Accelerate your ability to **build** and **deliver** products that your users **love**

Empower your teams with collaboration rituals and development tools to build faster, ensure that what you create aligns with your users' needs, and boost confidence in the value of your work.

Charles Garrett
Engineering Manager @ Pagoda

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Agenda

QR Codes will link to references, examples, and reading for further detail.

1 Agreeing on a set of essential **activities** for iterative product development

2 Build-in more Feedback Loops (automate as many as possible!)

3 The impact of **time** on your opportunity window

4 Using Near's open source **tools** to build faster with novel web3 capabilities

5 Q & A on Telegram

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Visualize This

✨

What do you consider to be the essential activites of iterative sofware development?
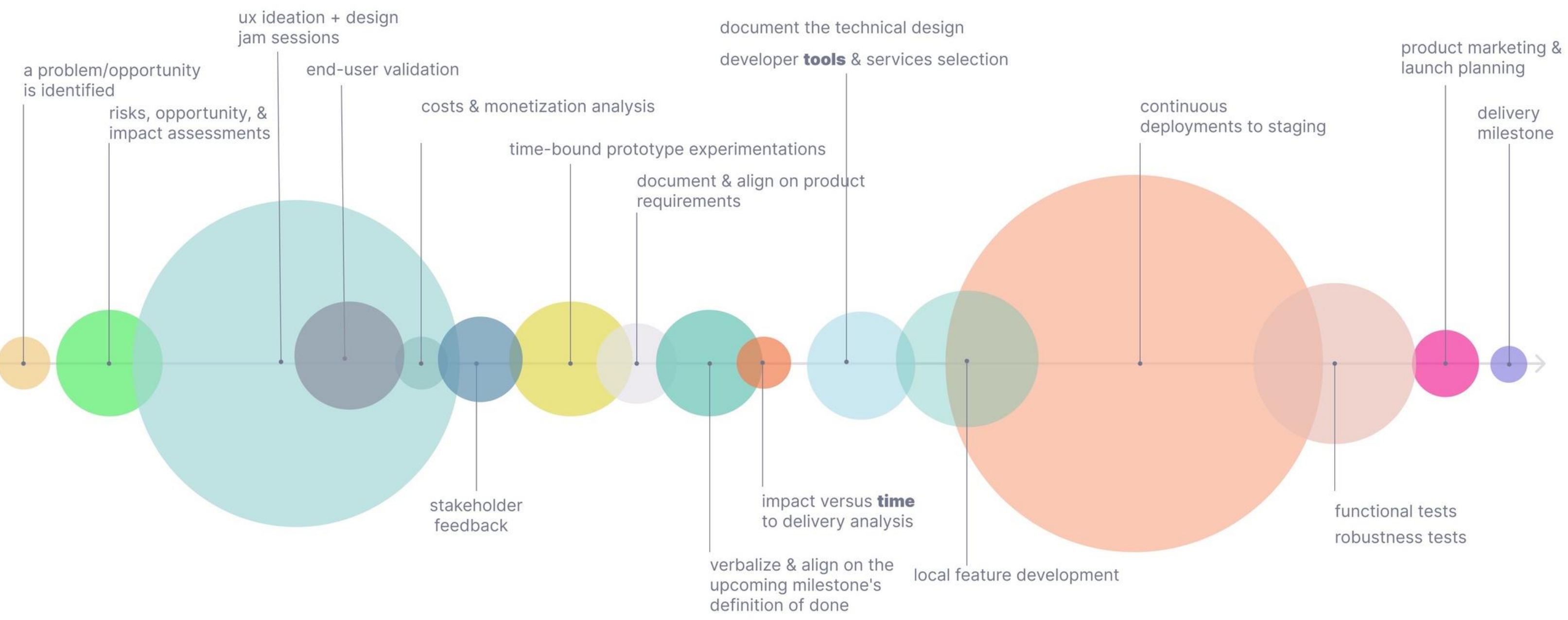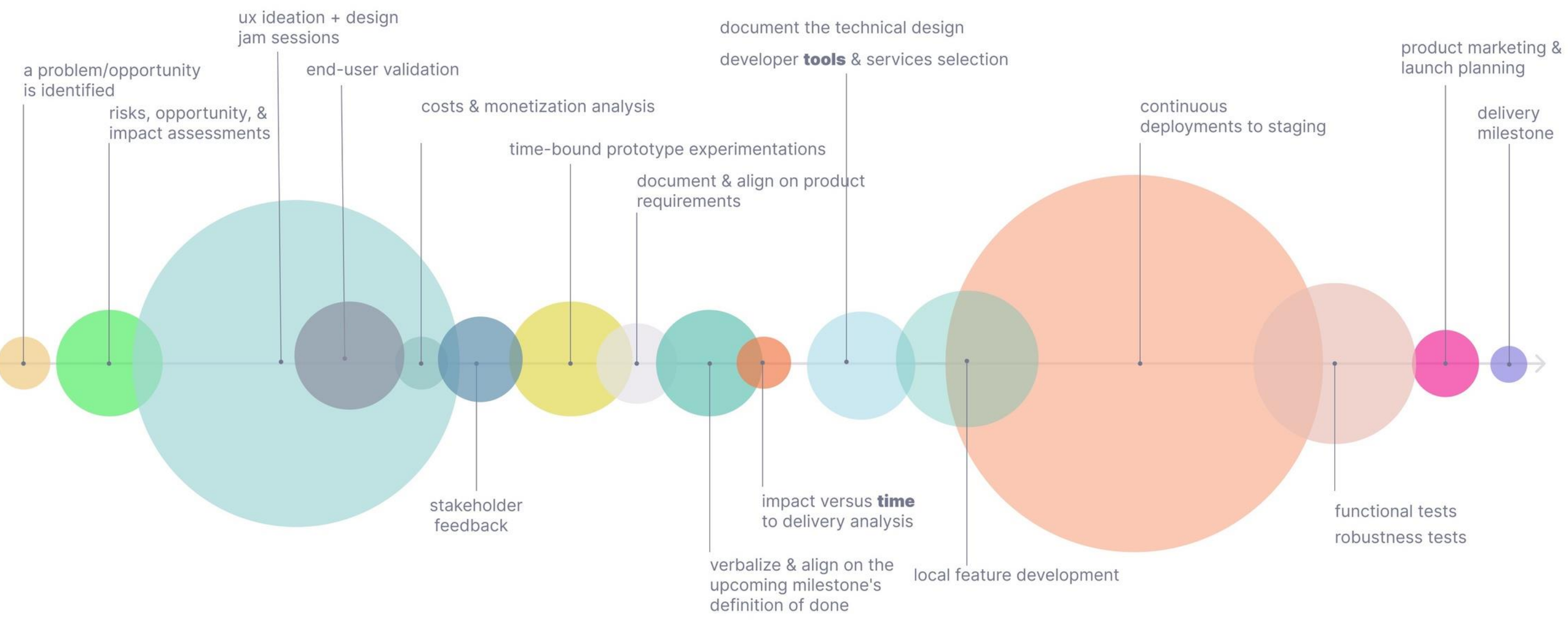
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Visualize This ✨

What do you consider to be the essential activites of iterative sofware development?

Come to a shared understanding of your essential iterative development activities

a problem/opportunity is identified

risks, opportunity, & impact assessments

ux ideation + design jam sessions

end-user validation

costs & monetization analysis

time-bound prototype experimentations

document & align on product requirements

document the technical design

developer **tools** & services selection

continuous deployments to staging

product marketing & launch planning

delivery milestone

stakeholder feedback

impact versus **time** to delivery analysis

verbalize & align on the upcoming milestone's definition of done

local feature development

functional tests robustness tests

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Activities

building feedback loops & shared understanding

1 Document your product squad's list of essential activities of incremental product development.

2 What are each activity's ideal outcome & what failure might look like?

3 Where within this list should you spend 80 vs 20 % of your time in order to deliver most impactfully?

4 Where in each loop are our sources of feedback, and how should they effect our next iteration?
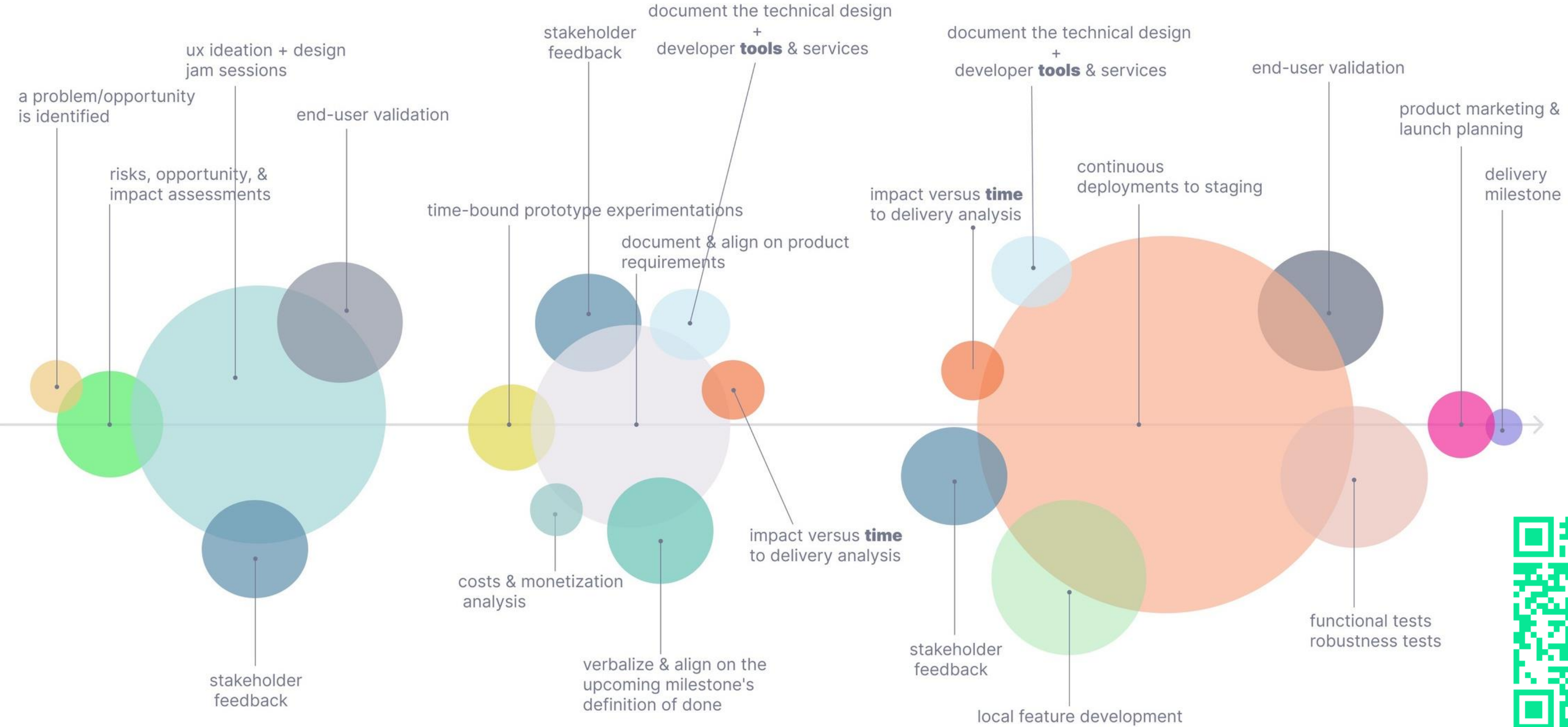
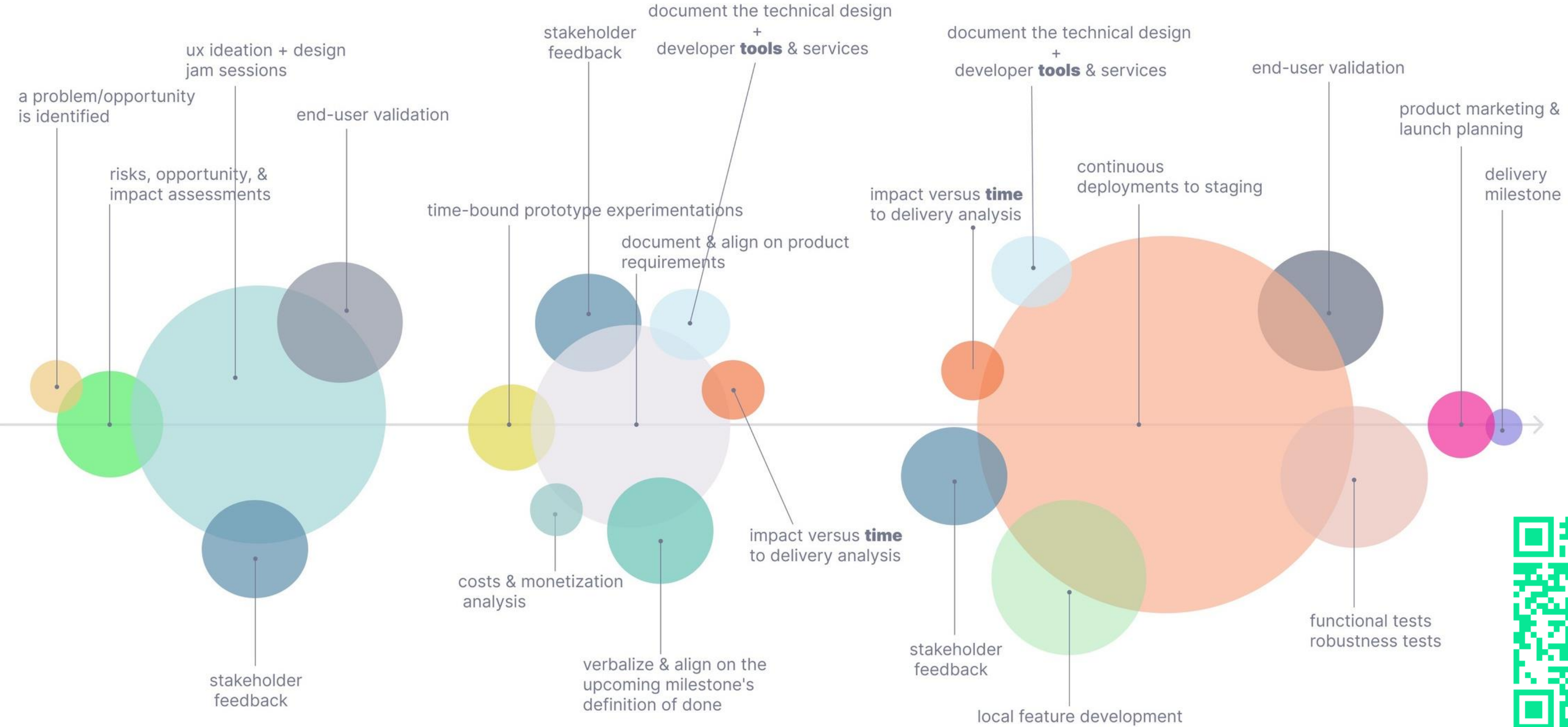**5** At what milestones should we gather qualitative user feedback?

6 Communicate across teams as you find open source modules & AI-Agents that help short-cut development cycles

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Add more feedback loops into your iterative development activities

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On the impact of time

How long is our window of opportunity?
When might this become a wasted effort?

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story time

story time

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analyzing sunken costs

A sunken cost describes a resource that has been spent and cannot be recovered - such as money or months of dedicated work.

Sunk Costs Fallacy describes the unjustified continuation to follow-through on something that one has already invested heavily into; even when it becomes apparent that continued efforts outweigh the potential benefits.

Open Source Developers on the UI layer of Near Protocol's Open Source Platform

1913
Developers

21800
OSS Components

296
Applications

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2023

March   April   June   December

2023

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The limitations of the UI Components of VM 1..0

- **No support for arbitary package managed dependencies (pnpm, esm, etc)**
- **No support for Typescript**
- **No global state management**
- **Limited ability to trigger actions based on the render lifecycle; no hooks.**
- **Limited access to the full suite of Web APIs HTML5 & Modern CSS support (Canvas, events, animations, etc)**

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2023

March   April   June   December

Early Successes

- Reached feature parity with v1.0; giving React components native access to Near-social's GraphDB
- Typescript Supported
- Interoperability with 1.0 components
- APIs defined for the import of arbitrary packages
- Solid performance testing results
- Launched an improved monaco-based IDE which allowed community developers to get hands on prior to a Beta release

2023

March   April   June   December

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Recognize Signals & Adapt

Decentralized Coordination of Open Source Software is hard ya'll

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Lessons Learned

1 **Time** - we didn't consider how quickly the most pressing needs might change over time for developers building their UIs on Near.

What is the most pressing user and business problem right now, and how might that change in 3 months?

2 **Activities** should include regular user interviews to ensure the product is still the best solution to a business-critical user problem.

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Tools

Open Source Software & Tools to build faster with novel web3 capabilities

Public Good Tools & Services
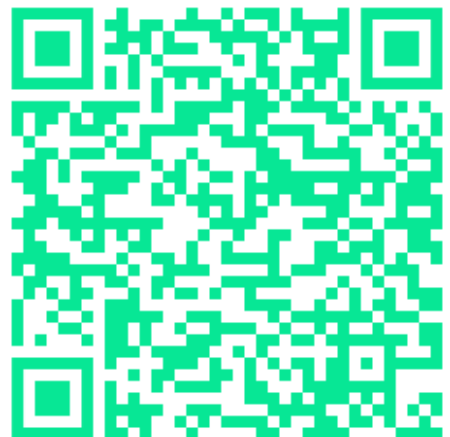
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1 — **create-near-app** to quickly scaffold your dapp, build contracts with **near-sdk-js**, interface with deployed contracts with **near-api-js**, test contracts with **near-workspaces**

2 — **near social components** for react-style UIs, and **chain-deployed-uis** for framework agnostic decentralized UIs

3 — **RPC Providers** to stream, read, and write on-chain data

4 — **documentation, tutorials, lessons, office hours**, & a highly engaged developer relations team

5 — **contract standards** & reference implementations providing multi-chain UXes, experience drops, and more blockchain abstracted features.

6 — **AI Agents** & intent driven dApp development

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3 Anchors of Confident Iterative Product Development
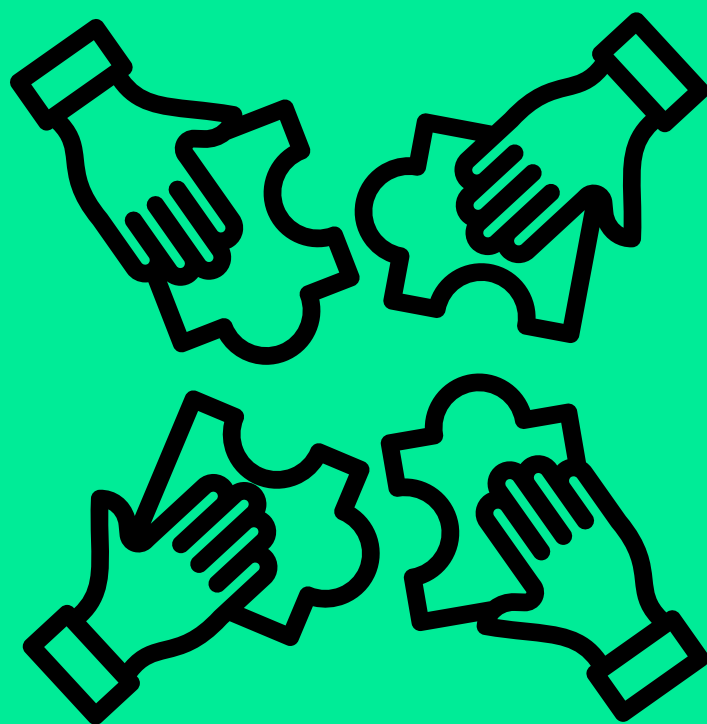
Activities
Repeated User Interviews, a shared understanding of essential activities and team rituals

Time
Periodically analyze how your product's value-add might become diminished over time
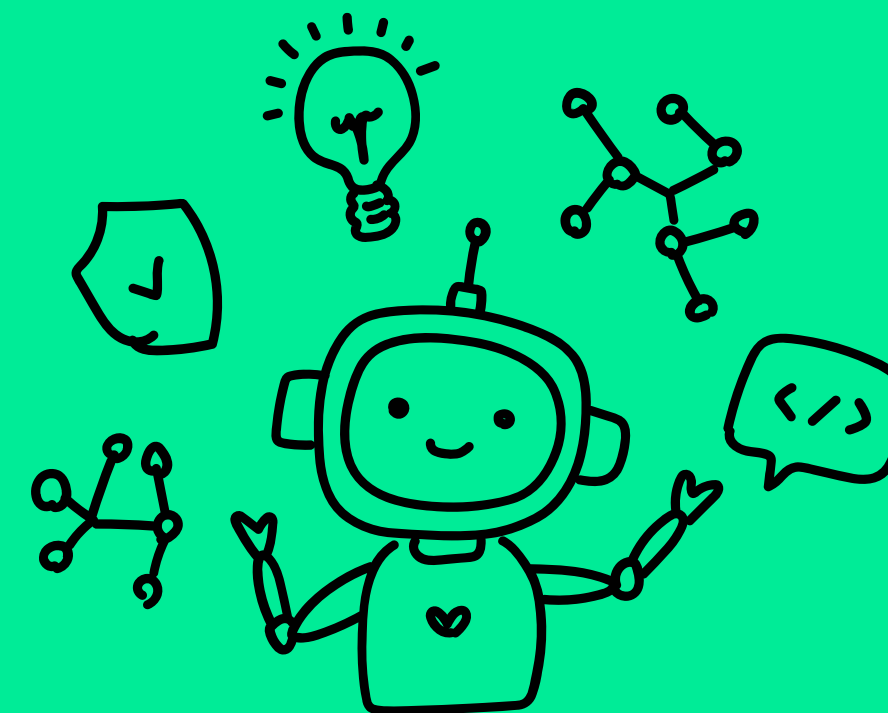
Tools
Actively maintained Open Source libraries, UI Components, and AI Agents

why do builders choose web3?

Popular capabilities that bring developers and entrepreneurs to the Near Protocol ecosystem

- **Rapid Multi-chain dApp Development**
- **Decentralized UI Hosting**
- **Simple onboarding into web3 experiences**
- **Cross-chain DeFi & asset management**
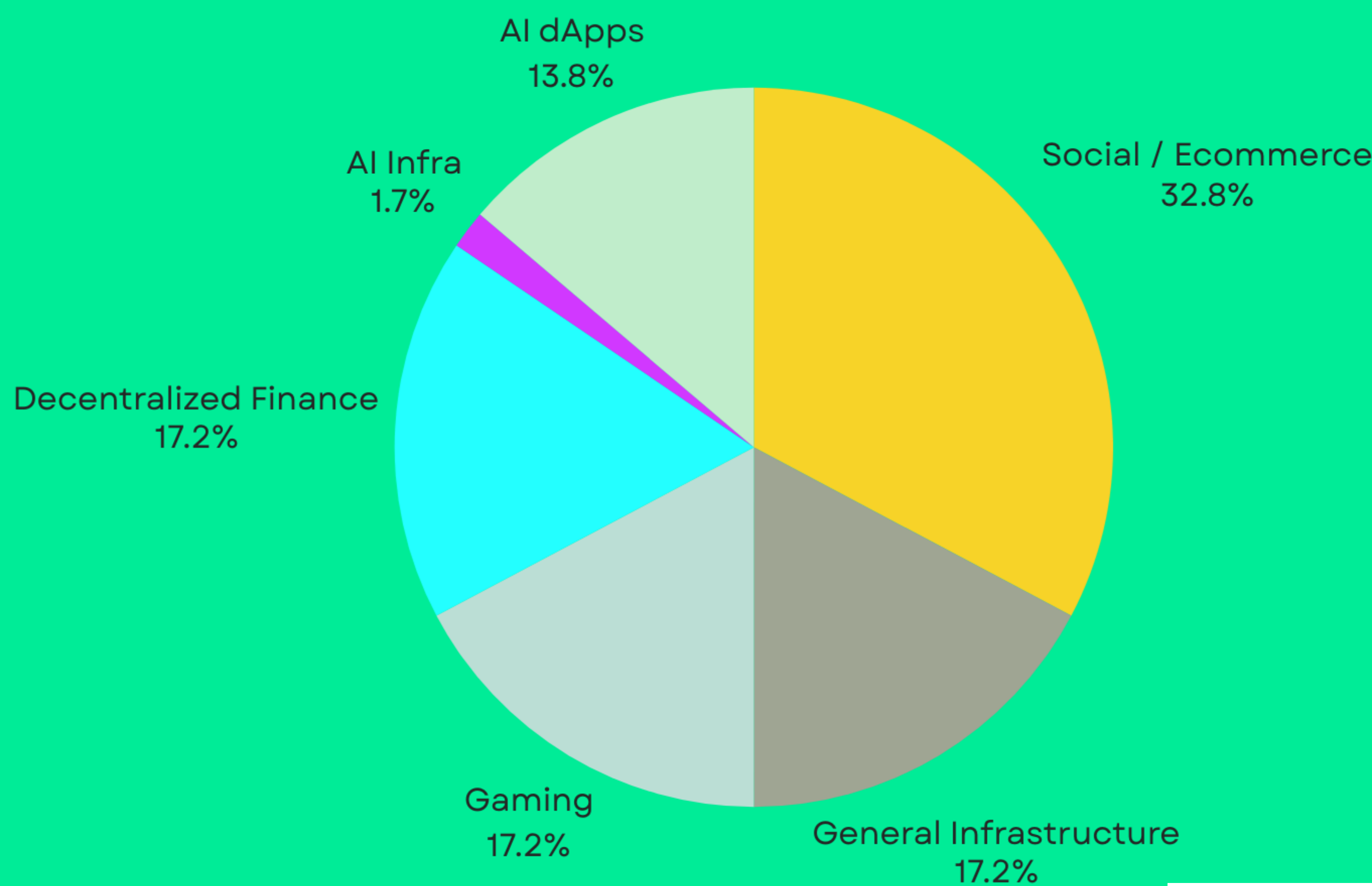- **The nexus of AI + Web3**

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In terms of Weekly Active Users, Near Protocol has two dApps in the top 5; three in the top 15

#	Name	Balance	UAW	% UAW	Volume	% Volume	7d
1	**CARV** +4	$86.25k	11.52M	+78.45%	$129.29k	-71.27%	
2	**KAI-CHING** NEAR	$765.93k	4.46M	-19.71%	$0	-100%	
3	**Particle Network** +7	$150.59k	3.48M	+2.69%	$12.64k	-58.53%	
4	**Raydium** Solana	$340.56k	3.34M	+7.26%	$313.93k	-30.2%	
5	**HOT Game** NEAR	$146.31k	2.55M	+21.46%	$0	0%	
6	**Uniswap V2** Ethereum · Base	$0.21	1.35M	+6.2%	$2.24B	+5.19%	

Near Procotol Activity Segments

Q2 2024

AI dApps 13.8%

AI Infra 1.7%

Social / Ecommerce 32.8%

Decentralized Finance 17.2%

General Infrastructure 17.2%

Gaming 17.2%

Discover NEAR Ecosystem

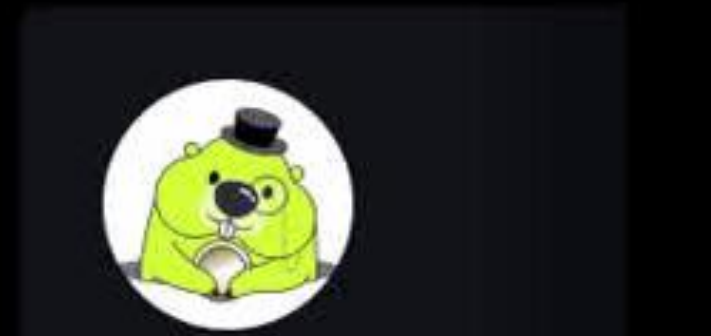Submit project

🔥 Trending Projects 🔥

ef Finance

ulti-purpose DeFi platform built on
AR Protocol

HOT-Near Wallet Telegram

Create your Here wallet now and start
earning $HOT today

Harvest MOON

Experience a new, simple way to play
and earn in the crypto world with

Burrow

Burrow, a decentralized interest rate
platform on the NEAR blockch

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Thank you!

Telegram for any Q & A

Charles Garrett

@openwebseries on X