

Do You Believe in the Users?



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Engineering Manager, Google Chicago

PyCon Italia: 10 Aprile, 2008

My opinions



Successful software requires
more than just technical effort





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You can add sizzle
without feeling dirty



You probably already know this stuff



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Marketing

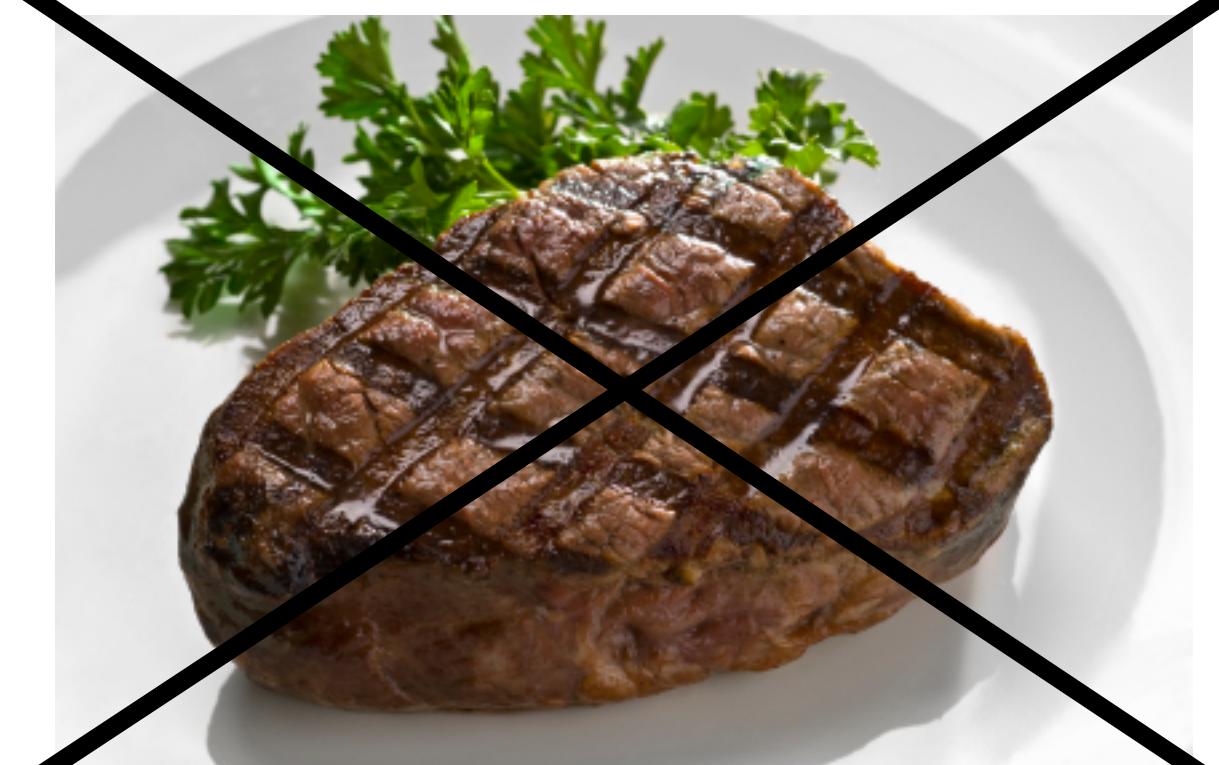
Customer Service

Focusing on Users

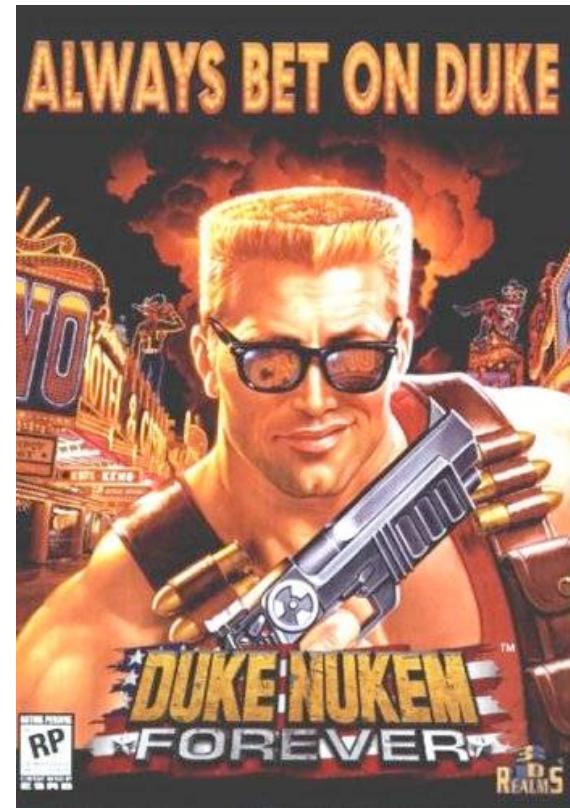


Marketing





Programmers don't like being lied to



Programmers usually distrust by default

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Programmers are logical
and
obsessed with truth

Programmers expect meritocracy

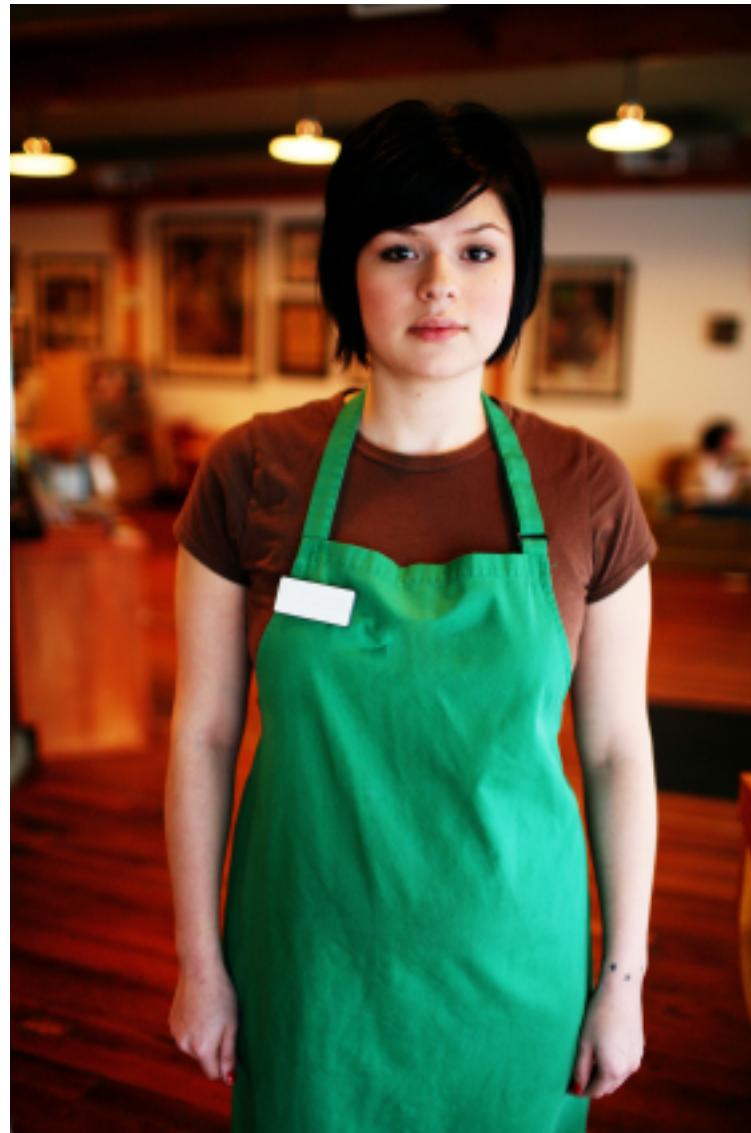


Perception is
9/10 of the Law

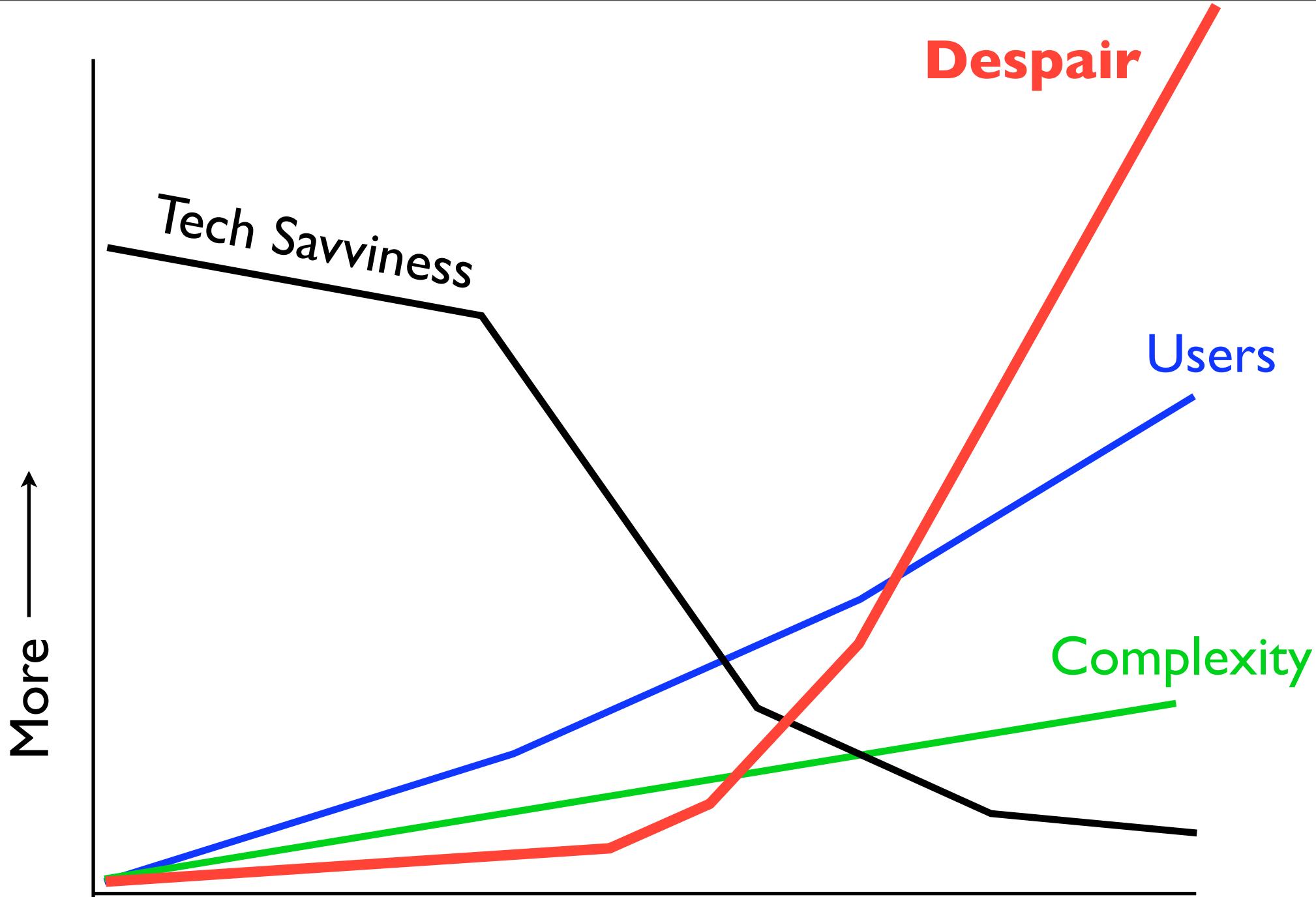
Under-promise
and
over-deliver



Customer Service



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Listen to users, don't condescend



Let users participate



Don't try to be everything to everyone



NICE.
'COURSE, THERE'S AN EMACS
COMMAND TO DO THAT.
| OH YEAH! GOOD OL'
C-x M-c M-butterfly...



DAMMIT, EMACS.

Google™



The Google logo is displayed in its signature multi-colored, three-dimensional font. The letters are arranged in a stylized, rounded manner. The colors used are blue for 'G', red for 'o', yellow for 'o', green for 'g', blue for 'l', and red for 'e'. A small 'TM' symbol is located at the top right corner of the 'e'.



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Trust



“Do what I want,
not what I say”



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Delight your users!





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Happy April Fool's Day!

2008

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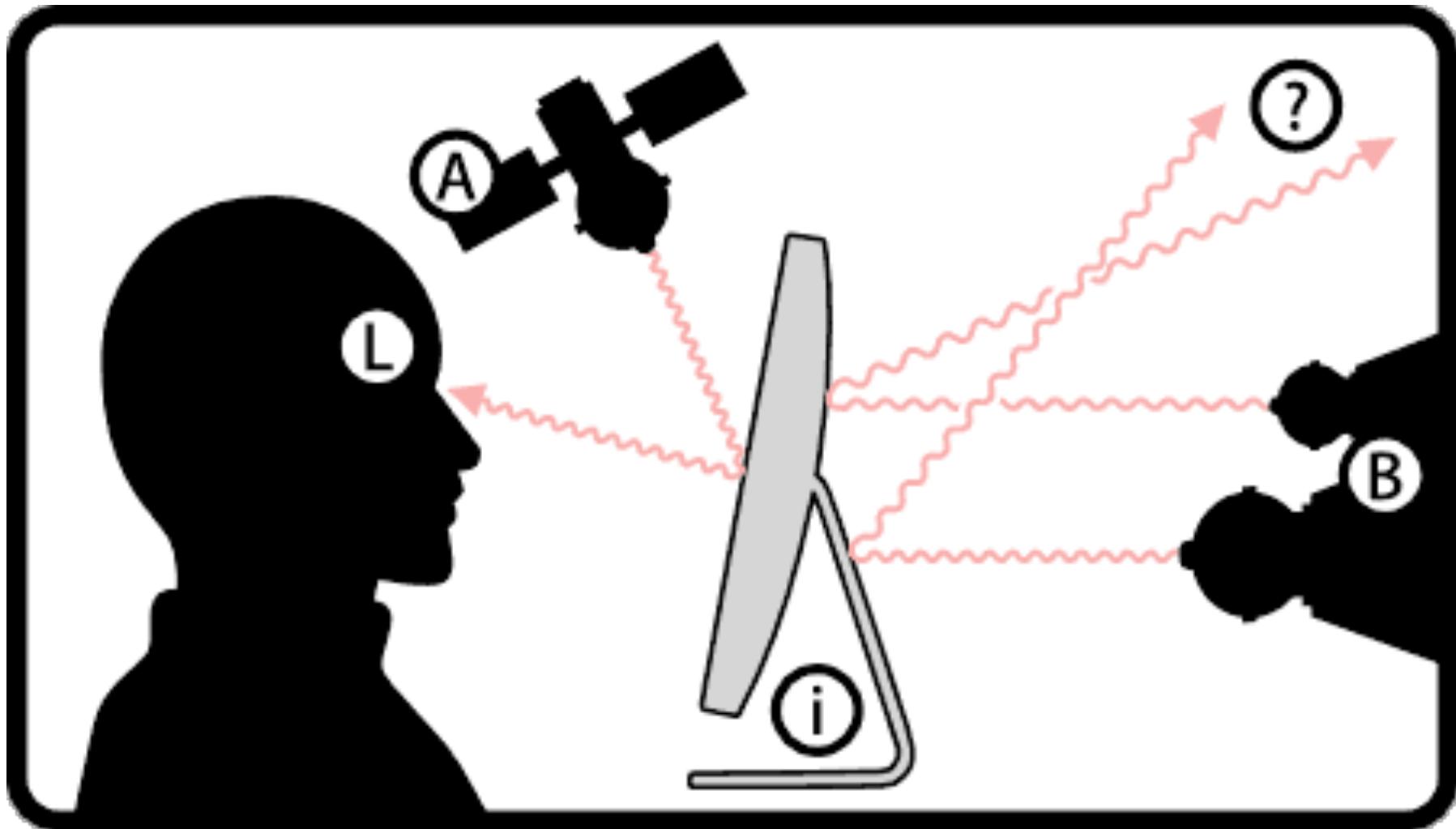


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Focus on Users



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Barrier to Entry

I shall
attend the

Opening Ceremony and a concert by "Werner Bros", 16 June	/person(s)	incl. in congress fee
Accompanying person tour, 16 June 40 EUR	/person(s)	EUR _____
City Reception hosted by the City of Jyväskylä, 17 June	/person(s)	incl. in congress fee
Alvar Aalto-excursion, 18 June 60 EUR	/person(s)	EUR _____
Closing Ceremony and Finnish evening, 19 June	/person(s)	incl. in congress fee
Closing Ceremony and Finnish evening for acc. person 50 EUR	/person(s)	EUR _____

4. HOTEL DEPOSIT

All the hotels request a deposit of one night's room rate in advance. Deposit is to be paid at the time of the registration. The room rates are listed below in the accommodation section.

EUR _____

TOTAL EUR _____

5. PAYMENT

(No cheques or bank drafts are accepted.)

All fees must be paid in euros (EUR) by using one of the following means:

1) By money transfer to the following bank account: *(Please fill in the account number IN FULL.)*

Bank: Tampereen Seudun Osuuspankki, P.O.Box 30, 33101 Tampere, Finland (with OKO Bank, Helsinki, Finland)

Account holder: European Music Therapy Congress Reference: "Music Therapy" and your name

Swift address: OKOYFIHH IBAN: number: FI8657300820231963 (for money transfers from EU-countries only)

Account number: 573008-2231963

(Please attach a copy of the receipt to the registration form.)

The obligatory CVV /CVC number is stated on the signature space on the back of the credit card (the last 3 numbers).

2) By one of the following credit cards:

VISA MasterCard EUROCARD

Card Number: | | | | | | | | | | | | | | | | | | | | Expiry date: | | | | CVV/CVC Number: | | |

Name of the cardholder: _____ Cardholder's signature: _____

6. ACCOMMODATION

(Accommodation should be paid direct to the hotel.)

(Hotels do not send invoices abroad.)

Scandic Hotel Jyväskylä Cumulus Jyväskylä

Finlandia Hotel Alba

Hotel Milton

Summer Hotel Amis

Single	110 EUR <input type="checkbox"/>	Single	102 EUR <input type="checkbox"/>	Single	74 EUR <input type="checkbox"/>	Single	65 EUR <input type="checkbox"/>	Single	45 EUR <input type="checkbox"/>
--------	----------------------------------	--------	----------------------------------	--------	---------------------------------	--------	---------------------------------	--------	---------------------------------

Double	134 EUR <input type="checkbox"/>	Double	122 EUR <input type="checkbox"/>	Double	90 EUR <input type="checkbox"/>	Double	85 EUR <input type="checkbox"/>	Double	60 EUR <input type="checkbox"/>
--------	----------------------------------	--------	----------------------------------	--------	---------------------------------	--------	---------------------------------	--------	---------------------------------

Summer Hotel Rentukka

Date of arrival: _____

Single	37 EUR <input type="checkbox"/>	Date of departure: _____	Late arrival, after 6 p.m. <input type="checkbox"/>
--------	---------------------------------	--------------------------	---

Double	52 EUR <input type="checkbox"/>	Share room with: _____	
--------	---------------------------------	------------------------	--

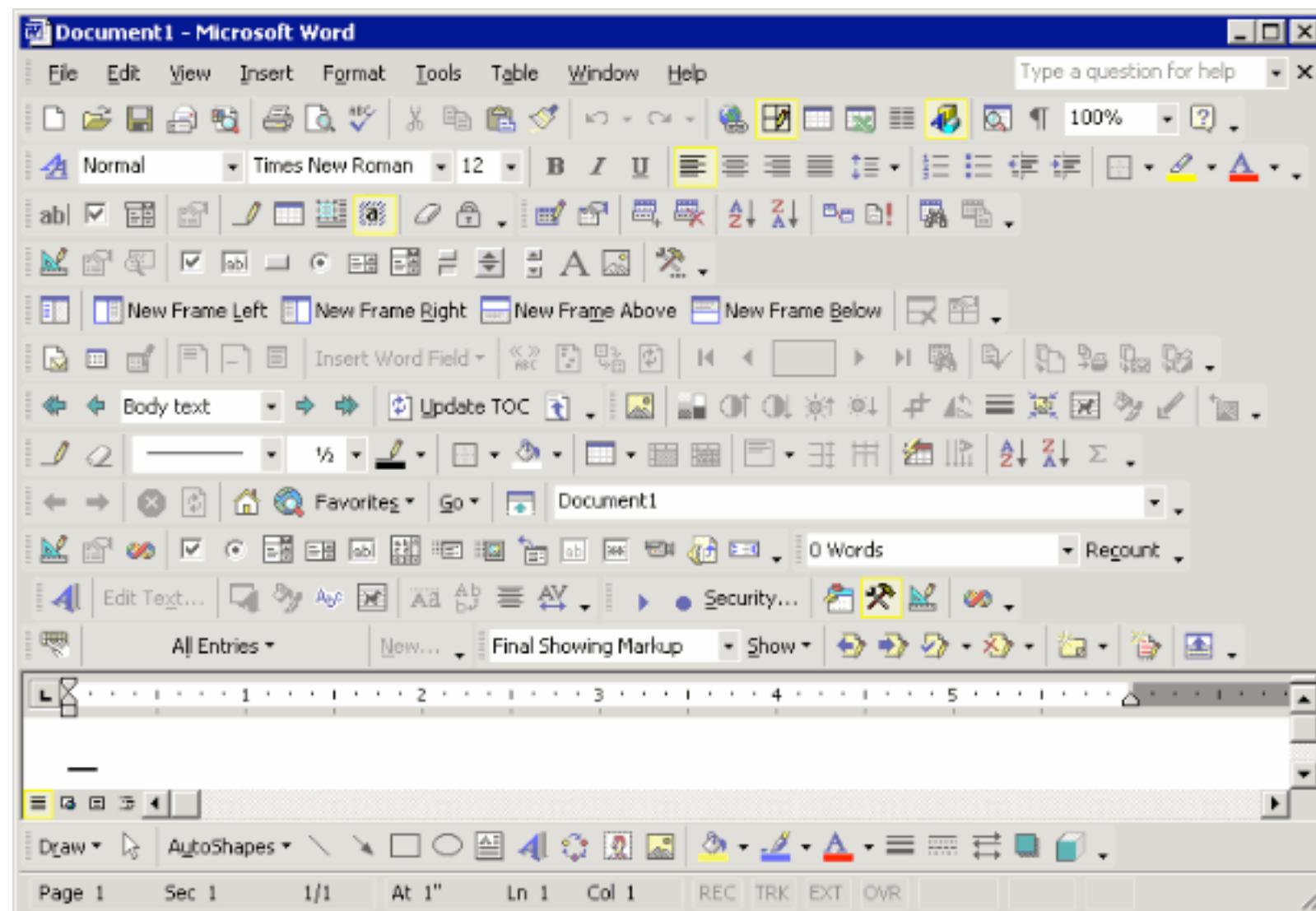
Triple	60 EUR <input type="checkbox"/>	Quad	76 EUR	Share room with: _____	
--------	---------------------------------	------	--------	------------------------	--

plans@tripit.com



Users vs. Usage

Don't Be Lazy



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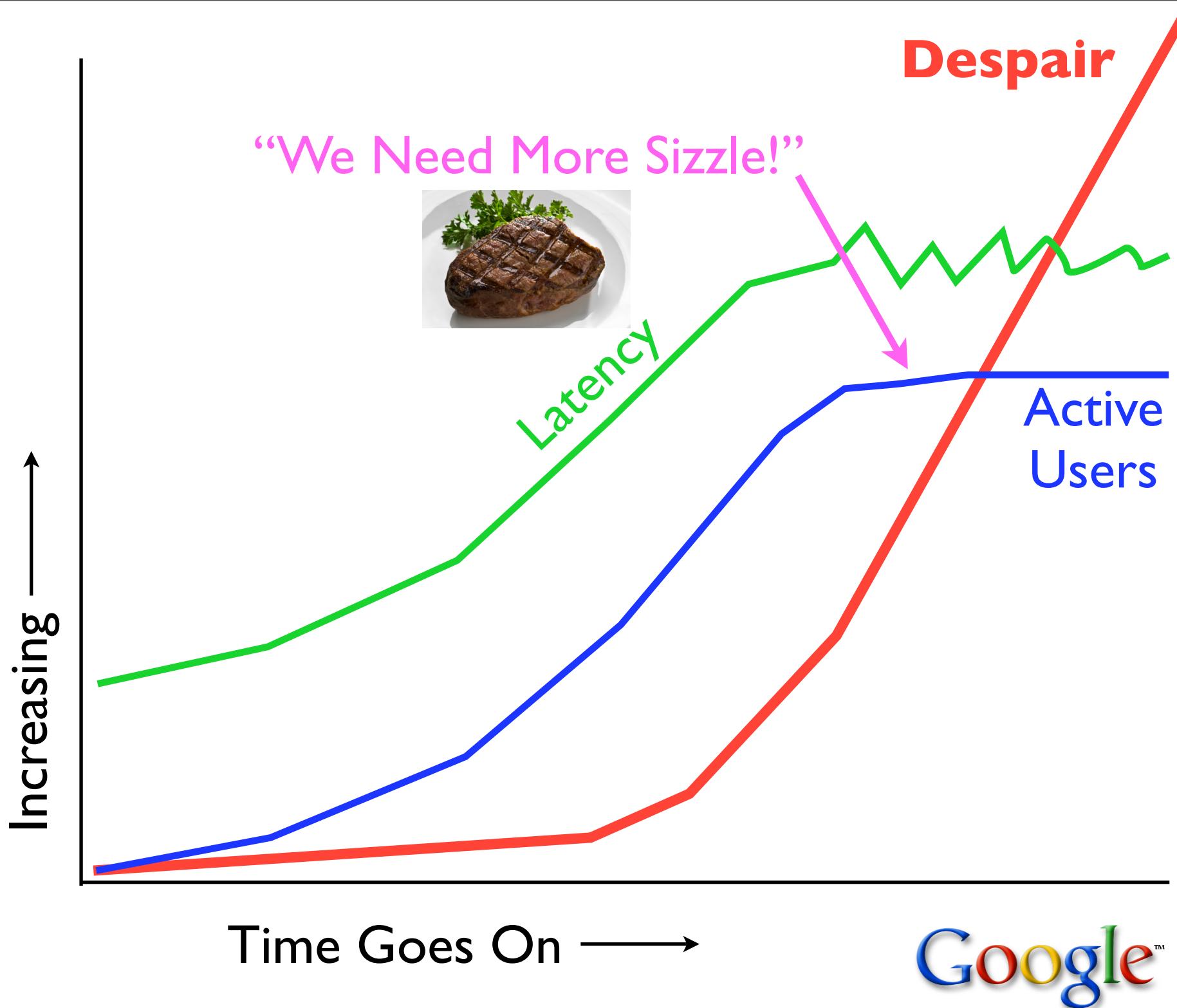
```
$ tar -xvfzomgwtfbbq
```



“Enter letters and numbers only.
Do not enter spaces, dashes or
other special characters.”

 - - -
EAT FLAMING DEATH

Speed Matters



1,000,000 users

x

20 requests/day

x

500 milliseconds

x

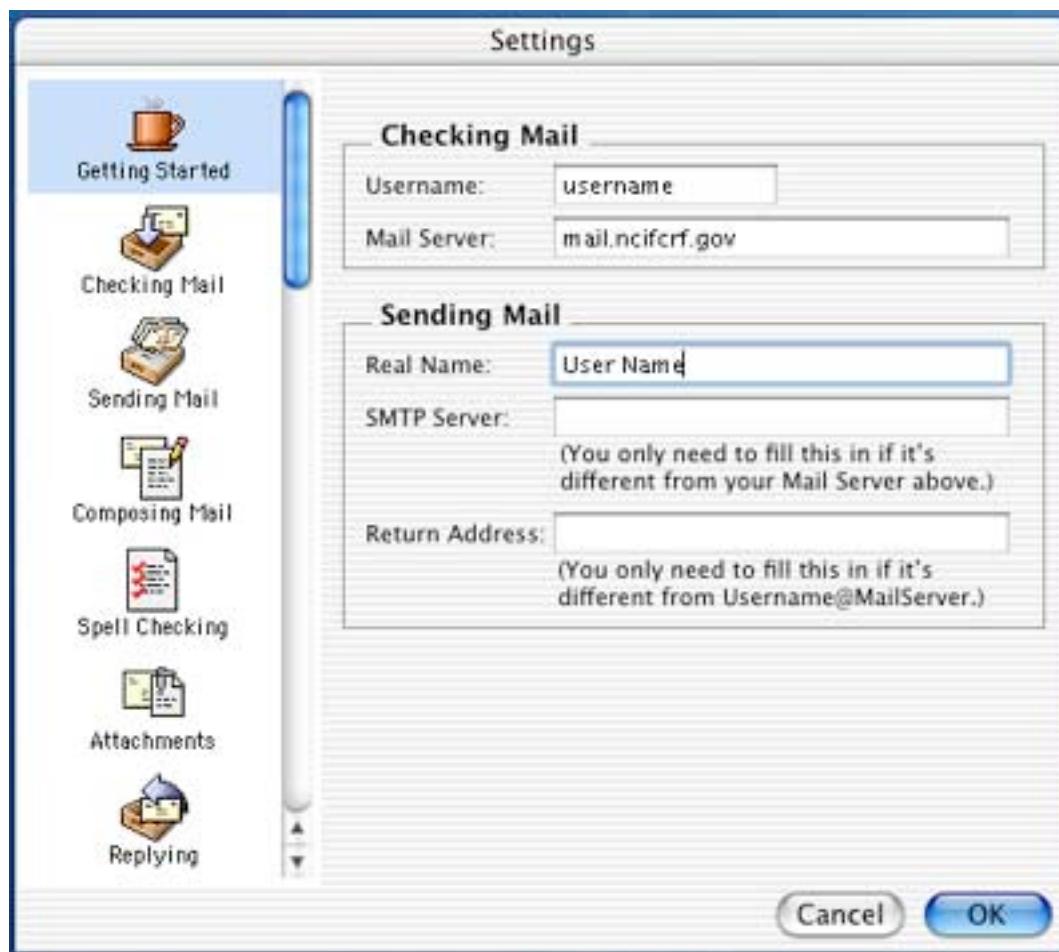
365 days

116 years

Stop Killing
Your Users



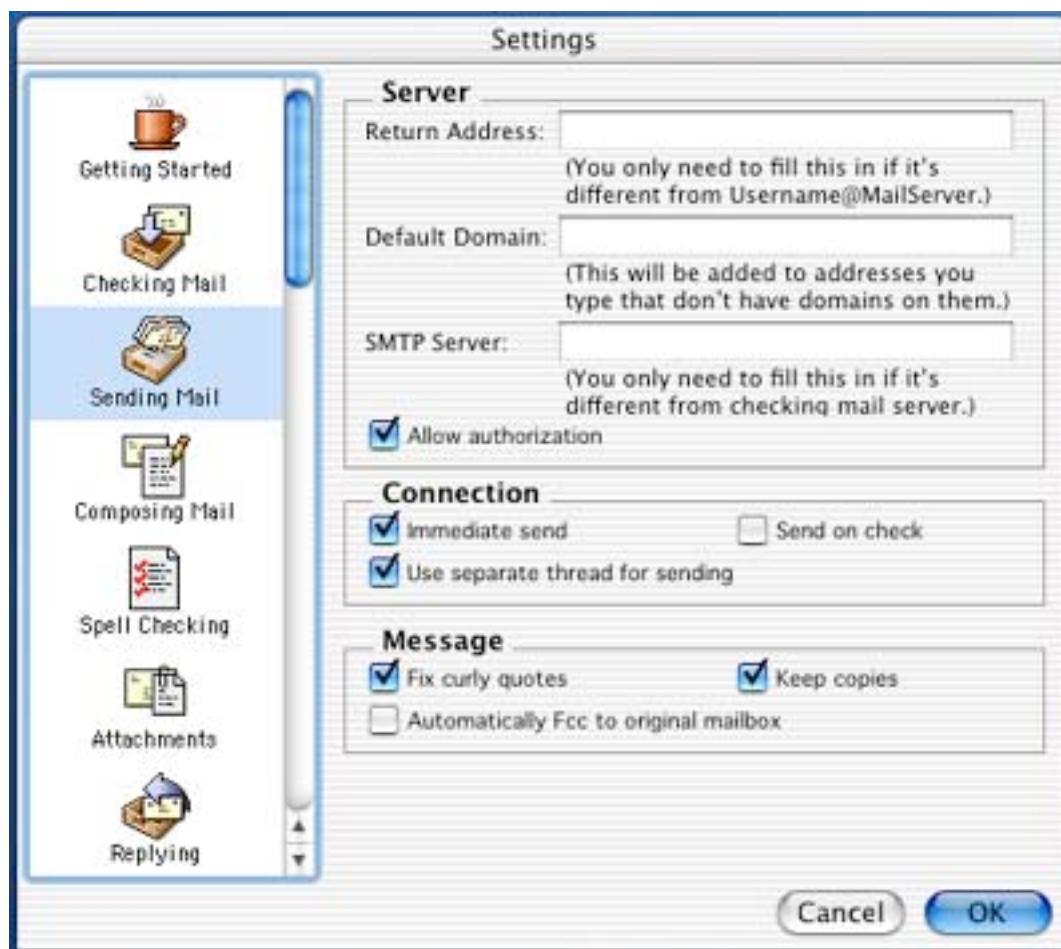
Hide the Complexity



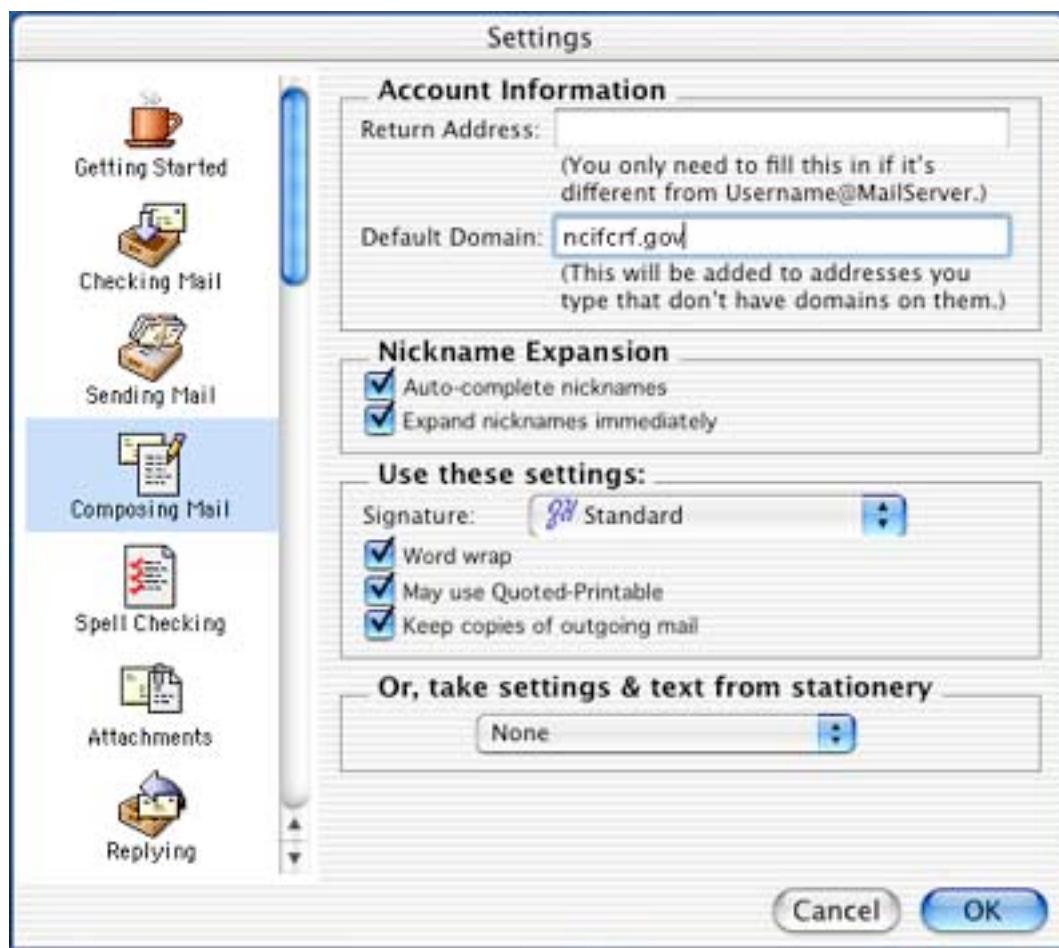
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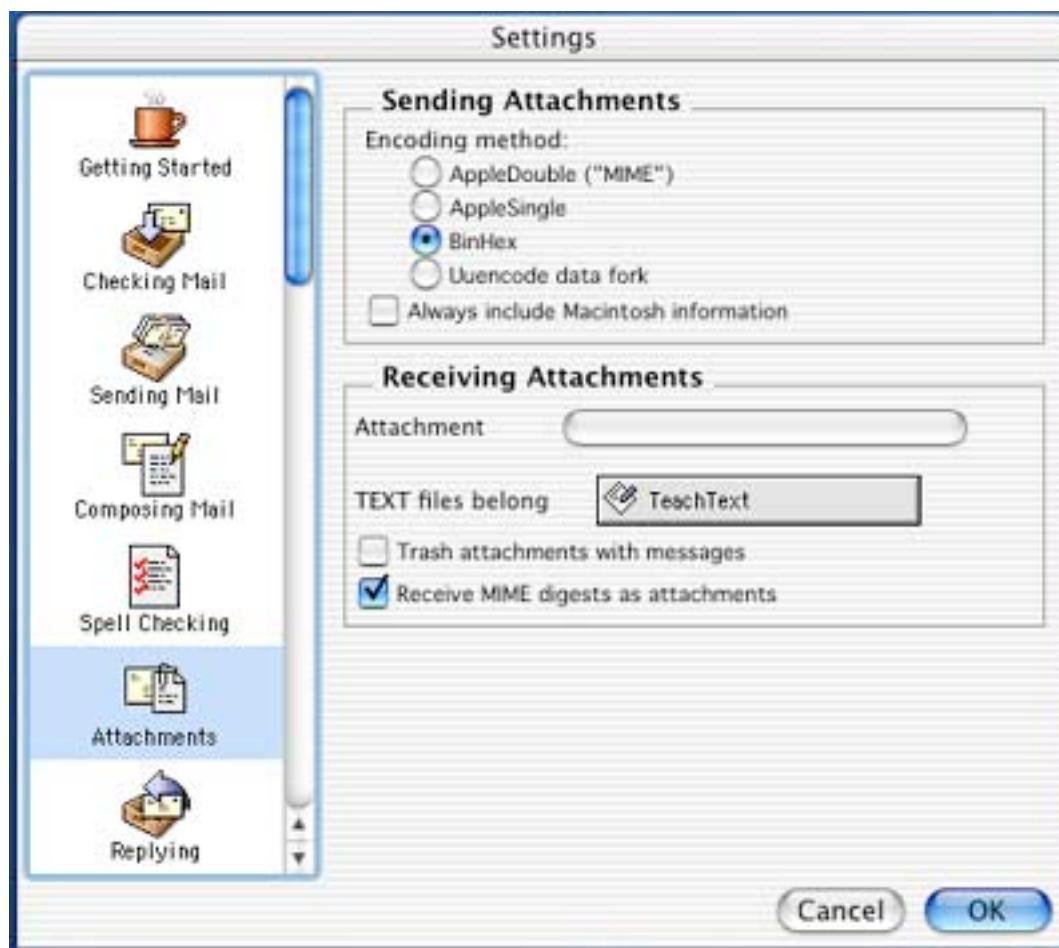
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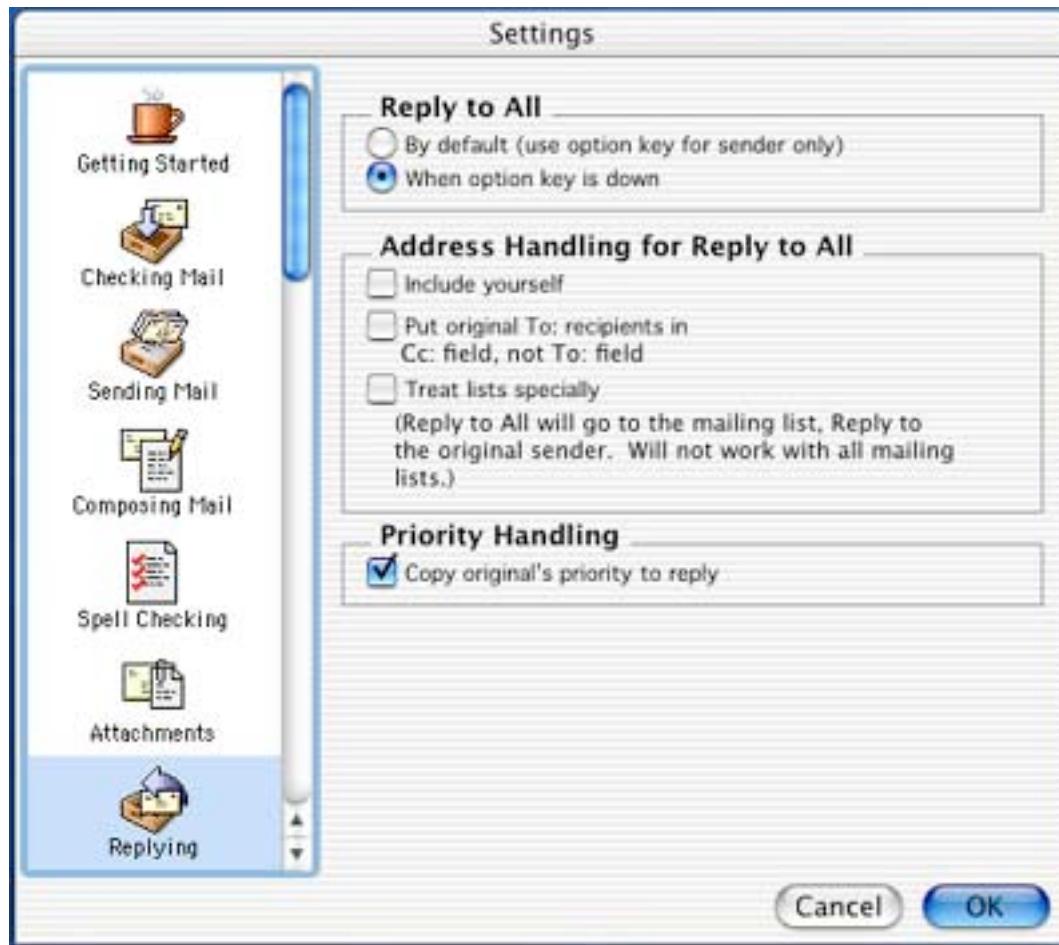
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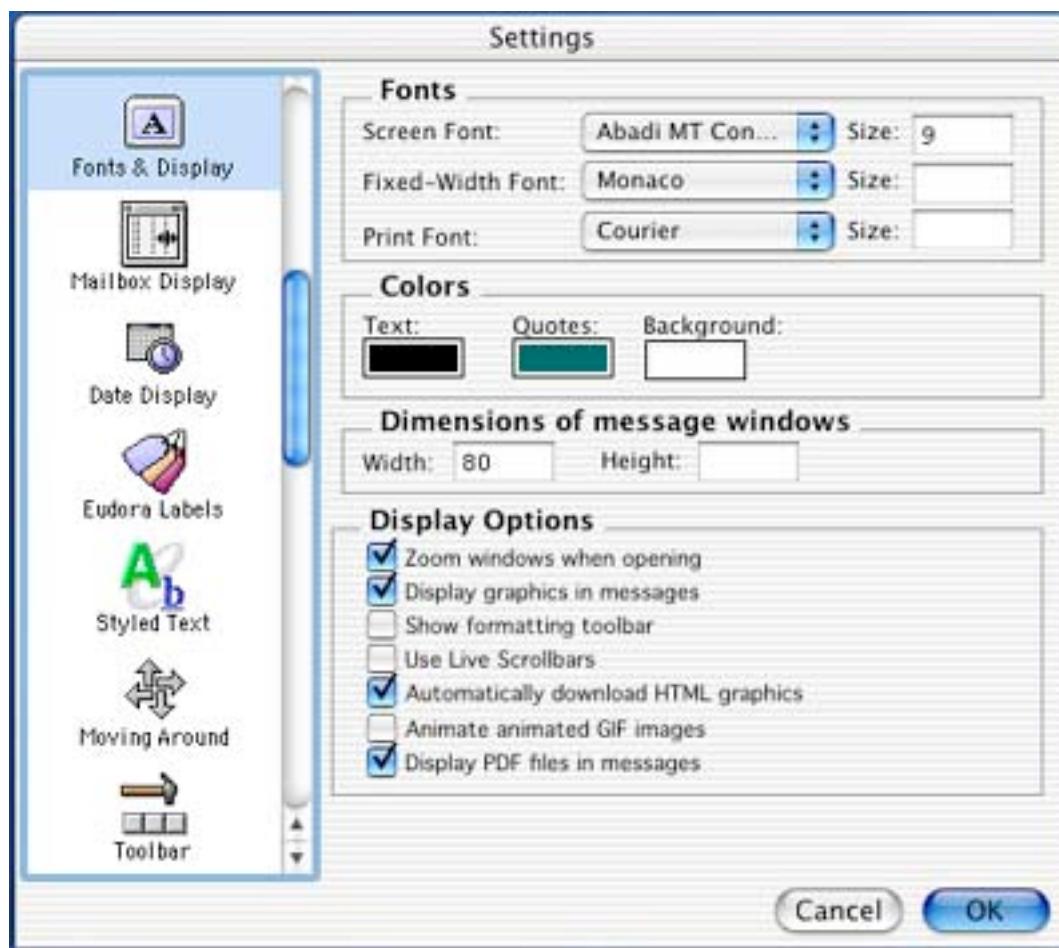
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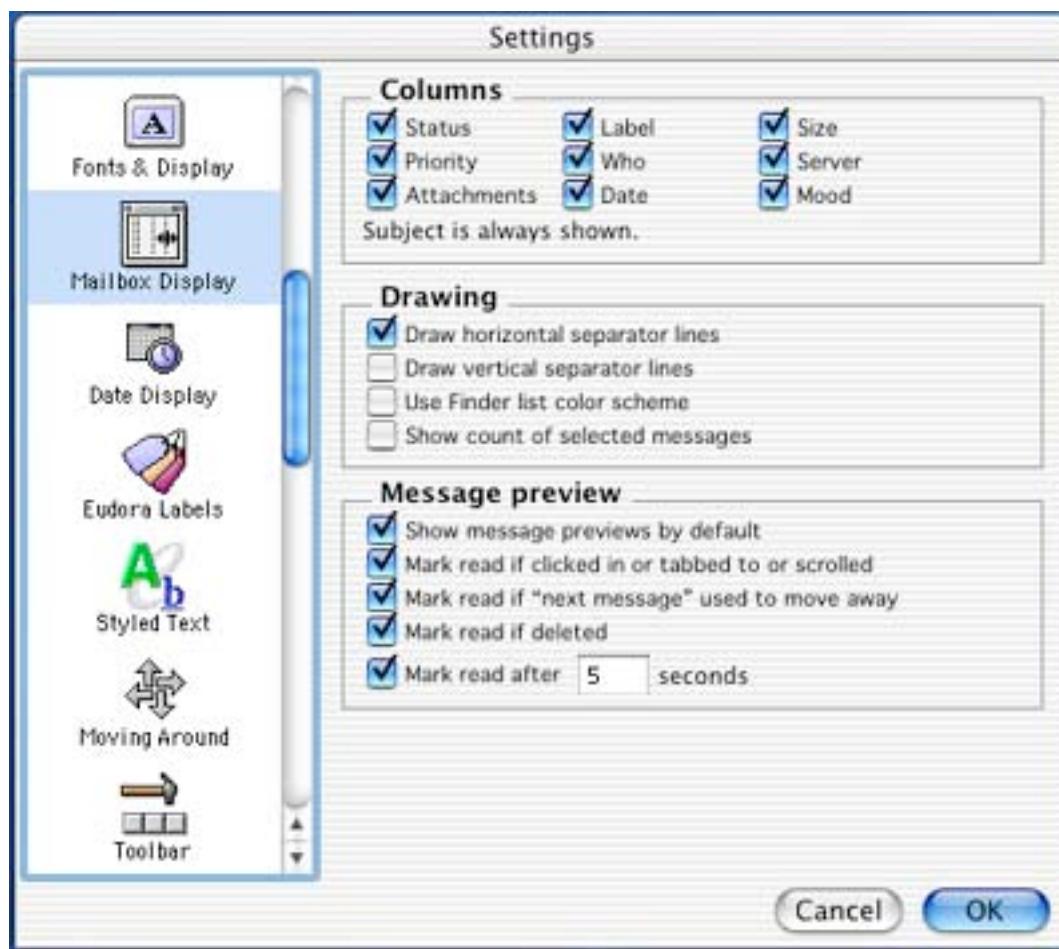
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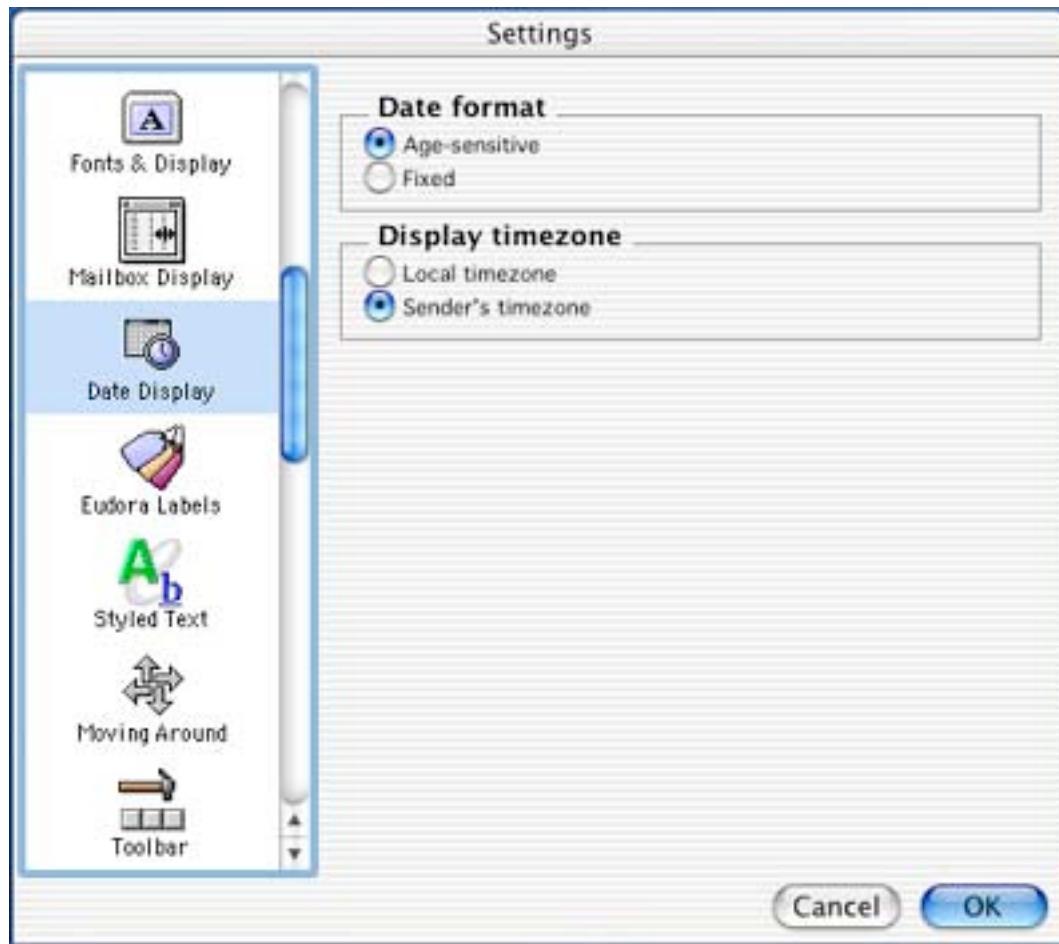
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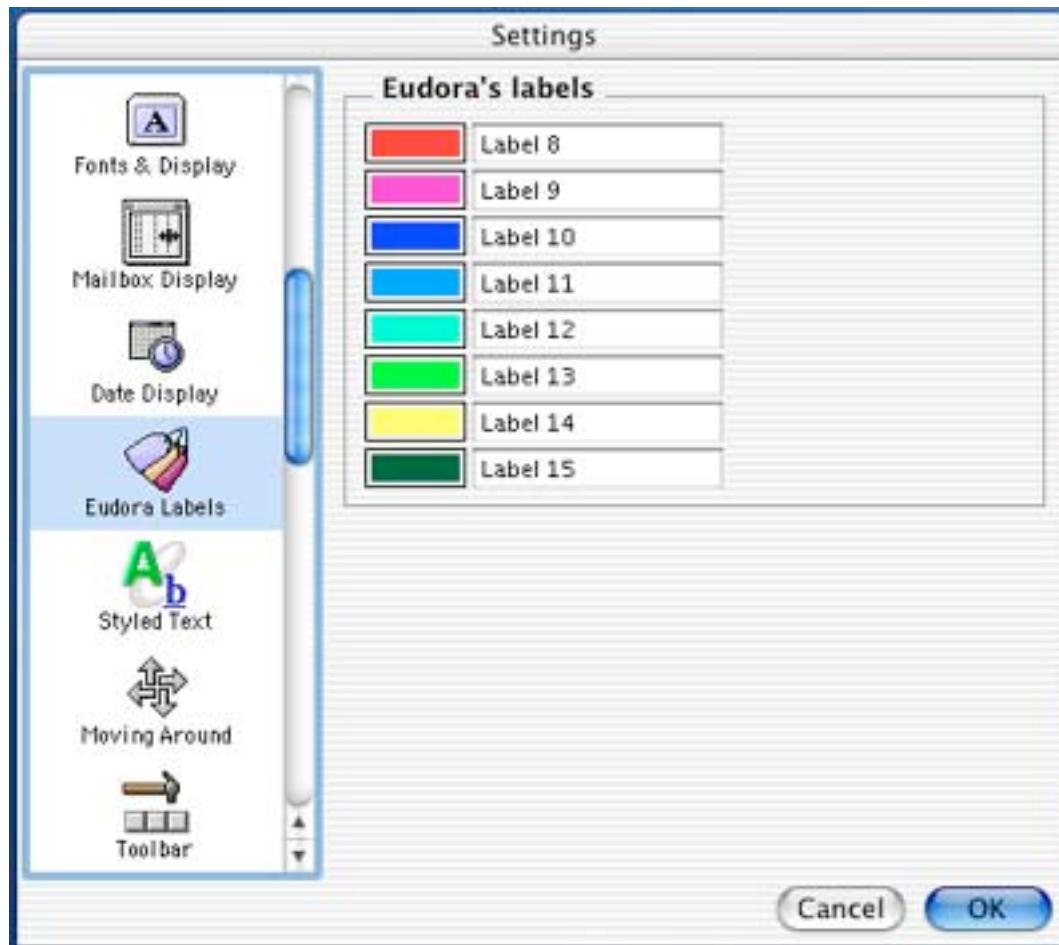
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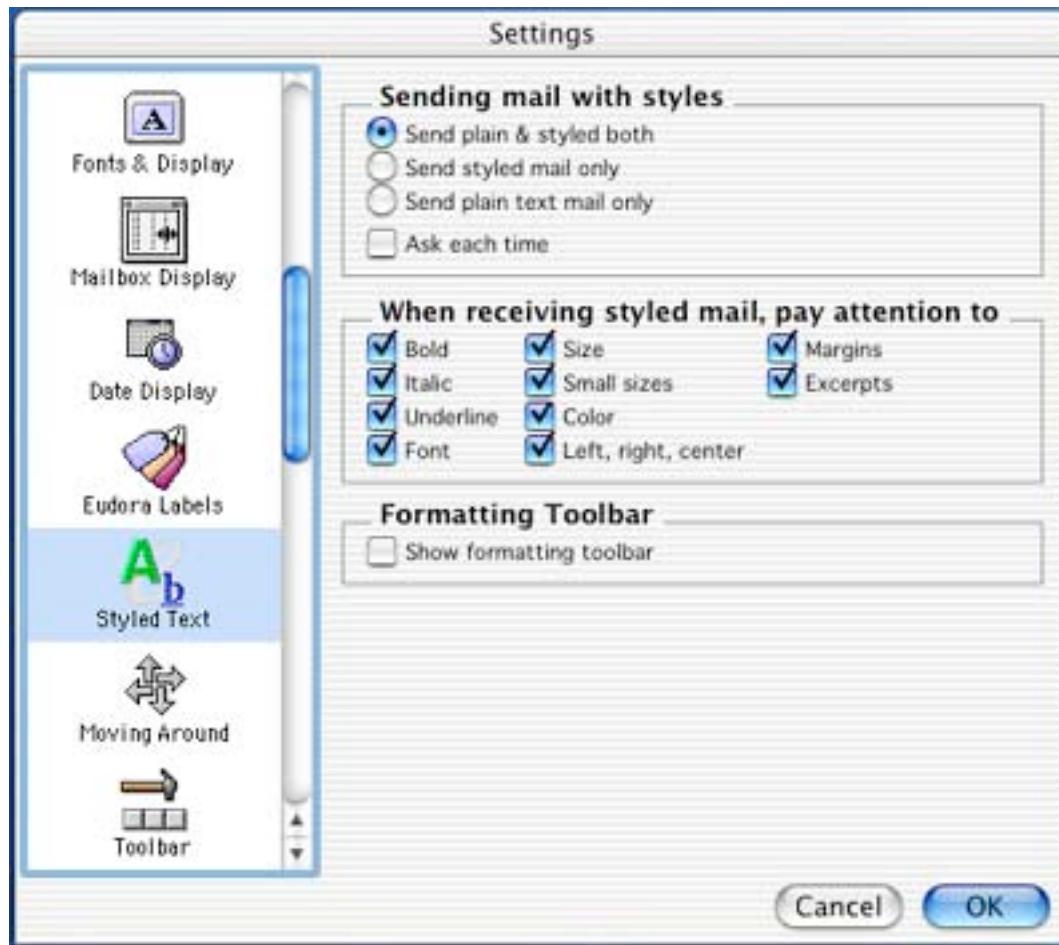
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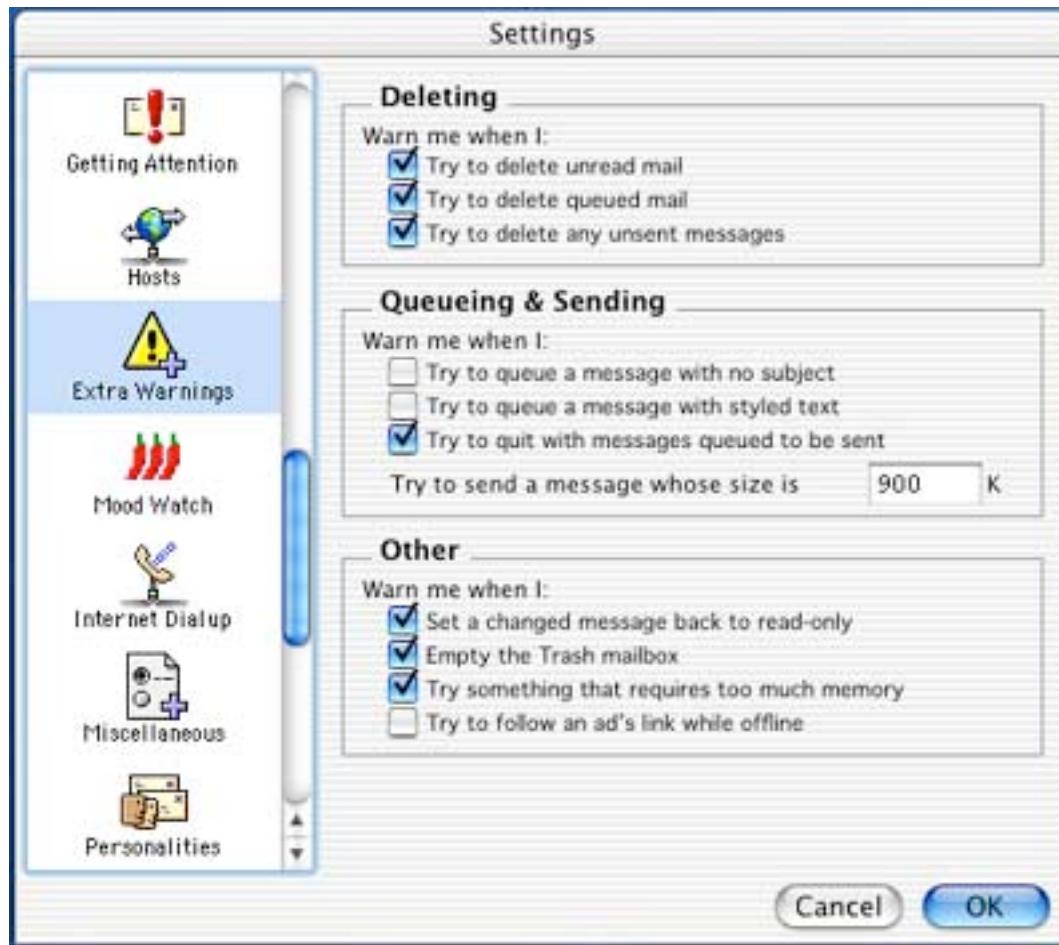
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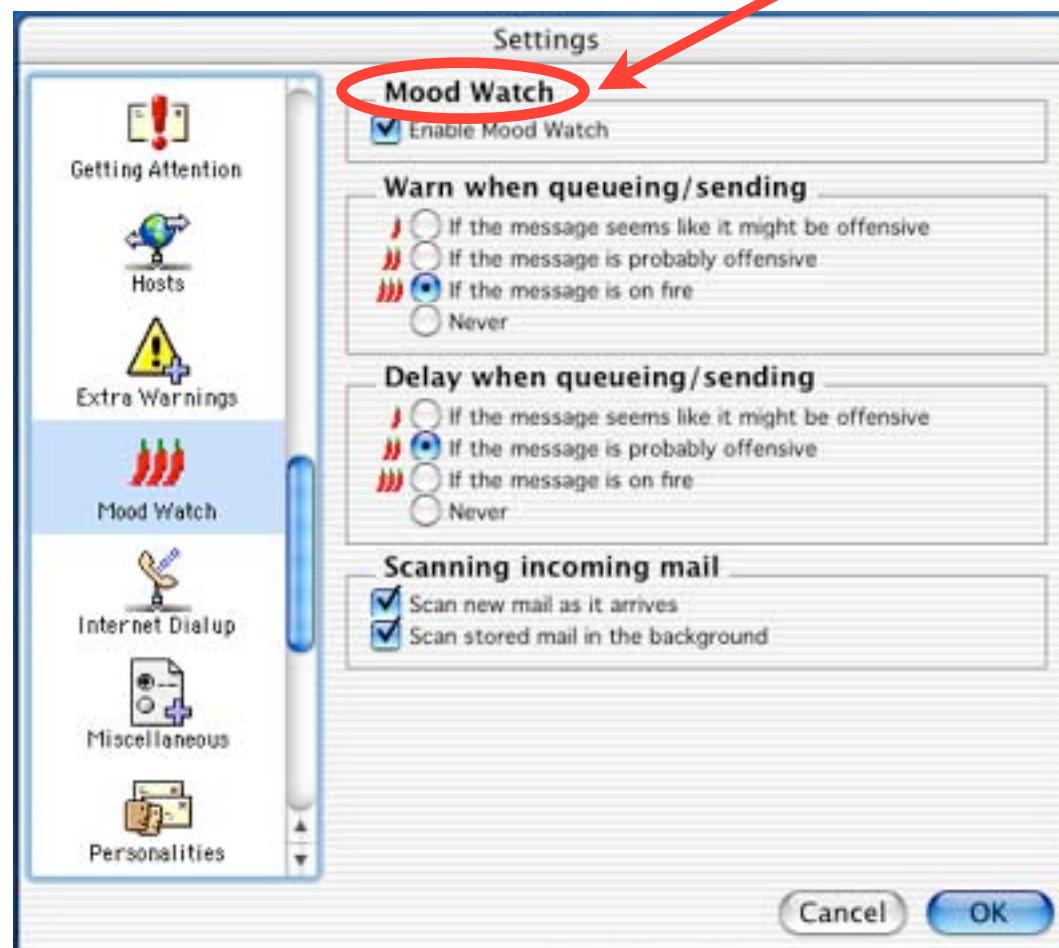


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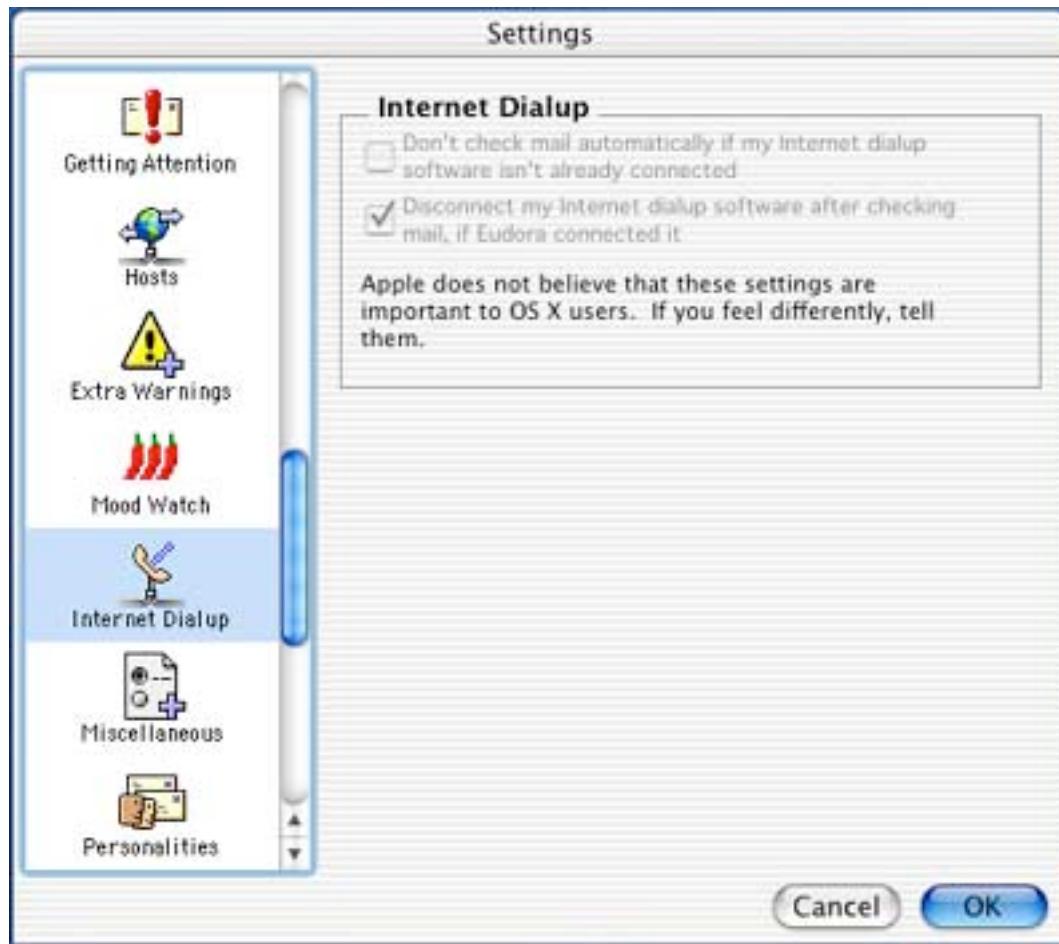


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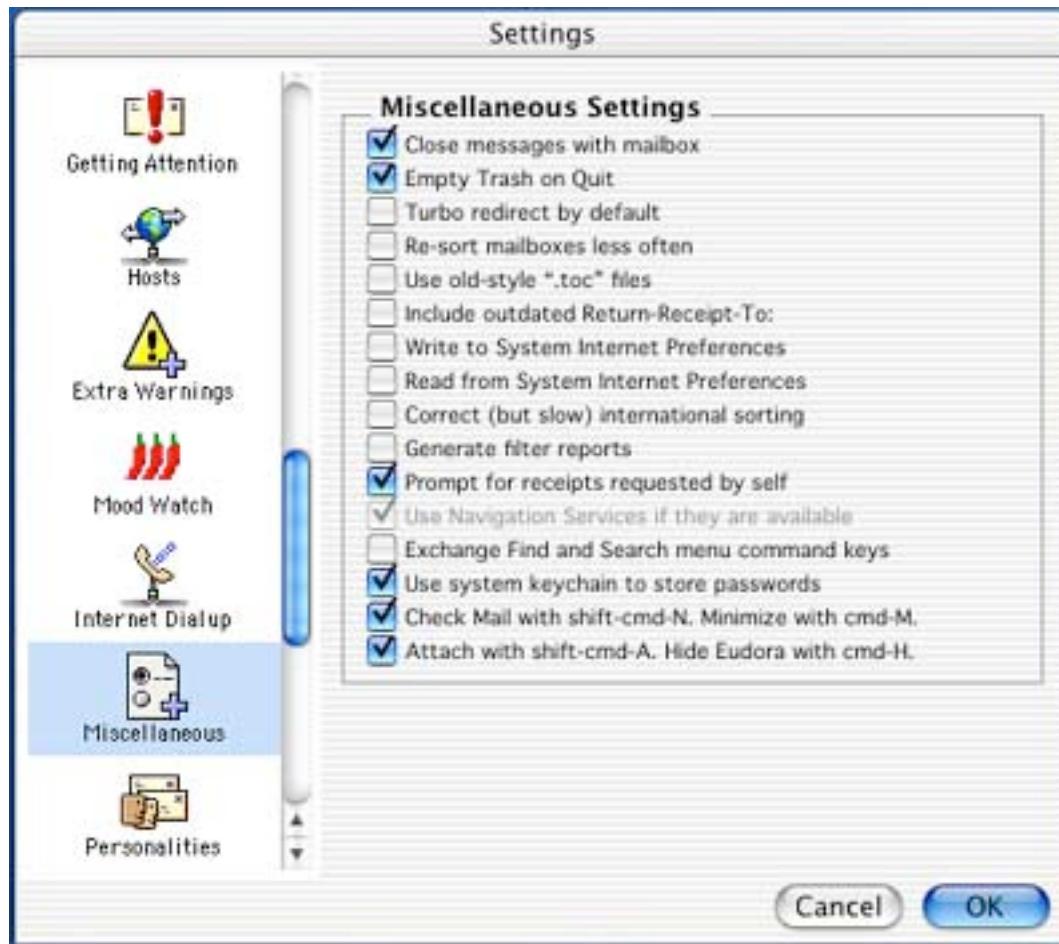
WTF???



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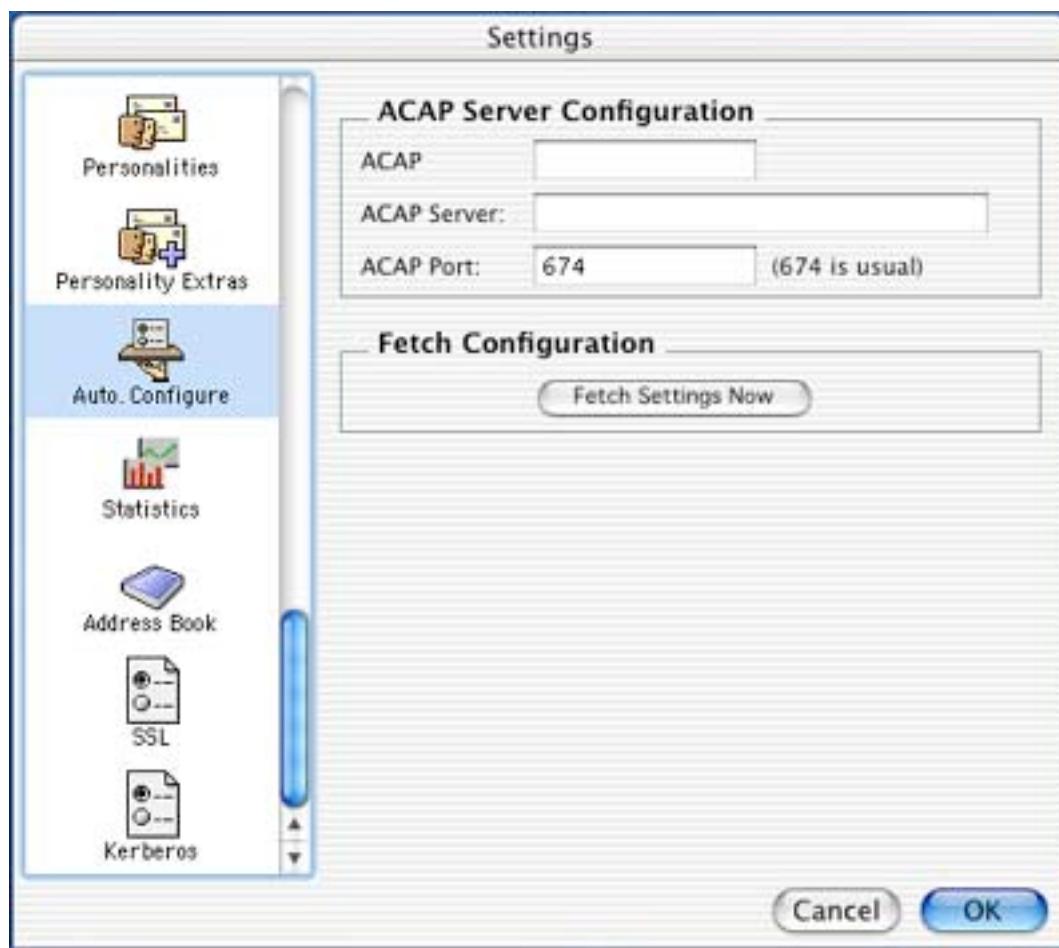
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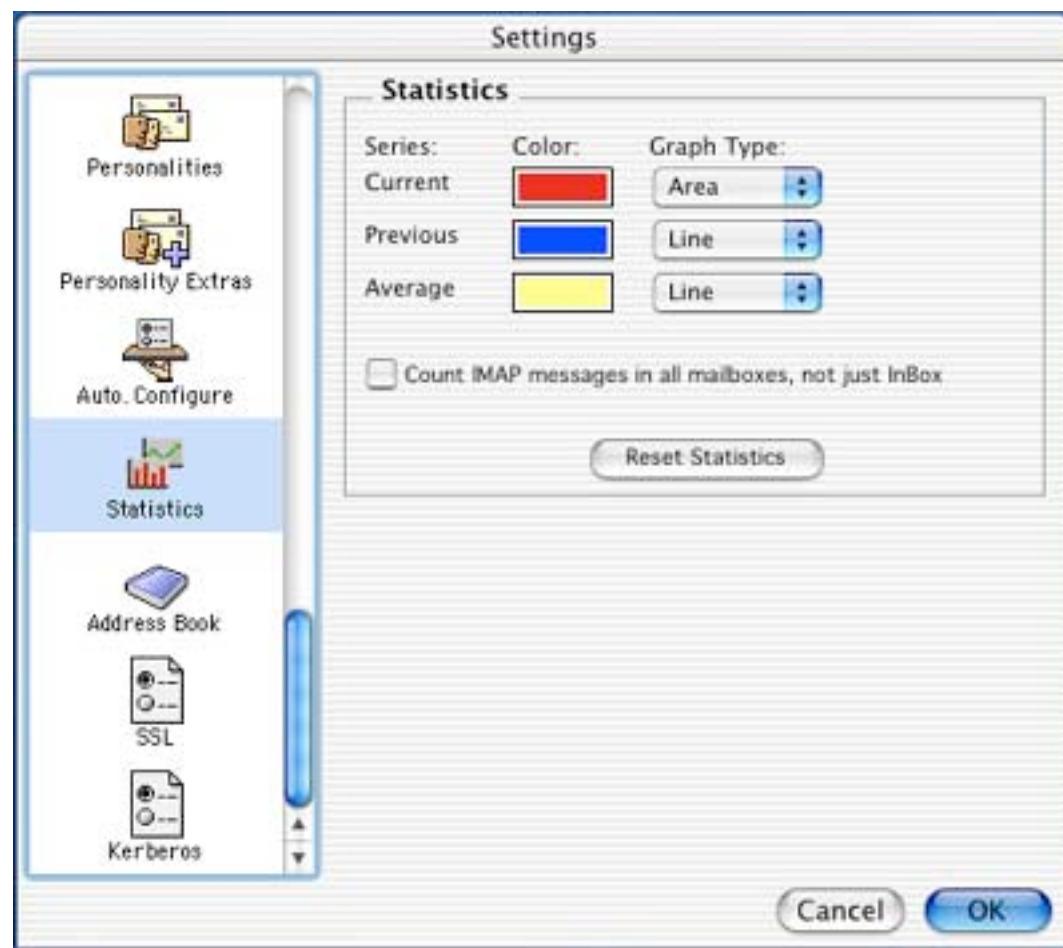
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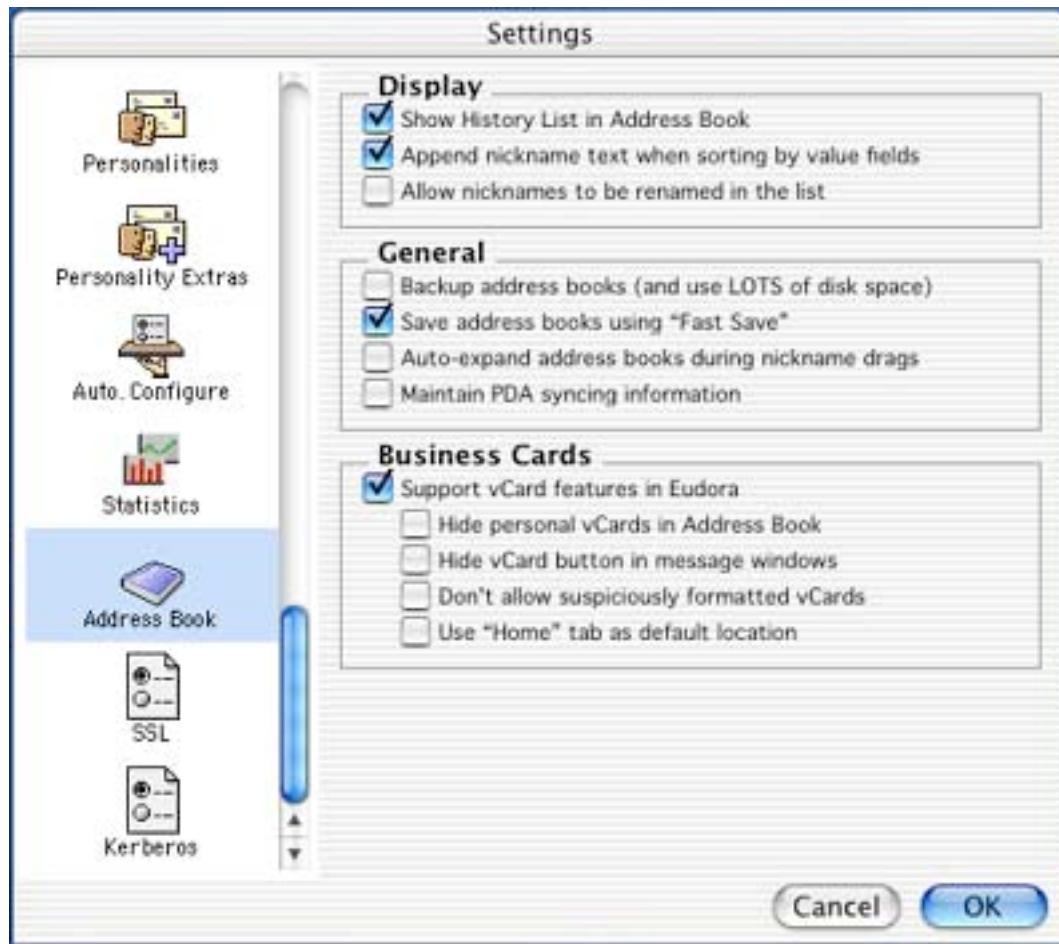
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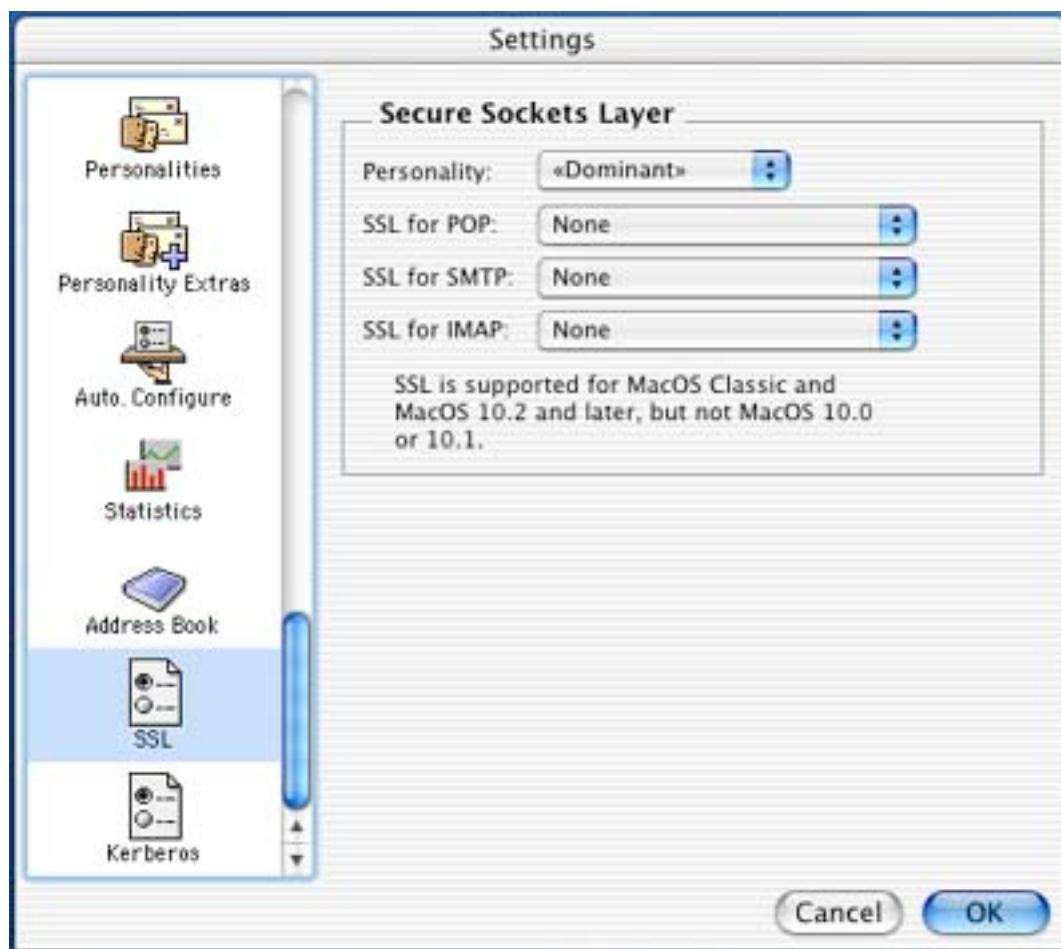
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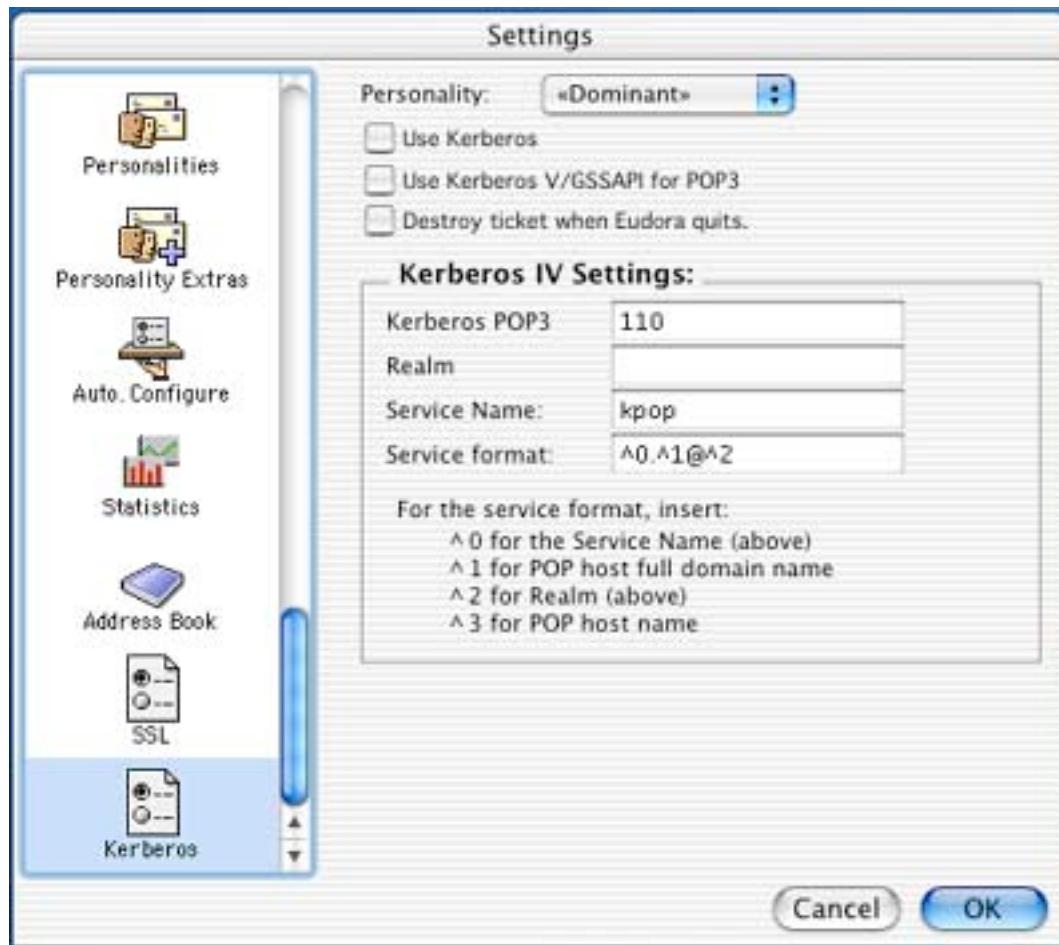
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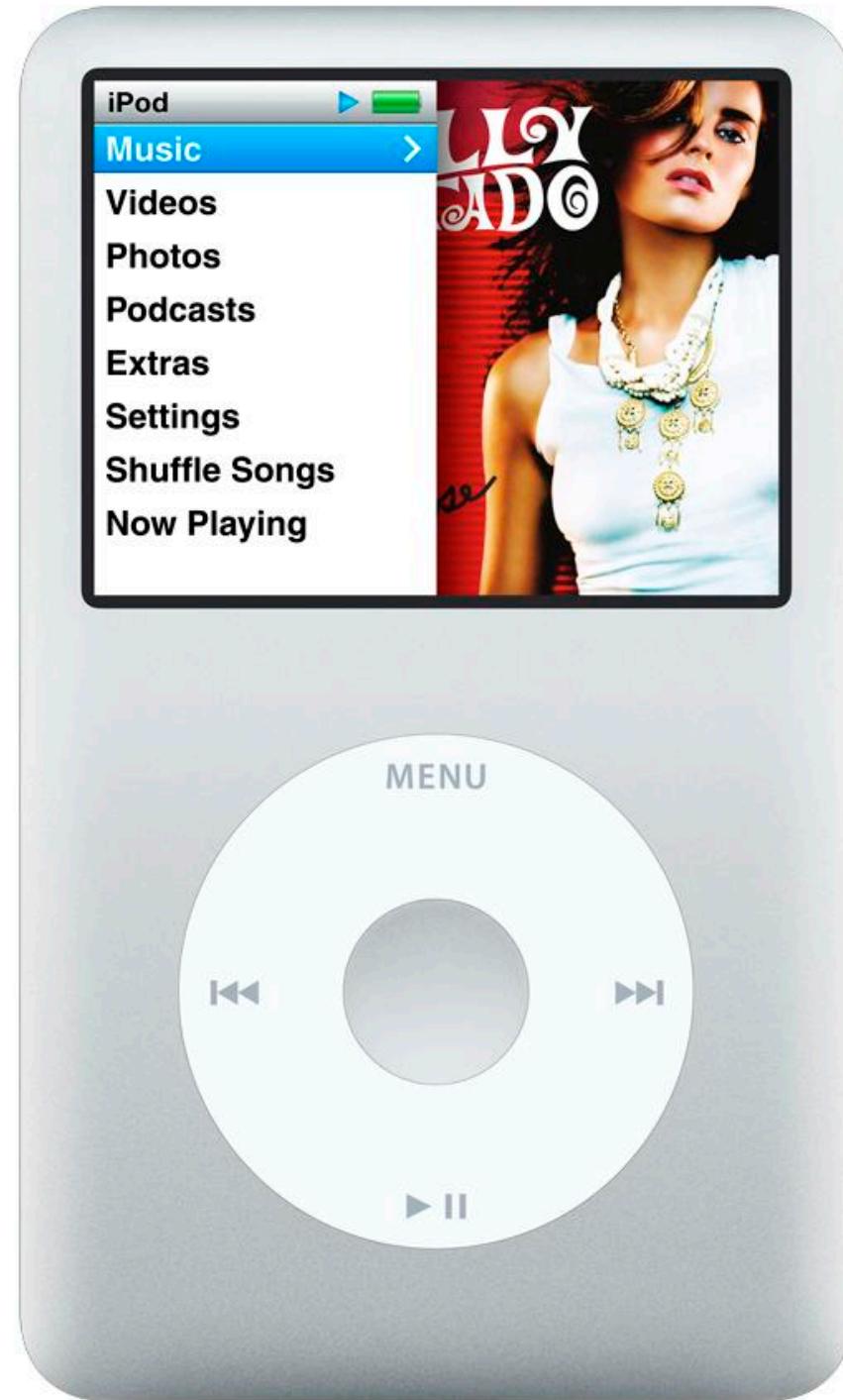
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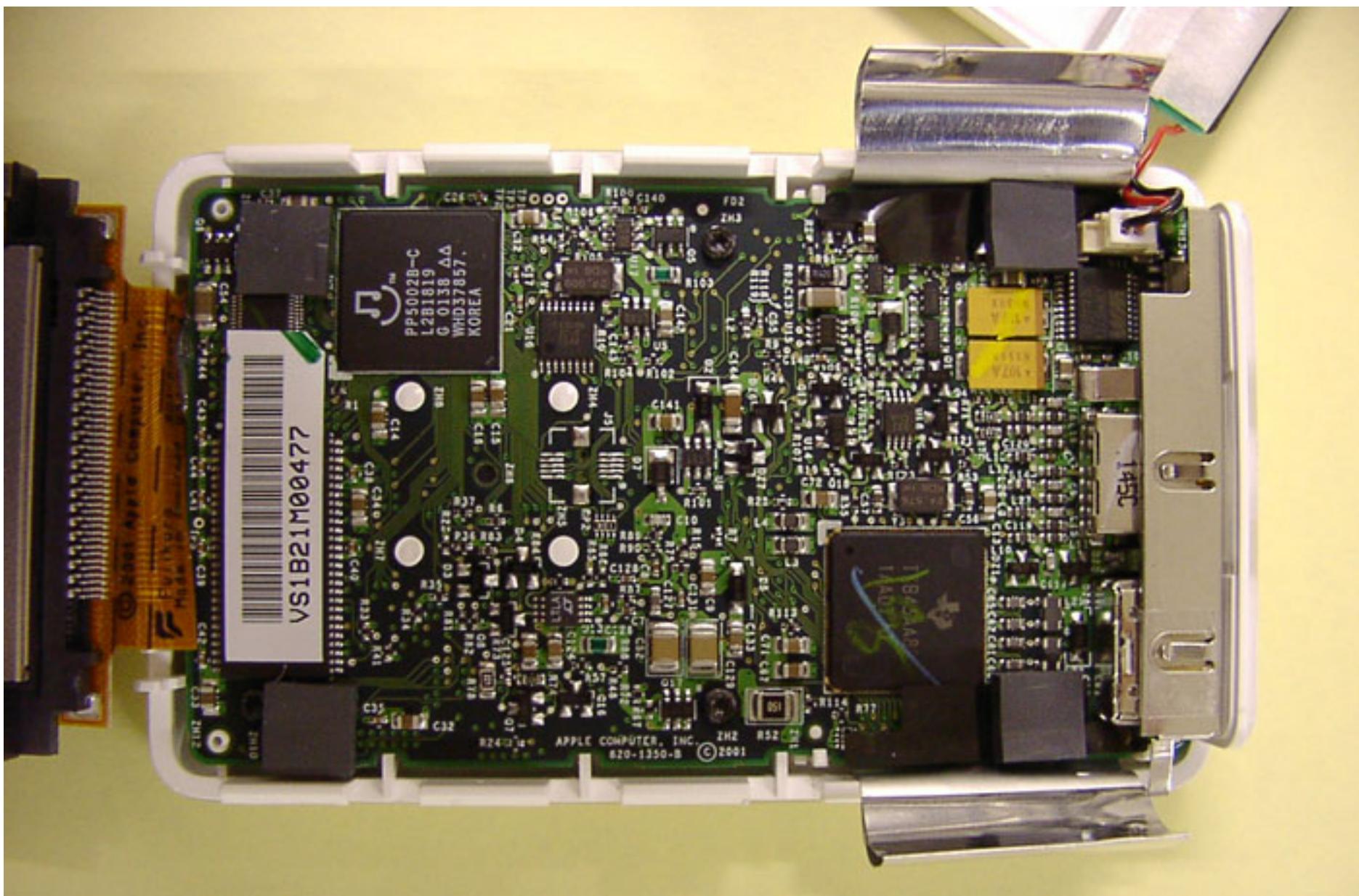


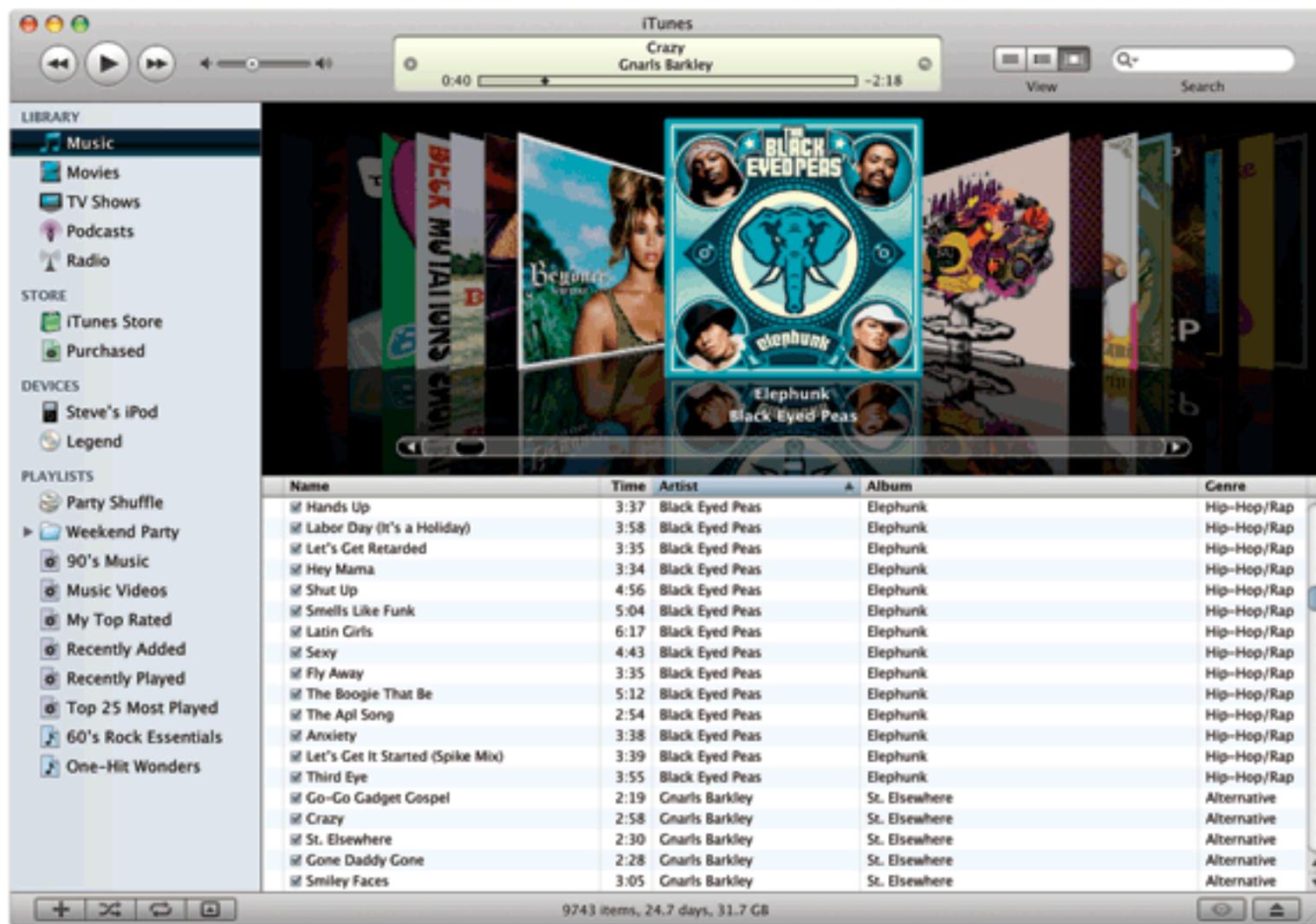
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Oh. My. God.

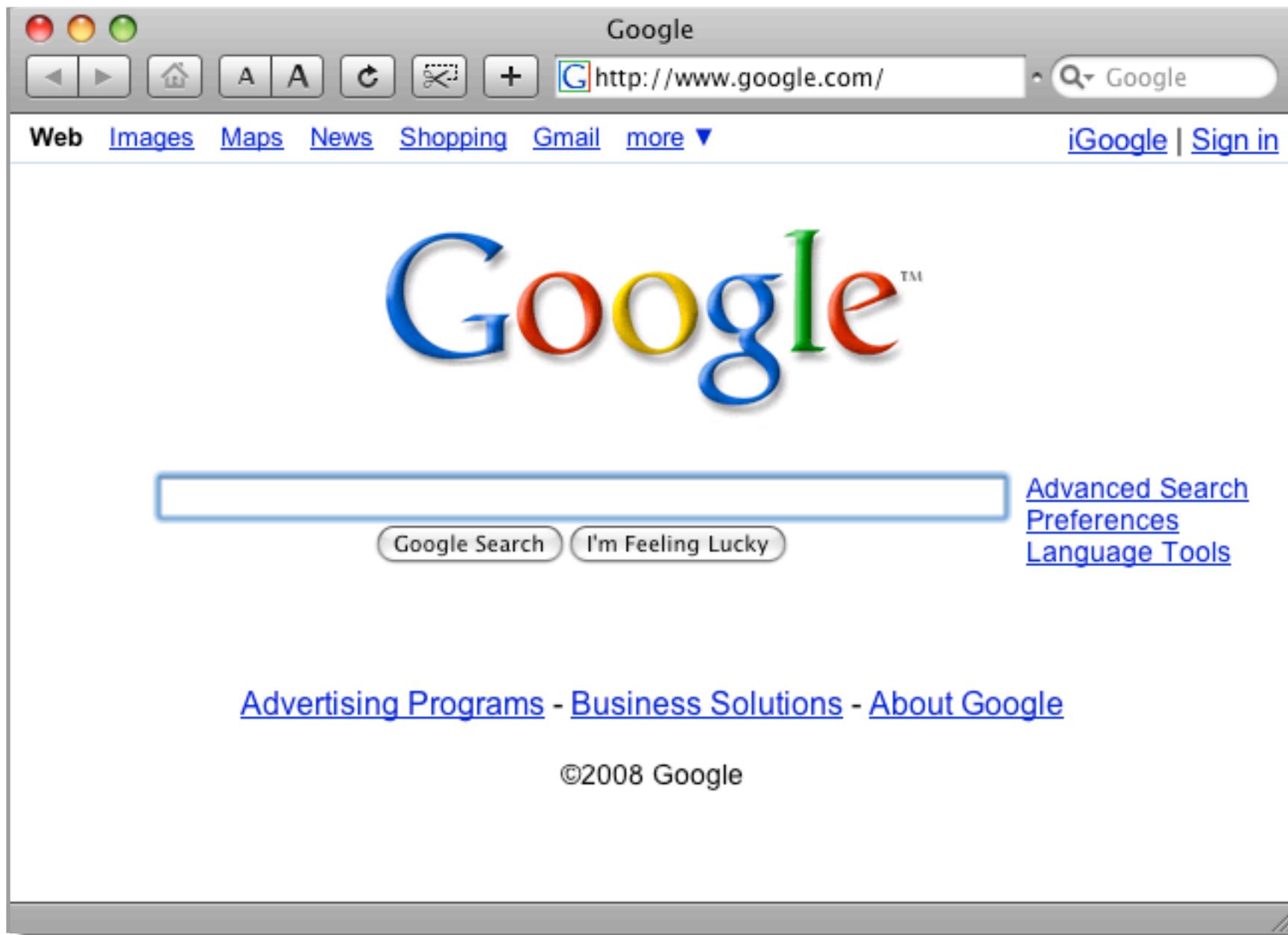








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Google Search

I'm Feeling Lucky





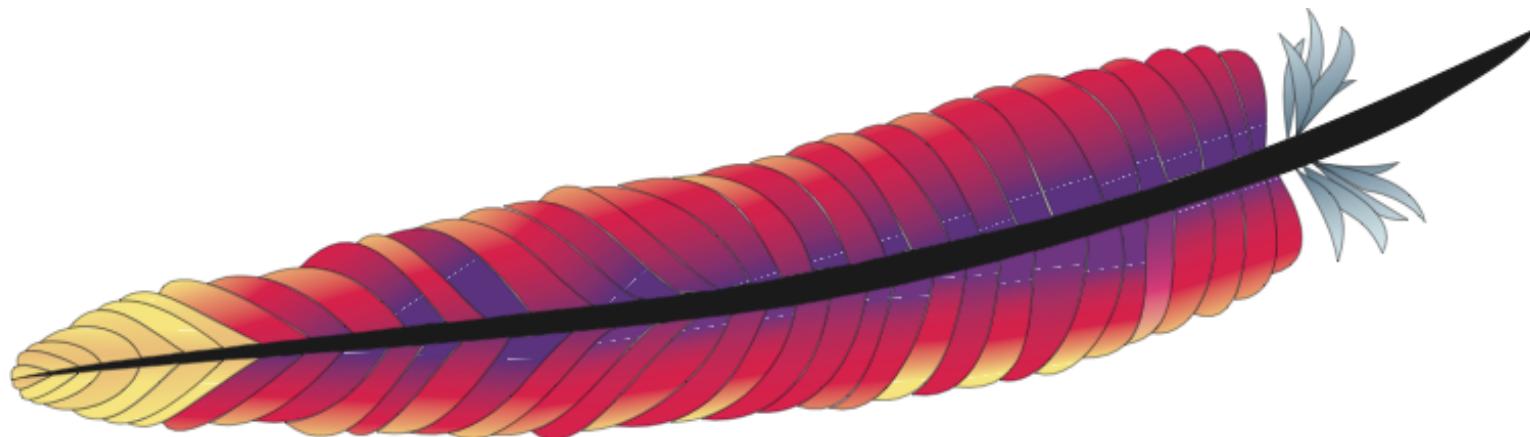
Abstractions





Google™

```
Listen 80  
ServerRoot /usr/local/htdocs  
HTTPMood Despair
```



```
module AP_MODULE_DECLARE_DATA auth_basic_module =  
{  
    STANDARD20_MODULE_STUFF,  
    create_auth_basic_dir_config, /* dir config creater */  
    NULL, /* dir merger */  
    NULL,  
    NULL,  
    auth_basic_cmds,
```



Search Public Calendars

Search My Calendars

Show Search Options

Create Event

Today | April 2008

Quick Add

April 2008						
S	M	T	W	T	F	S
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

Add |

My Calendars

-  Brian W. Fitzpatrick 

- 4328

- L1schedule

Other Calendars

- Dev Events

- PSC TV Schedule -

- Pacific/Mountain
Time

- Marie Fitzpatrick

- OSCON Talks

- Peggy M Gumler

- US Holidays

Manage calendars

```
if error is not None:  
    print "Despair"
```



```
PyObject*  
_Py_bytes_isisspace(const char *cptr, Py_ssize_t len)  
{  
    register const unsigned char *p  
        = (unsigned char *) cptr;  
    register const unsigned char *e;  
  
    /* Shortcut for single character strings */  
    if (len == 1 && ISSPACE(*p))  
        Py_RETURN_TRUE;
```







You need more than just great code.





Domande & Risposte

