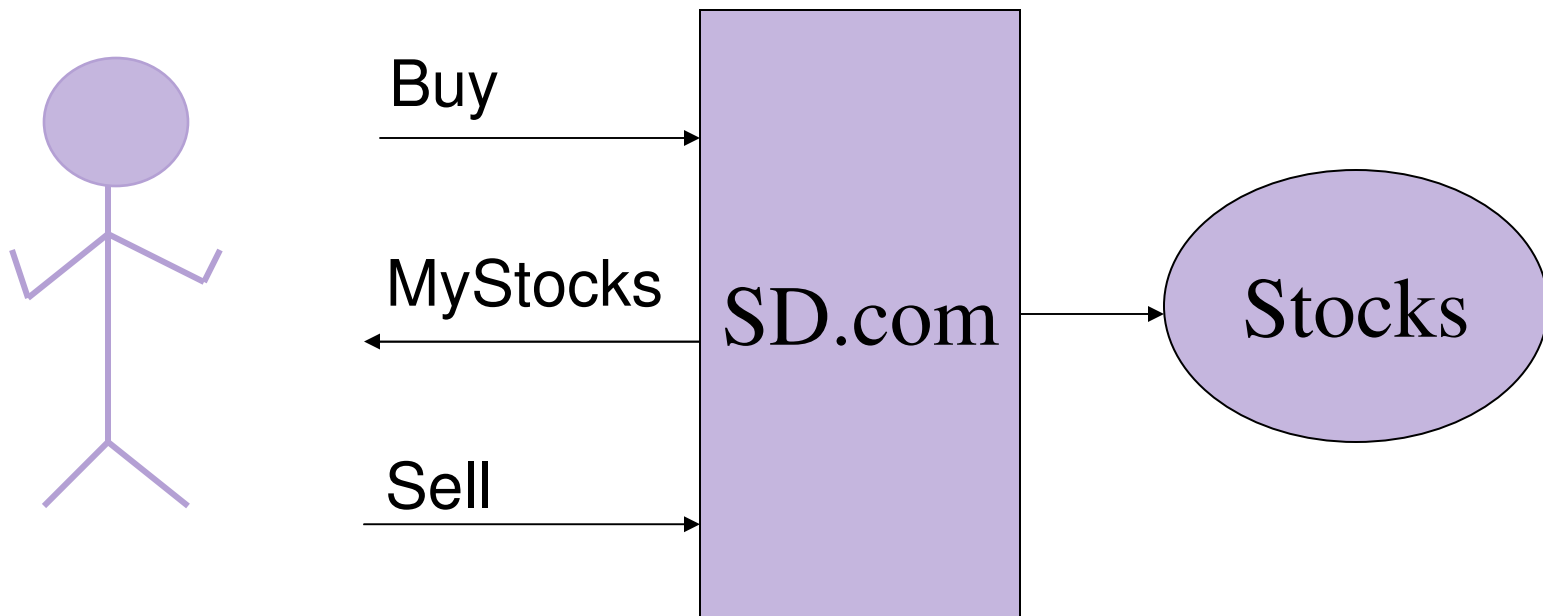
List top 10 stock  
symbols

View stock history

The hardest single part of  
building a software system is  
**deciding precisely what to  
build?**

-- Fred Brooks

# StocksDirect.com



# StocksDirect.com

## My Stocks

S.No	Symbol	Company	No of Stocks	Your Investment	Current Value	
1	XYZ	XYZ Corp	5	\$100	\$120	Sell
2	ABC	ABC Corp	5	\$100	\$80	Sell

**Domain:** Stock Trading, Stock Exchange  
**Entities/Objects:** Stocks, User  
**Tasks:** login, Search, Buy, List, Sell

Functionality alone won't guarantee software success.

**You can't afford to make mistakes  
unless you are a Microsoft.**





**Shekar**



**Gilbert**



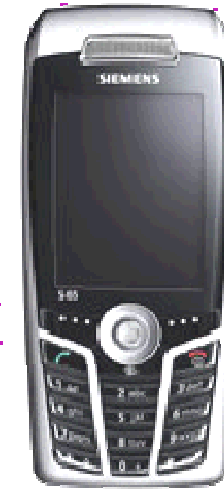
**Shekar**



StocksDirect.com Agent



**Gilbert**



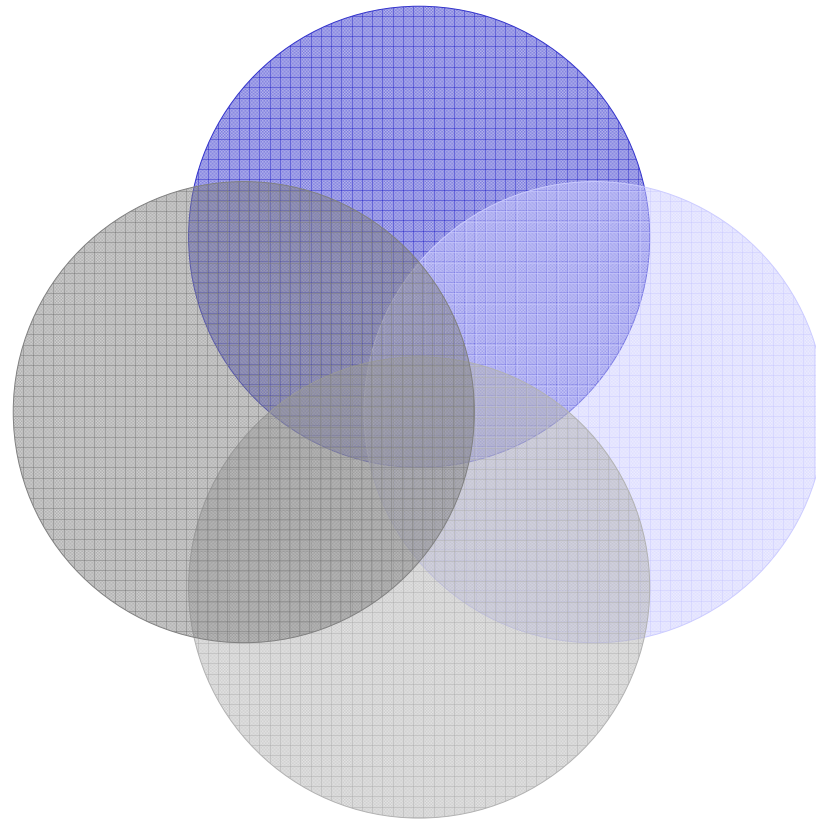
**LOGIN** USERNAME : PWD  
**SELL** STOCK\_SYMBOL

Innovation

Intelligence

Interaction

Information

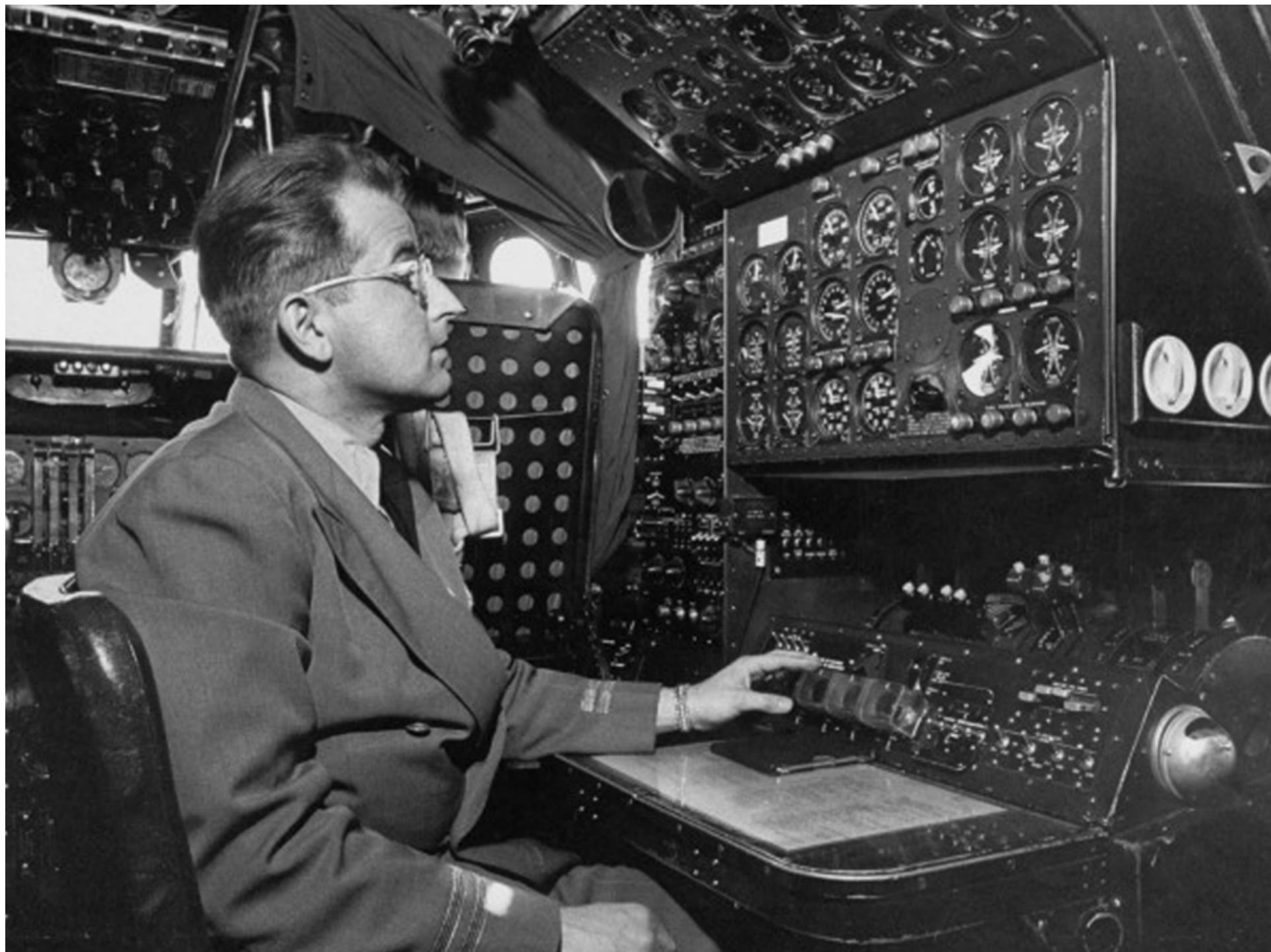


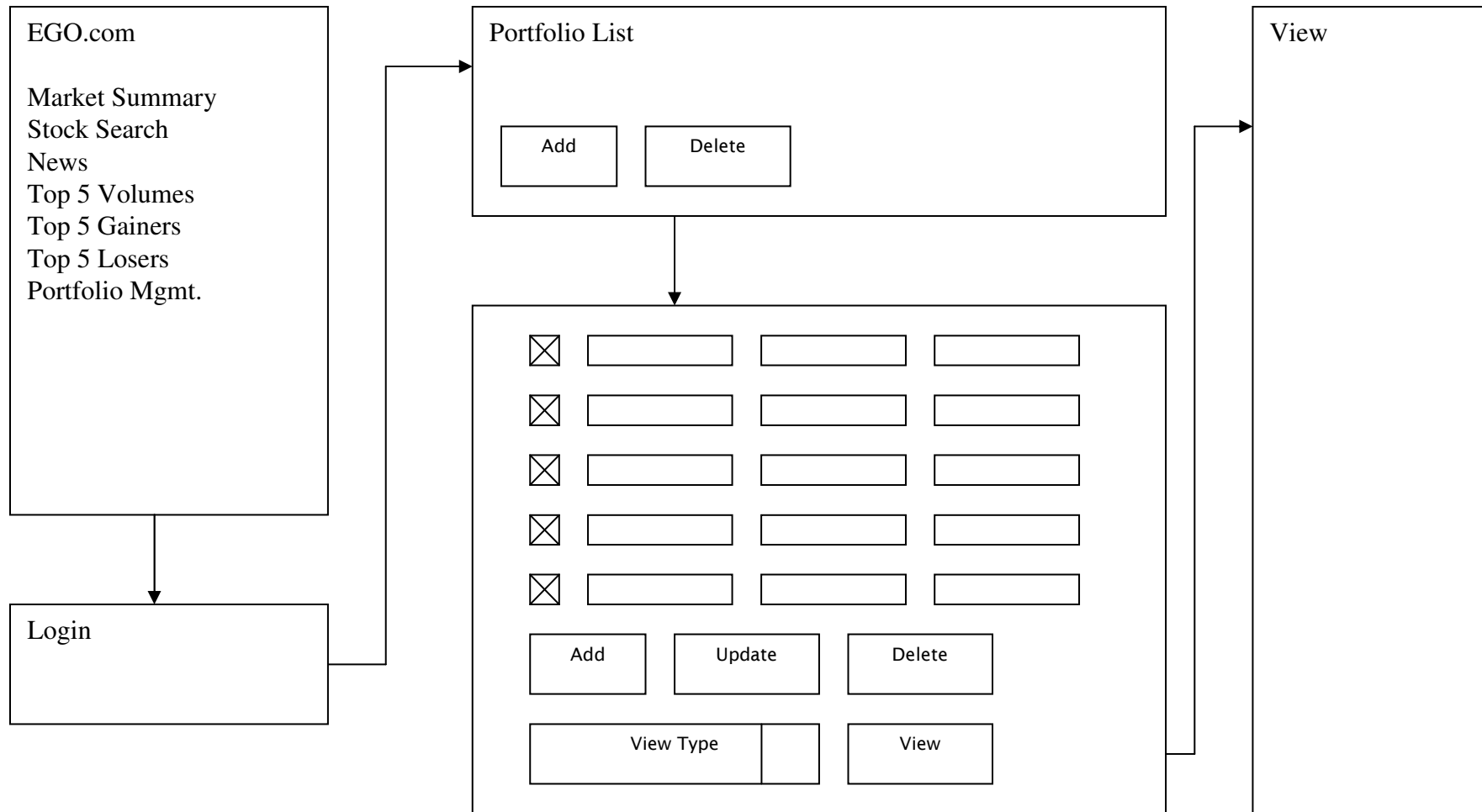


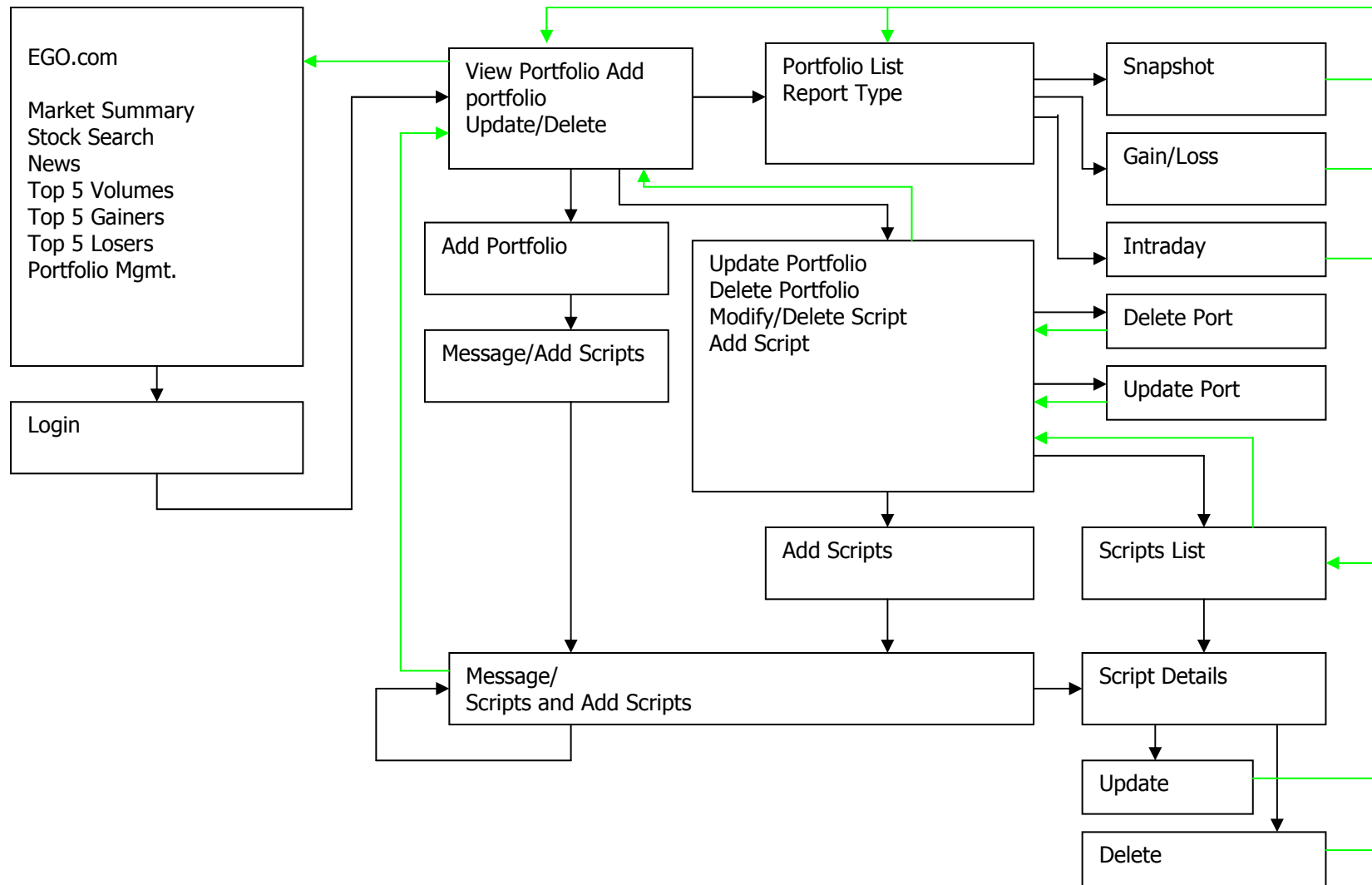
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StocksDirect.com Agent



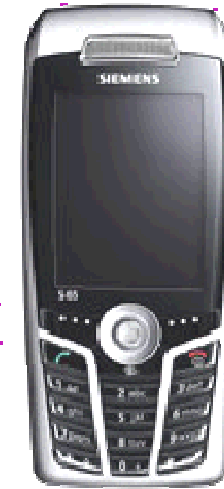








**Gilbert**



**LOGIN** USERNAME : PWD  
**SELL** STOCK\_SYMBOL

# Selecting and organizing the interface elements

Controls – Textbox, List, Drop Down, Tab

Positioning

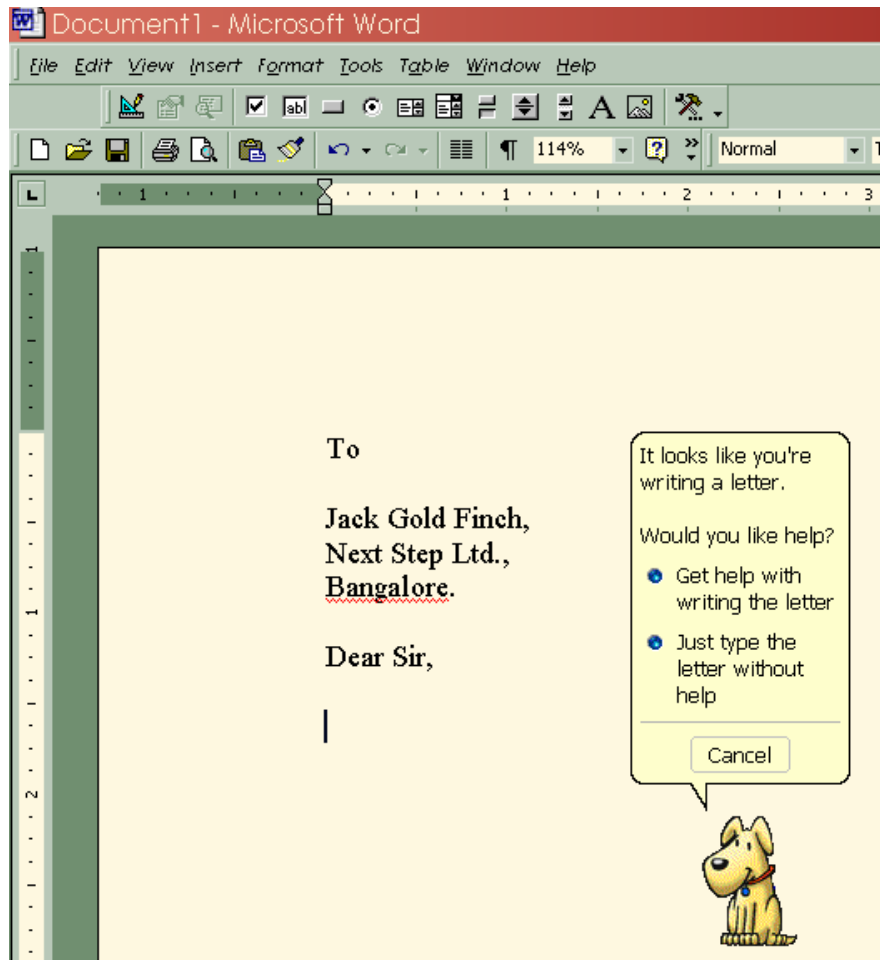
Size

Label

Color

Tab Order

**Graphics Design**



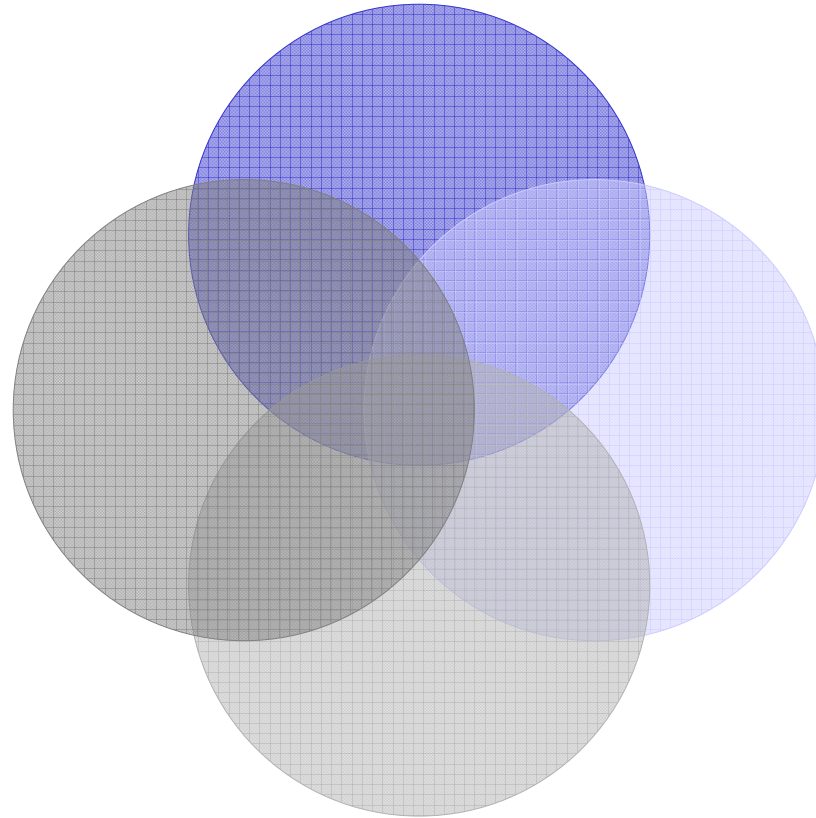
Auto-completing  
Window Positions  
Remember Login  
Recently Used Records  
Alerts

Innovation

Intelligence

Interaction

Information



#1 software development is  
not just about coding

Can you imagine **Windows**  
without mouse?



**Our entire facility is digital. No paper, no film, no medical records. Nothing. And it's all integrated—from the lab to X-ray to records to physician order entry. Patients don't have to wait for anything.** The information from the physician's office is in registration and vice versa. Physicians can walk around with a computer that's pre-programmed. They can review a chart from 100 miles away." —David Veillette, CEO, Indiana Heart Hospital (HealthLeaders/12.2002)

# Software Development to Solution Delivery



#2 If you want to build a ship, better understand the sea first.



# Domain Problem

#3 There is no place  
called 'unknown'



Business Goal

ROI

Glimpse of what we are  
going to build

# #4 Different Users need Different Tools









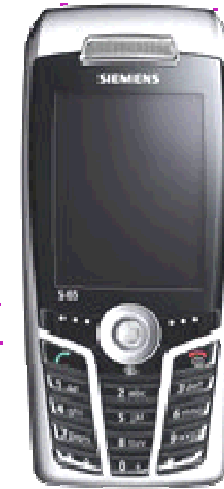
Identify the users and their goals

Create tasks to make them achieve their goals

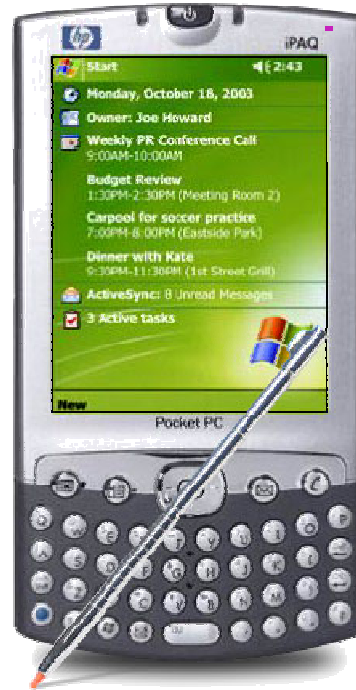
# #5 It should work in the user context



**Gilbert**



**LOGIN** USERNAME : PWD  
**SELL** STOCK\_SYMBOL







John Jeffrie's 3Cs  
Card + Conversation + Confirmation

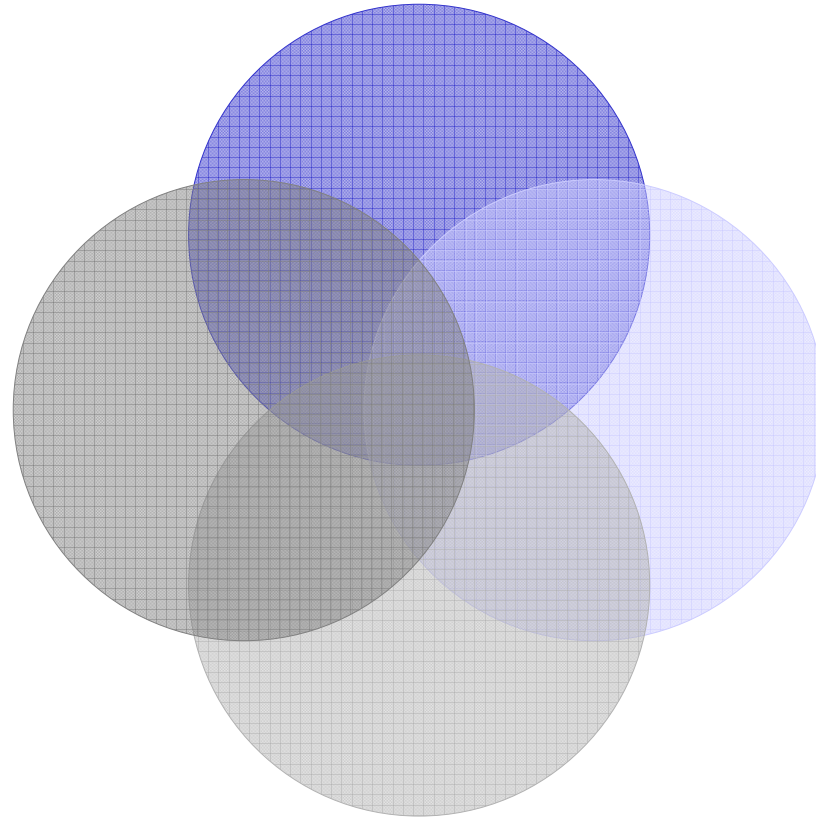


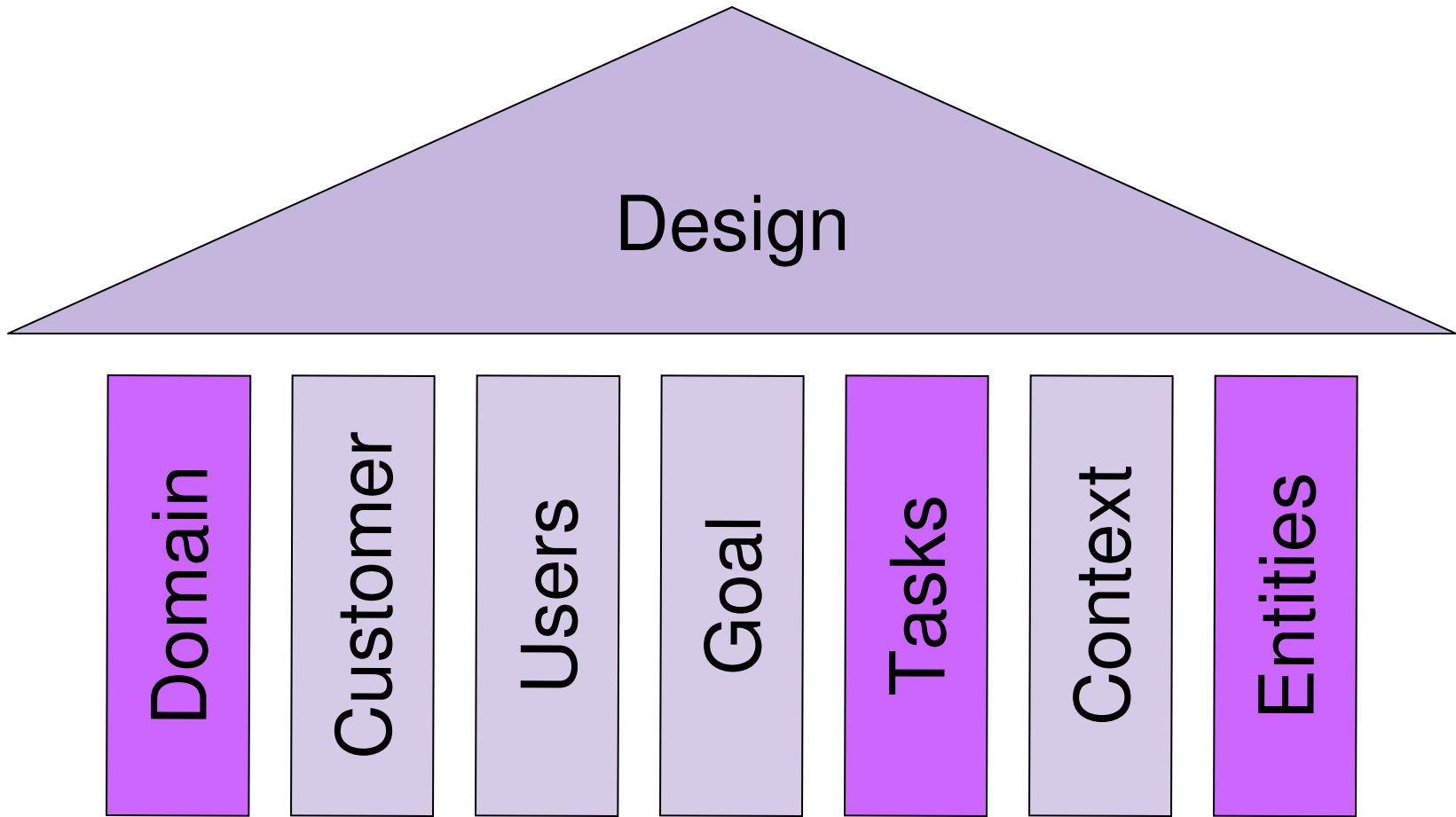
Innovation

Intelligence

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Information





“Much of [design] is still down to natural ability. There's a dirty secret: that much of it is a God-given talent. As an instructor of design I come across students that don't need help and others who can't be helped. **It's an accident that kicks in at conception.**” - Michael Beirut

“If the software were magic,  
what would it do?”



**Customer**



**Users**



**Programmer**



**Graphics Designer**