Application Development Project 2010 (10 ETCS)

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ADP10 target: Proven business case
with the developed application

First day agenda (2.9.2009, 09:00)

- 09:00 What is ADP course all about?
- 09:30 Company presentations
  - 09:30 Nokia
  - 10:15 Hammerkit
  - 10:40 BREAK
  - 11:00 Loud
  - 11:20 RunToShop
- 11:50 LUNCH
- 12:50 Team work
- 14:30 Individual task
- 15:30 Closing of day one

Target: Proven business case using the developed application

- You will learn:
  - Team work in real life
  - Give and take feedback
  - Innovation in practise
  - Facing the customer
  - Business planning for a new application
  - Application development & processes
  - Working in cross cultural environment

ADP 2010

Proven business case with the developed application

Period 1 (14.10)	Period 2 (11.12.)
• Business plan	• Customer feedback
• Sales pitch	• Updated business plan
• Demo version ready	• Prototype ready
• User stories	• Final user stories

ADP 2010 Period 1

W1	Course Introduction, Case Presentations	Get to know people and the cases	Presentations, workshop
W2	Case presentations, team forming, draft idea and plan	Teams, roles, cases defined, templates for docs	Presentations, workshop
W3	Scrum training by Paavo Pekkanen	Scrum introduced, updated project plan	Lecture, workshop
W4	UX/Merja Bauters, Business case marketing strategy templates explained	User story drafted, first scrum meetings	Lecture, workshop
W5	Tom Ojala:Using social media in marketing & Liisa Benmergui: User Experience design	UX planned, Marketing strategy draft	Lecture, workshop
W6	Prototype and business case review, sales pitch rehersal	Business case ready	Presentation, Workshop
W7	Demo presentations/sales pitch, business concept, working prototype (small part implemented)	"exam", demo ready for customer meetings, plan for 2nd period	Presentation
W8	EXAM WEEK	NO MEETINGS	SLUSH Task

ADP 2010 Period 2 (draft)

W1	Marketing plan, new build		Workshop
W2	Business case, new build		Workshop
W3	Customer contact, marketing campaign start, new build		Workshop
W4	New build	Several customers contacted	Workshop
W5	Demo, new build	Customer feedback documented	Workshop
W6	New build	Campaing results	Workshop
W7	Sales pitching event, (customer feedback), final build	Demo, business plan, user story ready	Presentation in aditorium
W8	Course feedback day		Workshop

Weekly schedule

Wednesday

08:00-12:00 Team work (final preparations for the SG)

Project steering group meetings

Thursday

09:00-12:00 Team work/guest lecturers

12-13   LUNCH

13:00-15:00 Progress review meetings with teachers

15:00-17:00 Team work

ADP 2010 Documentation

- Business plan
- Project plan (work estimates, dependencies)
- Progress report weekly
- User story
- Interaction and UI logic mock-ups
- Marketing plan
- Sales pitch

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Target of the first day 2.9.

- Get to know people from other study programs
- Introduction to cases

Individual work for 8.9.

- Pick one idea

- Make one slide presentation
  - Describe the idea
  - What makes it interesting?
  - Why would you be the right person to develop it further?
  - What would you do, if you'd get this idea?

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Team work 2.9. afternoon/Pauli

- Target: Learn to know other students and last years projects
- Each team to have students from each programme
- Each team will get one sales pitch for evaluation
- How would you develop a idea further?
  - One slide:
    - Your target
    - What do the members bring in?
    - Who would do what?
    - When would you have business up and running?
    - Tasks for the next 2 weeks
  - Random 3-5 teams to present the plan

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Individual work 2.9. afternoon/ Esa&Kari

- Name and study program
- Why am I here?
- My expectations
- Choose 1-3 project ideas
  - One A3/student
- Be prepared to present your A3 to whole course
- All A3s will be scanned and uploaded to wiki

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