goto; conference aarhus

MAKING APPS THAT DON'T SUCK

Mike Lee @bmf
Appsterdam

<disclaimer>

</disclaimer>

Why not call it “Making Great Things”?

Making Things That Suck

- Step 1: Assume we're making great things
- Step 2: Figure out why we're not rich yet
- Step 3: Profit

Making Great Things

- Step 1: Assume we suck
- Step 2: Figure out why we suck
- Step 3: Suck less

To make great things,
you must become
the kind of person who
makes great things.

Engineering is not
a set of rules.
Engineering is
a way of looking
at the world.

Learning to Suck Less

- See software as an experience
- See life as a series of experiences
- Learn from experience

Learning from Experience

- Notice when an experience sucks (or not)
- Think about why that experience sucks (or not)
- Figure out how things could suck less (or more)
- Derive the underlying truth
- Apply that truth to other experiences

Case Study:
Hurry Up and Wait

VeriFone
TRANZ 330
QZ. 1
ABC 2
DEF 3
CLEAR
GHI 4
JKL 5
MNO 6
BACK SPACE
PRS 7
TUV 8
WXY 9
ALPHA
RECALL
STORE
-SP 0
#
FUNC ENTER
AUTO

Sending...
DL
DW
TL
W
I
O
V
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D
I
N
Z
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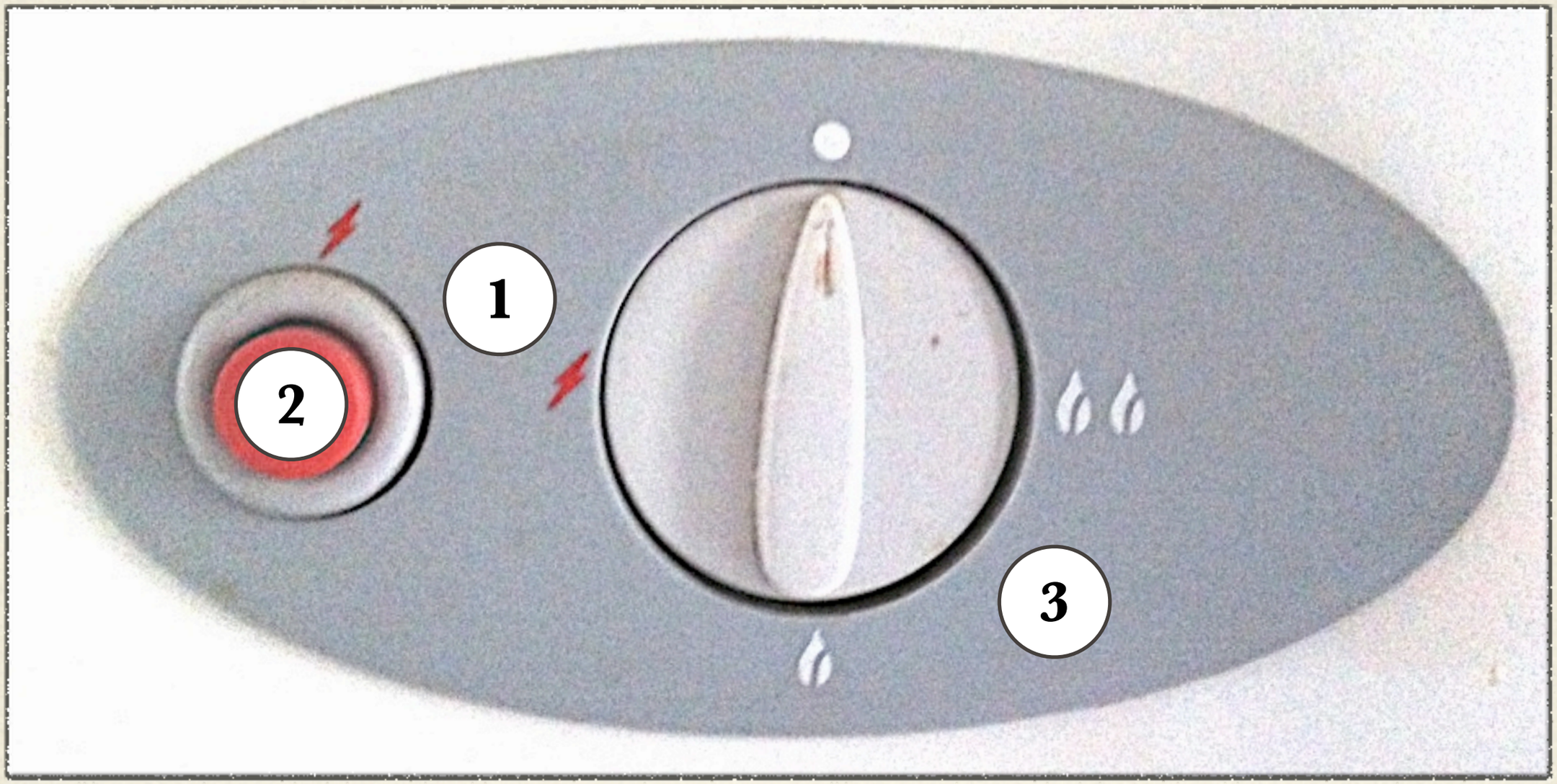
A
TW

Case Study:
Game, Set, and Miss


1
2
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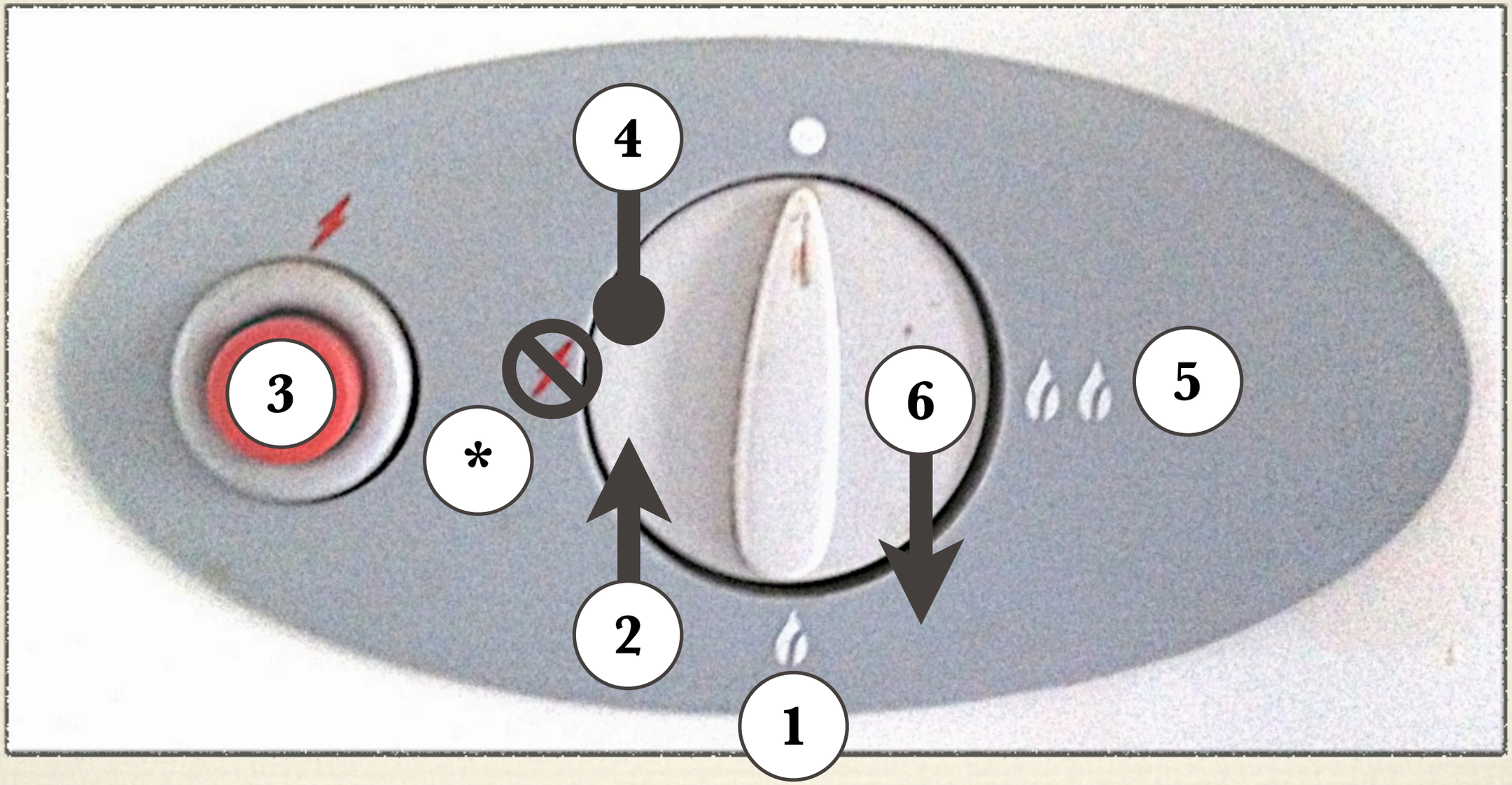

4
3
*
6
5
2
1

There is a difference between a good user interface and a good user experience.

Case Study:
Devil in the Details

California
VDB97

HOW IT ALL BREAKS DOWN (LITERALLY) ...

Northern extremists (including Republicans and	*Moderates (including Northern "Peace" Democra*	*Southern extremists and sympathizers (including*

Glitch grounds orbiter

Lockheed mends Mars craft software

By Jon Sobotta
Herald Post Aerospace Writer

A computer software glitch discovered by Lockheed Martin Astronautics engineers in south Jefferson County has delayed the launch of the Mars Climate Orbiter at least one day.

The Mars probe orbiting spacecraft was scheduled to lift off today from Cape Canaveral. Now it appears the previously described as "relatively simple" fix it, and be corrected and tested, "tentatively" is slated to launch Friday or Saturday.

"It's a little disappointing to have to wait 1,000 days since the start of this project to launch but I guess one additional day isn't going to kill us," said Ellis McIntyre, the Jet Propulsion Laboratory manager of the project.

McIntyre, in a satellite-assisted news conference watched by engineers at Lockheed's Waterton Canyon facility, recalled moments at Lockheed once said, "It's better to have problems on the ground and not launch than to launch and have problems in the air."

Lockheed developed the engineering and controlled, ground-based and control the orbiter and its propulsion landers, which is scheduled for launch the 3-day of $327 million for the project, Lockheed provided $110 million.

On Wednesday, Lockheed engineers scrambled to fix software designed to protect against a failure that could allow an abnormal change to flow from the solar panels to the spacecraft's battery. If that happened, the battery could have exploded.

The Mars Climate orbiter is part of the Mars Surveyor '98 program. The mission's goal is to look for signs of water, both preliminary and current.

Ed Weiler of NASA said Wednesday that, because it underwent thought Mars was too hot and Mars has said to support life, the Red Planet "cannot be too cool for life — the Goldilocks plan."

But in recent years, life in the form of bacteria has been found in extreme environments on Earth, such as in Yellowstone National Park's steaming geyser pools or frigid, dark lakes in Antarctica.

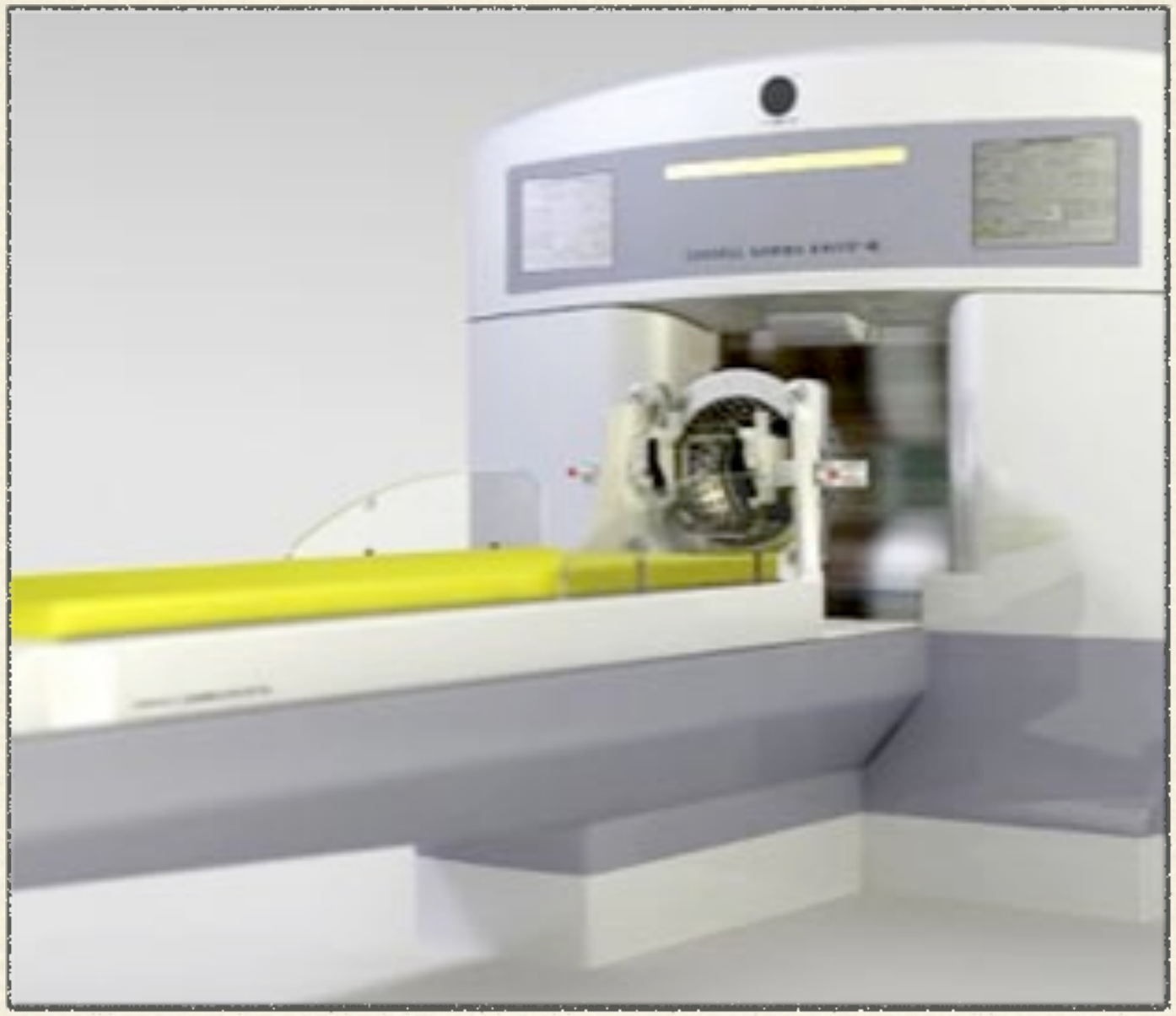
There is lots of energy in the universe, lots of organic elements, but if you want to look for life, you have to follow the water," Weiler said. "That's what these missions are all about."

After a 10-month, 286-million-mile trip, the orbiter will enter orbit — using the Martian atmosphere to slow — and gradually go into an orbit around the Red Planet's poles. It will scan the Martian atmosphere for signs of water.

The lander will arrive on Mars [illegible] after the orbiter and [illegible] will [illegible] the surface of the [illegible]. Weiler said the lander will look for water on the surface and up to 3 miles above the surface while the microprobes look for it underground.

Lockheed Martin technicians inspect electrical connectors on the Mars Climate Orbiter in Jeffco plant's cleanroom in August. A software problem delayed the craft's liftoff, which now set for today.

$250M loss



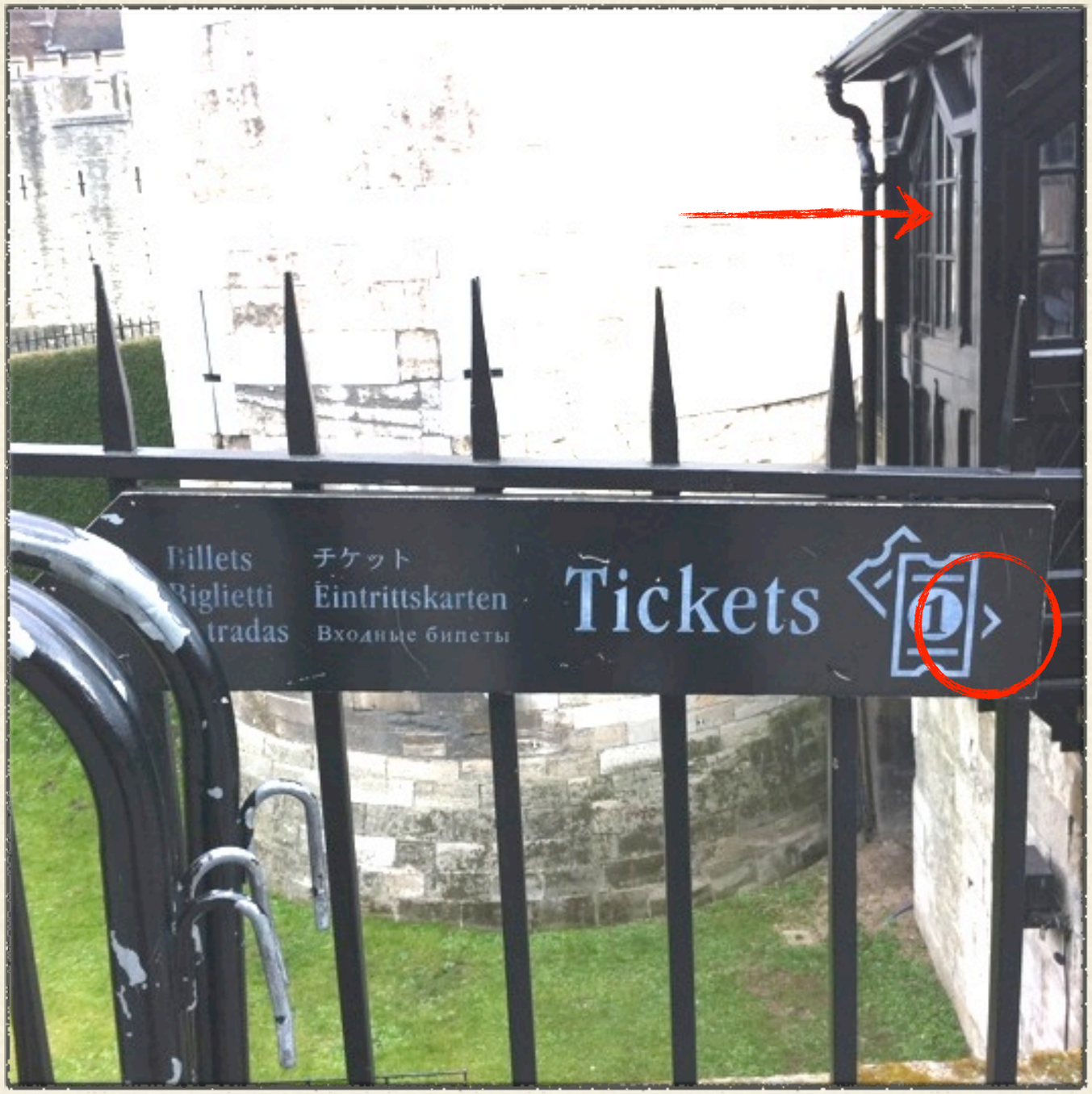
3 people died

A
BICYCLE
808
A

JOKER

Your mistakes are as obvious to others as their mistakes are to you.

Case Study:
Huh?


Billets
Biglietti
tradas
チケット
Eintrittskarten
Входные билеты
Tickets

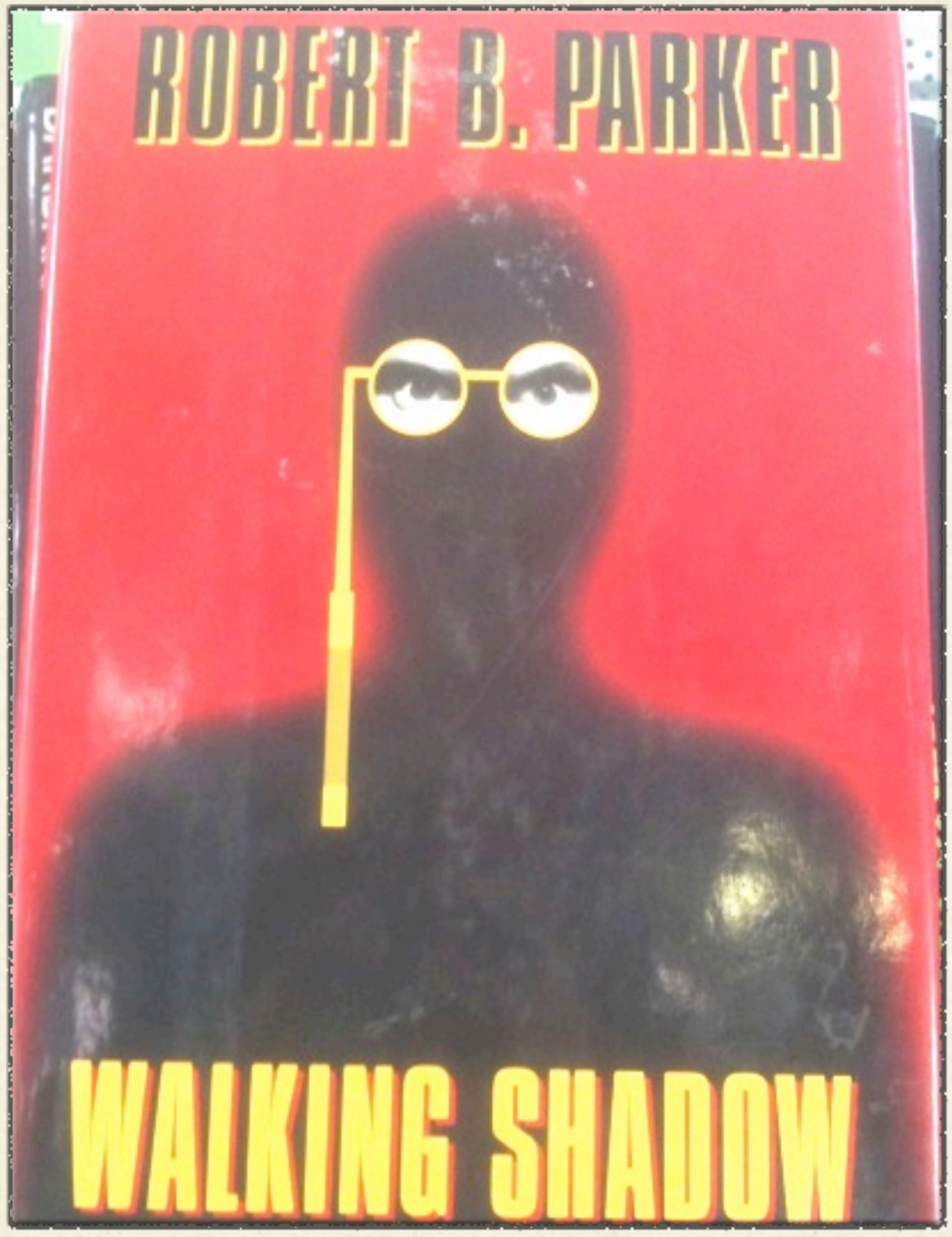
Billets
Biglietti
Entradas
チケット
Eintrittskarten
Входные билеты
Tickets

The Landing Pilot is the Non-Handling Pilot until the decision altitude call, when the Handling Non-Landing Pilot hands the handling to the Non-Handling Landing Pilot, unless the latter "calls go around," in which case the Handling Non-Landing Pilot continues handling and the Non-Handling Landing Pilot continues non-handling until the next call of "land" or "go around" as appropriate. In view of recent confusions over these rules, it was deemed necessary to restate them clearly.

From a British Airways Memorandum, quoted in Pilot Magazine, December 1996

Remember that you are the foremost expert user of your own software.

Case Study:
Ship Real Artists


ROBERT B. PARKER
WALKING SHADOW

Library
Books
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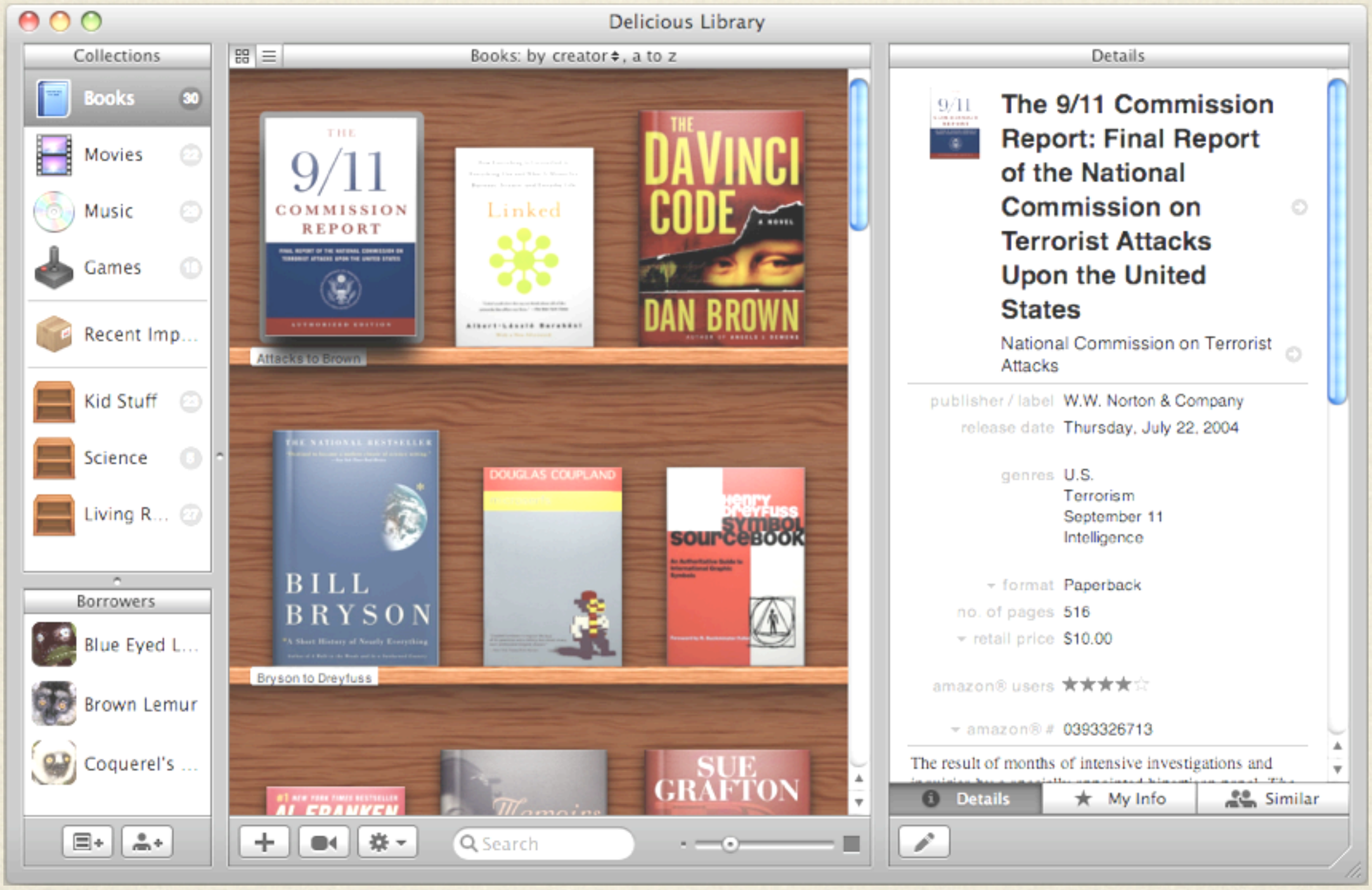
Title
Authors
Publisher
PHP Essentials, 2nd Edition
Julie Meloni
Premier Press
PHP and MySQL Web Development,
Luke Welling, Laura
SAMS
Essential the Amazing Spider-Man
Stan Lee, Roy Thomas,
Marvel Books
Cocoa Recipes for Mac OS X
Bill Cheeseman
Peachpit Press
Cocoa Programming for Mac OS X
Aaron Hillegass
Addison-Wesley Pub Co
Cocoa in a Nutshell: A Desktop Quick
Michael Beam, James
O'Reilly & Associates
Filter Items


Delicious Library
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Kid Stuff
Science
Living R...
Borrowers
Blue Eyed L...
Brown Lemur
Coquerel's ...
Books: by creator, a to z
Attacks to Brown
Bryson to Dreyfuss
Search
Details
The 9/11 Commission Report: Final Report of the National Commission on Terrorist Attacks Upon the United States
National Commission on Terrorist Attacks
publisher / label W.W. Norton & Company
release date Thursday, July 22, 2004
genres U.S.
Terrorism
September 11
Intelligence
format Paperback
no. of pages 516
retail price $10.00
amazon® users
amazon® # 0393326713
The result of months of intensive investigations and
Details
My Info
Similar

Design is the cheapest awesome money can buy

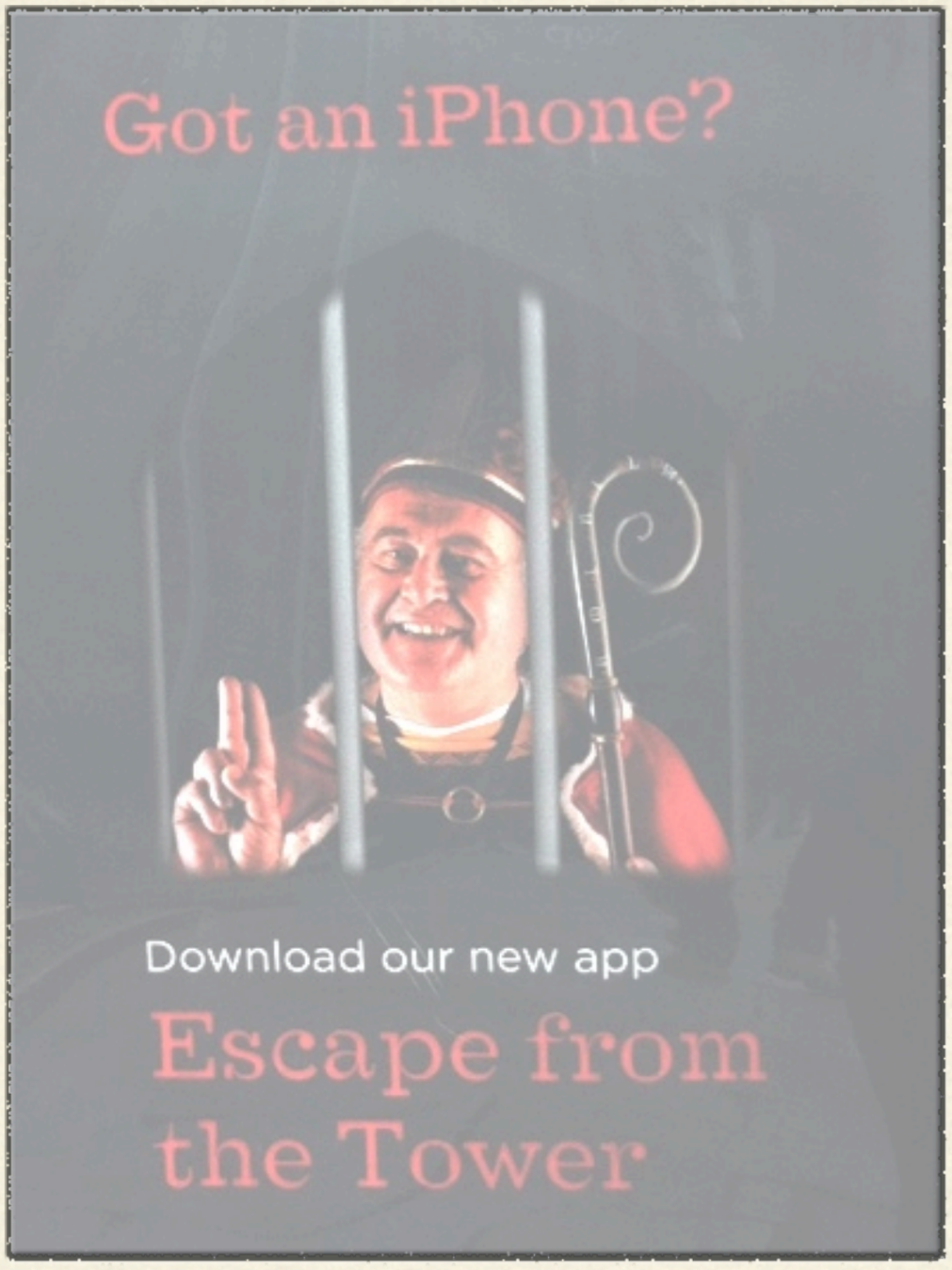
Case Study:
You're Not Done Yet

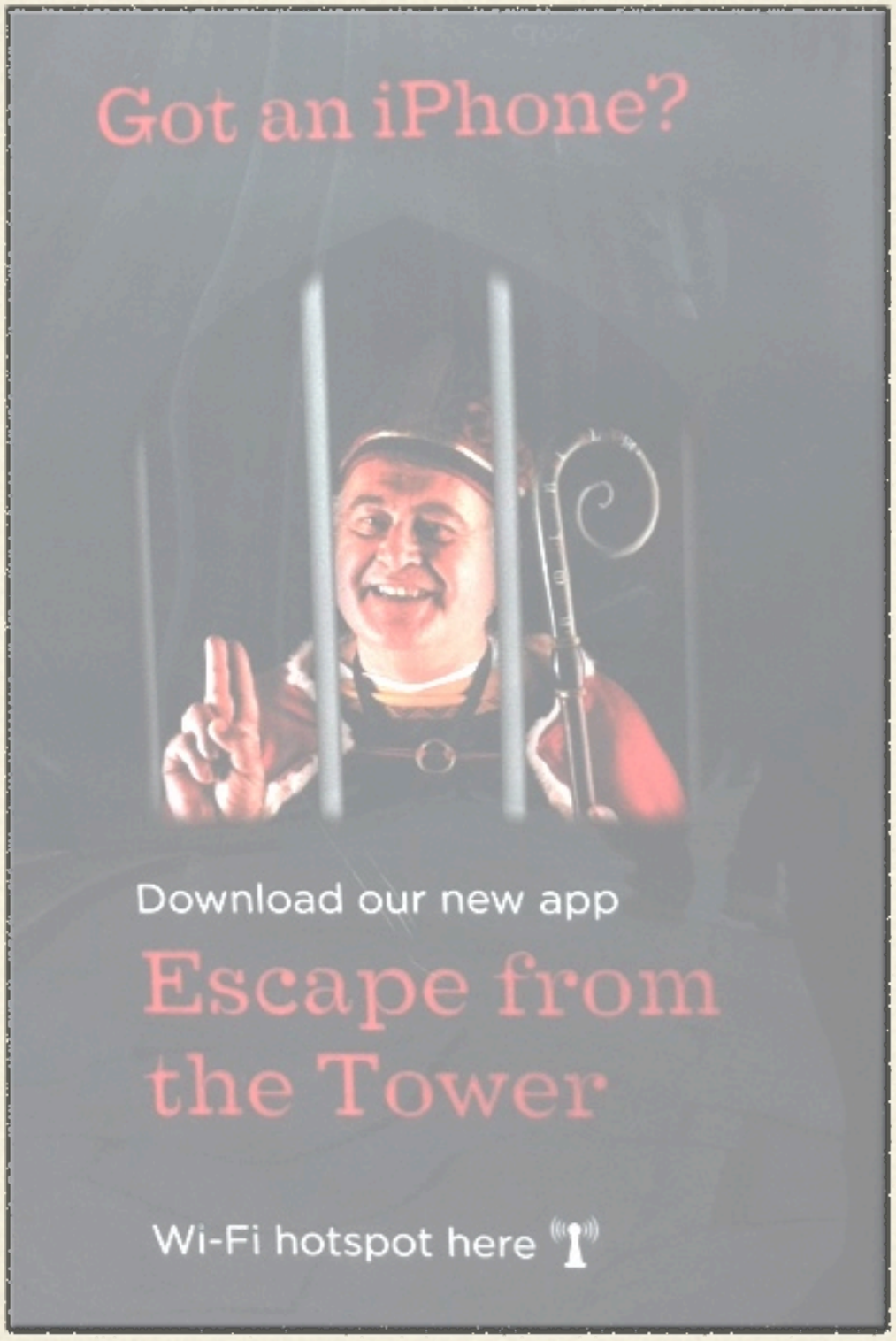
dyson airblade
airblade

The most obvious solution is often wrong and usually insufficient.

“Ship today, fix tomorrow” is like standing on stage in your underwear.

“Ship 3.0”
is like always being
three steps ahead.

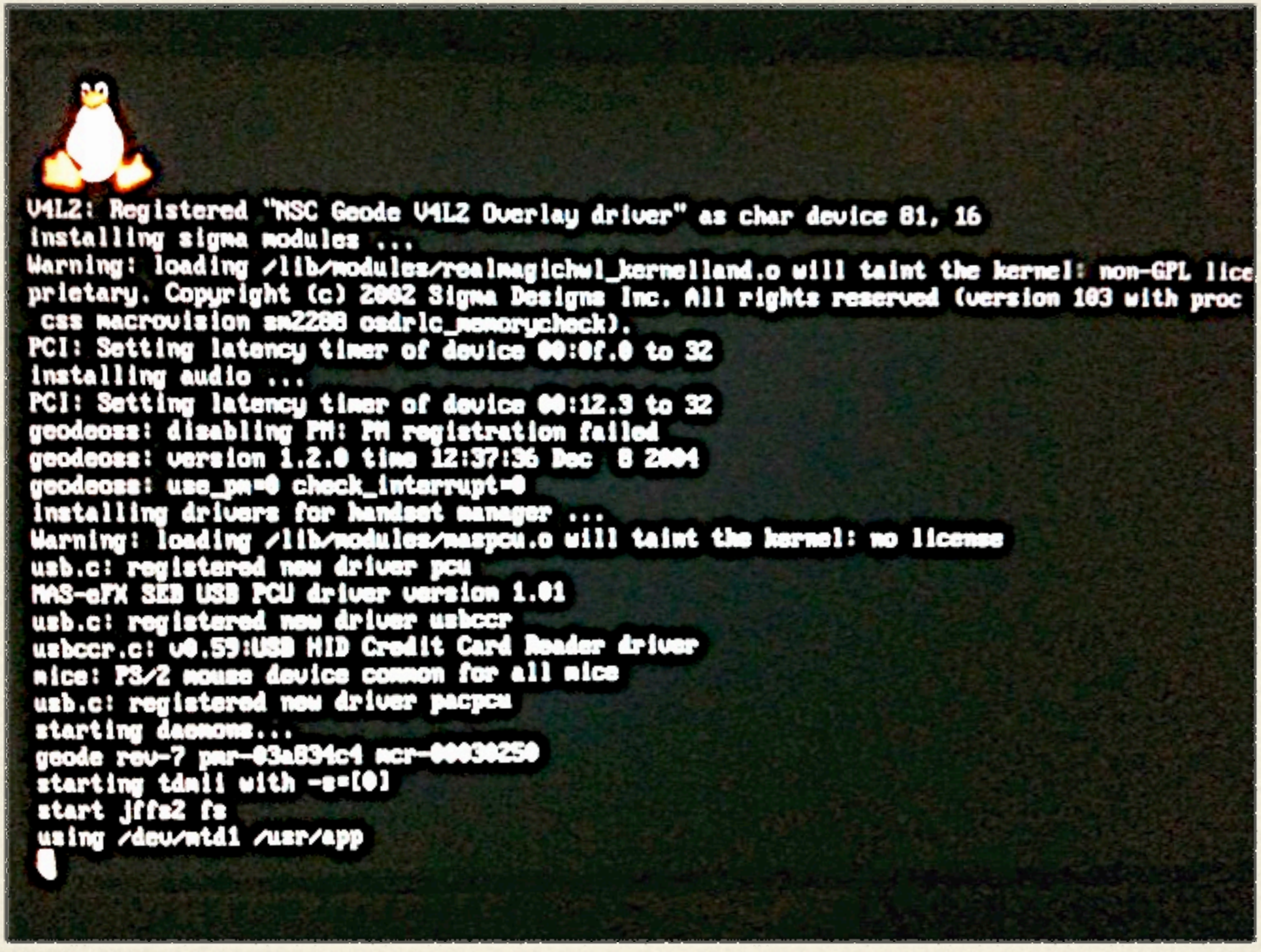

Got an iPhone?
Download our new app
Escape from the Tower


Got an iPhone?
Download our new app
Escape from the Tower
Wi-Fi hotspot here

“Surprise and Delight”

Case Study:
Implementation Detail

SS SUGAR than So
% Less than Leading Regular
COUNTRY
TIME
LEMONADE

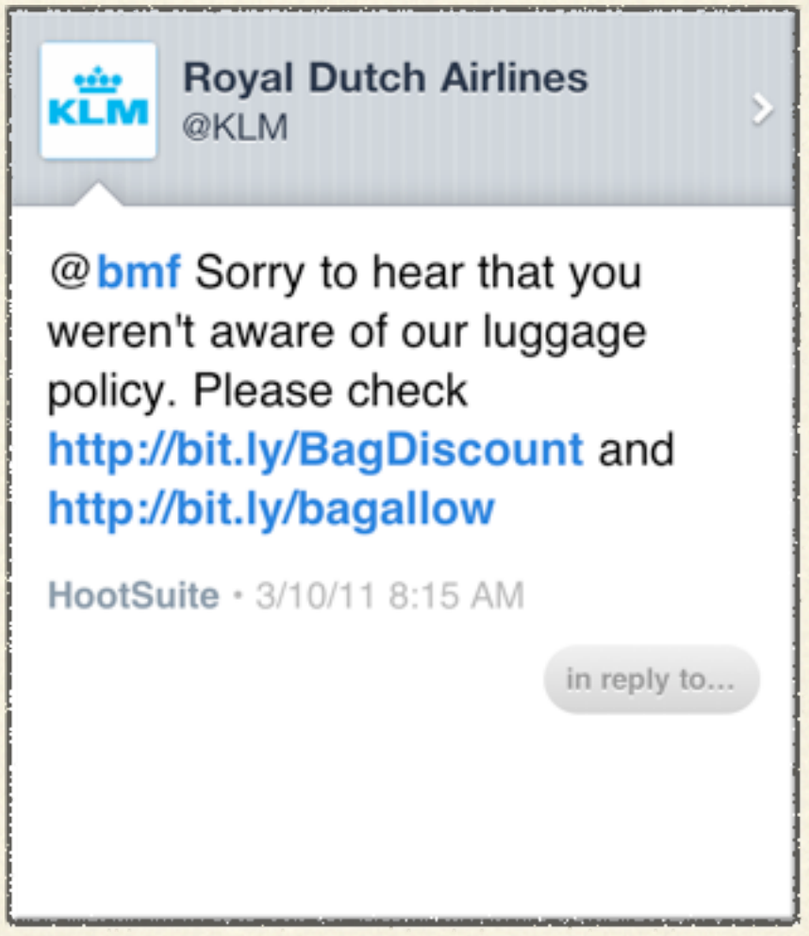

V4L2: Registered "NSC Geode V4L2 Overlay driver" as char device 81, 16
installing sigma modules ...
Warning: loading /lib/modules/realmagichwl_kernelland.o will taint the kernel: non-GPL lice
prietary. Copyright (c) 2002 Sigma Designs Inc. All rights reserved (version 103 with proc
ess macrovision sm2288 osdric_memorycheck).
PCI: Setting latency timer of device 00:0f.0 to 32
installing audio ...
PCI: Setting latency timer of device 00:12.3 to 32
geodeoss: disabling PM: PM registration failed
geodeoss: version 1.2.0 time 12:37:36 Dec 8 2004
geodeoss: use_pm=0 check_interrupt=0
installing drivers for handset manager ...
Warning: loading /lib/modules/naspcu.o will taint the kernel: no license
usb.c: registered new driver pcu
NAS-eFX SEB USB PCU driver version 1.01
usb.c: registered new driver usbccr
usbccr.c: v0.59:USB HID Credit Card Reader driver
mice: PS/2 mouse device common for all mice
usb.c: registered new driver pacpcu
starting daemons...
geode rev-7 pmr-03a834c4 mcr-00030250
starting tdmii with -s=[0]
start jffs2 fs
using /dev/mtd1 /usr/app

Never let them see you making it.

I do not and should not know or care about you or your business.

Case Study: Don't Be a Jerk

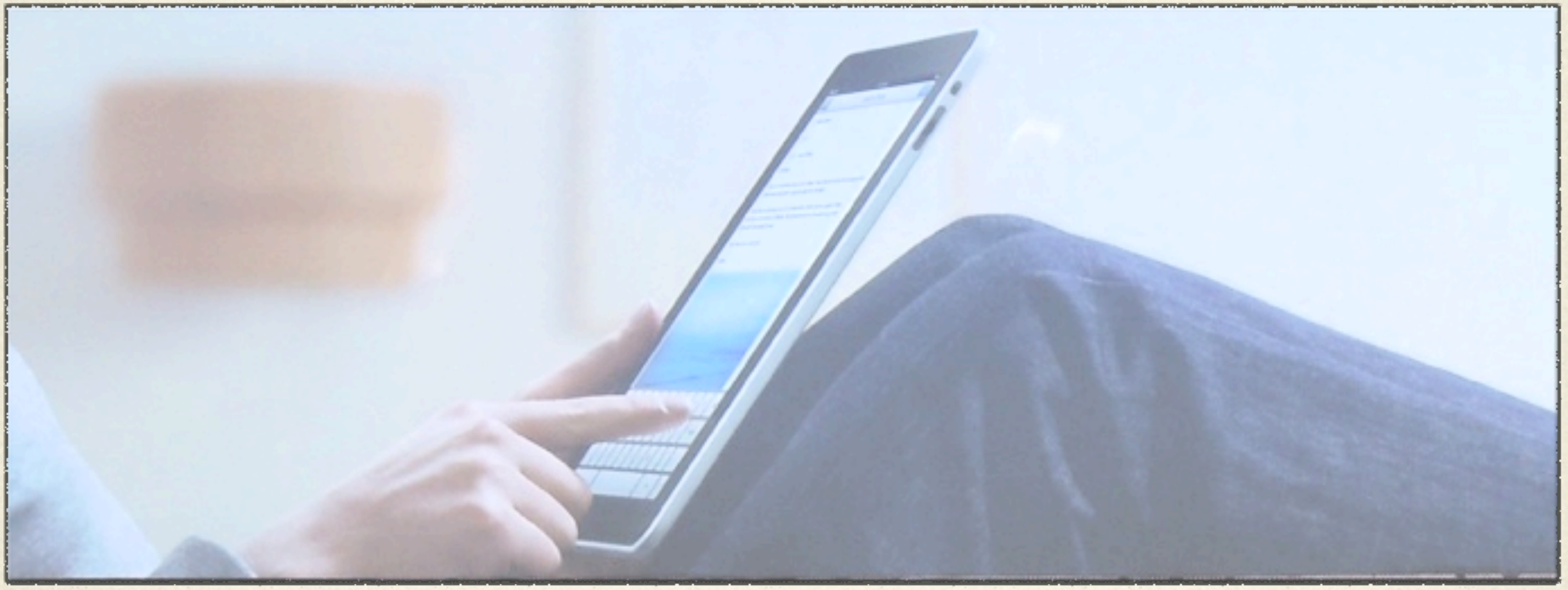
Mike Lee
@bmf
I hope the 100€ KLM gouged me for my luggage being 3kg overweight was worth the intense ill will I now have for them.
Twitter for iPhone · 3/9/11 12:50 PM


Royal Dutch Airlines
@KLM
@bmf Sorry to hear that you weren't aware of our luggage policy. Please check http://bit.ly/BagDiscount and http://bit.ly/bagallow
HootSuite · 3/10/11 8:15 AM
in reply to...

Sell unto others
as you would have
others sell unto you.

Case Study:
The Whole World

Attendant of the
Opposite Sex May
Accompany
Disabled Person
California Streets and Highways Code Section 223.5

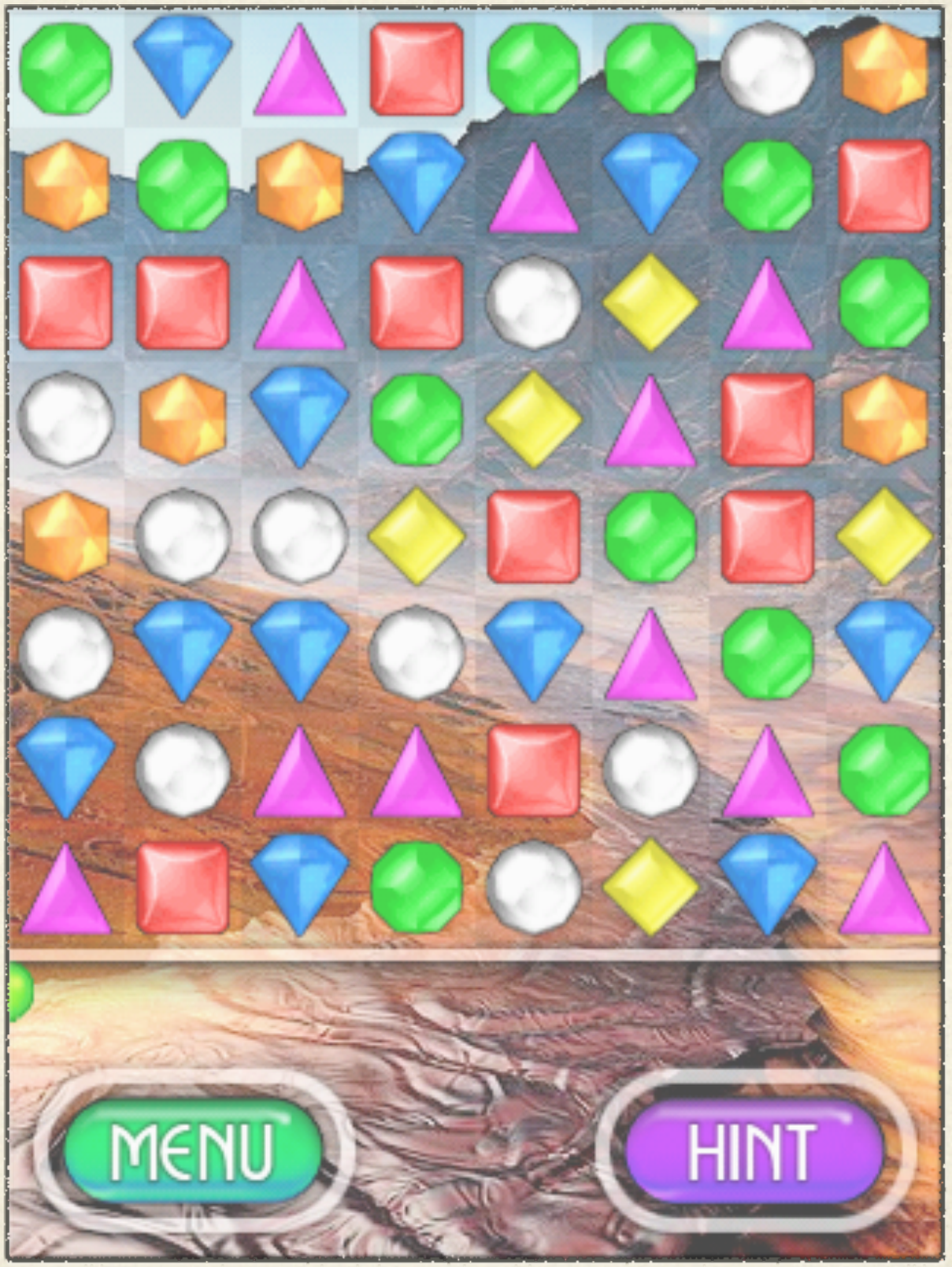


The New York Times

vimeo
Juliette Lewis "Uh Huh" Music Video.

AUGUST 11–17, 2010 | VOLUME 29 | NUMBER 29
SF
WEE
SUC
iHelp
for Autism
BY ASHLEY HARRELL

Market segmentation will not unite us.


MENU
HINT

Design for everyone.

Case Study:
Step it Up a Notch

You are the only person you can change, and the only person who can change you.

Case Study: Standing Out

If you want to be remembered,

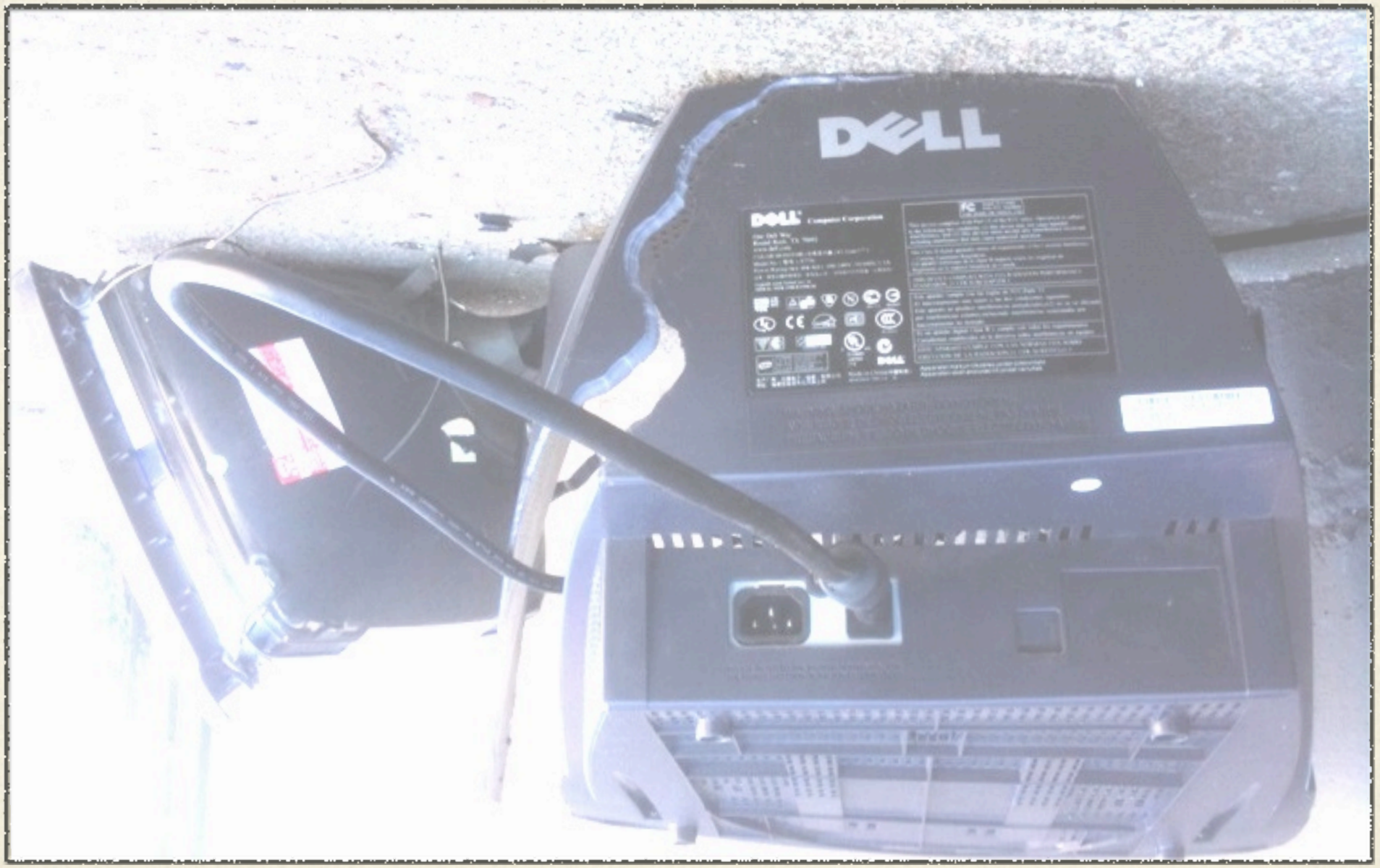
be memorable.

CLEAR the WAY
9-9-10
STAR WARS

The harder it is to make,
the harder it is to copy.

Case Study:
The Cost of Cheap

HAPPY


DELL
DELL Computer Corporation

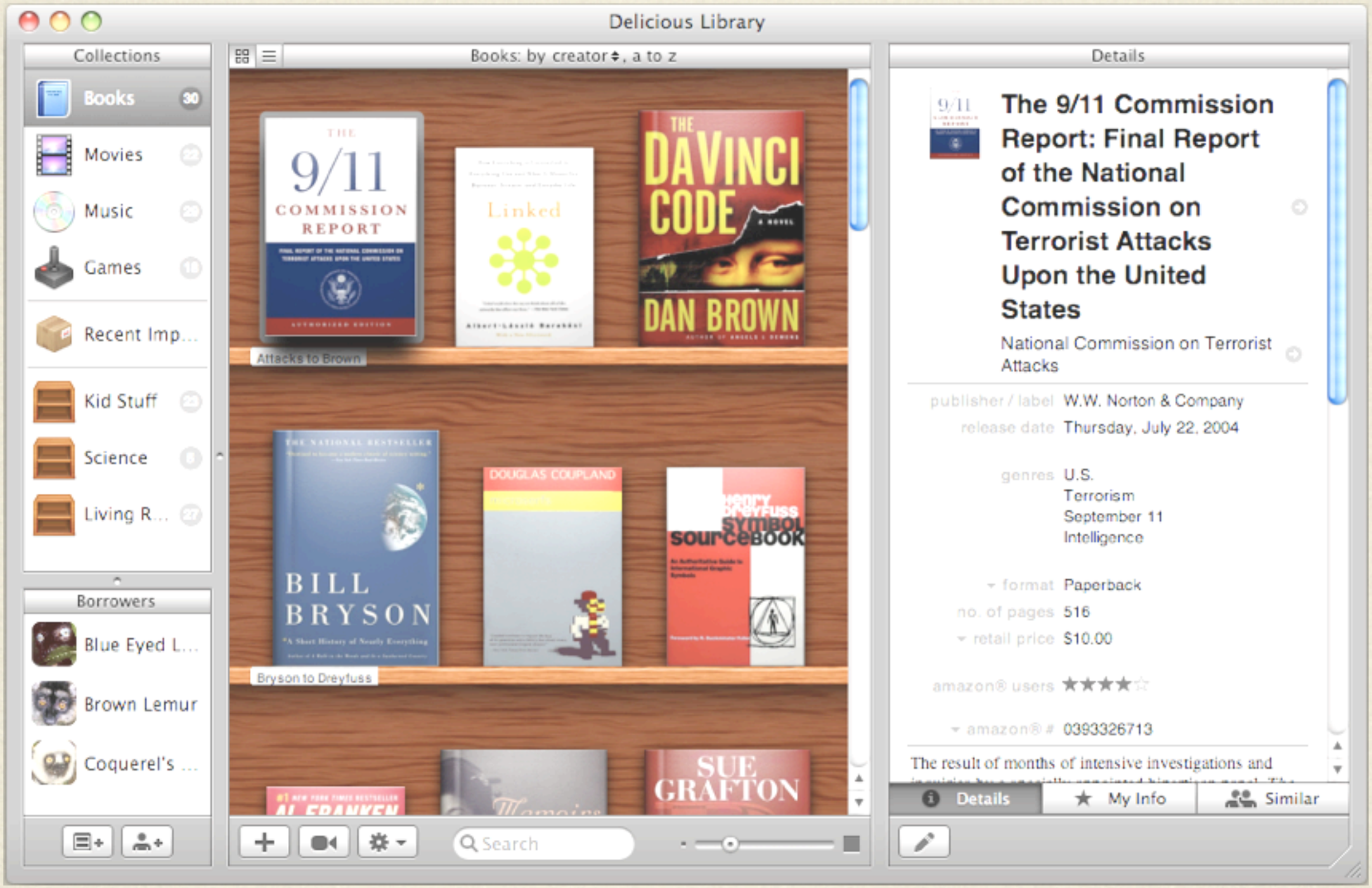
Stop making crap.
The world has enough
of that already.

To make great things, you must first refuse to make things that suck.

Don't
compete on price
if you can't
compete on cost.

Case Study: Hits and Ripples

FAIL
Harry Potter
BAMA
10
fail blog.org


Delicious Library
Collections
Books 30
Movies
Music
Games
Recent Imp...
Kid Stuff
Science
Living R...
Borrowers
Blue Eyed L...
Brown Lemur
Coquerel's ...
Books: by creator, a to z
Attacks to Brown
Bryson to Dreyfuss
Search
Details
The 9/11 Commission Report: Final Report of the National Commission on Terrorist Attacks Upon the United States
National Commission on Terrorist Attacks
publisher / label W.W. Norton & Company
release date Thursday, July 22, 2004
genres U.S.
Terrorism
September 11
Intelligence
format Paperback
no. of pages 516
retail price $10.00
amazon® users
amazon® # 0393326713
The result of months of intensive investigations and
Details
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sampletest* - MediaMan

File Edit View Action Tools Help

Open | Import Items | Search

Collection Search (11)

Search

Search in:

- [x] General info fields
- [x] Artists / creators / casts
- [x] Description / listings

Keywords:

Pixar

- [x] Use case-insensitive sear

Tip: Use quotation (") to match exact phrases, use minus (-) for negative matches, use OR for multiple conditions.

Back | Search | Help?

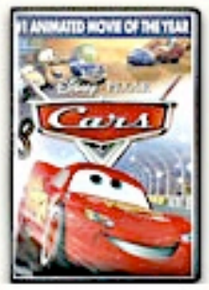
Search Companion

MediaMan has completed searching of the collection file.

Learn more about the

Items - Sort By: Title | Zoom: 100%

Item Details | Gallery (1)



Cars (Widescreen Edition)

1 DVD
Released: 11/7/2006 *(in theater: 6/9/2006)*
Added: 12/8/2006
Price: $29.99
Category: My Collection > DVD

Studios: Walt Disney Video

Actors:
- Owen Wilson
- Bonnie Hunt

Audience Rating: G (General Audience)

Region Code: 1

Run Time: 116 mins

Format:
- Animated
- Closed-captioned
- Color
- Widescreen
- NTSC

Language: English (Original Language)

If you spend all your time looking at your competition, your product will look like your competition's ass.

Why do you do what you do?

Why Money is the Wrong Answer

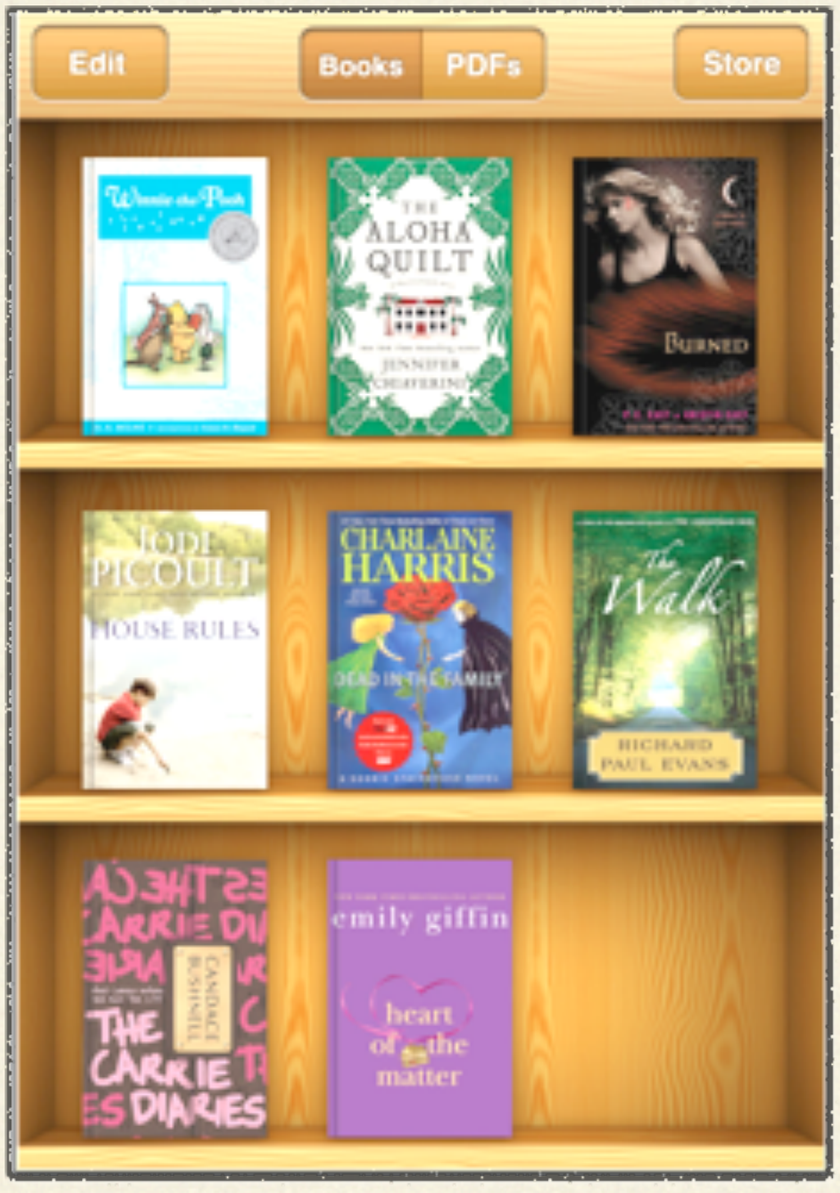
- The love of money is an overrated motivator
- There are easier ways to make money
- Money is a side effect of creation, not a goal
- You can't take it with you

There is money in ripples,
but immortality in hits.

Life is finite.
Use your time to do
something worth
remembering.

Case Study:
A Better World

BBC AMERICA HD
bbcamerica.com
Made from recycled
DOCTOR WHO
billboards
COMIC-CON 2010


Edit
Books
PDFs
Store
Winnie the Pooh
THE ALOHA QUILT
JENNIFER CHIAVERINI
BURNED
JODI PICOULT
HOUSE RULES
CHARLAINE HARRIS
DEAD IN THE FAMILY
The Walk
RICHARD PAUL EVANS
CANDACE BUSHNELL
THE CARRIE DIARIES
emily giffin
heart of the matter

Case Study:
Leverage the Community

Hell is other people—but so is heaven.

http://appsterdam.rs
@appsterdamrs

Appsterdam is a non-profit metaorganization representing the interests of App Makers worldwide, starting with establishing a center of gravity for our industry, as Hollywood is for movies.

Appsterdam is dedicated to helping create jobs, make App Makers, and help App Makers improve their craft.

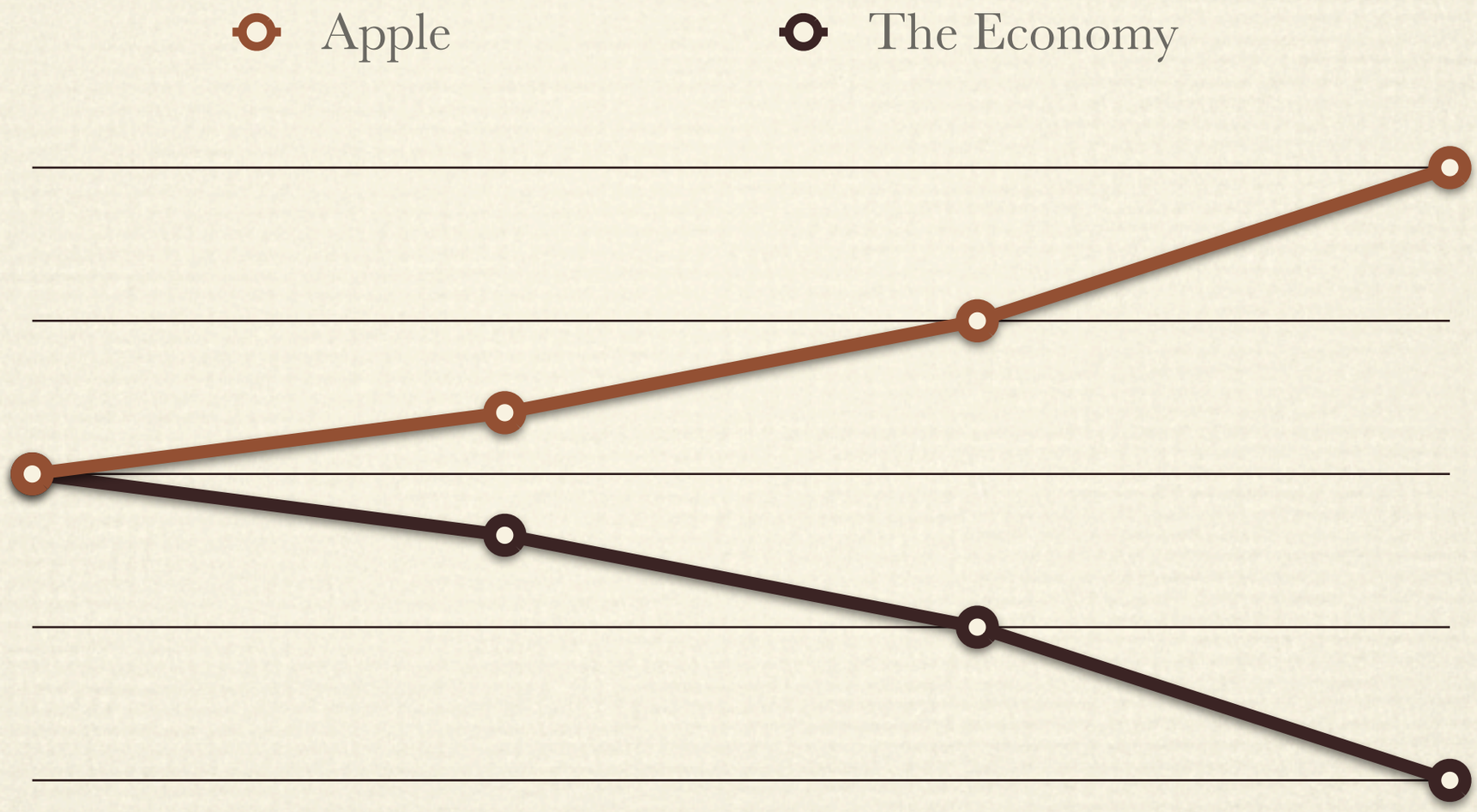
We also have support for families, such as our family weekends twice a month. So far we've gone to the Artis Zoo, Hortus Arboretum, and the NEMO science center. We have lots of ideas for future fun events, and are always open to suggestions. As with all Appsterdam events, everyone is welcome.

The best part is, everyone pitches in to build this for ourselves. This is the world's most advanced infrastructure for App Makers, by App Makers. People are moving here to be part of it. Companies are expanding here to employ them. This is real, and producing real results.

APPSTERDAMLEGALFOUNDATION.ORG

As our industry matures, we lose the luxury of bickering with each other as real threats come to bear—like the extortion coming from the US. Our only hope of fighting back is together.

Case Study:
In This Economy?!



There are no labels on these axes because it is merely intended to be illustrative. If you'd like actual data, see the Internet.

Life is too short to waste time on things that suck.