

Adv Web Design Studio

HW3

Due Friday Sept 27, 2019 at 1pm on Courseworks

If you think you need extra time to test on real users, please let us know ASAP.

What to turn in:

1. A url where your website is hosted live.
2. A PDF of a PowerPoint (or Google Slides) deck detailing what you did to have impact, what happened, and what you learned. Include as many images as possible to help the audience understand your setup and lessons learned. Taking pictures while you setup and run your prototype helps.

Part 1. Host your site

Make your website live so that anyone can access it. If you got feedback on UI stuff you needed to iterate on, make sure those changes are made. The site should be a prototype good enough to test whether the idea is feasible. The UIs doesn't haven't to be astounding, but it should not detract from the experience of prototype users.

- a. Make your website live on **digitalocean.com**.
 - i. FAQ:
 1. Q: Can I use some other hosting service like Heroku?
 2. A: No. First because digitalocean is an actual performance service that you could rely on when you found your unicorn. Also because the staff knows how to help and debug with digitalocean, and we can't support all the random sites out there.
 - b. Try Googling "How To Deploy a Flask Application on digital ocean". That's what I did the first time I did this. It worked for me!
 - c. If you get stuck, or have trouble – I don't blame you. This is the icky part of computer science. I encourage you to ask your classmates for help on Piazza.
 - d. Find fitting url for your site that is easy to say. For example, when somebody asks you "Hey, what's your site name?" You should be able to tell them something that they will have no trouble remembering or spelling. I will send out links to free domain name registration sites on piazza.

You only need to turn in a url.

Part 2. Make an impact.

Your mission is to help a real users meet their goal but whatever means possible.

You will need to define what user group you are helping, and what concrete goal will help them achieve. Hopefully you got feedback on this in studio. If not, I would ping a staff member on piazza on in person to make sure your users and goal is appropriate.

You will probably have to start by deciding which side of the market to approach first. This can be hard because it's a chicken-and-the-egg problem. But you have to start somewhere. Try to make choices based on reducing the risk of failure.

Start by having the users try to meet their goal by using your site. However, if the site starts to become a hinderance rather than a help, you have a few options:

1. If the fixes to the site are small (like confusing UI things), you can fix them right there on the spot.
2. If the fixes are things that can be hacked around, do it the hacky way

Remember – your database does not persist when you shut down the server. You may want to write the json out to file and read it in again when you reboot. This is a huge hack, but it's a huge hack that works well and I personally do all the time. #noshame

3. Ditch the site, help them in any way you can, even if it's super low tech (like talking to people to drum up business) or it involves using off-the shelf tools like google docs instead of any kind of website.

The point is to learn more about how to help this group achieve their goal. This can be a very humbling experience. Things I have learned before:

1. There is already a great solution to this problem and nobody needs my code
2. My code made the problem WORST rather than better by making them do a bunch of data entry, when a simple conversation with their co-workers could have solve it
3. I had show-stopping bugs that make the code impossible to test.
4. I wasn't solving the really hard problem. Sometimes the hard problems are cultural, rather than about markets. If two groups don't fundamentally trust each other, marketplaces tend not to work.
5. I should be solving a more specific problem.
6. That what I'm doing does have a lot of potential, and there are some more features I should add to really help.

Never in my career have I learned that my code is perfect, and I have solved the problem completely. Focus on learning.

Turn in a short PowerPoint deck of what you did and what you learned. It should take no more than 5 minutes to go through. Assume the audience knows a little about your problem and solution already. Just remind them of the basics. The format is flexible, but consider having the following six slides:

1. Who are your users (both sides of the marketplace) – show a photo of them.
2. What is the concrete goal you want users to achieve – Show can example.
3. Who did you reach out to first, and what did they do – you them using the app if you can.
4. Who did you reach out to next? Show them doing something (using your app, or achieving their goal)
5. How did you help them achieve their goal (show a picture of it, even if it had nothing to do with your app.
6. What did you learn?

Be prepared to show these slides in studio so we can learn from each other.