

# Concept to Production



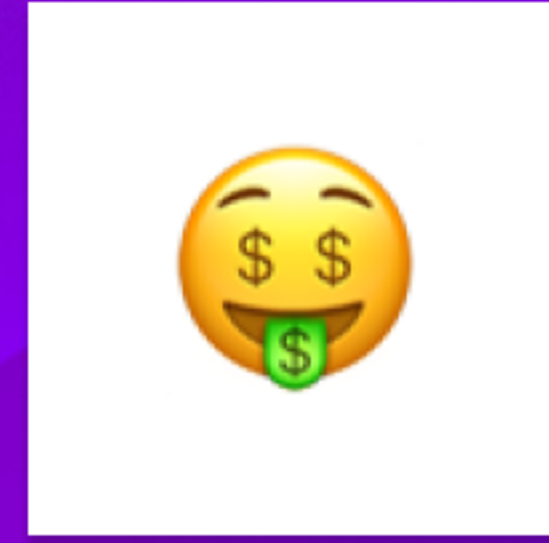
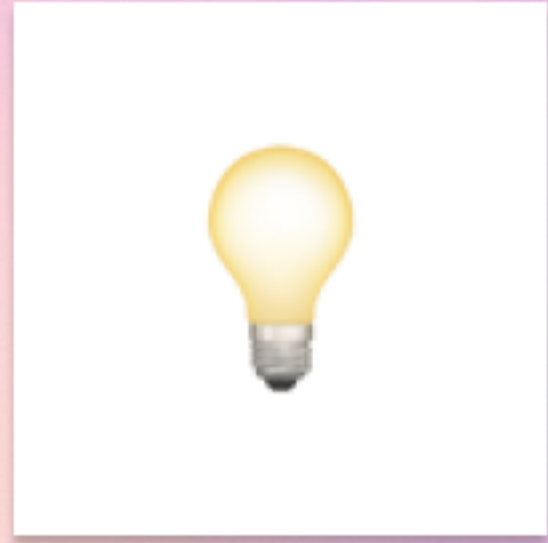






guardian · observer · polibin  
ili · support them · yfocus  
stroke rehab board · real news  
pegboard · otter · + more













**1. Become mindful of your  
every day life.**





## 2. Expand your world view





# 3. Expand your knowledge





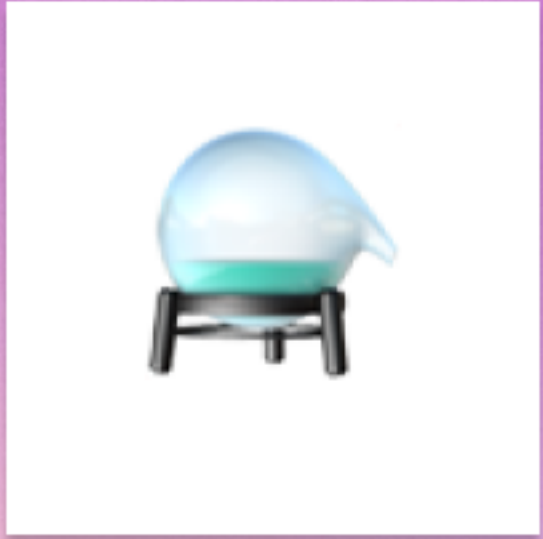
Solve real problems





**Practise, practise, practise**









Why?





# How?





**Define**

**The problem**





**Define**

**The problem**  
**Target audience**





# Define

**The problem**  
**Target audience**  
**Your edge**





# Assess





**Assess**

**Current market**





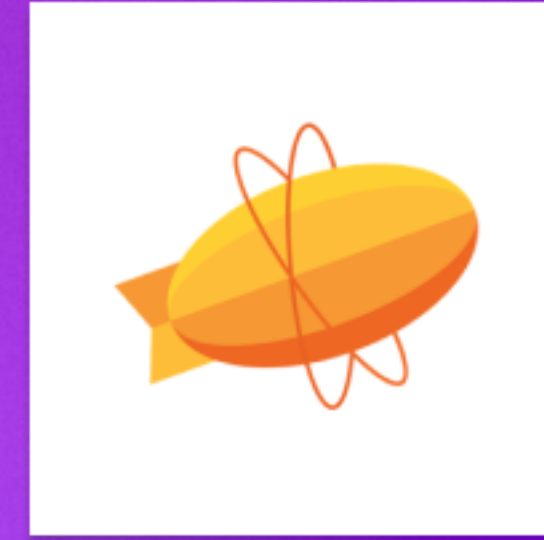
Research

yFocus.app (🔌😏)





# Prototype







# Iterate





# Iterate











Observer

https://useobserver.com/dashboard

Dashboard

Settings

Daniel Ferguson

Observer

Add monitor

Last 7 days

Uptime

100.00%

from 0.00%

↑ 100.00%

Checks Ran

9017

from 0

↑ 9017 Checks

Avg. Response Time

286ms

from 0ms

↑ 286ms

Monitors

odds-oracle.one

api

Status

• OK

Avg. Response Time

425ms

betting.thecashkings.com.au

website

Status

• OK

Avg. Response Time

638ms

forex.thecashkings.com.au

website

Status

• OK

Avg. Response Time

226ms

blockchain.thecashkings.com.au

website

Status

• OK

Avg. Response Time

299ms

miningstore.com.au

website

Status

• OK

Avg. Response Time

141ms

matchedbettingaustralia.com

website

Status

• OK

Avg. Response Time

538ms

yfocus.app

website

Status

• OK

Avg. Response Time

58ms

danferg.com

website

Status

• OK

Avg. Response Time

60ms

prrr.lol

website

Status

• OK

Avg. Response Time

75ms





Observer

Aa



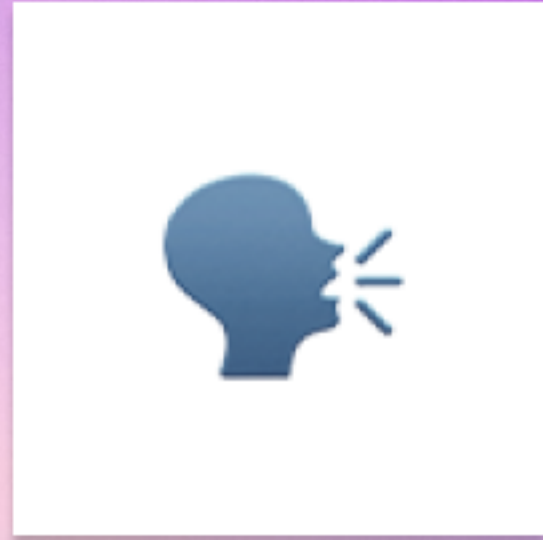
2 May 2022 at 12:40 am

## Observer

### Ideas

- ☐ Group SMS notifications into one
- ☐ Don't send a notification when a site is first enabled (from null too http\_status 200)
- ☐ Ability to group monitors together (ie. Work, Personal, Aaiga, etc.)
- ☐ Send a weekly/monthly review email about your sites and your overall stats - like CloudFlare does on it's roundup. We could also include new features released.
- ☐ Add the ability to create, join and leave teams. Like Laravel Forge, users should be able to share monitors to teams.
- ☐ Ability to edit monitors.
- ☐ Ability to see a more detailed view of monitors, review their previous responses and DNS settings.
- ☐ Notify users when DNS settings change.
- ☐ Give users recommendations on how to better setup their DNS settings - specifically DMARK, SPF, etc.
- ☐ Setup notification channels for...
  - ☐ Discord
  - ☐ Slack
  - ☐ Text-to-speech voice calls
  - ☐ Email
  - ☐ Telegram
  - ☐ Whatsapp
  - ☐ Twitter?
- ☐ Setup dark mode
- ☐ Setup a better mobile experience
- ☐ Create a mobile app? w/ push notifications
- ☐ Setup hotjar and intercom
- ☐ Notifications on SSL certificates
- ☐ Batch jobs with laravels batching service
- ☐ Tag jobs with horizon / job tags
- ☐ Currently pulling spatie dns, setup to pull the correct dns.





























































**danferg.com**



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**@thedannyferg**