



UP AND RUNNING
SOFTWARE DEVELOPMENT

What 500+ Clients Have Taught Us

(Presented to the Ames IT
Collaborative on 2/13/14)

Peter J. Hanson, CTO



/Plan





We Build Software

Est. 1995

Virtual

Growing

/About Us



Our engineers trying to design

/Clients (some)



/Tech (some)



/Tech (some)



ORACLE®



/Teachings/ KnowThyCustomer



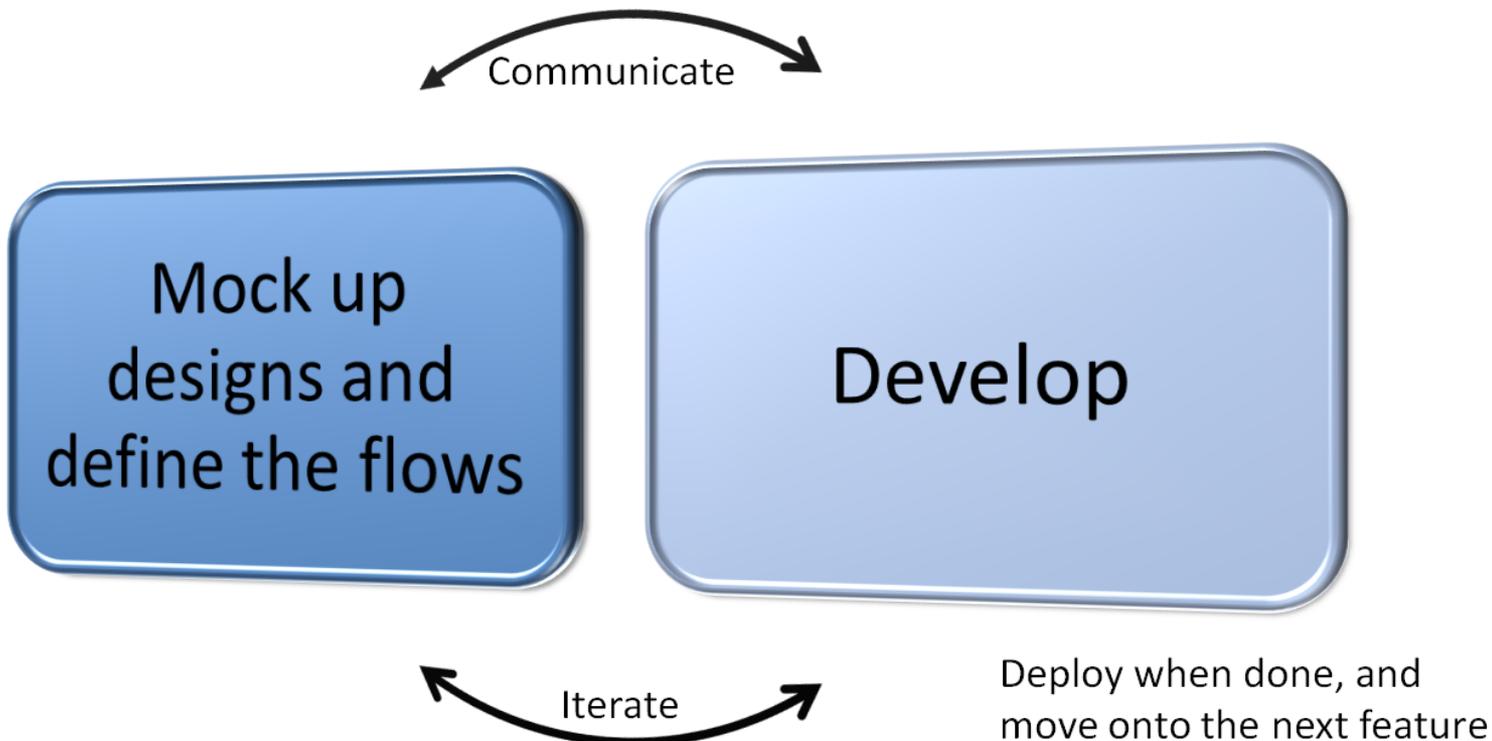
/Teachings/ KnowThyCustomer

Know
Thy
Customer

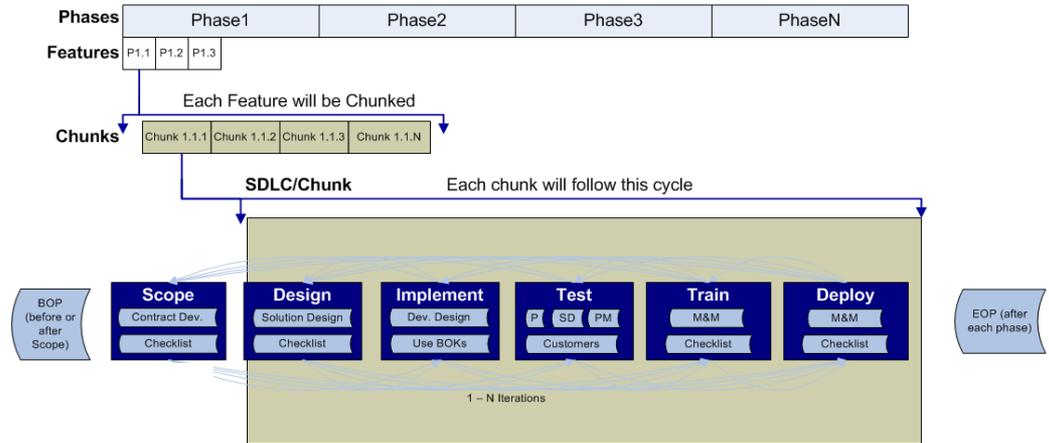


/Teachings/Process

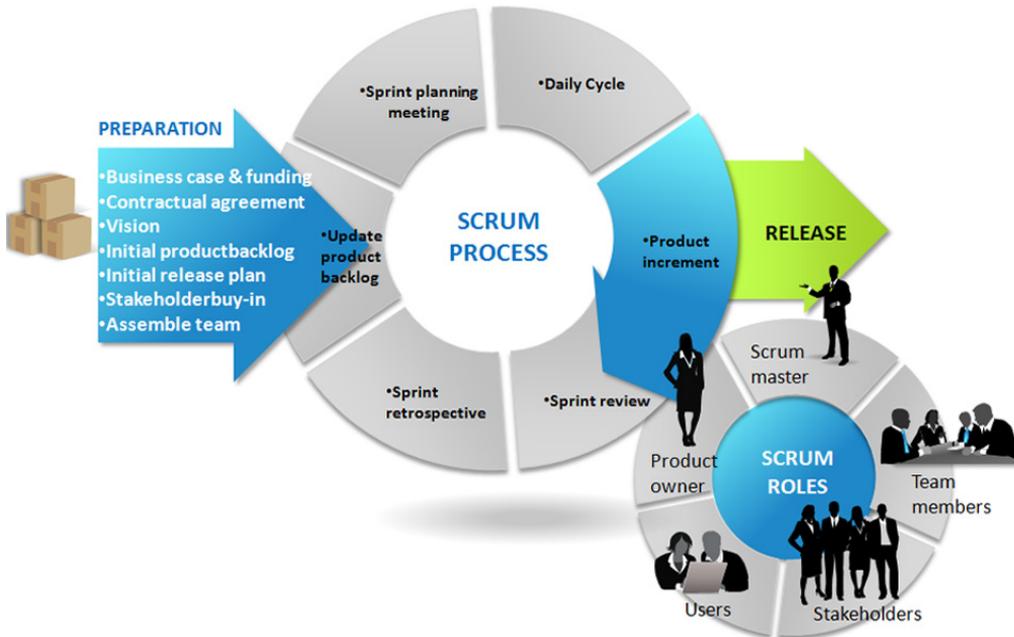
Software Development, Defined Simply



/Teachings/Process



SCRUM PROCESS



/Teachings/Pictures

Backstop

Settings ▾ Bruce ▾

Home Old Home Admin Document Search

User Management



| | | |
|--------------------------------|-------------------------------------|--|
| Susan Summers GroupA | <input checked="" type="checkbox"/> | |
| Robert Johnson ManagerGroup | <input checked="" type="checkbox"/> | |
| Susan Summers GroupA | <input checked="" type="checkbox"/> | |
| Susan Summers GroupA | <input checked="" type="checkbox"/> | |

Add User

User Details

Username

Password

Retype Password

Profile Details

First Name

Last Name

Phone #

Email

Group Assignment

- GroupA
- ManagerGroup
- GroupC

Save

Cancel

/Teachings/Pictures

Annotations:

- We highlight the current question that we're on as green.** (Points to question 7 in the progress bar)
- This toggles the progression display from full list (shown here) and a summary list (different mockup).** (Points to the 'Finalize' link)
- If a user skips over a question, by not filling out all the form controls, then we highlight that question red.** (Points to question 8 in the progress bar)
- Questions that are fully answered are shown as grey.** (Points to question 1 in the progress bar)
- We show each selected matrix here from the start page. We show the number of questions of each matrix on it's row.** (Points to the 'Progression' table)
- This progress indicator shouldn't be refreshed on each question nav, but instead use javascript to update it as we go along. Also, if we save progress and then come back to this analysis, we'll need to render the progress indicator to the state we left it as last.** (Points to the '7% Complete' indicator)
- We update the % complete as we go from question to question. We don't update the % if the question is skipped or partially filled in. Only when it's completely filled out, do we update the % complete.** (Points to the '7% Complete' indicator)
- Values for the select controls are:**
 - Please Select... (value in DB = null)
 - 5 - Excellent (value in DB = 5)
 - 4 - Good (value in DB = 4)
 - 3 - Acceptable (value in DB = 3)
 - 2 - To Improve (value in DB = 2)
 - 1 - To Solve (value in DB = 1)
 - 0 - To Solve ASAP (value in DB = 0)

UI Elements:

- Browser address bar: <http://cobitanalysis.com>
- Page title: A Web Page
- Header: header
- Progression Table:

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| External Law: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 |
| Compliance: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | | | | | | | | | | |
| People: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | | | | | | | | | | | | | | | | |
- Finalize: [Finalize](#)
- Completion: 7% Complete
- Section: Integration of applications and technology into business processes
 - EDM1 Set and Maintain the Governance Framework
- Section: Control
 - Secondary
- Section: Process Description

Analyze and articulate the requirements for the governance of enterprise IT, and put in place and maintain effective enabling structures, principles, processes and practices, with clarity of responsibilities and authority to achieve the enterprise's mission, goals and objectives.
- Section: Control Objective

Provide a consistent approach integrated and aligned with the enterprise governance approach. To ensure that IT--related decisions are made in line with the enterprise's strategies and objectives, IT--related processes are overseen effectively and transparently, compliance with legal and regulatory requirements are confirmed, and the governance requirements for board members are met.
- Existing Process Capability Level
 - Information:
 - Security:
 - Strategic:
- Goal Process Capability Level
 - Information:
 - Security:
 - Strategic:
- Risk Description:
- Navigation: < Previous, Save Progress and Complete Later, Next >
- Footer: footer

/Teachings/ Pictures

A Web Page

http://cobitanalysis.com

header

Progression ←

7% Complete [Finalize](#)

Integration of applications and technology into business processes
EDM2 Ensure Value Optimisation

Control
Secondary

Process Description
Optimize the value contribution to the business from the business processes, IT services and IT assets resulting from IT-enabled investments at an acceptable cost.

Control Objective
Secure optimal value from IT-enabled initiatives services and assets, cost-efficient delivery of solutions and services, and a reliable and accurate picture of costs and likely benefits so that business needs are supported effectively and efficiently.

Existing Process Capability Level

Information

Security

Strategic

Goal Process Capability Level

Information

Security

Strategic

Risk Description

< Previous Save Progress and Complete Later Next >

footer

/Teachings/Pictures

A Web Page

http://cobitanalysis.com

header

Steps

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | Finalize

Integration of applications and technology into business processes
EDM2 Ensure Value Optimisation

Process Capability Level
 5 - Excellent
 4 - Good

Control S

Process Description
Optimize the assets res

Control Object
Secure op
solutions and services, and a reliable and accurate picture of costs and likely benefits so that business needs are supported effectively and efficiently.

Create Account/Login

Create Account

Email Address (required)

Password (required)

Retype Password (required)

Create Account

Or

Login

Email

Password

Login

< Previous

Save Progress and Complete Later

Next >

footer

If the user clicks on "Save Progress and Complete" below, and they aren't logged in, then they'll get a prompt to create an account.

When they create the account, the following happens:

- account is created, this partial completion of the assessment is saved to the database and would show up on the user's dashboard interface as an unfinished COBIT analysis.
- The user is logged in and taken to their account dashboard, where they can see the unfinished item in their list.

If the user logs in, then it's treated just like the logged in workflow below.

If the user is logged in, then the following happens when they click "Save Progress and Complete":

- The current work is saved either in an already established analysis record or a new one is created.
- The user is taken back to their account dashboard.

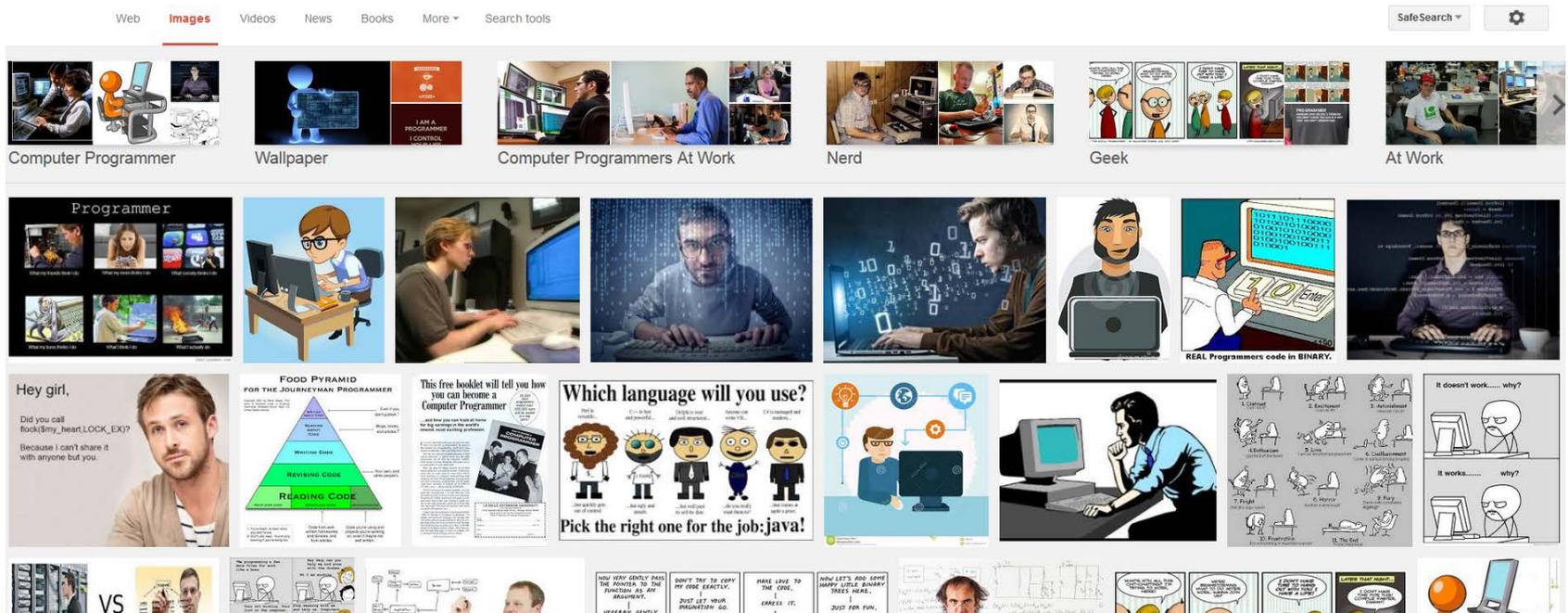
/Teachings/Pictures

indicate them as a % from top or bottom for example.

The screenshot shows the homepage of 'UP AND RUNNING SOFTWARE DEVELOPMENT'. The main navigation includes 'HOME', 'GREAT RESULTS', and 'GREAT PEOPLE'. A central banner reads 'Great people + great processes = great results.' Below this, a 'Why clients like us:' section lists several points, including 'We're Focused', 'We Think Long Term', and 'Our Word is Gold'. A technical stack is displayed with logos for JavaScript, PHP, MySQL, XML, and Linux. A process flow diagram shows 'DATABASE SQL', 'SERVER SIDE SCRIPTING PHP', 'INFORMATION DYNAMIC INTERACTIVITY AJAX', and 'CLIENTSIDE INTERFACE (STRUCTURE) XHTML'. A 'Great Results' section features a line graph and links to 'View Testimonials' and 'View Letters of Recommendation'. A testimonial from Peter Hanson, CTO, is visible. A 'Your Feedback' overlay is positioned on the right, titled 'Pete Test 2', with sections for 'OVERALL SATISFACTION', 'EASE OF USE', 'BLOG RELEVANCE', and a 'PLACEHOLDER' text area. A 'SUBMIT QUERY' button is at the bottom of the overlay. A small yellow callout bubble on the right says 'right-top'.

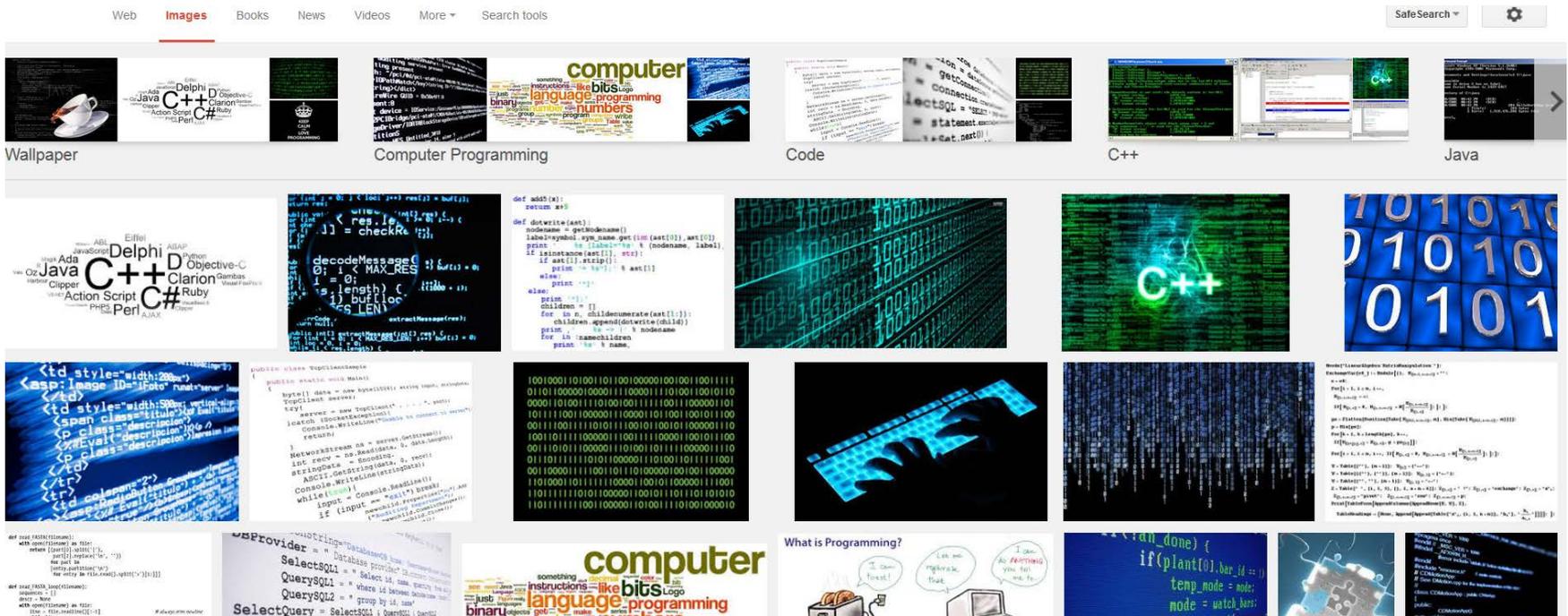
right-top

/Teachings/[forthcoming]



type "programmer" in google image search

/Teachings/[forthcoming]



type "programming" in google image search

/Teachings/[forthcoming]

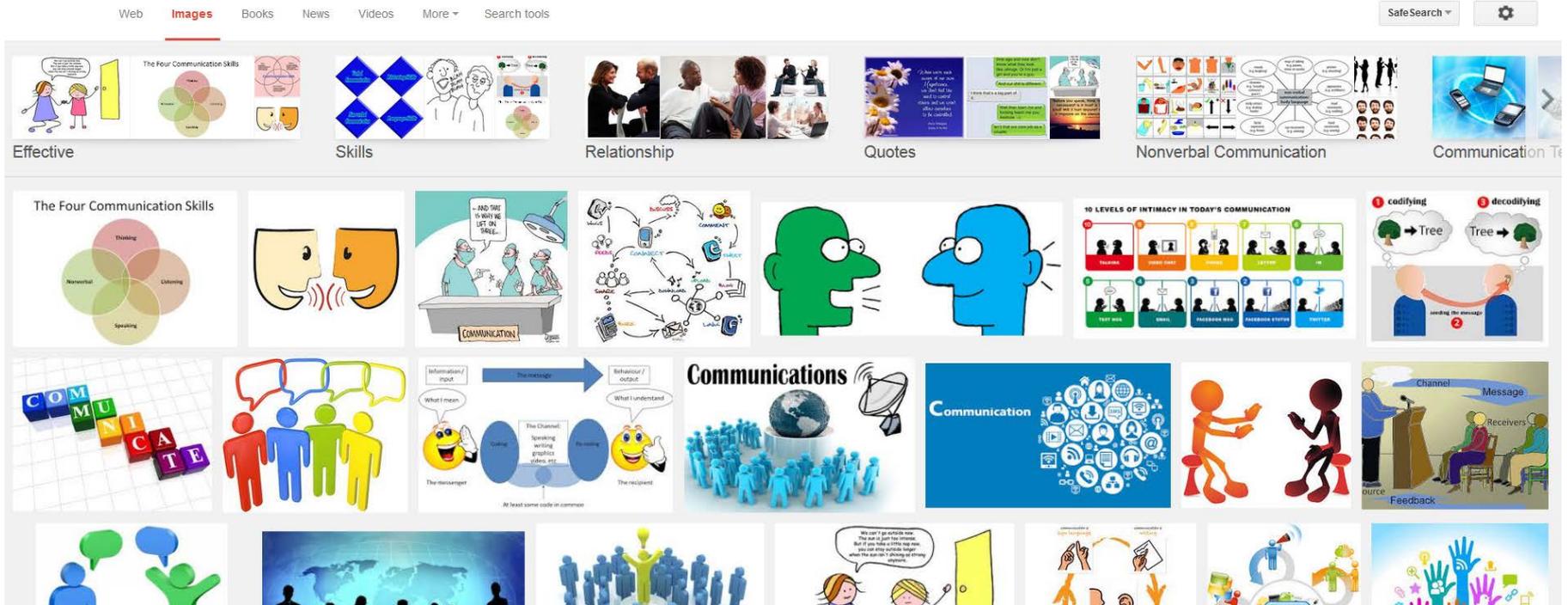
It's not:

- An "Army of One"
- The code

It is:

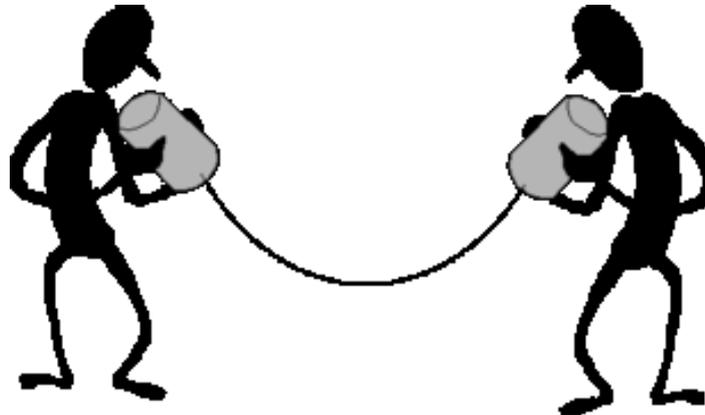
- A **collaborative** effort
- Software that **helps people**

/Teachings/communication



type "communication" in google image search

/Teachings/communication



Sources: www.nextiva.com
www.guerrillaonline.com
www.atlassian.com
www.thevarguy.com

/Teachings/communication



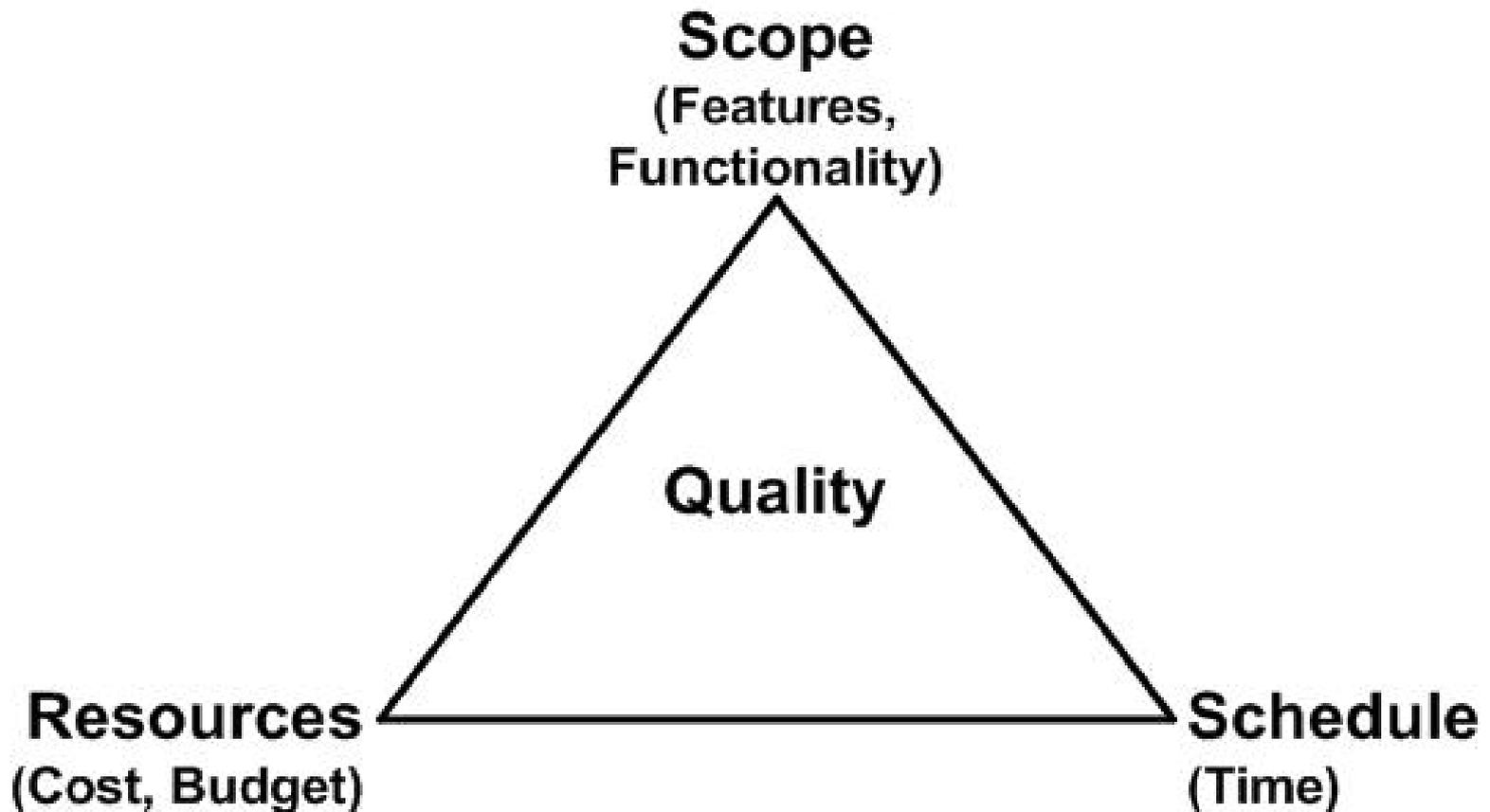
/Teachings/communication



/Teachings/communication



/Teachings/ Iron Triangle

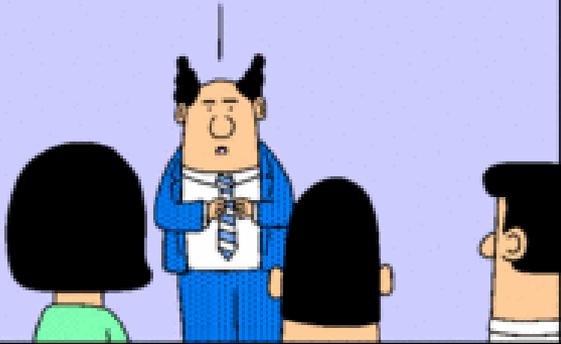


/Teachings/ Iron Triangle



/Teachings/ Iron Triangle

I HIRED ALL OF YOU
BECAUSE THE PROJECT
WILL TAKE 300 MAN
DAYS TO COMPLETE.



www.dilbert.com
scottadams@aol.com

THERE ARE 300 OF YOU,
SO I WANT YOU TO
FINISH BY FIVE O'CLOCK
AND CLEAN OUT YOUR
DESKS. YOU'RE ALL
FIRED.



9-3-07 ©2007 Scott Adams, Inc./Dist. by UFS, Inc.

IF IT TAKES MORE
THAN ONE MEETING
TO MANAGE A PROJECT,
I LOSE INTEREST.



/Teachings/Agreements



/Teachings/ Decision Strategy



/Teachings/Distilled

- **Focus**

Customer Happiness

- **How**

Know Thy Customer

Adapt to Everything

Communicate

Have Perspective

/Questions

What didn't make the list, which you thought would be on there? Please think of 3+ things.

AND/OR...

What would be on your list?

Please think of 3+ things.

Please take 120 seconds to make your list.

/Action

A million thanks if you'd email, anonymously or not as you wish, your thoughts to me.
(peter@upandrrunning.com)

What I will do with them:

Learn something.

Compile the list.

Email it out to the Ames IT Collaborative list (and you if you haven't joined the Meetup group...yet)



/Logout

Questions

Comments

STONES?