

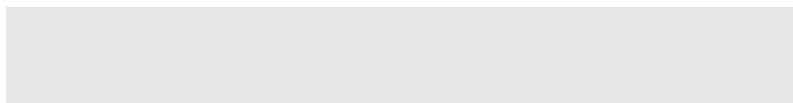


Rails Girls

**Your cookbook to the world
of web development.**

railsgirls.com

This book belongs to



Get excited and make things

Software changes cultures. We believe that in a world where everything will involve the Internet, we need to get the girls involved too.

Web applications are modern craftsmanship. Build tomorrows products. Learn to solve problems. Wonder how things work.

We can give the ingredients, but you make the recipes.

Knowing how

“I’ve long argued that UI design, programming, and product strategy should be learned apprentice-style with your hands and through experience, not through school and pedagogy. When I go to conferences about design I see a lot of declarative knowledge. Knowledge of. The latest CSS rules. The new JavaScript syntax. Ten ways to make users happy (supposedly) or whatever else.

What I don’t see are procedures—somebody standing up there with a pen or a text editor and making things happen and showing how it’s done. That’s what I want to see and that’s what I think our industry needs more of.”

- Ryan Singer, 37 Signals

Futher Reading:

The first step is to start

<http://goo.gl/02u5>

Code as Craft by Etsy

<http://goo.gl/5iX7L>

Why Software is Eating the World

<http://goo.gl/ry3Sc>

**Product Managers in Modern
Development teams**

<http://goo.gl/TjRB6>

Have we all become hackers

<http://goo.gl/PA8e2>

**A Tour of the Design Process at
37signals**

<http://goo.gl/Fc49>

5by5 Podcasts

<http://goo.gl/QJqU>

Don't daydream. Just design.

Draw. Sketch. Wireframe. Mockup.

Plans and ideas are nothing compared to something you can see, touch, hear or smell.

Most applications are just screens with boxes, anyone can draw them. If you can't, you need to think about the idea more.

Drawing captures your idea into something concrete and real.

Checklist for concepts

Define the core idea for the project/product.

Decide when you're going to ship the first version of the product.

What's the problem you're trying to solve?

Why the problem needs solving?

Who is the customer?

What are the goals of the product?

Lunch box your web app.

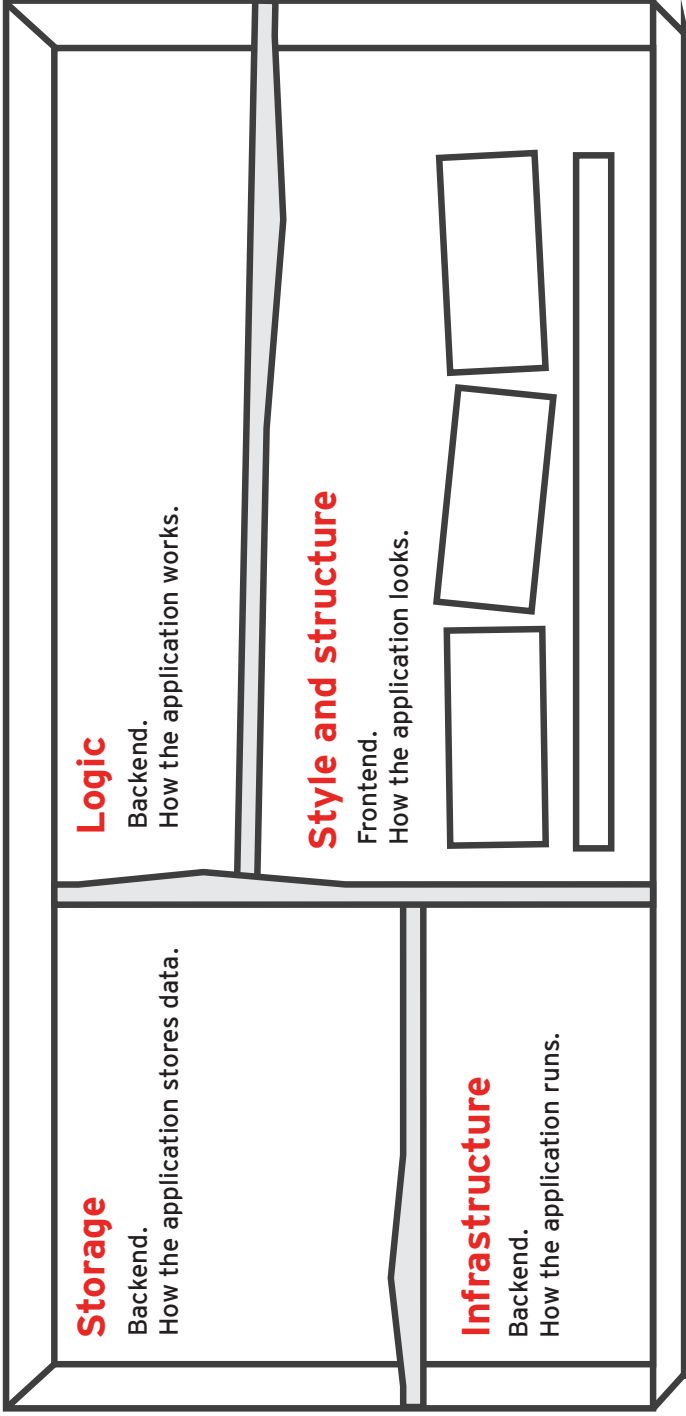
The Bentobox is our conceptual model for understanding web applications and their components.

The Japanese lunchbox model aims to have a balanced mix of things. Much like web apps, the “Ekiben“, looks for content which is arranged in the most efficient, graceful manner. The bento is presented in a simple, beautiful, balanced way. Nothing lacking. Nothing superfluous. Not decorated, but wonderfully designed.

My BentoBox

Application:

Designed by:



Cheatsheet for your app

Your Ruby on Rails app can be found at:

projects/railsgirls

You can start your app by opening Terminal and:

```
cd projects/railsgirls
```

```
rails s
```

Access the app:

Open <http://localhost:3000> on your web browser

Most of the time you edit the files at app/ directory

app/views/ (the user interfaces of your app)

app/models/ (models define app information structure)

app/controllers/ (are the glue between models and views)

Tools we use

Twitter Bootstrap (to style the app) <http://twitter.github.com/bootstrap/>

Komodo Edit (to edit the code files) <http://goo.gl/IKh1>

Heroku (to host the application) <http://heroku.com>

Getting futher

Try Ruby

<http://www.tryruby.org>

Programming Ruby in your browser.

Codeschool

<http://www.codeschool.com>

Try out the Rails for Zombies module: a free, browser-based Rails workshop. Other classes interesting too!

Codecademy

<http://www.codecademy.com>

A new Y-Combinator startup aiming to teach the world to code.

Don't fear the Internet

<http://www.dontfeartheinternet.com/>

Frontend stuff (CSS & HTML) explained through short videos.

A Quick (and Hopefully Painless) Ride Through Ruby (with Cartoon Foxes)

<http://mislav.uniqpath.com/poignant-guide/book/chapter-3.html>

The legendary Why's Poignant Guide to Ruby: part comic book, part coding exercise.

RailsGuides

<http://guides.rubyonrails.org/>

Tutorials and guides created by the Rails community

Get going with something small.

Once you've gotten the first bite of coding web apps, try out the following.

The idea is not to start building the next Facebook. Try creating something simple, yet interesting, in just a couple of days.

Focus on the one thing you want to achieve - this is what applications anyways should be about.

Start with simple mockups of your idea

Balsamiq <http://balsamiq.com>

Mockingbird <http://gomockingbird.com>

Prototypesapp <http://prototypesapp.com/>

Design

Dribbble <http://dribbble.com/>

CSSgrid <http://cssgrid.net>

Colour Lovers <http://www.colourlovers.com>

Marketing Magic

Shopify <http://www.shopify.com>

Moo <http://www.moo.com>

Stickermule <http://www.stickermule.com>

Customer service & feedback

UserVoice <http://www.uservoice.com/>

Wufoo <http://wufoo.com>

Google Docs (Forms) <http://docs.google.com>

Developer communities

Github <http://www.github.com>

Stackoverflow <http://stackoverflow.com>

Forrst <http://www.forrst.com>

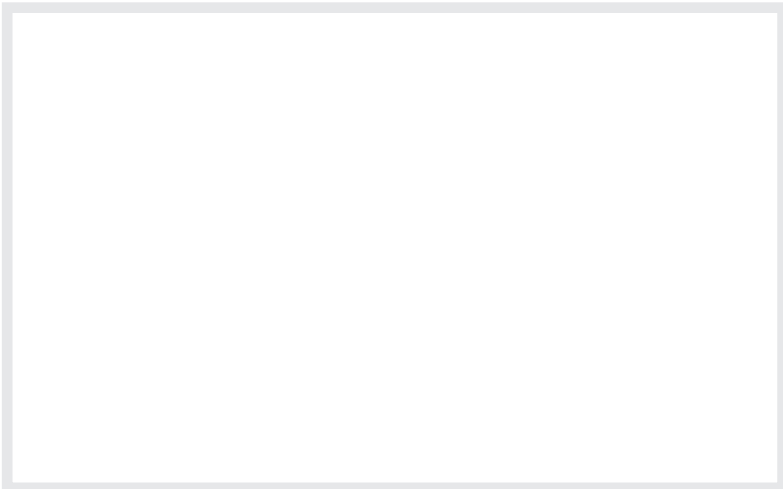
Social

Facebook Social Plugins <http://goo.gl/wSkVL>

Twitter Resources <http://goo.gl/UOMhs>

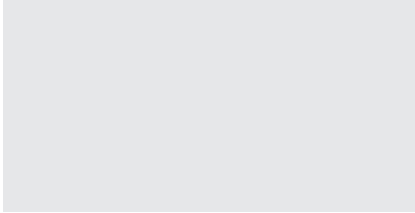
Make it real. Make it happen.

Coding is only part of the fun. As soon as you have an application up and running, you should start thinking about your users and how to keep your app running.



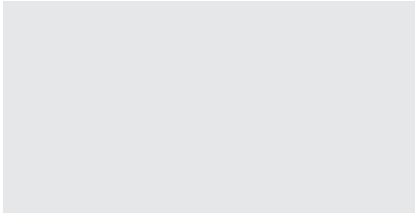
Draw here your first e-mail newsletter template to your users.

My first investor deck



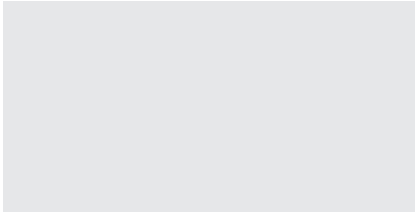
The Team

Draw your team. What makes you special? Why are you going to succeed?



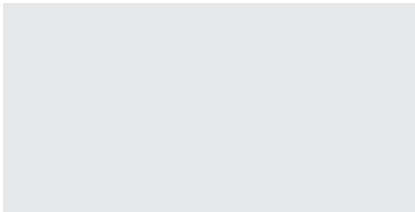
Problem

Draw here your problem - how it exists today? How come it's a problem?



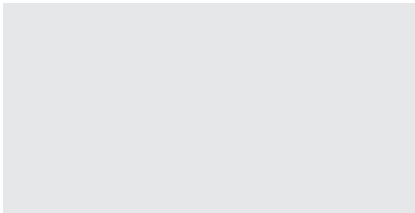
Solution

Draw here your solution. Make it tangible, real and descriptive.



Revenue and Competition

Who's paying what? What are they paying for? Who are your competitors?



The Magic

What does the future look for you? What is your vision? What is your mission?

Thats all!

2010-2011, Rails Girls.

Contact us at team@railsgirls.com

railsgirls.com