

CMPSC 480

Software Innovation 1

Getting to know you

- Prepare an introduction to the class which contains:
 - Your name
 - 5 points which make up your “Developer Manifesto” that are phrased in the form:

“I believe code...”

“If innovation is about anything...it is about creating a future that does not exist in the present; it is about taking what is now intangible and rendering it tangible, taking the unseen and making it seen..Essentially, innovation is taking what is not true in the present and making it the true in the future...[It] can only be created, or re-created...inside of an innovation narrative.

HENRY DOSS, “INNOVATION EMERGES FROM STORIES WE TELL”

Story time

Abe was frustrated that whenever he typed a company acronym in a Microsoft Word document, it didn't automatically link to the company's intranet page for that acronym. Nadine, seeing Abe's frustration, wrote Abe a Word macro to do it.

Whenever he shares it with other people, they like it.

Story time

Recently, Steve created a new kind of phone. Rather than a type which “flips” open, only to reveal a two-tone screen and a “T9” keyboard, his phone features a full-color LED screen—just like a computer! The phone also runs what his company calls “apps,” essentially software programs, which allow users to do more than just call phone numbers. They can even use the internet on it!

Story time

Abe's company is besieged by acronyms. Everything has an acronym. Abe was really frustrated that every time he typed an acronym in a Word document, and it didn't automatically link to the company's intranet page for what that acronym stands for. Everyone at the company complains about it.

Nadine, seeing Abe's frustration, wrote a Word macro that automatically hyperlinks organizational acronyms. Needless to say, Abe was very happy. He shared the macro with everyone in the company, and Nadine won the "Employee of the Year" award.

An innovation is an idea, practice, or object that is perceived as new by an individual...[i]t matters little, so far as human behavior is concerned, whether or not an idea is

“ ‘objectively’ new...[t]he perceived newness of the idea for the individual determines [their] reaction to it.

EVERETT M. ROGERS, DIFFUSION OF INNOVATIONS

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The “Developer Narrative”

- Title
- Opening
- Specific personal story
- Transferrable research or skills
- Supporting experience
- Ending

An example title and opening

Doug Luman, Digital Human

1. Educator researching how a computationally-centered practice can filter, mediate, or create artistic experience.
2. Writer investigating how computational failure and pseudo-randomness inform human experience.

Your innovation narrative

- In the time remaining, draft a version of your “Opening”
 - It may be best to save the “Title” section until last, though some may find it easier to start there.
- Keep the format in mind:

{DEVELOPER, et al.} {RESEARCHING, et al.} {INTEREST AREA}
({NOUN} {VERB} {NOUN})