

Starting Your Start-Up

“The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.”

– **Nolan Bushnell (Founder, Atari)**



What are we doing here?

- Before we can get started, we need to:
 - choose a single idea for our product
 - break it down into individual steps or tasks
 - set up our backlog to keep track of the work
 - choose roles for the first sprint
 - have our initial stand-up meeting

What's your Problem?

Your start-up decided earlier on a problem we hope to tackle with your new product.

Using this problem as your basis, can you come up with three products that you feel you could develop, which could help overcome this issue? Write them on your whiteboard.

Once you have three ideas, discuss amongst you which you feel is the best one for your company to tackle. Take a vote, and pick one which you will build.



Product Planning

Use the Product Planning Sheet in your *Developer Guide* to discuss your idea and answer the following questions in your team:

Beneficiary/Problem: Who are you helping? What problem are you solving for them?

Functions: How will your product solve this problem?
Write down all the functions your product will have

Components: What parts will you need to achieve this functionality?
Write down all the components you will need to make your product

Materials: What art supplies or craft materials will you need to create the casing or interface for your product?

Branding: What will you call your product? Write down a few names that you like, and decide on one!



Backlog Breakdown - User Stories

By telling ourselves what developers call **'User Stories'**, we can look at how we want our product to function and then start creating those things, linking them together and testing them:

A start-up wants to create a selfie booth for old people, and their idea for a product is:

1. It should stand ready in the common room of the aged care facility ready for old people to bring visitors they'd like to take a picture with.
2. When the old person and guest approach the machine, it should have simple instructions displayed on the screen that explain how the machine works.
3. When the old person pushes a button, the machine should count down from three on the screen, then take a picture and post it to the facility's snapchat account.
4. The machine should display the image on screen with a thank you message to let the user know they have been successful

Looking at this User Story, we can begin to pick apart the functionality required and the way in which we should think about the build.



Stories into Tasks

Look at all the things in the User Story that you want the machine to do - **not just the user functions!**

There are a few extra steps that you (the designers) need to do, that the user will never see if you do it right: like connect to the internet, and link up to the snapchat account.

Remember:

For every task in your backlog you need to not only complete the job but also make sure that it works the way you want it to, **every time**. This means **testing** it first, using the simple scripts on the handouts.

For every component you add to your system, you need to test it to make sure it is working **before you link it into the rest of your system and once again after you have linked it to your system** to make sure it's doing what you want it to.



Backlog Creation

For this selfie booth build, the list of necessary tasks (**each task requires its own ticket**) is:

1. Create a stand/housing/interface for the product so that it looks inviting and is strong enough to withstand daily use.
2. Create user instructions that will appear on the screen when the machine boots.
3. Wire up a button that can be pushed to make the machine take a picture.
4. Test that the button is wired correctly and works.
5. Connect the camera that will take the picture.
6. Test that the camera is connected correctly and takes images the right way round (i.e. not upside down).
7. Connect the button push to the image capture.
8. Test that a photo is taken every time the button is pressed.
9. Connect the product to the internet using WiFi.
10. Install the software needed to access Snapchat.
11. Connect the product to the facility's Snapchat account.
12. Test that images are being sent to the account when the button is pressed.
13. Create a thank you message that will be displayed along the captured image.
14. Make sure the photobooth restarts its program once it has taken a picture.

Even though these are the tasks required to make the machine, they don't need to be done in this order: Just make sure your working order make sense!



Build Your Backlog - Kanban Boards

1. Use your Project Planning Handout to look at the functionality you have planned for your product.
2. Tell a User Story for a beneficiary who will use your product in your teams now, and write all the necessary steps down on your User Story handout.
3. Once you think you have all the steps, check with a facilitator to see if you might have missed any.
4. Split these tasks into two types:
 1. Technical - wiring/coding/testing
 2. Fabrication - art/craft/making the housing or interface
5. Write all your technical tasks on one colour of sticky note, and fabrication ones on another.
6. Take a whiteboard or section of empty window and divide it into three columns with a marker. Title these columns: To Do, Doing and Done.
7. Stick all your notes in the column titled 'To Do'. You've just created a Kanban board!
8. When undertaking a task, move it from 'To Do' to 'Doing'. When you finish it off, move it to 'Done', so everyone can see how much closer you are to completing the project!



Initial Stand-Up

The first thing your company needs to do is decide who will undertake which role for this first sprint.

Remember, you'll end up doing all the roles eventually!

Use the *Stand-Up Checklist* in your *Developer Guide* to make sure you're asking all the right questions. By the end of this stand up you should have:

- selected starting roles for your first sprint
- agreed on current sprint goals and tasks to be completed this time around
- assessed workload requirements for sprint and assign team members to initial tasks
- assessed required equipment and know what you need to get from the kit

Sprint!

Now that everyone knows what they are doing, get cracking!

1. Collect the required components from facilitators
2. Collect necessary art supplies and stationery
3. Boot up your Raspberry pis
4. **Start building!**

