

Making Apps That Don't Suck



Mike Lee
@bmf











Mike











CHICAGO

KIA PRESENTS
YO GABBA GABBA LIVE!



USHUAIA
fin del mundo

D-BAS

PIXAR

S T U D I O S





TAIPEI IOI

TAIPEI IOI MALL

Welcome







坐式廁所
Sitting Type



蹲式廁所
Squatting Type







Celebrating
100 Years of
Excellence in
Electrical
& Computer
Engineering

A
ARIZONA





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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

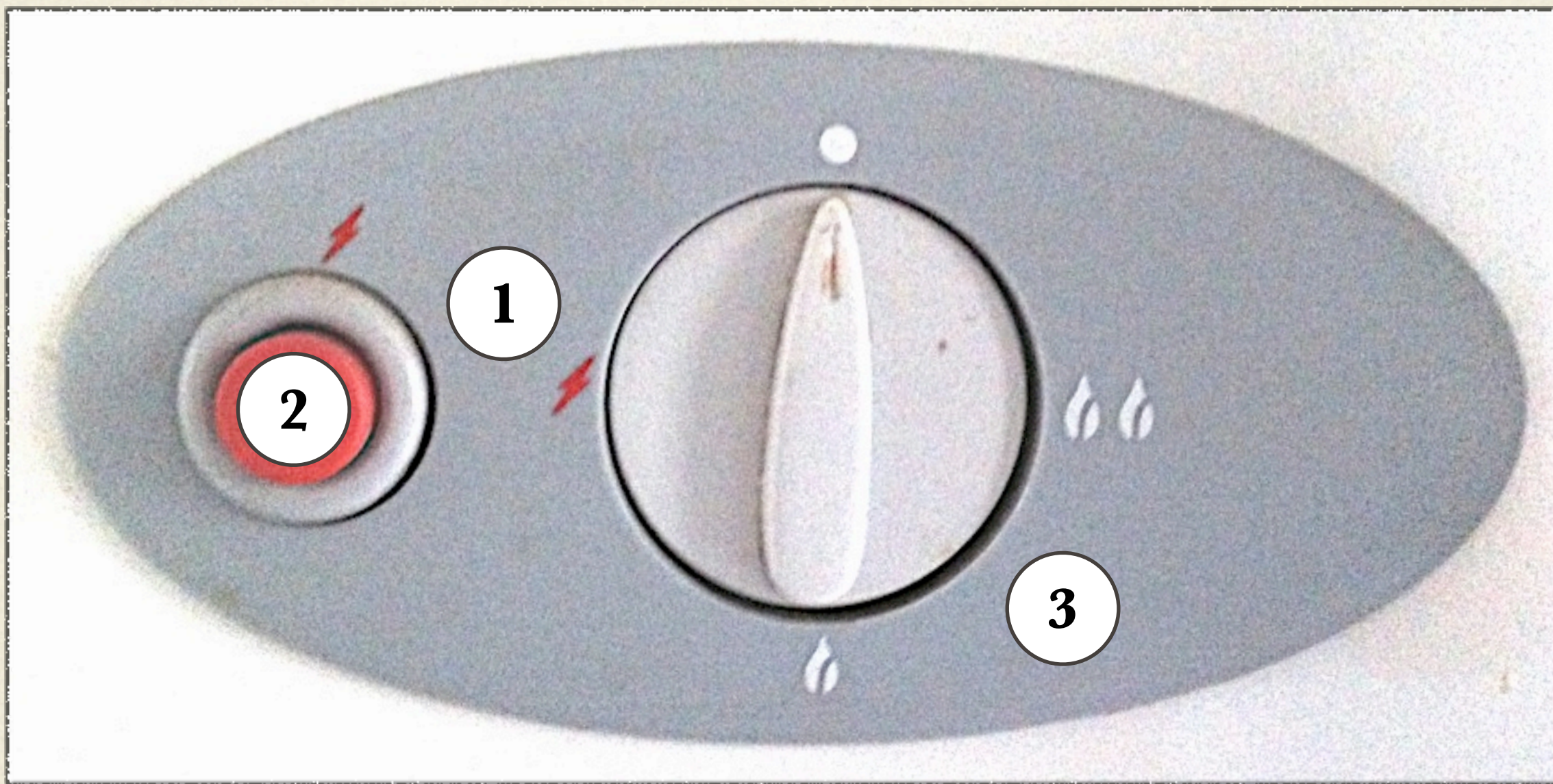
Case Study: Hurry Up and Wait

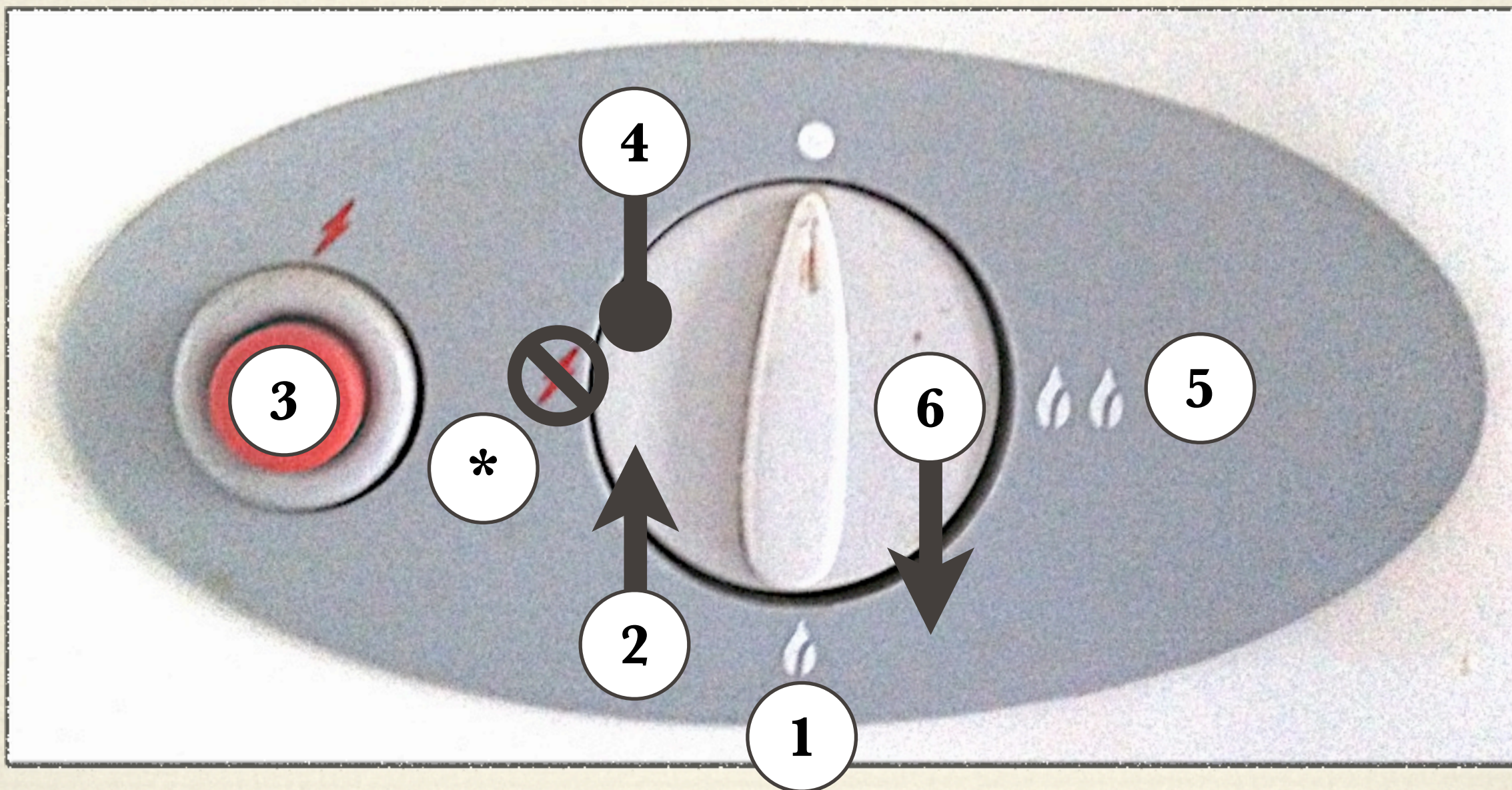




Case Study: Game, Set, and Miss







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

Case Study: Devil in the Details



HOW IT ALL BREAKS DOWN
(LITERALLY) ...

<i>Nort</i>	<i>Mod</i>	<i>Sout</i>
<i>hern</i>	<i>erat</i>	<i>hern</i>
<i>extr</i>	<i>es</i>	<i>extre</i>
<i>emis</i>	<i>(incl</i>	<i>mist</i>
<i>ts</i>	<i>udin</i>	<i>s</i>
<i>(incl</i>	<i>g</i>	<i>and</i>
<i>udin</i>	<i>Nort</i>	<i>sym</i>
<i>g</i>	<i>hern</i>	<i>path</i>
<i>Rep</i>	<i>“Pe</i>	<i>izers</i>
<i>ubli</i>	<i>ace”</i>	<i>(incl</i>
<i>cans</i>	<i>Dem</i>	<i>udin</i>
<i>and</i>	<i>ocra</i>	<i>g</i>

Glitch grounds orbiter

Lockheed mends Mars craft software

By Ann Schuchman
Special Times Staff Writer

A computer software glitch that caused the Lockheed Martin Mars orbiter to crash-land in the desert has delayed the launch of the Mars Climate Orbiter at least two days.

The Mars orbiter, which was scheduled to fly all day Friday, June 18, was grounded. Then it appeared the problem, described by Lockheed officials as "relatively simple" to fix, had been corrected and would "significantly" be done in about Friday or Saturday.

"It's a little disappointing to have to wait three days when the cost of this project is high, but I guess one additional day isn't going to hurt," said John McPherson, the Jet Propulsion Laboratory's manager of the project.

McPherson, in a well-lit room, had some engineers watching by engineers at Lockheed Martin's Denver facility, located outside of Lockheed's main site. "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 construction, assembly and tested the orbiter and its



Lockheed Martin technicians inspect electrical power's connection to August. A software glitch had delayed the craft's launch, which was set for today.

propulsion system, which is scheduled to launch Jan. 2, 1994, at 11:00 a.m. for the project, Lockheed received \$115 million.

On Wednesday, Lockheed engineers attempted to fix software designed to prevent against a battery that could drain an electrical charge to the spacecraft's battery. If that happened, the battery could have exploded.

The Mars Climate Orbiter is part of the Mars Surveyor '96 mission. The mission's goal is to look for signs of water, both presently and ancient.

But Walter of NASA said Wednesday that, although the software glitch was fixed, the Mars team still has to wait. The Mars team "cannot leave just yet for the launch plan."

But in recent years, the Jet Propulsion Laboratory has been used to replace environments on Earth, such as in California's Mojave Desert's training ground for Mars.

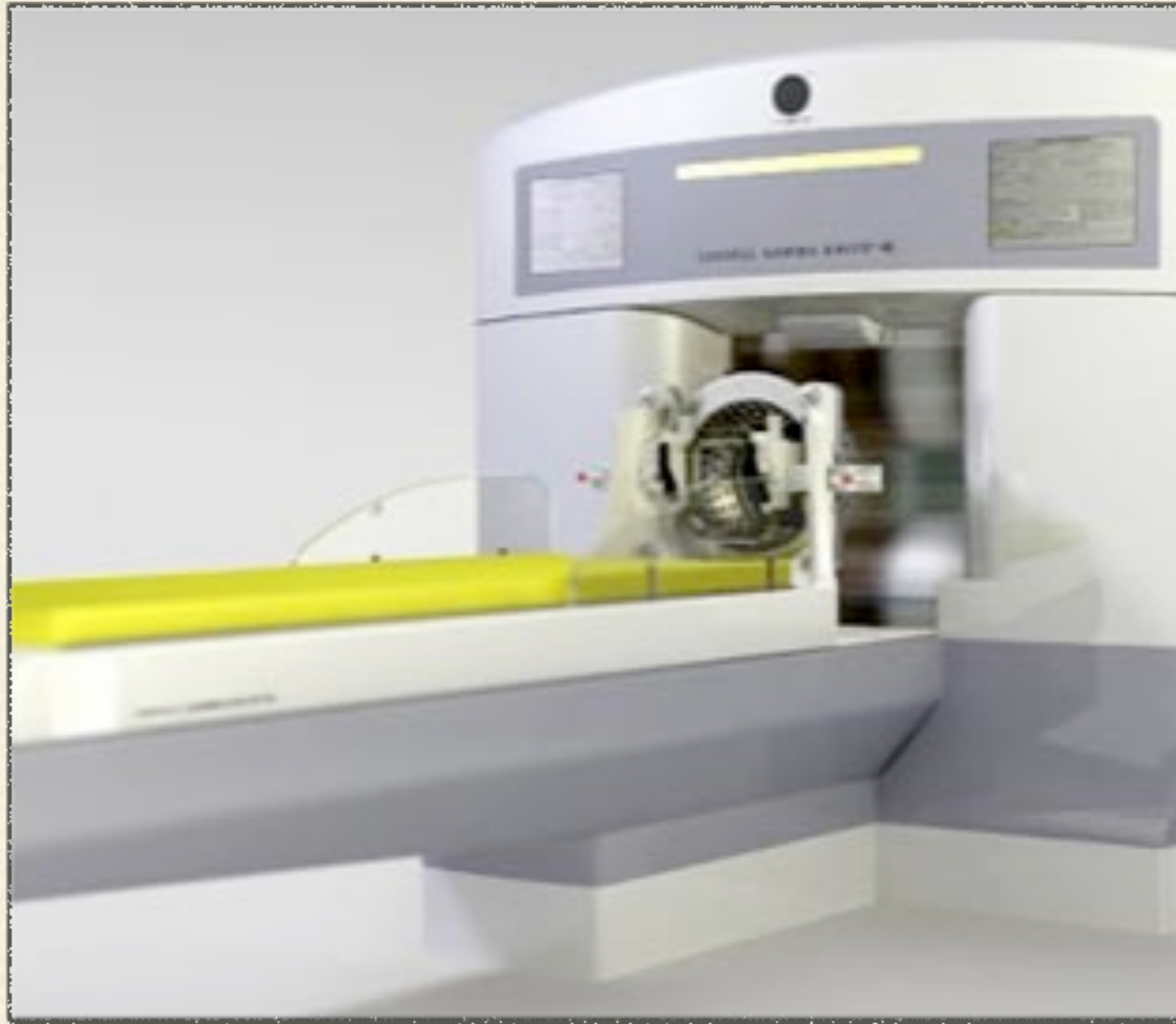
"There is lots of energy in the mission, lots of organic materials, but if you want to look for life, you have to follow the water," Walter said. "That's what these missions

are all about."

About a 10-month, 200-pound mission, the orbiter will enter Mars' orbit in late 1998, and gradually get into orbit around the Red Planet's poles. It will study the Martian atmosphere for signs of water.

The orbiter will arrive in Mars' orbit in December 1998, after two midrange orbits are performed as they enter Mars' orbit. The orbiter will study the water on the surface and in the 2 miles above the surface. The orbiter will look for a water-rich

\$250M loss



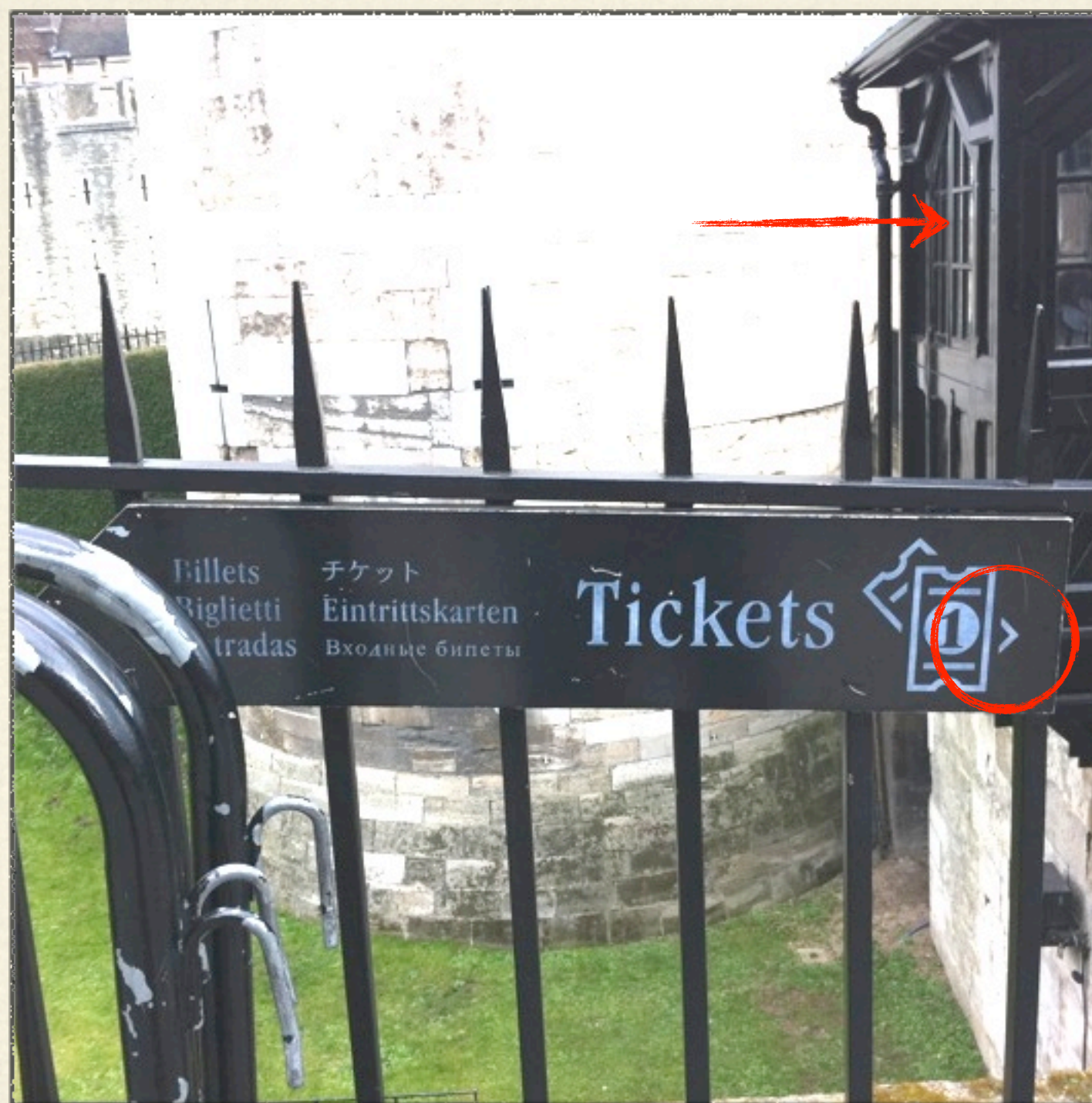
3 people died





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

Case Study: Huh?





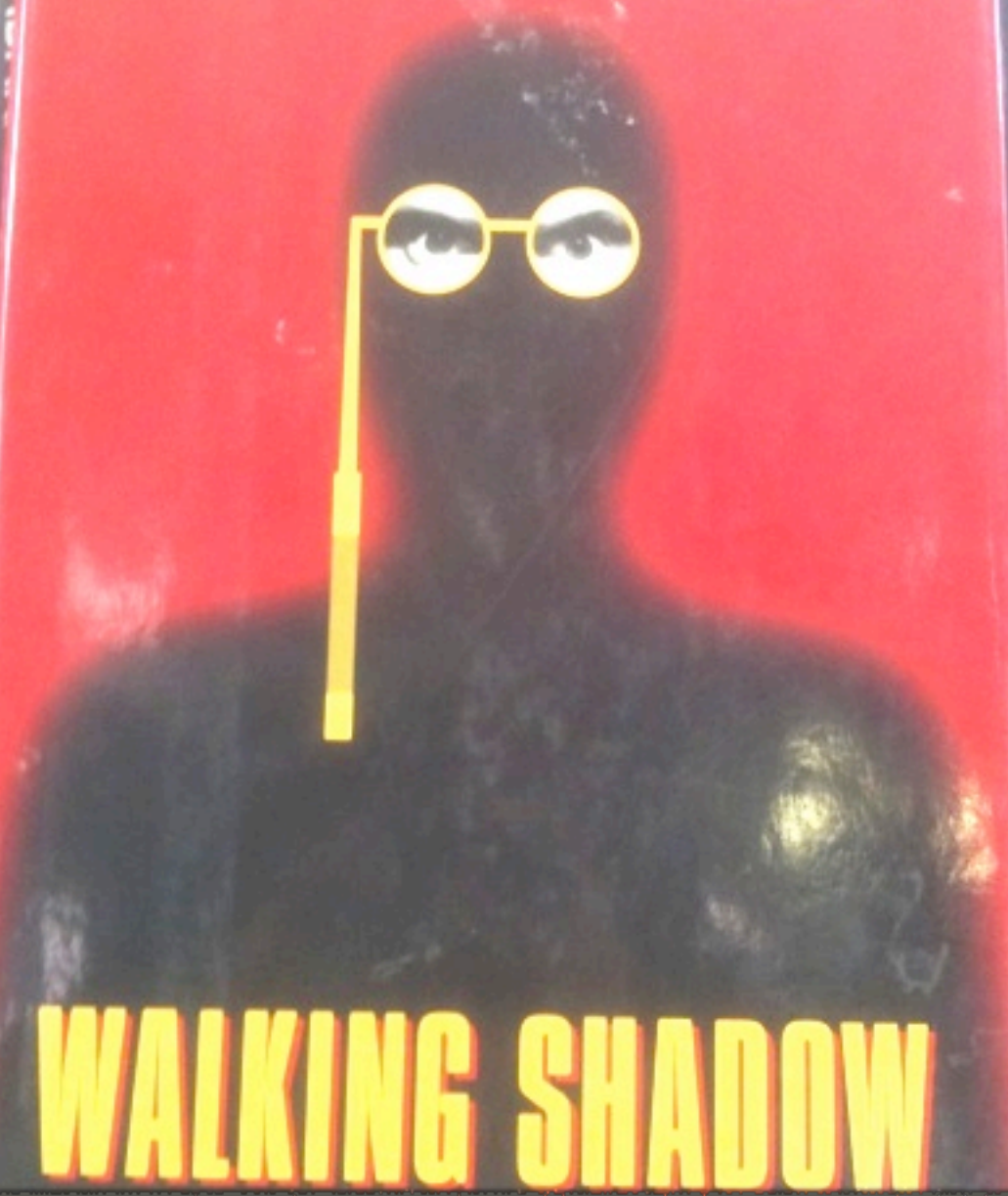
The Landing Pilot is the Non-Handling Pilot until the decision altitude call, when the Handling Non-Landing Pilot hands the handling to the Non-Handling Landing Pilot, unless the latter "calls go around," in which case the Handling Non-Landing Pilot continues handling and the Non-Handling Landing Pilot 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

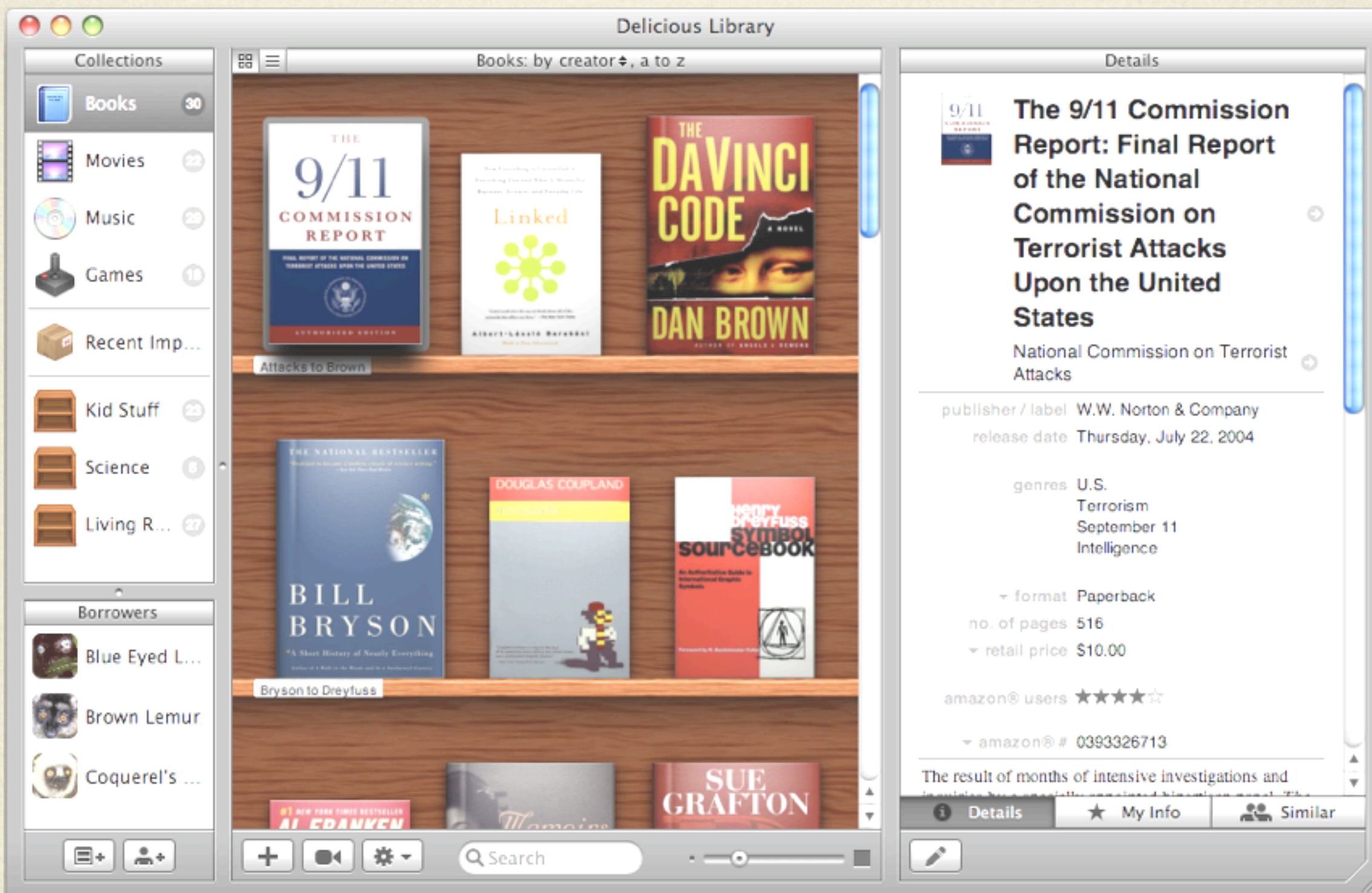
Remember that you are
the foremost expert user
of your own software.

Case Study: Ship Real Artists

ROBERT B. PARKER







Design is the cheapest
awesome money can buy

Case Study: You're Not Done Yet



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







```
U4L2: Registered "NSC Geode U4L2 Overlay driver" as char device 81, 16
installing sigma modules ...
Warning: loading /lib/modules/realmagicwl_kernelland.o will taint the kernel: non-GPL license
proprietary. Copyright (c) 2002 Sigma Designs Inc. All rights reserved (version 103 with proc
css macrovision sa2288 oadric_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
nice: PS/2 mouse device common for all nice
usb.c: registered new driver pacpcu
starting daemons...
geode rev-7 par-03a834c4 ncr-00030250
starting tdmii with -s=[0]
start jffs2 fs
using /dev/wtd1 /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.

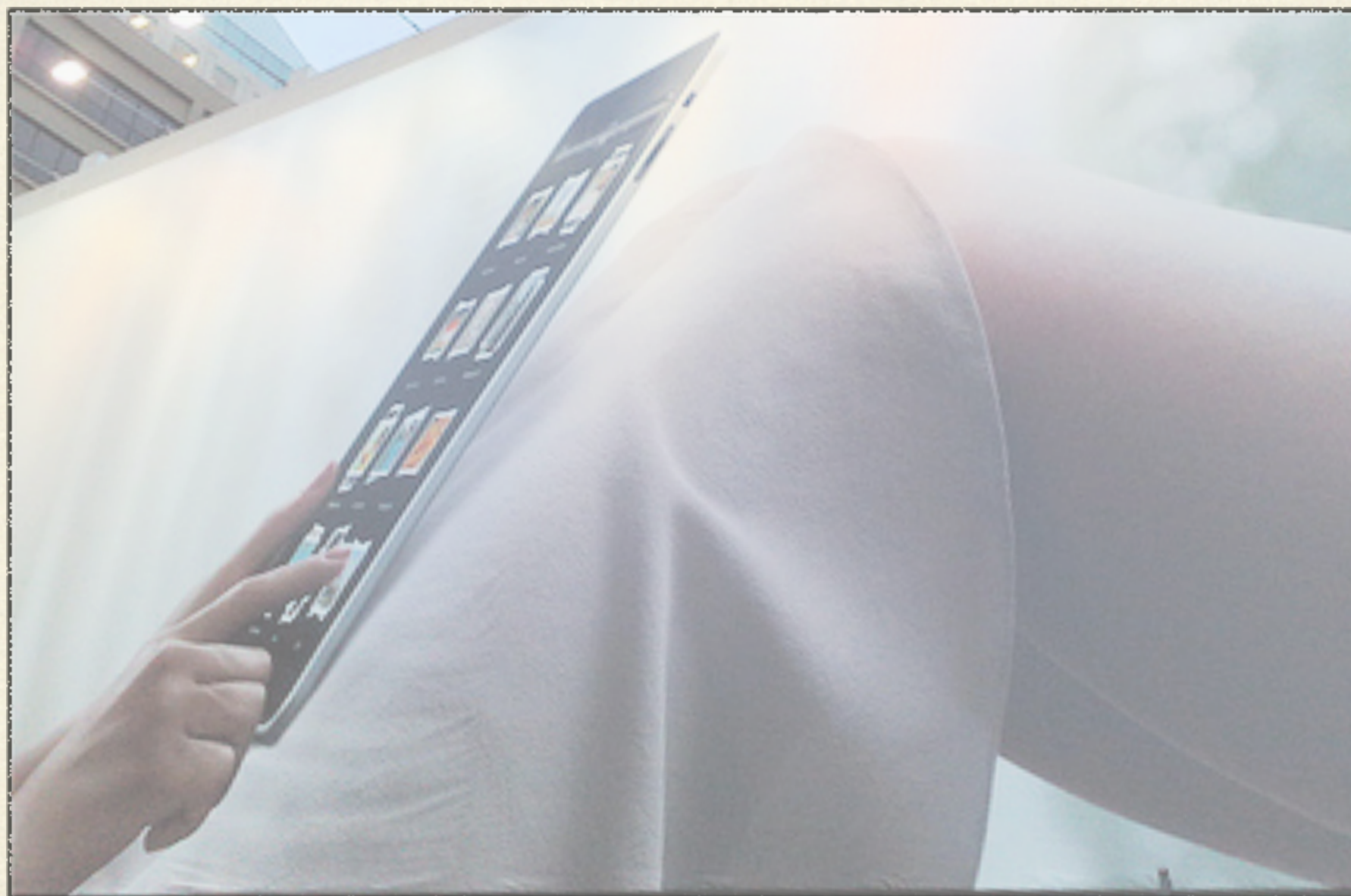
Case Study: The Whole World

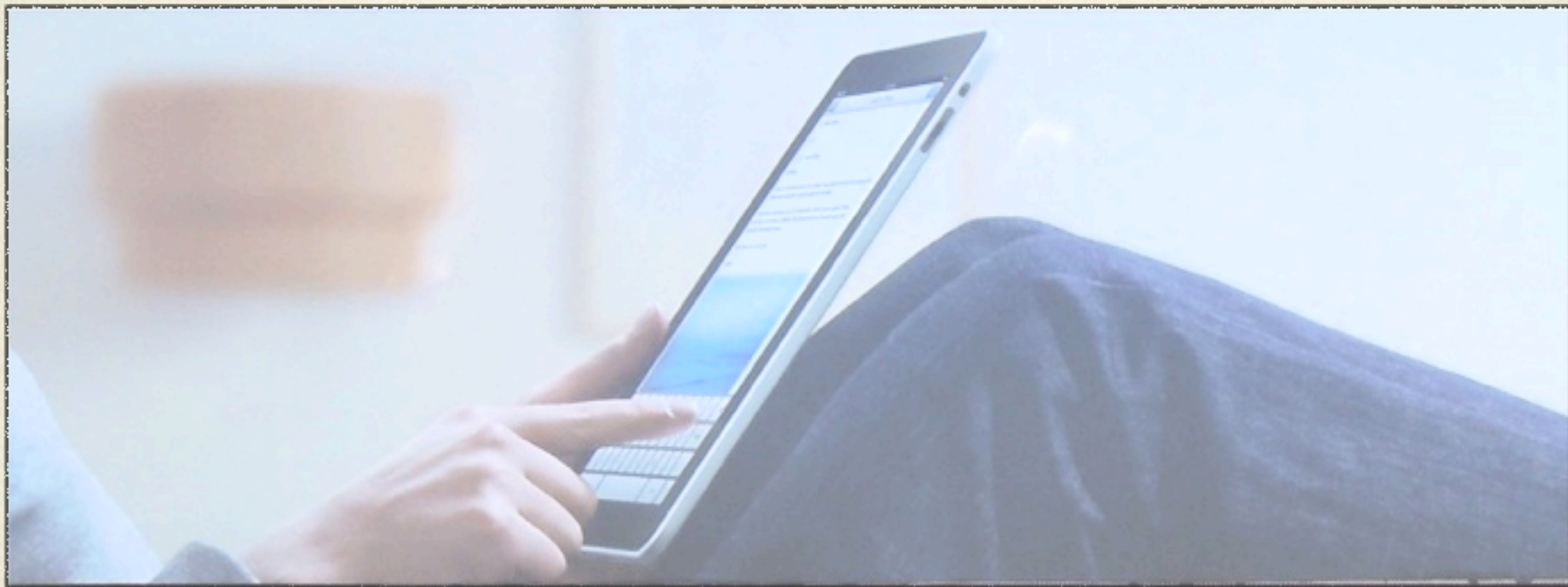
**Attendant of the
Opposite Sex May
Accompany
Disabled Person**



California Streets and Highways Code Section 223.5











AUGUST 11-17, 2010 | VOLUME 29 | NUMBER 29

SF
WEEK

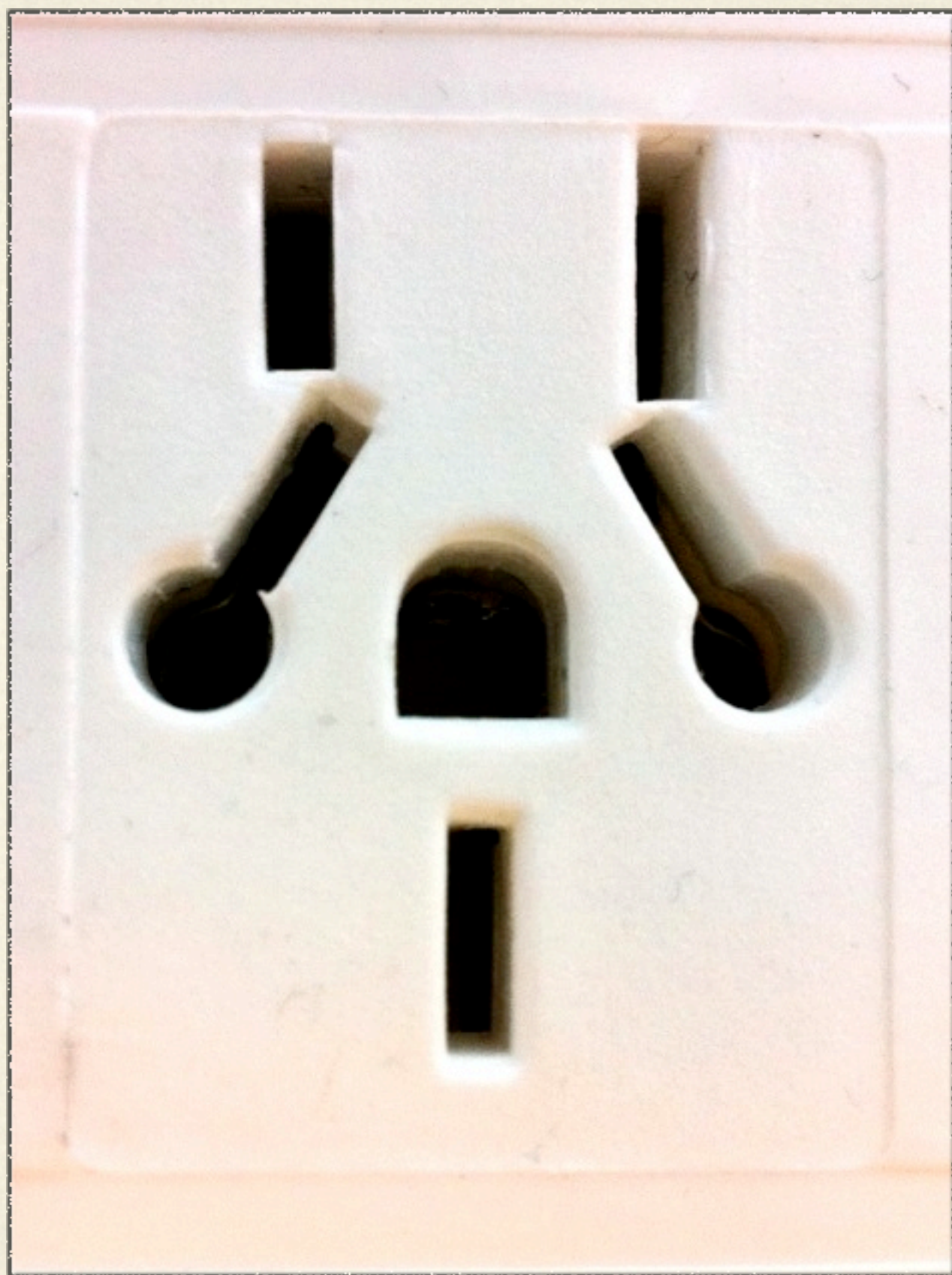
SUCK

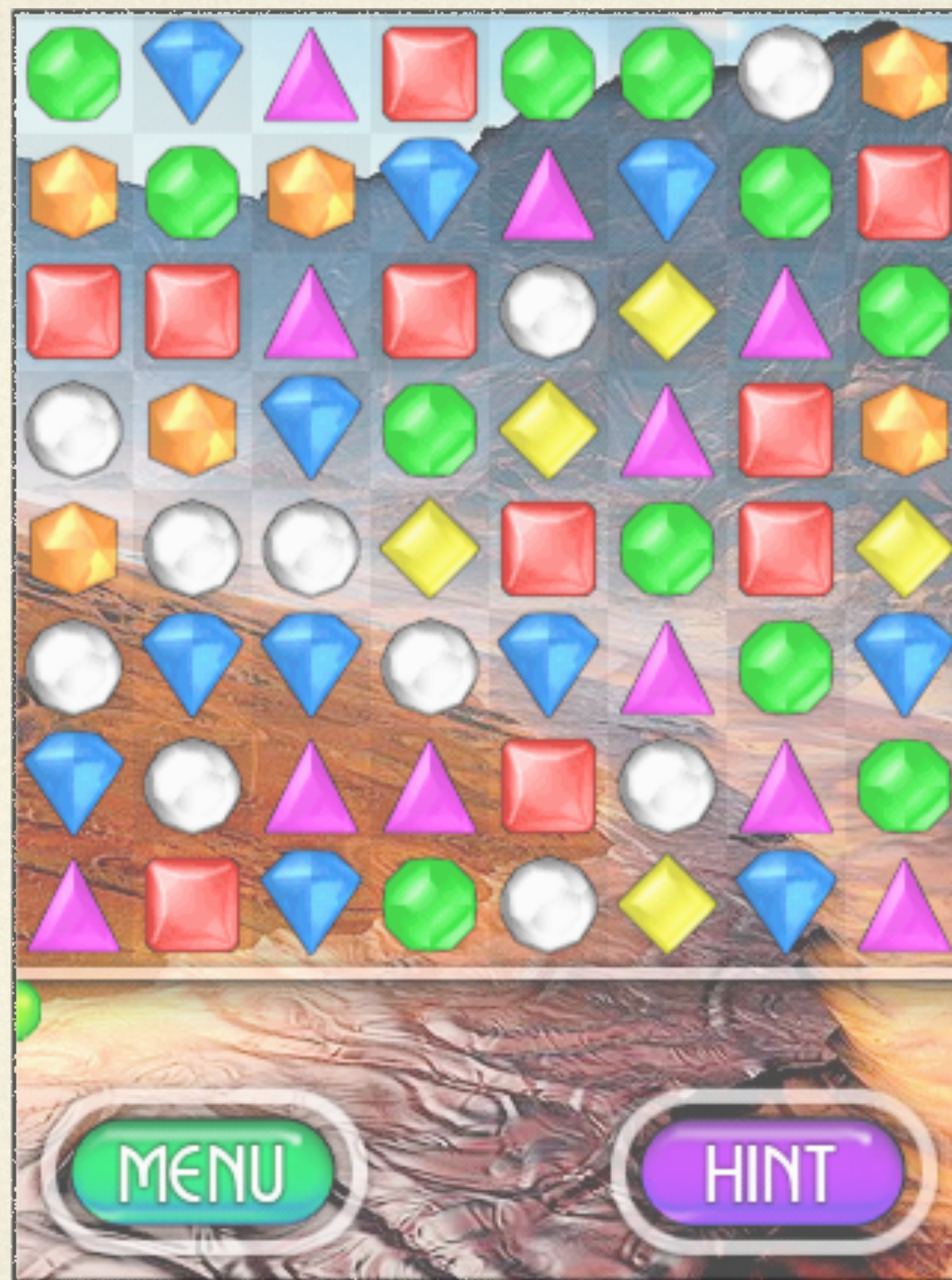


iHelp for Autism

BY ASHLEY HARRELL

Market segmentation will
not unite us.





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.



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

Case Study: The Cost of Cheap





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

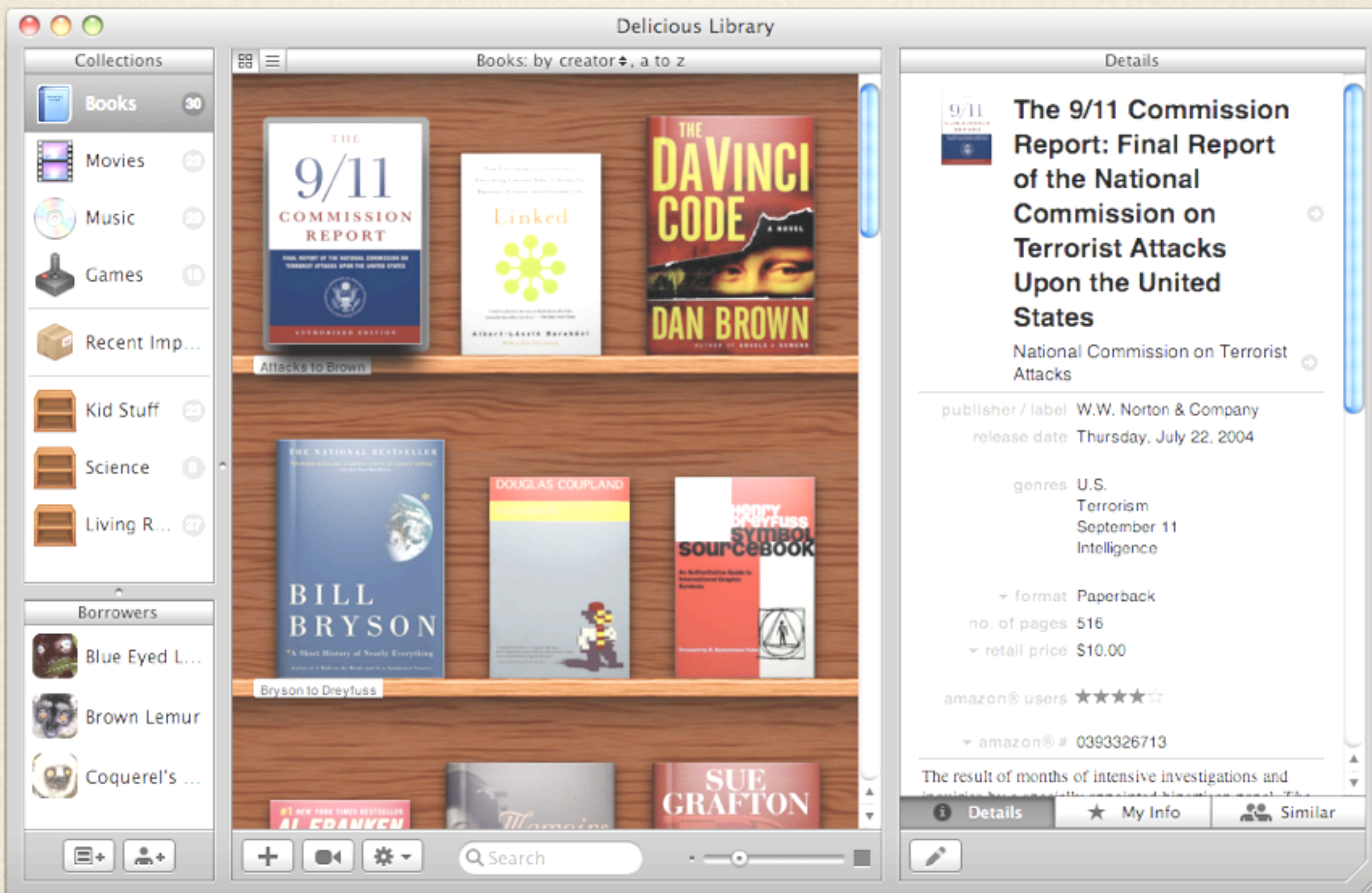
To make great things,
you must first refuse to
make things that suck.

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

Case Study: Hits and Ripples

FAIL





sampletest* - MediaMan

FileEditViewActionToolsHelp

Open

Import Items

Search

Collection Search (11)

Search

Items - Sort By: Title

Zoom: 100%

Search in:

☒ General info fields

☒ Artists / creators / casts

☒ Description / listings

Keywords:

Pixar

☒ Use case-insensitive search





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







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



Case Study: Leverage the Community

Meeten en Drinken

Wednesdays 19:00

Cafe Bax



Every Wednesday we get together at Cafe Bax, have some beer, maybe some dinner, and get to know each other. We welcome anyone who wants to talk about apps and get engineers, designers, lawyers, marketers, and pretty much anyone you need to improve your business.

Weekly Wednesday Lunchtime Lectures

Vijzelstraat 20



Meet the Makers is a chance to let people introduce their apps to the public, drive technology adoption, and establish relationships with their customers. IceMobile hosts Meet the Makers events in Amsterdam, while Sping hosts events in Delft.



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.

<http://appsterdam.rs>
[@appsterdamrs](#)



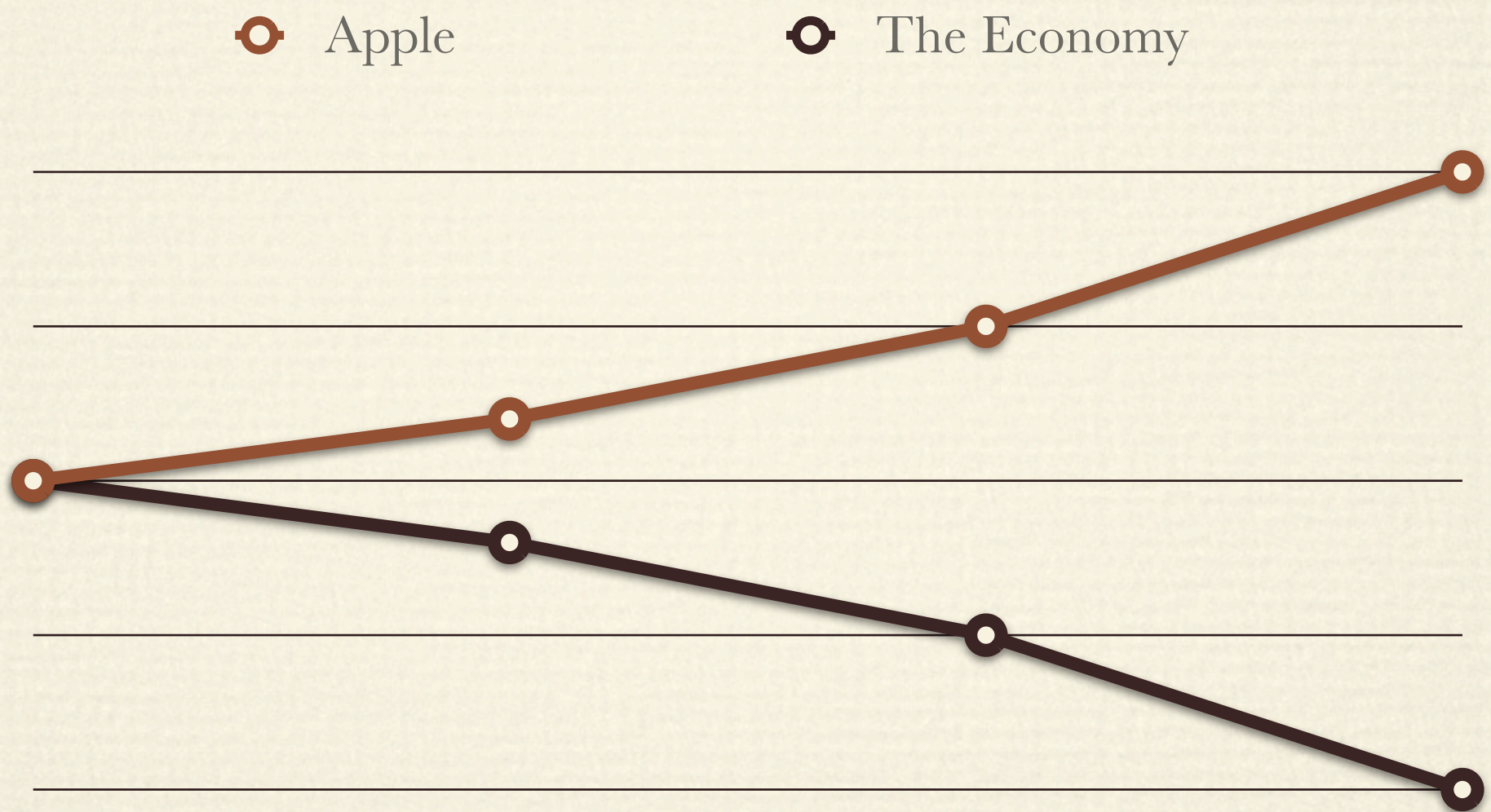
Appsterdam is a non-profit metaorganization representing the interests of App Makers worldwide, starting with establishing a center of gravity for our industry, as Hollywood is for movies.

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.