

Context, code and connections

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Ade Oshineye
A chaotic neutral point of view

Send a message
Send an email

In Ade's circles (0)
Edit your profile to change who is visible in your network.
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Introduction
I make things (code/photos/words) and wave my arms around a lot when I talk.

I'm a Developer Advocate at Google in the Google+ Developer Relations team. In general I work on the stack of protocols, standards and APIs that power the social web. In practice that means I look after the Google+ APIs and +1 button with a focus on Europe, Middle East and Africa (EMEA).

I'm also the co-author of O'Reilly's "Apprenticeship Patterns: Guidance for the aspiring software craftsman" and you can find out more about that book here: <http://www.oshineye.com/books.html>

I'm also part of the small team behind <http://developerexperience.org/> which is an attempt to see if we can successfully apply the techniques of user experience professionals to products and tools for developers. We call it Developer Experience or #devexp for short.

Other profiles

- oshineye.com
- Heuristic Outco...
- My Jaiku account
- Amazon author ...
- Flickr - adewale_...
- Google Reader (...)
- Google Reader (...)
- FriendFeed
- Reddit - ade
- YouTube - adew...
- Upcoming
- Advogato - ade
- del.icio.us - ade
- Github
- Identicia
- <http://huffduffer...>
- BookShelved

www.oshineye.com/+

I work on the Google+ Project



A long time ago I wrote a short book

[Take the tour](#)

CirclesHangoutsInstant UploadSparksHuddle

JOIN THE PROJECT+1

The Google+ project.

This is just the beginning.

Thanks for checking out the first features of the Google+ project. We're just getting warmed up and we're already pretty excited about what's coming next. For now, we're launching with what we call a field trial period, an invitation-only approach to help smooth out the rough edges as we start the project. Please bear with us if you're not able to start using Google+ today.

To stay updated as the project develops and get a heads-up when invitations are available, click the link below. Hope to see you in a hangout soon! :)



UPGRADE UNDER WAY

Context



This is Social?

Dieter Rams?

'Indifference towards people
and the reality in which they
live is actually the one and only
cardinal sin in design.'

Dieter Rams.

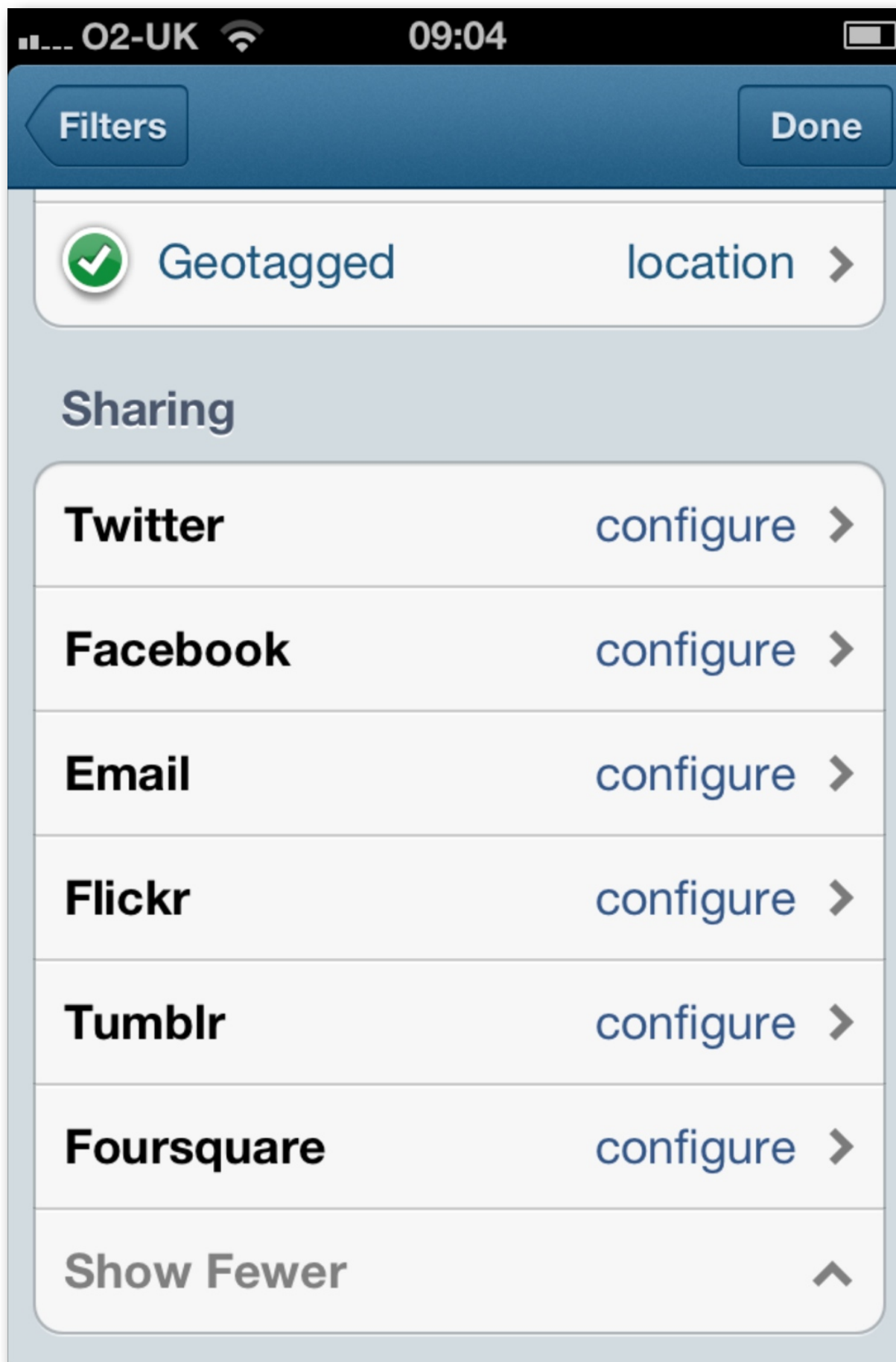
People > Technology

It's all social



Instagram?

Creation context !=
Consumption context





Adewale Oshineye

1 hour ago via Yahoo! • 👤

has uploaded a photo to Flickr



Estate agents

[Like](#) • [Comment](#)



Adewale Oshineye

Thursday at 10:37am via Yahoo! • 👤

has uploaded a photo to Flickr



Football pitch

[Like](#) • [Comment](#)

ifttt.com

if  then 

Instagram to Flickr



created 30 minutes ago
last triggered 5 minutes ago
triggered 1x

if  then 

Send every Instagram photo I take to a special "Instagram" folder in PicasaWeb via email



created about 12 hours ago
last triggered 14 minutes ago
triggered 2x

if  then 

Send album art for tracks loved at Last.fm to Tumblr as photo posts



created December 25, 2011
never triggered

if  then 

Post [#youtube](#) [#favorites](#) to [#tumblr](#)



created December 25, 2011
never triggered

if  then 

Flickr Favorite = Tumblr Photo Post



created December 25, 2011
last triggered 3 days ago
triggered 118x

Code

#DevExp?

Developer Experience?



DEVELOPER EXPERIENCE



USER EXPERIENCE APPLIED TO DEVELOPERS, BECAUSE DEVELOPERS
ARE PEOPLE TOO.



Posted 9 months ago

What is Developer Experience?

<http://blog.oshineye.com/2011/05/what-is-devexp.html>

Developer Experience (**#devexp**) is an aspirational movement that seeks to apply the techniques of User Experience (UX) professionals to the tools and services that we offer to developers.



1 UX techniques for developer-facing products

2 Focus on the OOB experience

3 Use convention over configuration

4 Design away common problems

#devexp

developerexperience.org

@devexpftw

+Developer Experience

Consumer-centric APIs

Building for the Social Web

*Principles, Patterns and Practices for
Improving the User Experience*



Designing Social Interfaces

O'REILLY®

YAHOO! PRESS

*Christian Crumlish
& Erin Malone*

Reflectors

1 Who am I?

2 Who are you?

3 Who can see this?

4 Who can share this?

Social gestures

1 Share

2 Endorse (phatic)

3 Collect and curate

4 Community discovery (groups, hashtags, shared circles, ripples)

Connections

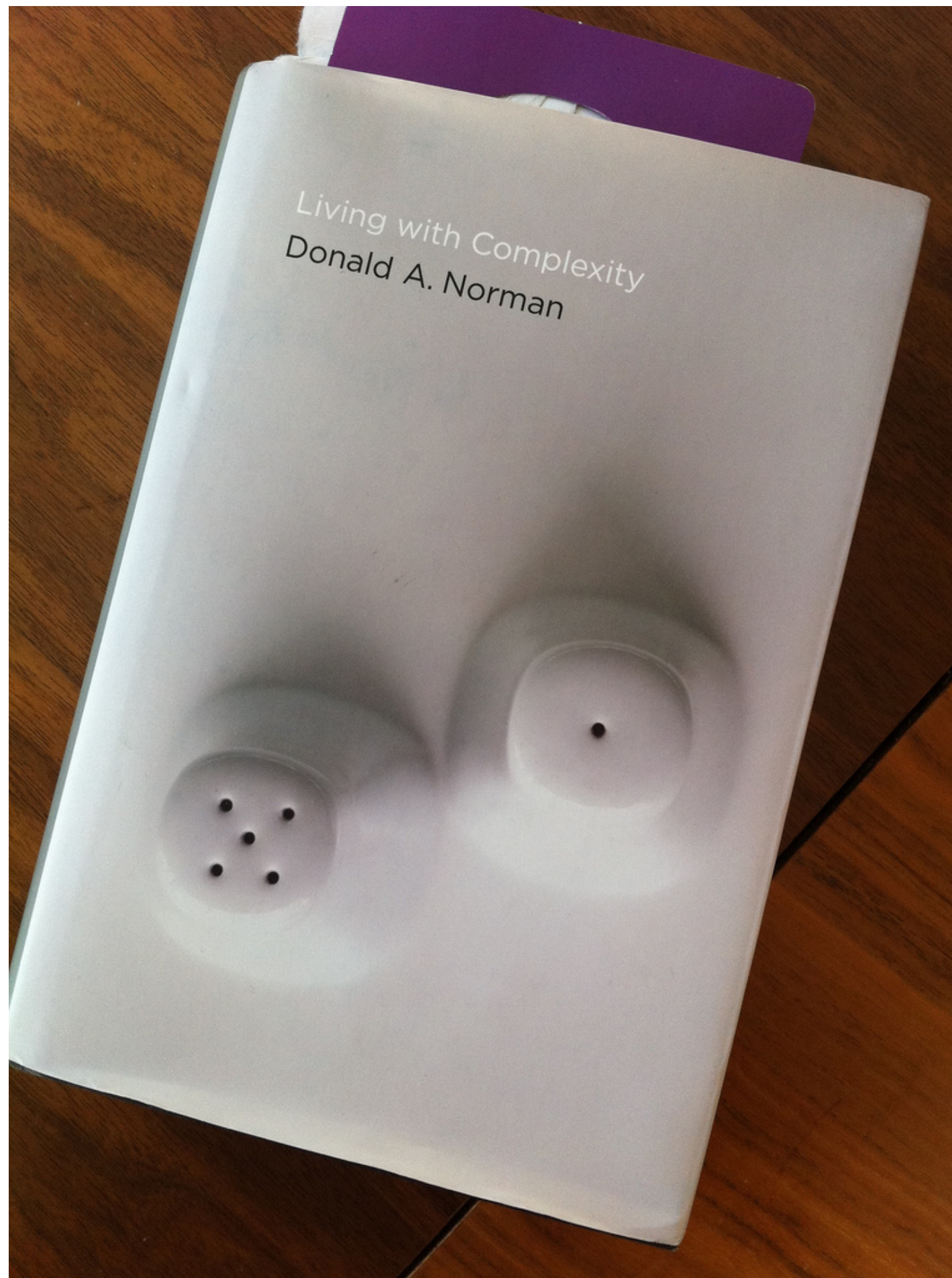
Design is the cheapest
awesome money can buy



What is Design?



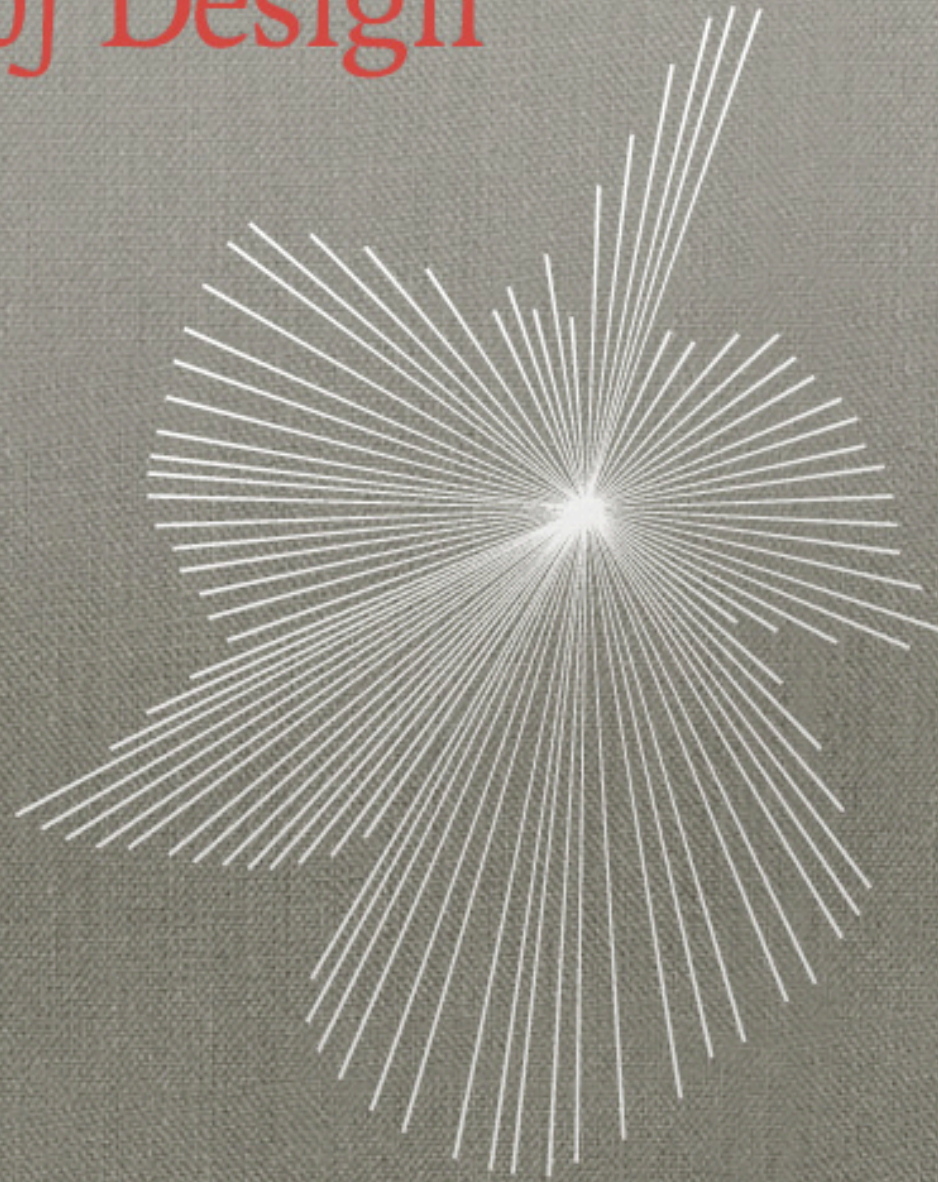
Not just how it looks



Change is constant. Essential complexity is eternal.

Frank Chimero

The Shape of Design



KICKSTARTER

Discover
great projects

Start
your project



A NEW WAY TO

Fund & Follow Creativity

FEATURED IN

CNN

WIRED

GOOD

Pitchfork

npr

The New York Times

**“I see a platform and it sells
me two things; first, other
people’s contributions are
important”**

**“Second, the world is not
done”**

--Liz Danzico

Next year will be different

Next decade is unimaginable

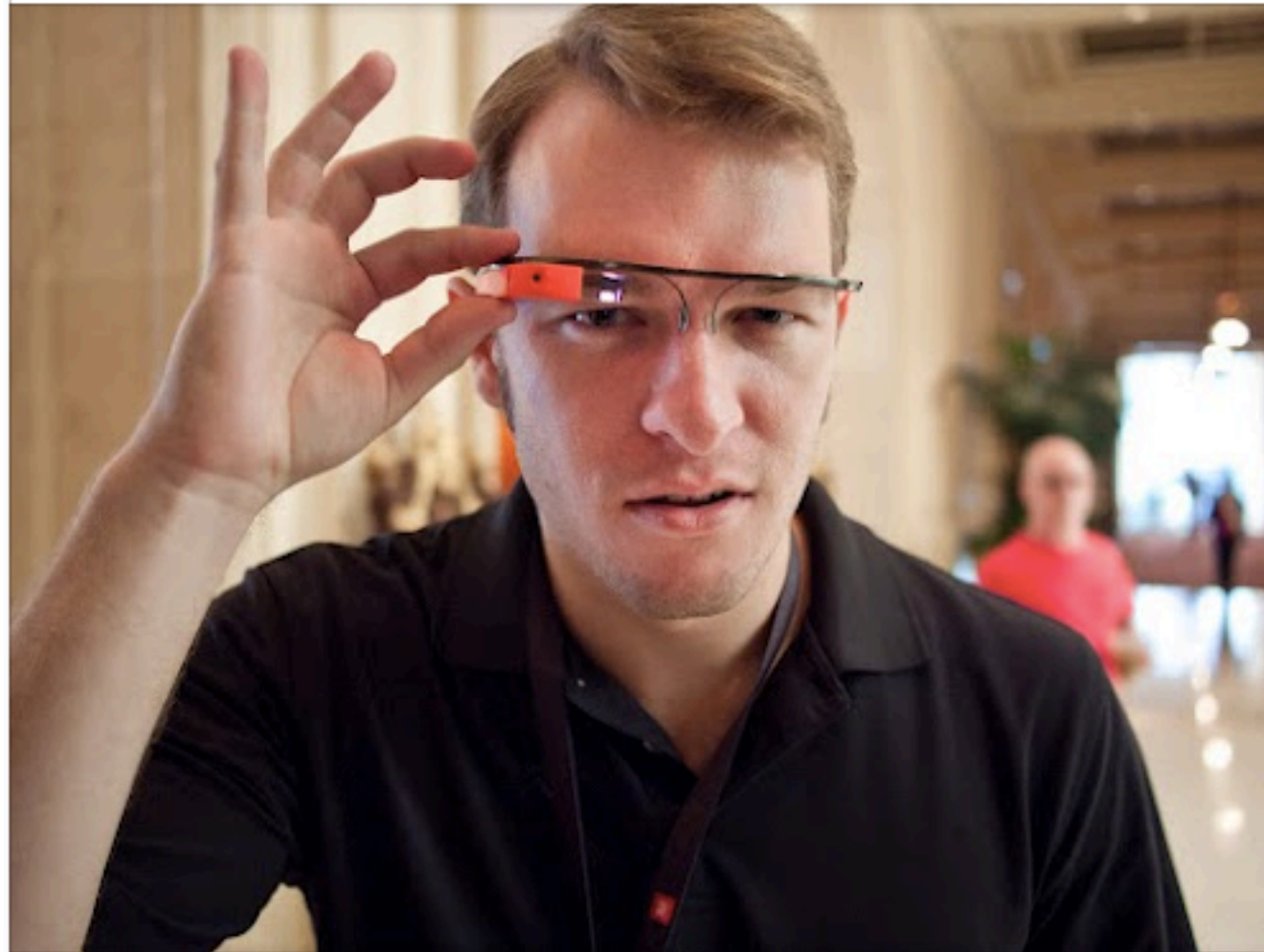




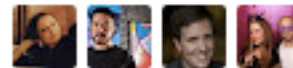
Brian Rose 03:29 (edited) · Public

[#glasswalk](#)

I love the way Glass subtly glows while you review a photo you've just taken.



+1



+139



16



Thank You!

Respect your context