



cfunited

A ColdFusion, Flex & AIR Conference

Rapid Application Prototyping

Lisa Heselton

CF

Fx

AIR

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www.cfunited.com

About Me

- Started first company & was published at 5
- Assisted w/instruction at GMU at 11
- Spent over a decade in music/video/entertainment industry (mgmt, promotions, mktg, events)
- Was a video major in art school
- Spent last 8 yrs in gov't contracting (PM, biz dev, eLearning, multimedia) & non-profits
- And many other things...

Rapid Application Prototyping – What is it?

Rapid Application Development is an iterative process; it can be considered an 'agile method.'

Needs/Requirements/Functionality=Prototype
Prototype>Design, Development, Use Cases, etc.

We're focusing on the 'prototyping' portion of the process, not the code/development methods or frameworks.

Rapid Application Prototyping – Why is it important?

Not every project can work well with a waterfall approach to development.

- *Not enough time*
- *Not enough resources*
- *Too expensive (not enough ROI)*
- *Project Management is split into functional/departmental areas instead of being centralized*

RAP – Scenario A

Scenario A: Small development team where many hats are worn – project manager, requirements analyst, documentation/technical writer, designer, developer, support, testing, etc. and traditional development for client project wouldn't be cost-effective

RAP – Scenario B

Scenario B: Large project w/multiple stakeholders & potential pain-points; arbitrary need for rapid development means decision makers want to reduce the functional specification/ requirements stage

Rapid Application Prototyping – Why do it?

- Allows development to occur outside of ‘developers’
- Lets business stakeholders assist with functional requirements more effectively
- Takes emphasis off of design being visual & focuses on design being usable and meeting needs
- Helps identify problems earlier & mitigate risk
- Bonus: facilitates documentation

RAP Process from...

- Designer (how do I represent the functionality in a visual, identifiable way?)
- Business process owner (I'm assuming results I can't articulate)
- Client (I'll know it when I see it)
- Business support departments (training, sales, marketing, tech support, etc.)

Problem with Traditional Prototypes

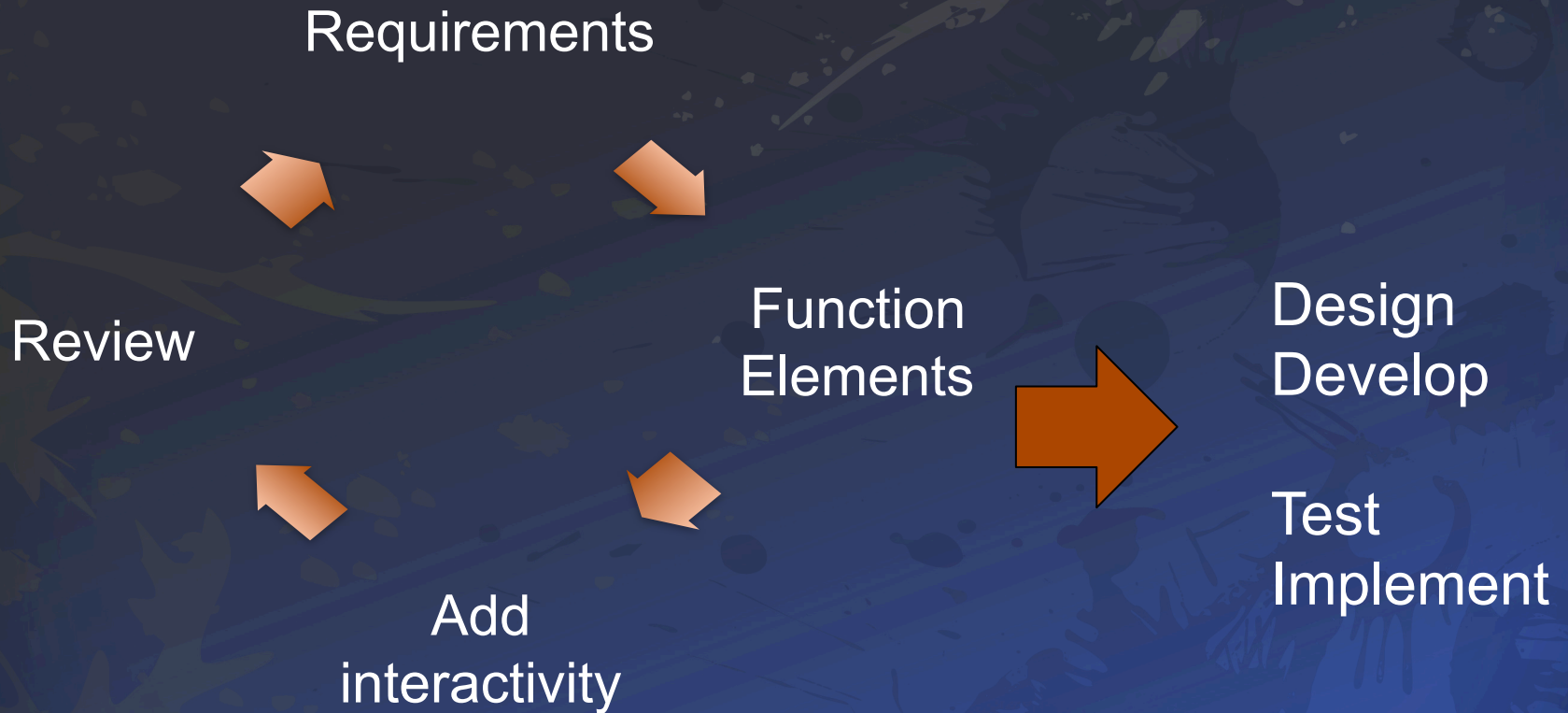
- Not interactive/dynamic
- Can be too visually oriented
- Assumes data functionality that might not work
- Client may assume data results
- Too easy to introduce functionality that is difficult to code/implement - creates problems for the development team
- Too dependent on designer vs. business/users/devs

Why Captivate?

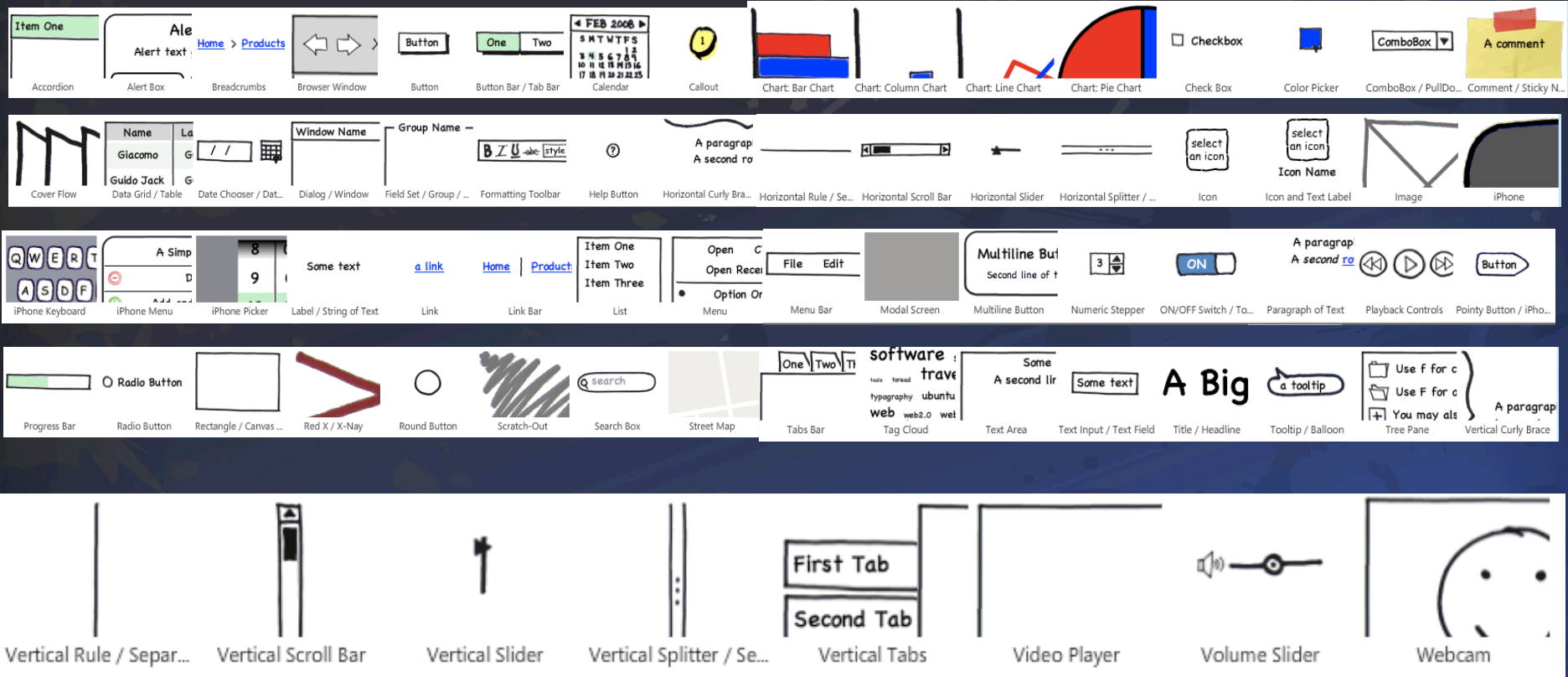
- Easy for non-technical staff to use
- Can create documentation, training, and sales materials throughout project instead of as an afterthought
- Easy to share and comment on prototypes
- Creating reusable elements & templates speeds prototyping
- Can test functionality quickly

(note: we can briefly touch on other products like Fireworks, Acrobat, Flash Catalyst, PPT/Keynote, etc.)

RAP Process Workflow



Building Reusable Interface Elements



<http://www.balsamiq.com>

(Demo portion of preso with Captivate)

Creating the Prototype

Using Other Tools

Fireworks

Flash Catalyst

PowerPoint/Keynote

Flash

Acrobat

Connect

Summary/Questions



Thank You!

Contact:

kavka@mac.com

twitter: kavka

facebook: kavka

LinkedIn: lisaheselton

FriendFeed, Plurk, Plaxo: kavka