

# TOOLS / DEMOS

HANDS ON 2018 JANUARY

This is the list of demos done during the class.

## Collaborative Work

**TRELLO / Scrumblr**

**Scrumblr on Github**

**Slack**

Alternative: Jira Altassian

## Kick off

**SurveyMonkey**

Find a name

Alternative: Google Forms

**Mail Chimp (ESP)**

Why use an ESP?

First email

## Project work

**GoogleTrends**

Key Words Choice helper  
SEOspike.com

**Whois Registrar FTP**

OVH

FileZilla

Alternative: Gandi

**CMS & web hosting**

OVH

WordPress.org / vs .com

Alternative: AWS, Gandi

**xMind**

MindMapping

Taxonomy of digital tools

Alternative: mindmeister

**Gantt / GoogleDrive (Ganttter)**

## TIPS

**QRCode / Unitag**

Read with Chrome for iOS Android

Made with Unitag.io

Alternative: made with a chrome extension

**URL Shortener: goo.gl**

**Doodle**

**Browser (Chrome / Firefox)**

Omibox

Search Zone

**Search Engine**

Qwant, Baidu, Yandex, Naver, Bing, Yahoo!, Yahoo Japan, seznam.cz ... and Google

**chatbots messenger**

SNCF & Meetic

**Search tips**

Site:

Filetype:

W tab

## Productivity

**OFFICE**

*PPT (masque / master)*

*Word (style)*

*XLS pivot table Excel (TCD)*

**NEW**

www.beautiful.ai

www.pasteapp.com

## Programming

**Xcode**

Swift programming

**HTML CSS JS**

Template:

<http://html5doctor.com/>

<http://www.w3schools.com/>

**API**

IFTTT ZAPIER

SquareUp / Stripe / Twilio

**TXT sublime**

**NODE**

**ANGULAR**

**D3js**

**Hadoop**

**AWS / OVH**

**Cloud SAAS PAAS**

## **Design**

**marvelapp.com**

lucidChart

thenounproject.com

*fluidUi.com*

**Canva / PixLR / VectR**

**Sketch3 / iDraw**

## **Presentation**

**bunkR (Synthesio) / Prezi / Slide**

## **Advertising**

**MyBusiness / GoogleMaps**

**Google AdWords / Google 360**

**SalesForce**

**Merkato**

## **Curation Tools**

Scoop.it

Pocket

Storify

Pearltree

FlipBoard

## **VIDEO**

**Embedded vs. YouTube**

**iMovies / movie maker**

green background, music juckdeck

**Animated Gif**

gifcreator.me

gifmaker.me

## **MISC**

**Digital Signage: DOOH**

**Tools for ZMOT: Zero Moment Of Truth by Google**

**3D Printing (model and file format)**

## AUTRES

**squareup.com:** financial services, merchant services aggregator and mobile payment company based in San Francisco founded in 2009 by Jack Dorsey (TWTR) and Jim McKelvey



**stripe.com:** US company that allows both private individuals and businesses to accept payments over the Internet. Stripe focuses on providing the technical, fraud prevention, and banking infrastructure required to operate online payment systems

**stripe**

**twilio.com:** cloud platform (PaaS) for software developers to programmatically make and receive phone calls and send and receive text messages using its web service APIs.



## Learn mkt

### Google

digitalactive.withgoogle.com/

Primer : app on iOS et Android marketing lessons for starter  
pourlespros.withgoogle.com/dash

### Twitter

twitterflightschool.com/module/optimize-at-scale-with-twitter-ads/chapter/intro

### FaceBook

facebook.exceedlms.com/student/catalog

### Coursera

### LeWagon (ou hack reactor)

Voici la vidéo de le wagon : à suivre : <https://www.youtube.com/watch?v=SXBX5UFHW64>  
<https://youtu.be/SXBX5UFHW64>

Ou en liste :

<https://www.youtube.com/watch?v=SXBX5UFHW64&list=PLkbmdtbybn7SO9YtGHgIi8nzJLvv4ynpZ&index=1>

Pour suivre les slides en même temps :

<http://workshops.lewagon.org/workshops/landing/index.html#/>

Vous pouvez poursuivre toujours avec lewagon : Firsr

<http://www.lewagon.org/blog/tuto-debuter-dataviz-d3js>

Puis: <http://www.lewagon.org/blog/debuter-big-data-lean-enterprise>

Enfin: <http://www.lewagon.org/blog/implementation-google-analytics>

Pour finir (c'est payant) et quand vous serez prêt

<https://ondemand.lewagon.org/tracks/devenez-data-scientist/go>

MDN : Mozilla Developer Network : developer.mozilla.org

faire toutes les recherches de codes avec MDN

<https://developer.mozilla.org/fr/>

# Synopsis

1	2	3
<p>Introduction to YC's DemoDay and the business case</p> <p>Collaborative work and tools (slack, scrumblr...)</p> <p>Template / CMS demo</p> <p>Group work (one or more computer per group)</p>	<p>NPS and ESP</p> <p>Integration and embedded code</p> <p>Emailing in action</p> <p>A/B Testing</p> <p>GoogleTrends, AdWords, Analytics</p> <p>Tag Management</p> <p>Group work</p>	<p>Net Neutrality, RGPD</p> <p>Curation tools, shortcut and embedding</p> <p>HTML, Meta, script, SEO structure and coding</p> <p>Group work</p>
<p>TLD, URL</p> <p>Registrar and preparation of the web server</p> <p>First FTP connexion</p> <p>Template / Boilerplate / CMS in action</p>	<p>Xcode, iOS programming</p> <p>Java, Android Studio programming</p> <p>Blockchain &amp; cryptocurrency</p>	<p>Node server, Angular,</p> <p>What is a Container? Docker</p> <p>AWS</p> <p>API</p> <p>3D printing</p> <p>Blockchain &amp; cryptocurrency</p>
<p>Designing tools online</p> <p>Prototyping website and app</p> <p>Group work</p>	<p>Chatbots (Messenger programming)</p> <p>Video editing on iMovie &amp; MovieMaker</p> <p>Animated Gif</p>	<p>DemoDay Pitch and debriefing</p> <p>Group presentations</p>
<p>QrCode and code shortener</p> <p>Analytic 101</p> <p>Mind Mapping</p> <p>Project Management Software</p>	<p>Datavisualisation (canvas script, D3JS)</p> <p>Microsoft Power BI</p> <p>DataWall and DOOH (digital signage)</p> <p>Group work on opendata analysis with Power BI</p>	<p>DemoDay Pitch and debriefing</p> <p>Group presentations</p> <p>Write a post</p>