

# MOBILE APP DEVELOPMENT FOR ENTREPRENEURS

eeecs 441

## Lecture 1: Introduction

## About

Project based course: build a mobile app, explore entrepreneurial issues

**NOT:** teach you how to program a mobile device

Me: started an Internet-TV company, mentored 7 MDP projects over 4 years, 3 of which were mobile apps, for Expedia and NTVB

## Time and Place

Lecture: MW 10:30-12:00 in 1005 EECS  
Discussion: F 9:30-10:30 in 2150 DOW

Instructor: Sugih Jamin

Office: 4737 BBB

Office hours: MW 12-12:30, F 10:30-11, 3-3:30 and by appointment

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IA: Haizhou "Jack" Zhao

username: exist

Office hours: M 4-5 pm, Th 6-7 pm in 1637 BBB and by appt.

## Course Web Site

Course Web site:

<http://web.eecs.umich.edu/~sugih/courses/eecs441/>

- Syllabus and reading list
- Course grade composition and grading policy
- Project milestones and deadlines

Web site is "required reading"

- including Announcements page

## Grading Policy

Individual value proposition and elevator pitch:	5%
Team value proposition and management:	5%
UI/UX design and backend architecture:	15%
Competitor analysis:	10%
Customer/Revenue analysis:	10%
Minimum viable product:	15%
Usability test:	10%
Feature freeze:	10%
Final launch and demo:	10%
Class attendance:	7%
Class participation:	3%

## Project Timeline (1/2)

- Week 1: Individual value proposition & elevator pitch  
**Tue, 1/3:** Individual Elevator Pitch
- Week 2: Team value proposition & management  
**Tue, 1/17:** Value Proposition Canvas and Gantt Chart
- Week 3 and 4: UI/UX Designs and Backend Architecture  
**Tue, 1/31:** Design Presentation
- Week 5-7: Market Analysis  
**Thu, 2/9:** Competitor Analysis  
**Tue, 2/21:** Customer Segments and Revenue Streams

## Project Timeline (2/2)

- Weeks 8-9: Minimum Viable Product  
**Tue, 3/14:** Business Model Canvas and MVP Demo
- Weeks 10-11: Usability Test  
**Tue, 3/28:** Usability Test Results **Do not email us**
- Week 12-13: Feature Freeze **any assignments!**  
**Sun, 4/9:** Final Presentation
- Week 14: Testing, Validation, Launch  
**Mon, 4/17:** Final Demo and Launch Certification

## Platform and Publication

Platform can be Android, iOS, VR, AR, car, drone, IoT, etc.

To get a A-range grade, your app **MUST** be published

- proof of publication, e.g., a URL, a letter from Apple AppStore, etc. at the Final Launch and Demo day
- registration fees: cost of a textbook

# Honor Code Policy

Presentations must be your own work (in team)

Do NOT copy someone else's code verbatim

Do NOT use any copyrighted graphics without permission

You MAY use open-source code or library or Creative Commons graphics to help you complete your project, but you MUST credit the authors and cite the sources in your documentation

# Team Management

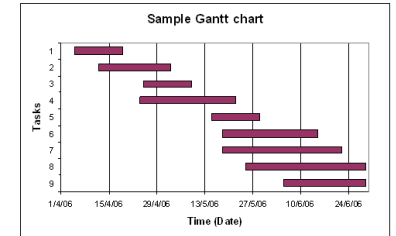
At least 3 and not more than 7 members

Task assignments (must be substantial), e.g.:

- 2 for market and customer analysis and UI/UX design
- 2 for front-end device programming
- 2 for back-end cloud programming
- 1 product/project management

Schedule with milestones, task assignments, and a Gantt chart

Weekly team meeting time



[<http://cct355-f07.wikispaces.com/Gantt+Chart>]

# Team Size Examples

Project: Catch a Monster

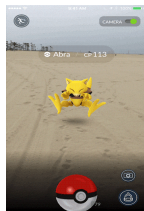
Text-based: 1 UI, 1 engine, 1 level designer (3)

+ 2D graphics (4)

+ AR (5)

+ location and mobile ad (6)

+ project management (7)



management role assumed by existing team members

# Gantt Chart and Time Commitment

Demo of Tom's Planner

The CoE expects time commitment of 12 hours/week for a 4-credit course, including time spend in class

Successful teams in the past spent about 4 hours/week working together

Part of next assignment:

- your team's Gantt chart
- weekly meeting time
- team commitment contract

All parts required for submission will be listed in the spec to be posted on Canvas

# How to Get an A

There is no credit for re-inventing the wheel

Get a FAST start on your project (only have 3 months!)

Make progress every, single week

Work together in team (4 hours/week)

Plan for delays

**Fail fast:** be accountable for your work, acknowledge mistakes

**Fail early:** if you get stuck, get help FAST

**Fail often:** iterate fast and often, pivot if necessary

Launch!



# Class Attendance

Points per class (lecture and discussion):

- 2 points for being on time and staying till end of class
- -1 point for joining late (after roll call is done)
- -1 point for leaving early

Max 2 points/class

Attendance taking is not done at every class; will become faster as I recognize more of you (hopefully) or we can do it by team

# Value Proposition

What is your product about?

Who is the target customer?

What are the benefits to your customers?

What makes you stand out and irresistible?

NOT jargon, buzzword, nor meaningless slogans

The value of your proposition is where your product proposition intersects your customer's desires

Why would anyone buy what you sell?

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Value Proposition and  
the Elevator Pitch

# The Elevator Pitch

Start with a “verbal slap”

Build rapport with audience:

- ask a problem QUESTION they can identify with
- “noddable” quote to create ownership of problem

Hint at solution, get to “Tell Me More”

But be authentic

# Team Forming

Review all elevator pitches posted on Syllabus page of the course web site

Contact the person you would like to team with

Please do this by Mon, 1/9

We’ll record the teams in class on Mon