

# **'Curiouser and curiouser!' cried Alice**

Duncan Campbell  
23 April 2009

myGamma

BUZZCITY

# A Matter of Scale...

# City and Forest

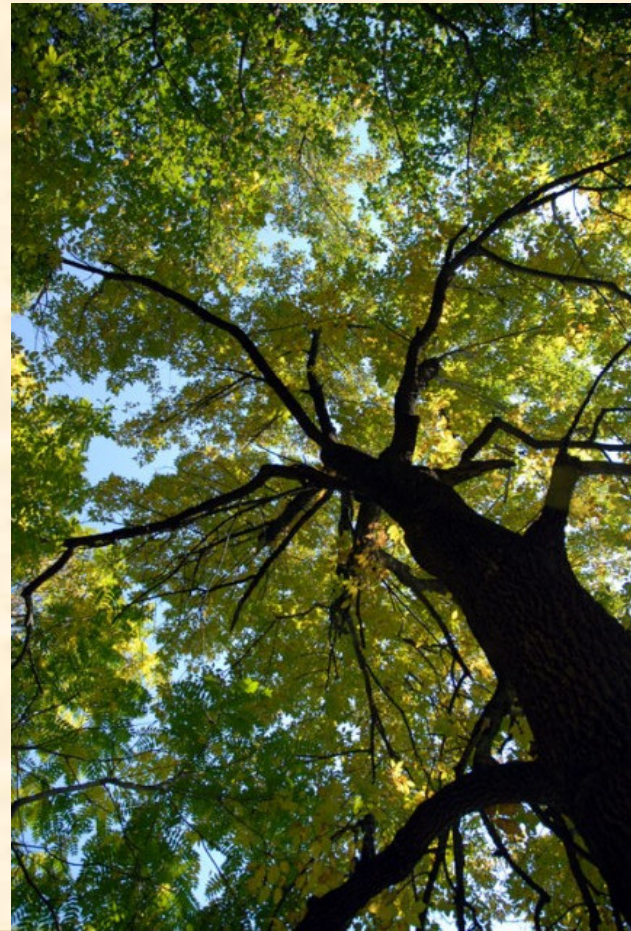


# Buildings and Trees

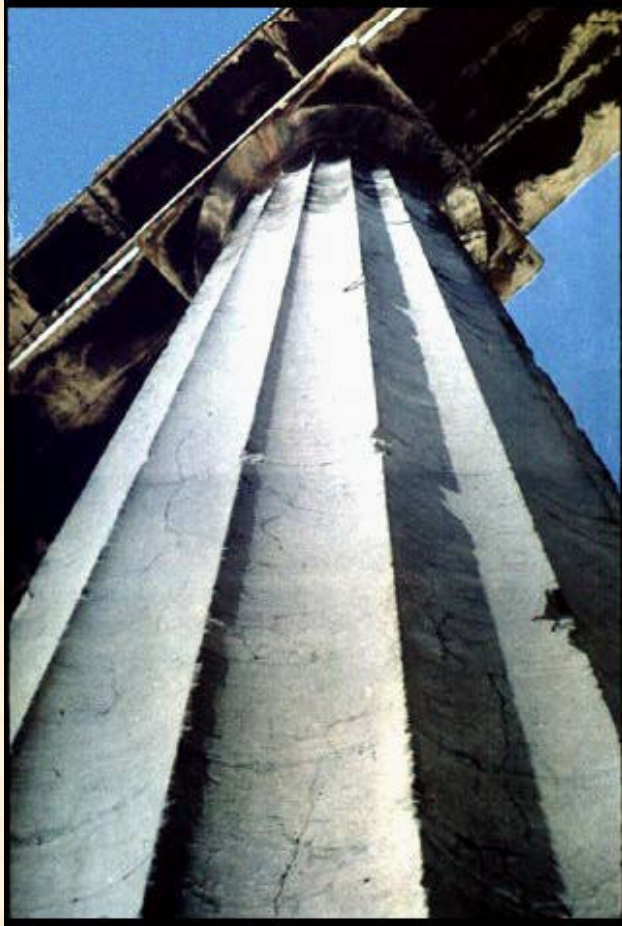


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# Columns and Branches



# Grooves and Leaves



# Start off With an Idea



# To Do

- Now:
  - Write lightbulb application
  - Deploy lightbulb application
- Later:
  - Documentation
  - Tidy code
  - Modify architecture
  - Deploy lightbulb application



# Social Network Application Adoption Rules

- Social
- Utility
- Simple
- Repeatable

[www.contextoptional.com](http://www.contextoptional.com)

# To Do

- Now:
  - Fix bugs
  - Improve architecture
  - Add more features
  - Fix new bugs
  - Deploy lightbulb application
- Later:
  - Documentation
  - Tidy code
  - Modify architecture
  - Deploy lightbulb application



# Technical Debt

- Debt is (generally) bad
- Debt without a realistic plan for removing the debt is worse

# To Do

- Now:
  - Write application
  - Eliminate technical debt
    - Thorough testing
    - Fix bugs
    - Documentation
    - Tidy code
    - Modify architecture
  - Deploy lightbulb application
- Later:
  - ?



It's not what I want.  
It may be what I said I  
wanted, but it's not what I  
want.

# To Do

- Now:
  - Fix fewer bugs
  - Improve architecture slightly
  - Modify existing features
  - Add more features
  - Deploy lightbulb application
- Later:
  - ?



# But why have we failed?

- Follow the social network adoption rules
- Fix bugs
- Reduce technical debt
- Find out what users want
  - early

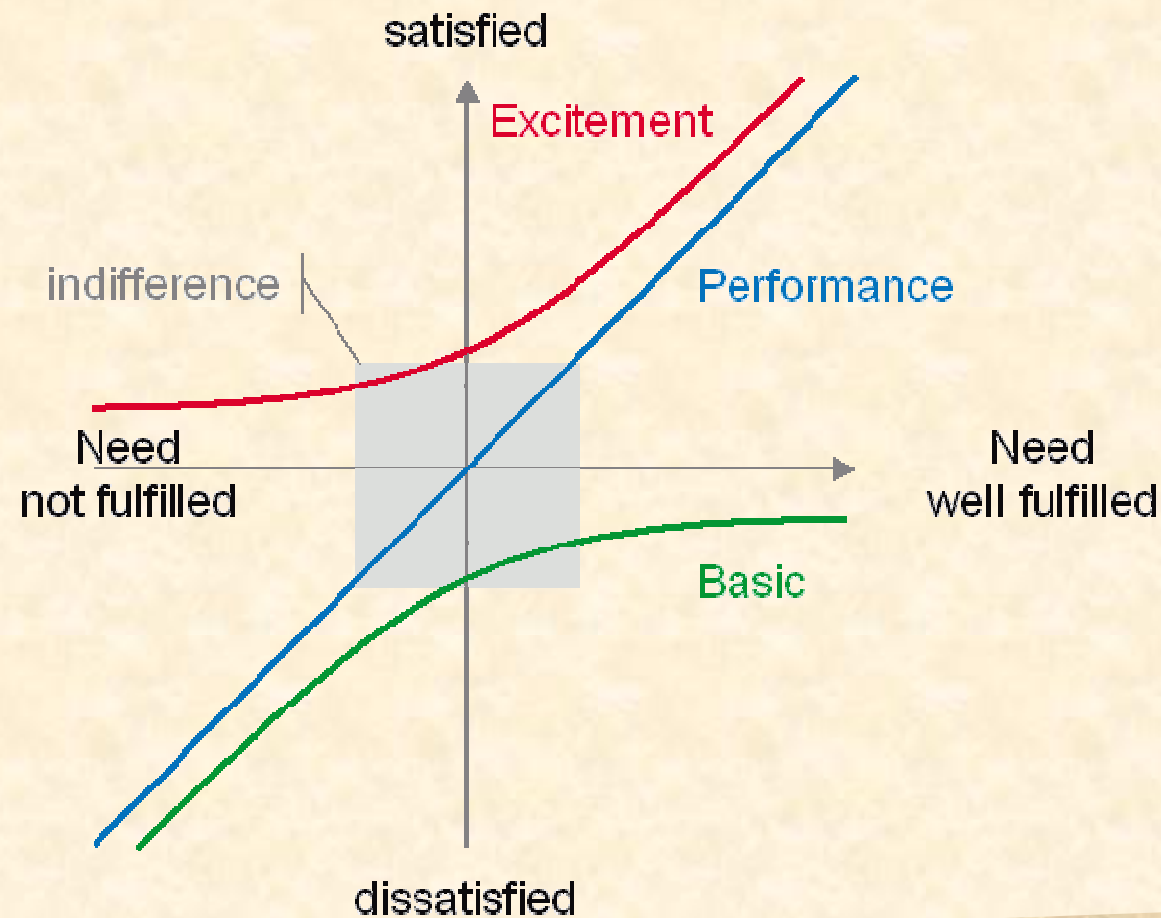
# Iterate

1. Deliver new/improved functionality
2. See 1

# Conclusions

- Eliminate technical debt
- Seek out user feedback
- Iterate
- Refactor mercilessly
- Build for what you know

# Kano Model of Satisfaction



There are 10 types of  
programmers in this world.

Those that understand binary,  
and those that don't.



**Thank You!**