Context, code and connections

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I work on the Google+ Project

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A long time ago I wrote a short book
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
I have a great idea! Why don't we make our product social?

Because when you start to understand a concept, it marks the beginning of its decline.

On a related note, it's never a good idea to ask an engineer a question in the "why don't we" format.

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
if Instagram then Flickr

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

if Last.fm then Tumblr

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

if YouTube then Tumblr

Post #youtube #favorites to #tumblr

if Flickr then Tumblr

Flickr Favorite = Tumblr Photo Post
#DevExp?
Developer Experience?
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
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.
“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
I love the way Glass subtly glows while you review a photo you've just taken.
Thank You!

Respect your context