



Rapid product design in the wild

Michele Ide-Smith @micheleidesmith



How do people use your application?

redgate



Who are they with?

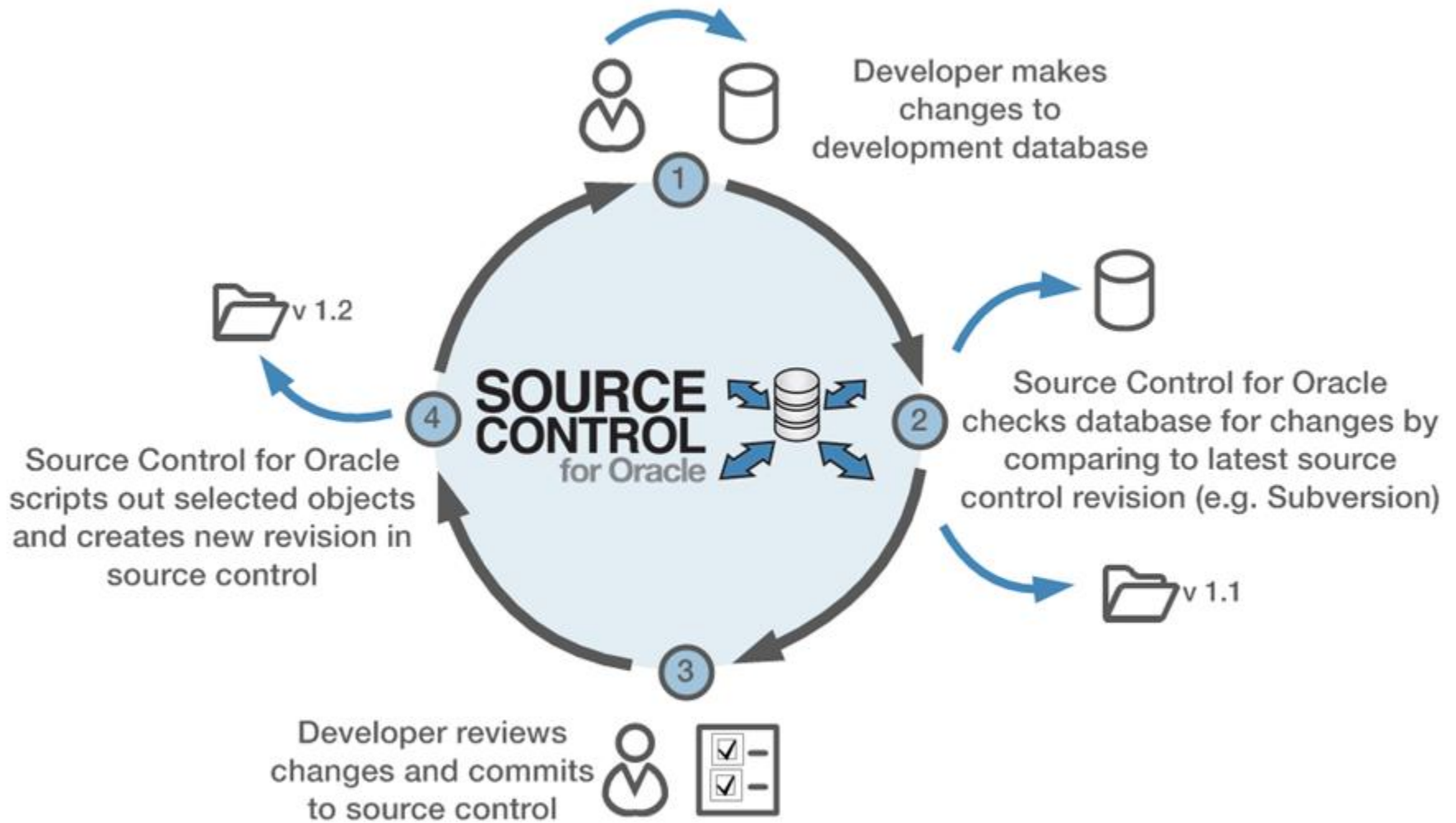
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“To make excellent products that truly understand our users’ contexts, we must look further, and investigate context first-hand” Cennydd Bowles



Red Gate makes database and .NET tooling





What makes you visit an exhibition stand
at a conference?

redgate

Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

THE LEAN STARTUP

How Today's **Entrepreneurs** Use
Continuous Innovation to Create
Radically **Successful** Businesses

*"By the time the product is
ready, it will already have
established customers."*

Eric Ries

*"Marketing that itself
improves peoples lives."*

Bob Gilbreath

"Ten years after *Permission Marketing*, Gilbreath takes the idea to a new level.
Must reading for anyone who buys a lot of advertising."

—SETH GODIN

THE NEXT EVOLUTION OF MARKETING

Connect with
your customers by
**marketing with
meaning**

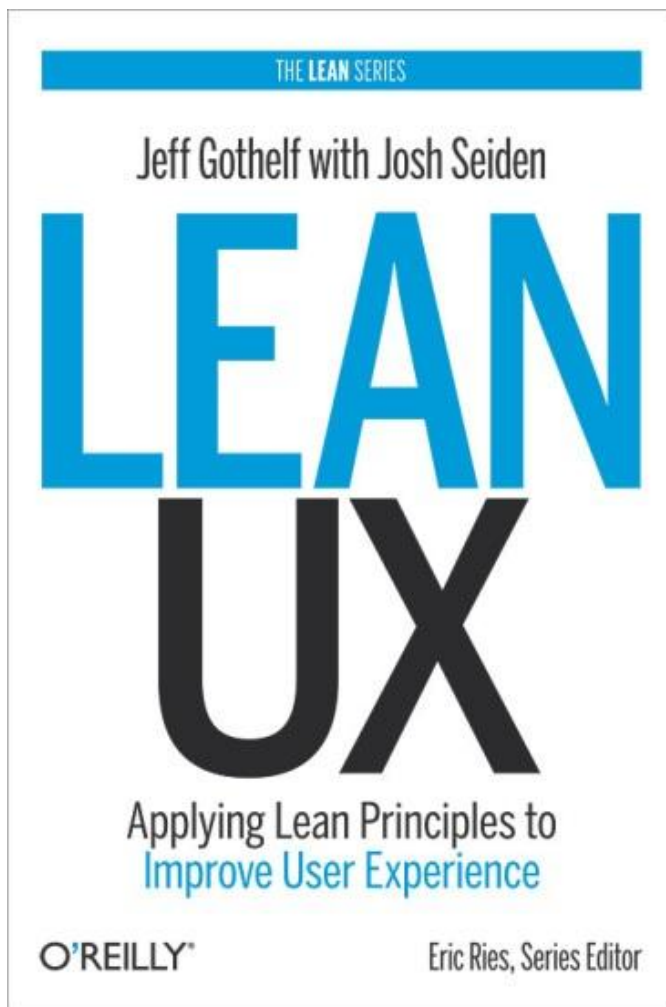
Bob Gilbreath, Chief Marketing Strategist

redgate



“We wanted to make sure we were getting customer feedback as we worked so that we were never working on anything that wasn’t valued by the customer.”

Nordstrom Innovation Lab: Sunglasses iPad App



Some principles:

- Continuous discovery
- Shared understanding
- GOOB (Get Out Of the Building)
- Externalising your work

“if you’ve struggled to figure out how UX design can work in an Agile environment, Lean UX can help.”

Jeff Gothelf, author of Lean UX



Hypothesis:

Oracle Developers & DBAs need a better way to source control their database schemas

>70% interest – develop a tool a.s.a.p.



Let's watch a short video about the case study

redgate

LIVE
LABS



Help us by
Source Control for Oracle

SPRINT:
DOING

DONE

Join us at
LIVE DEV LAB
424-425

9 (mini) sprints, 3 days, 1 prototype

redgate

Source Control for Oracle

SPRINT:

7

TO DO

DOING

DONE

Making our processes transparent



25 feedback sessions with users

We hope to launch Source Control for Oracle towards the end of 2012. At a price of \$395, do you think you would buy a copy?

YES

☐

NO

☐

Join the beta program for Source Control for Oracle

EMAIL

redgate 

redgate

Control for Oracle

MIT | Commit Changes redgate

Current repository: Subversion/HR/ Refresh

Comment * What change are you committing?

Subversion Tag What release is this change related to? Commit

Filter objects E.g. Object prefix

Changed by ▾ Change types ▾ 2 of 3 objects with changes to commit ▾ Type ▾

	Tom Kyte	X Drop	<input type="checkbox"/> LOCATIONS	Table
	Cary Millsap	Edit	<input checked="" type="checkbox"/> ADD_JOB_HISTORY	Procedure
		+ Create	<input checked="" type="checkbox"/> JOBS	Table

Database version → Latest source control revision

Up Down

```
-- columns
CREATE TABLE [Production].[TransactionHistory]
(
  TransactionID [int] NOT NULL IDENTITY(100000, 1),
  ProductID [int] NOT NULL,
  ReferenceOrderID [int] NOT NULL,
  TransactionDate [datetime] NOT NULL CONSTRAINT [DF_TransactionHistory_TransactionDate] COLLATE Latin1_General_CI_AS NOT NULL,
  Quantity [int] NOT NULL,
  ActualCost [money] NOT NULL,
  ModifiedDate [datetime] NOT NULL CONSTRAINT [DF_TransactionHistory_ModifiedDate] ON (PRIMARY)
)
GO
-- Constraints and indexes
ALTER TABLE [Production].[TransactionHistory] ADD CONSTRAINT [CK_Tran]
GO
ALTER TABLE [Production].[TransactionHistory] ADD CONSTRAINT [PK_Tran]
GO
CREATE NONCLUSTERED INDEX [IX_TransactionHistory_ProductID] ON [Produ]
GO
```

```
-- columns
CREATE TABLE [Production].[TransactionHistory]
(
  TransactionID [int] NOT NULL IDENTITY(100000, 1),
  ProductID [int] NOT NULL,
  ReferenceOrderID [int] NOT NULL,
  TransactionDate [datetime] NOT NULL CONSTRAINT [DF_TransactionHistory_TransactionDate] COLLATE Latin1_General_CI_AS NOT NULL,
  Quantity [int] NOT NULL,
  ActualCost [money] NOT NULL,
  ModifiedDate [datetime] NOT NULL CONSTRAINT [DF_TransactionHistory_ModifiedDate] ON (PRIMARY)
)
GO
-- Constraints and indexes
ALTER TABLE [Production].[TransactionHistory] ADD CONSTRAINT [PK_Tran]
GO
CREATE NONCLUSTERED INDEX [IX_TransactionHistory_ProductID] ON [Produ]
GO
```

Step 2 of 4

Select database to put into source control

TNS Connection Manual Connection

Oracle client:

Database:

Network Alias:

User name:

Password:

Save passw

Connect as:

Test conn

Select:

- ☐ Schema 1
- ☐ Schema 2
- ☐ Schema 3
- ☐ Schema 4
- ☐ Schema 5

Next

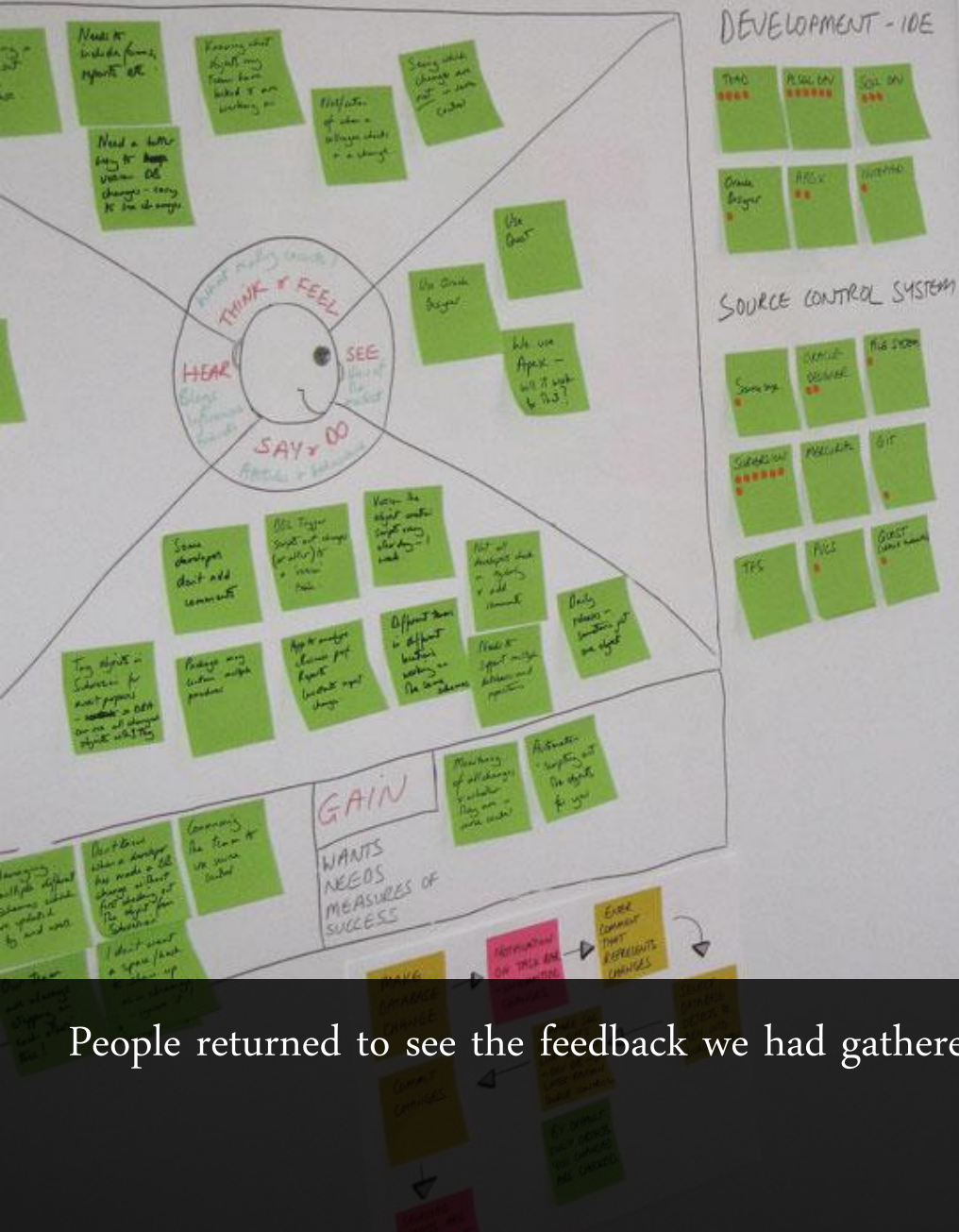
Recent Commits

Joe Bloggs

"Added new table and procedure"

Lo-fi prototypes are quick and easy to change before you commit to code

R PERSPECTIVE - SOURCE CONTROL FOR ORACLE



DEVELOPMENT - IDE

SOURCE CONTROL SYSTEM

Notifikation

Using For
for doing
management

Modification
for links
and chain
is

Need to know when
Lorraine has
started editing
the same
list

Confusable
misprattion

System 1
- fast
- automatic
- like reflex

Reflections
- How often
did I go into
the garden?

Naftalen
Johann
H. und
C.!

can't
pass

Refuge
x
Futiles

To do list
for week
starting

Project reports
Vill (under 3)
On operating
Vill)

Ability to link
multiple database
schemas \rightarrow
project
specification

Lesson
should be
mandatory
& linked to help
text (p. 40)

Forms and
signs are
internal part
of the whole
(+ hard sign)

1/16 of
change
back down
what is
change

Confusion

After 6
Conc. a
to 3 h
100

[Faint handwritten notes on lined paper]

I guess
solid
good at
end of line

1. 100%
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How do
relate to
place
- they are
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change
of
being
in

Math
Lit
Sci
Art
Civ

How the
Bioscience
is changing

10/10/10

- Phosphorus
- Calcium
- Iron
- Copper
- Zinc
- Selenium
- Magnesium
- Chromium
- Manganese
- Nickel
- Cobalt
- Molybdenum
- Silicon
- Vanadium
- Chlorine
- Bromine
- Iodine
- Fluorine
- Strontium
- Barium
- Lead
- Aluminum
- Sulfur
- Carbon
- Nitrogen
- Oxygen
- Hydrogen
- Helium
- Lithium
- Sodium
- Potassium
- Calcium
- Scandium
- Titanium
- Vanadium
- Chromium
- Manganese
- Iron
- Cobalt
- Nickel
- Copper
- Zinc
- Gallium
- Germanium
- Arsenic
- Selenium
- Bromine
- Krypton
- Xenon
- Radon
- Francium
- Radium
- Actinium
- Thorium
- Protactinium
- Uranium
- Neptunium
- Plutonium
- Americium
- Curium
- Berkelium
- Californium
- Einsteinium
- Fermium
- Mendelevium
- Nobelium
- Lanthanum
- Cerium
- Praseodymium
- Neodymium
- Europium
- Gadolinium
- Terbium
- Dysprosium
- Ytterbium
- Lutetium
- Hafnium
- Tantalum
- Tungsten
- Rhenium
- Osmium
- Iridium
- Palladium
- Rhodium
- Ruthenium
- Rhodium
- Palladium
- Iridium
- Osmium
- Rhenium
- Tungsten
- Tantalum
- Hafnium
- Yttrium
- Zirconium
- Niobium
- Molybdenum
- Technetium
- Ruthenium
- Rhodium
- Palladium
- Silver
- Cadmium
- Indium
- Thallium
- Lead
- Bismuth
- Polonium
- Astatine
- Radon
- Francium
- Radium
- Actinium
- Thorium
- Protactinium
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- Ruthenium
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- Silver
- Cadmium
- Indium
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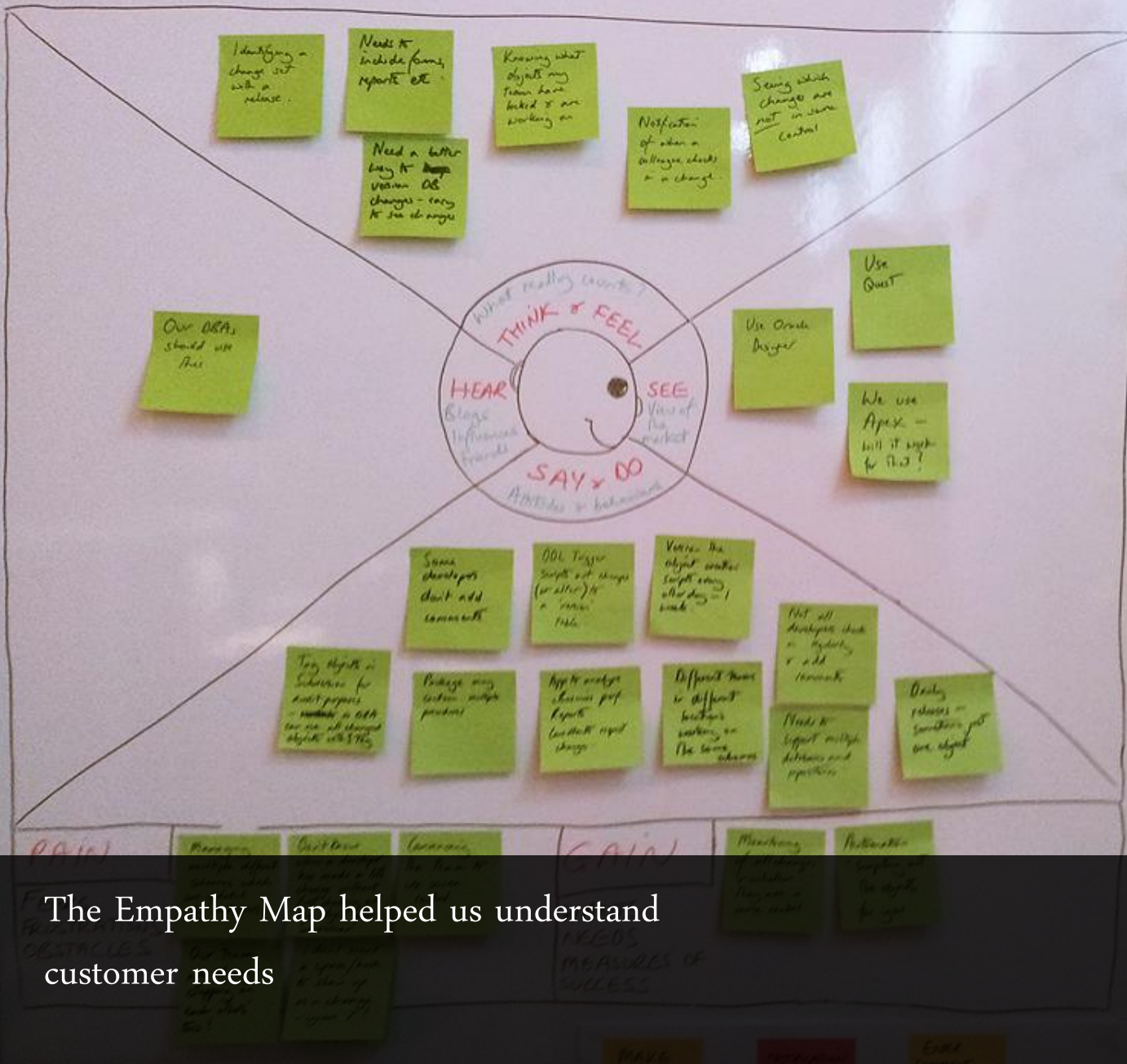
22/11/15

Don't forget to
check up
on the
other

A hand-drawn diagram of a car's front end, viewed from the front-left. It shows the headlights, grille, and hood. A label '1500 Amps' with an arrow points to a battery located in the front-left corner of the engine compartment. Another label 'Page 1' is visible in the top right corner of the diagram.

People returned to see the feedback we had gathered throughout the conference

THE CUSTOMER PERSPECTIVE - SOURCE CONTROL FOR ORACLE



DEVELOPMENT - IDE



SOURCE CONTROL SYSTEM



The Empathy Map helped us understand customer needs

To do list
for code
reviews.

REPORTS.
&
FILTERS

Commit
process

Notifications
shouldn't use
too much
CPU!

Notifications:
- Monitor certain
objects (e.g. related
to a sprint).

The ticket number
to check number
of changes in the
commit history to
check into the...

Calculator / view
also
how many changes
have been made in
this release

Icons in diff
viewer to see
type of change
→ in column.

Confirmation:
- how many
objects checked
in - 1 liner
"I trust you"

No. of
changes in
table showing
what has
changed.

Forms and
reports are an
integral part
of the release
(+ batch scripts).

Comments
should be
mandatory
& linked to help
ticket / audit
Option to
make comment
mandatory

Changes -
Filter by
Oracle expression
→ 3 letter e.g.
APP-

Save your
filters as a report
for you or others
- then could
be dashboard
e.g. per sprint

Ignore
white
space at
end of lines

Ability to
swap diff
viewer - L→R
& R→L

How do changes
relate to a
release?
- Tag as being
in particular
release.

Changes by
Schema, database,
object

Object status
- for Schema Master
- Story number
- Object status
- created
last change

Median
Objects changed
% of data compared

What's called
- by name and it
shows at every
file

Filter on object
type → rate of
change directly
related to risk.
- What is the
impact of the change

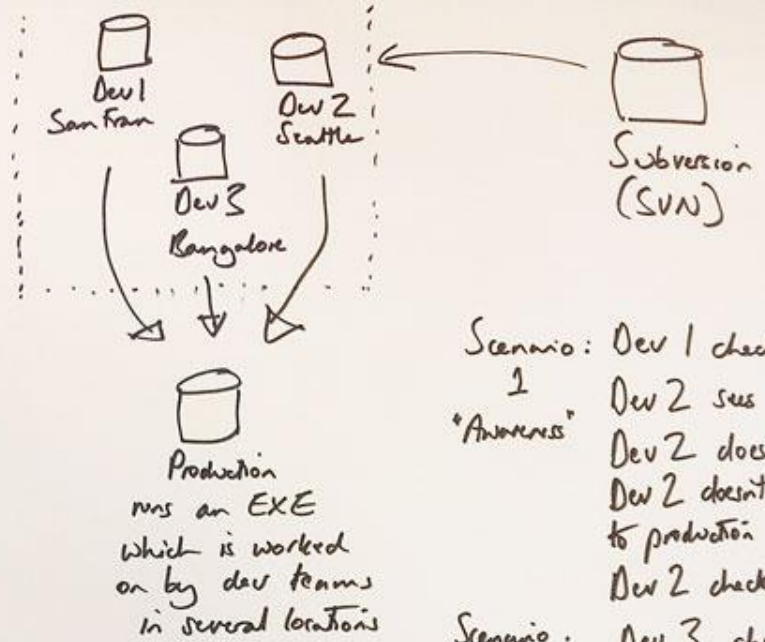
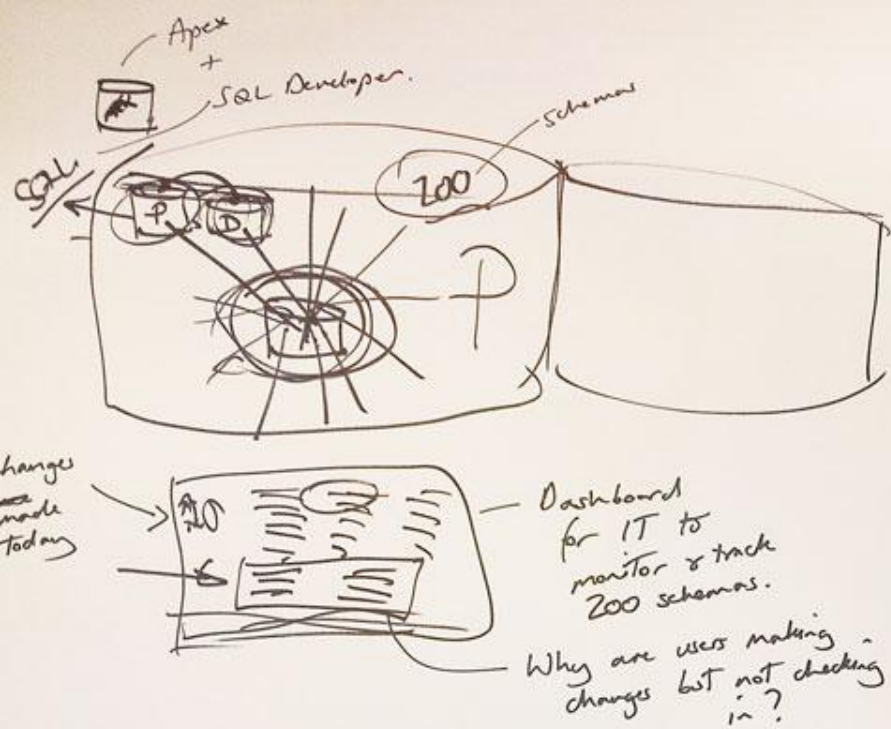
Tree view
not so important
→ providing you
can search/filter
objects

Want to
review
object
history
- find
changes

Creating an 'affinity map' helped to quickly
analyse feedback about features

How THE
REPOSITORY
IS ORGANIZED

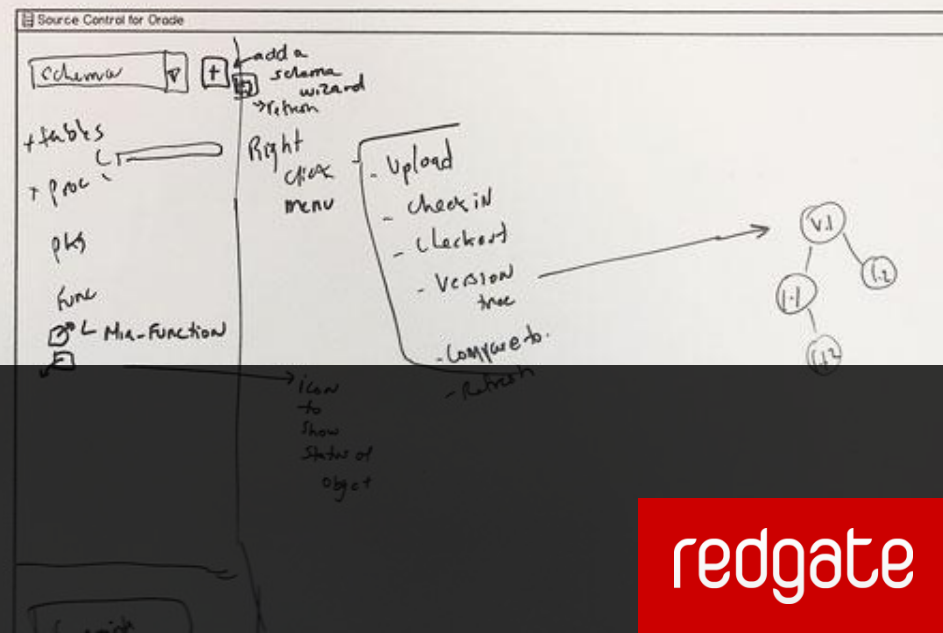
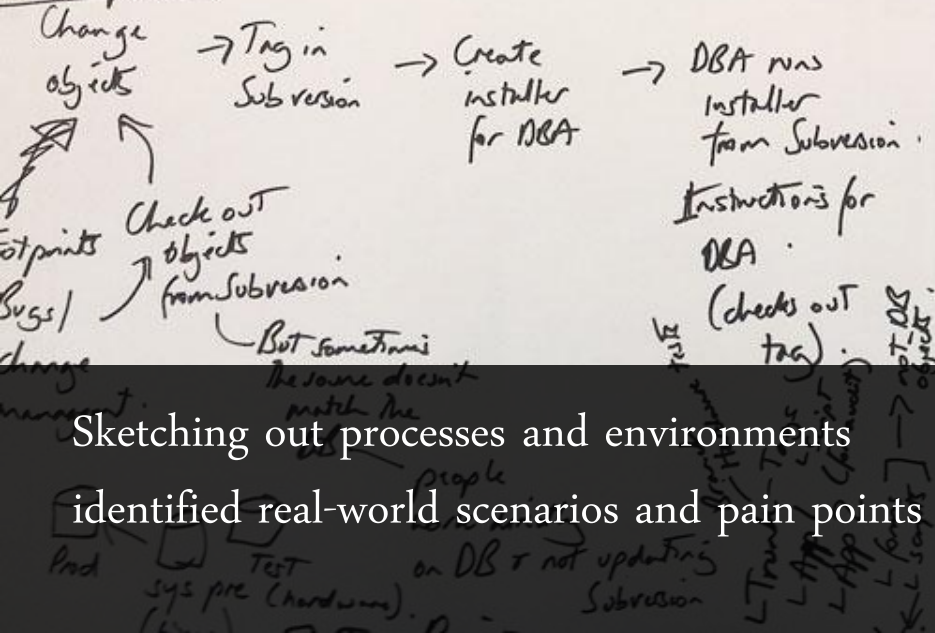
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Scenario: Dev 1 checks out
1
"Anonymous"
Dev 2 sees the obj
Dev 2 doesn't know
Dev 2 doesn't know i
to production
Dev 2 checks Dev

Scenario: Dev 3 checks o
2
"Merge"
Dev 2 wants to
Dev 2 goes to c
make sure

Vendy's process:



Sketching out processes and environments
identified real-world scenarios and pain points



It's all about communication...

redgate



...and collaboration

Help us build
Source Control for Oracle

Join in!
LIVE DEV LAB
424-425



Feedback went directly into the HTML/CSS prototype, using Twitter Bootstrap

Join the beta program

We really mean it when we say we'd like your help. By signing up to the free beta program, you'll give us vital information about your release process and the features you need in Source Control for Oracle. In return, you'll get an insight into the tool's development process and access to new releases before anyone else. Just fill in the form below to join:

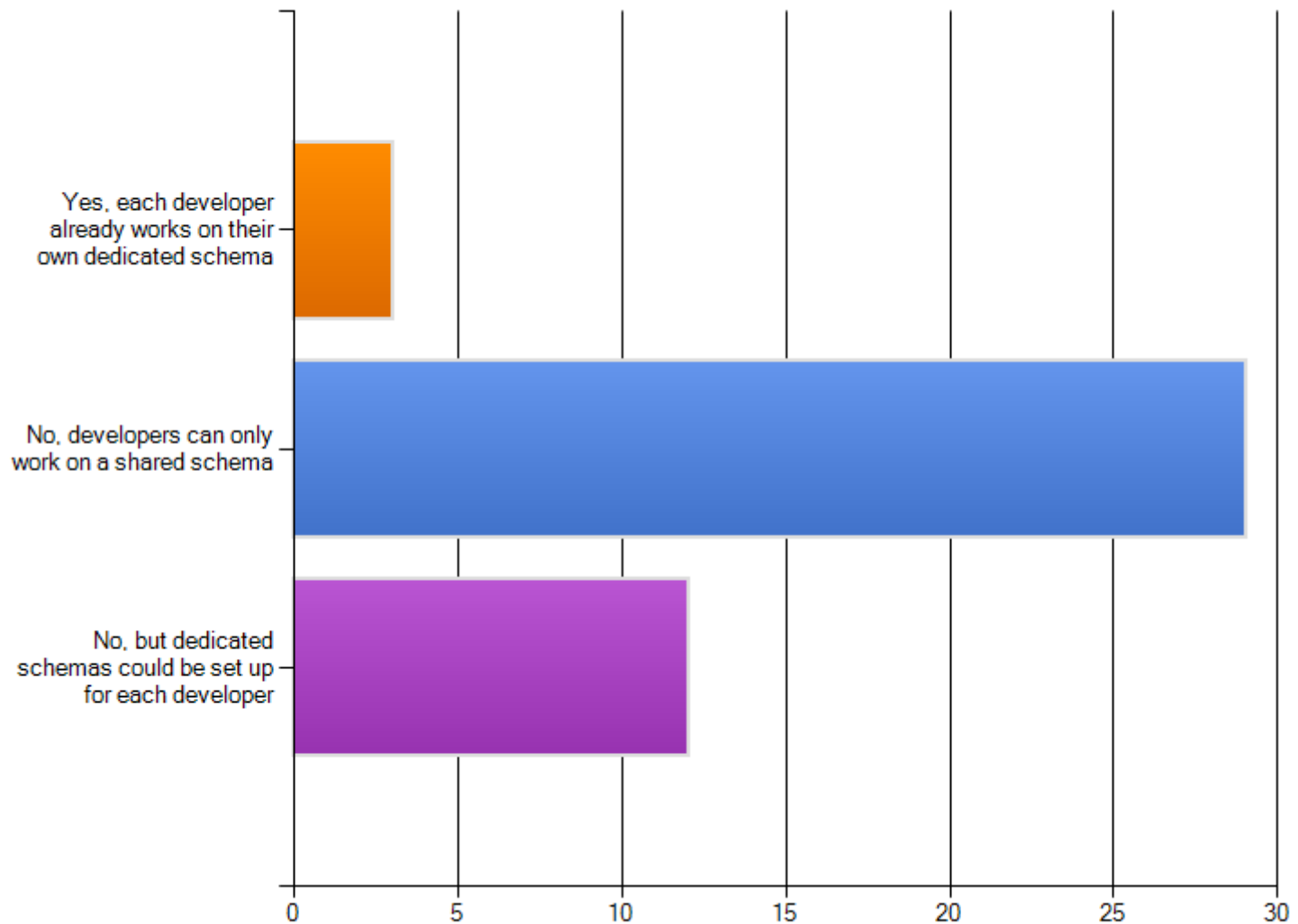
Name:

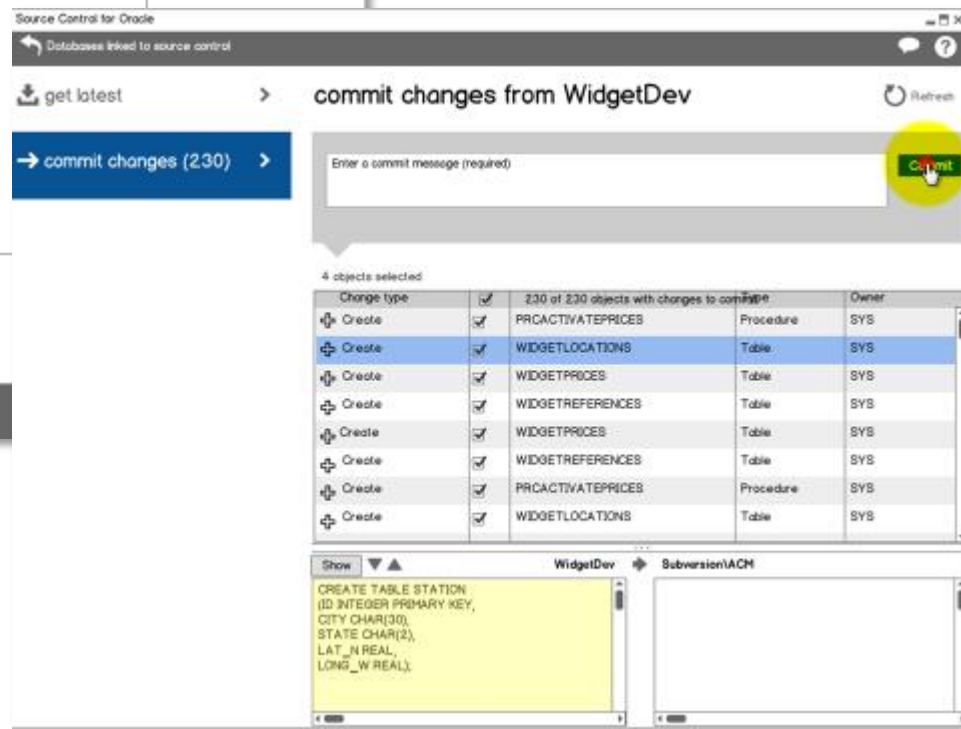
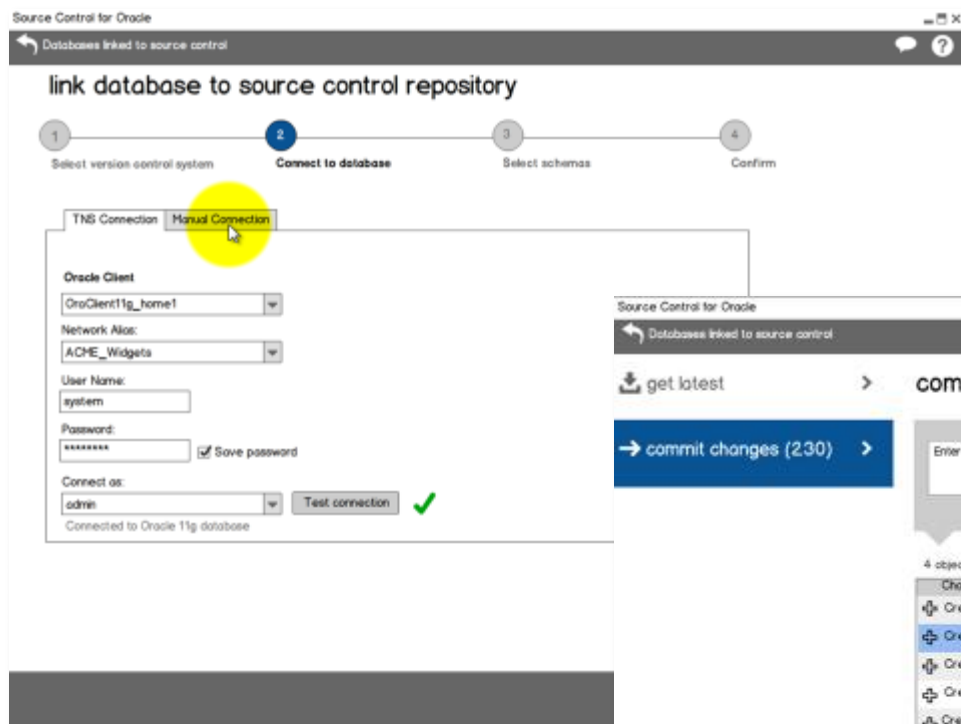
Last Name:

Email Address:

Join the beta program

Are developers assigned their own dedicated schema to work on?





Beta development timeline for 2012:

Sept. 7: Scripts Folder Support command line

Support for exporting to scripts folders in Schema Compare for Oracle command line interface

Sept. 19: New Features and Bug Fixes

- New: support for user object privileges in scripts folders
- New: support for domain indexes (provides better support for oracle text)
- New: ignoring oracle text auto generated indexes and tables
- New: ignoring auto-generated SYS_PLSQL_types
- Fix: various bug fixes in scripts folder parser
- Fix: spelling on UserObjectPrivileges folder in generated scripts folder

January: Source Control for Oracle EA1

During January we're aiming to release the first beta of the full Source Control for Oracle tool. With this product your development team will be able to share, track and understand schema changes quickly and easily.

Sept. 12: New Features and Bug Fixes

- Fix: bug where absolute paths for script folders and snapshots were not recognised
- New: extra logging to the command line
- New: 'script-folder' as a synonym for 'scripts-folder'
- Fix: command line help formatting

Oct. 3: Scripts Folder Support in Schema Compare

Support for exporting to scripts folders added to Schema Compare for Oracle.

[Download free 14 day trial](#) ↓

January: Source Control for Oracle V1.0

During January we're aiming to release V1.0 of the full Source Control for Oracle tool.

Releasing functionality early and getting feedback

redgate



WIDGETWEBSITE

Refresh

[Get latest](#)[Check in \(4\)](#)[History](#)

Select the changes you want to check in to source control.

[Check in](#)

CHANGE	<input checked="" type="checkbox"/>	OBJECT NAME	TYPE	SCHEMA
+ Create	<input checked="" type="checkbox"/>	WIDGETLOCATIONS	Table	WIDGETWEBSITE_JAMES
+ Create	<input checked="" type="checkbox"/>	WIDGETOFFICES	Table	WIDGETWEBSITE_JAMES
+ Create	<input checked="" type="checkbox"/>	WIDGETTRIGGER	Trigger	WIDGETWEBSITE_JAMES
+ Create	<input checked="" type="checkbox"/>	WIDGETSEQUENCE	Sequence	WIDGETWEBSITE_JAMES

Database Source control

-- Creation

```
CREATE TABLE widgetwebsite_james.widgetlocations (  
  location_id NUMBER NOT NULL,  
  "LOCATION" VARCHAR2(100 BYTE),  
  latitude NUMBER,  
  longitude NUMBER,  
  PRIMARY KEY (location_id) USING INDEX VISIBLE  
)  
NOCACHE PARALLEL (DEGREE 1 INSTANCES 1)  
NOROWDEPENDENCIES DISABLE ROW MOVEMENT;
```




“The live lab was a wonderful idea. I enjoyed participating in it and can't wait to see the finished product. Let me know if you need a beta tester.”

Christoph Ruepprich, Oracle Developer

Michele Ide-Smith
User Experience Specialist
Red Gate Software

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www.ide-smith.co.uk



Questions?

Thank you for listening

More information:

red-gate.com/source-control-for-oracle

ux.red-gate.com/blog

References:

Designing With Context: <http://www.cennydd.co.uk/2013/designing-with-context>

Lean Startup: <http://theleanstartup.com>

Nordstrum Innovation Lab video: www.youtube.com/watch?v=szr0ezLyQHY

The Next Evolution of Marketing: www.marketingwithmeaning.com/the-book

Lean UX Book: <http://www.leanuxbook.com>

Affinity Map: <http://www.gogamestorm.com/?p=337>

Empathy Map: <http://www.gogamestorm.com/?p=42>

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