

úll

2016: Thinking Different

📍 KILLARNEY, IRELAND



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CONDUCT

EVERYONE SHOULD
FEEL SAFE & COMFORTABLE

Family

#slack
CONNECT WITH EVERYONE



BUILDERS	STORIES
FEATURES	LIGHTNING
RELATIONSHIPS	



KIDS
ACTIVITIES

úll DAVID SMITH

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FULL-TIME iOS APP MAKER

8 YEARS ENTIRE LIFE OF APP STORE



Think different.

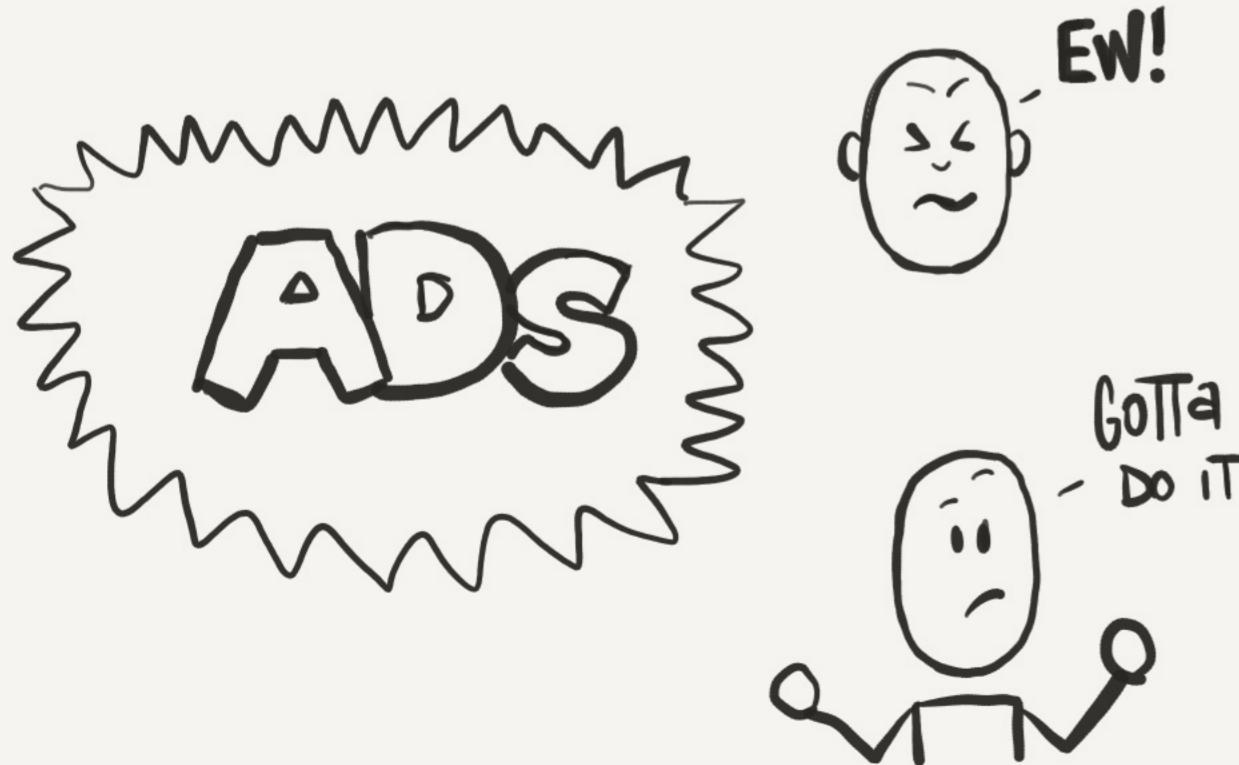


BECAUSE IT'S SILVER & SHINY

GOOD ENOUGH → Polished Perfection

WHAT WOULD APPLE DO?

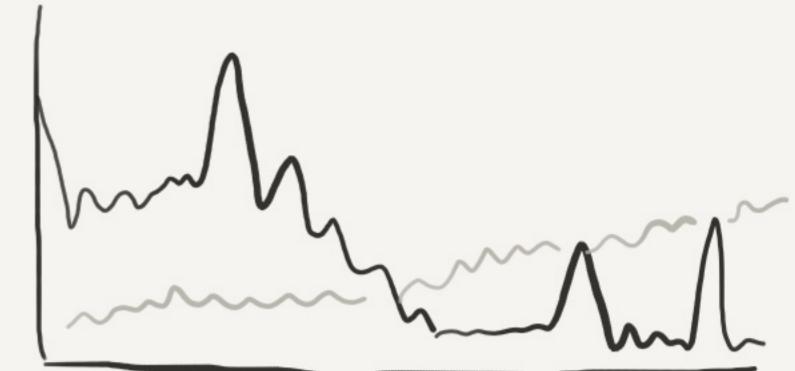
ALL DECISIONS THROUGH THIS LENS



COPY THE RIGHT THINGS

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Be
APPLE - LIKE
— NOT —
LIKE APPLE



PRINCIPLED
~~PREJUDICED~~

CONTEXT

FIND WAYS TO WORK ON
WHAT YOU CARE ABOUT

STANDARDS

does THIS MAKE ME PROUD?

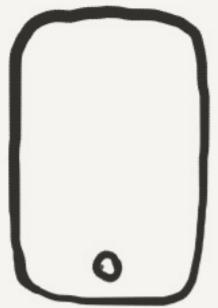
GOALS

KNOW WHERE/WHO
YOU WANT TO BE

úll CIAN WALSH

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DESIGNING
FOR
SCREENS



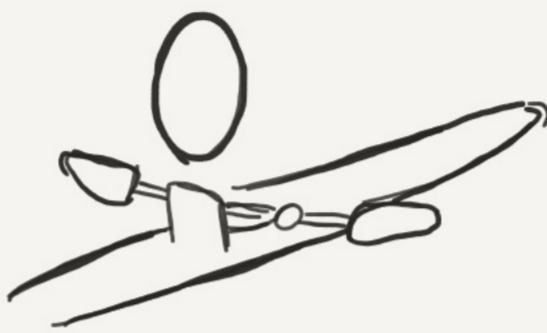
TOUCH



WATERPROOF

NOT

HUMAN
PROOF

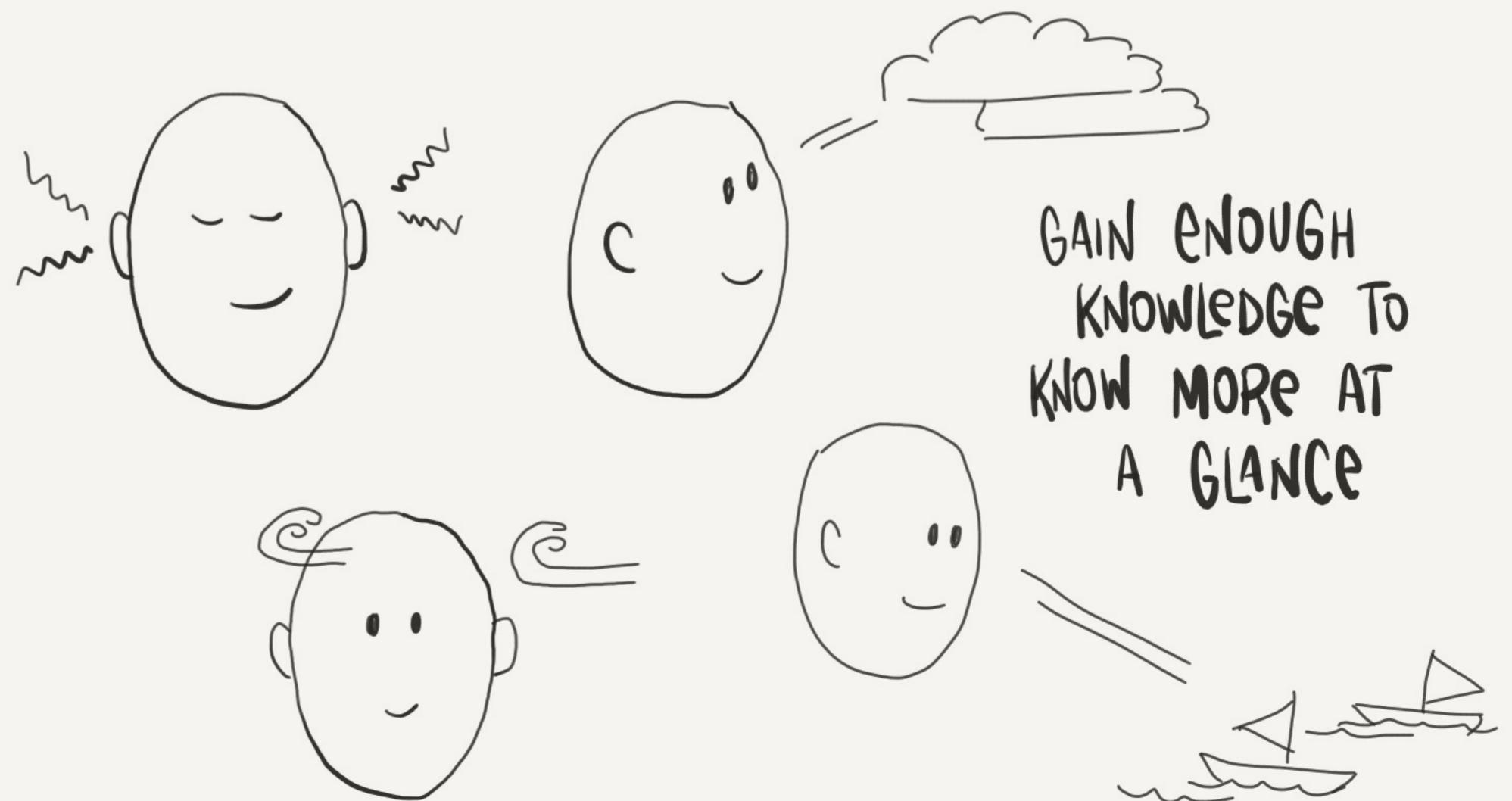


TOOL

ADDRESSES HUMAN NEED BY
AMPLIFYING HUMAN ABILITY



ENVIRONMENT
MATTERS



GAIN ENOUGH
KNOWLEDGE TO
KNOW MORE AT
A GLANCE

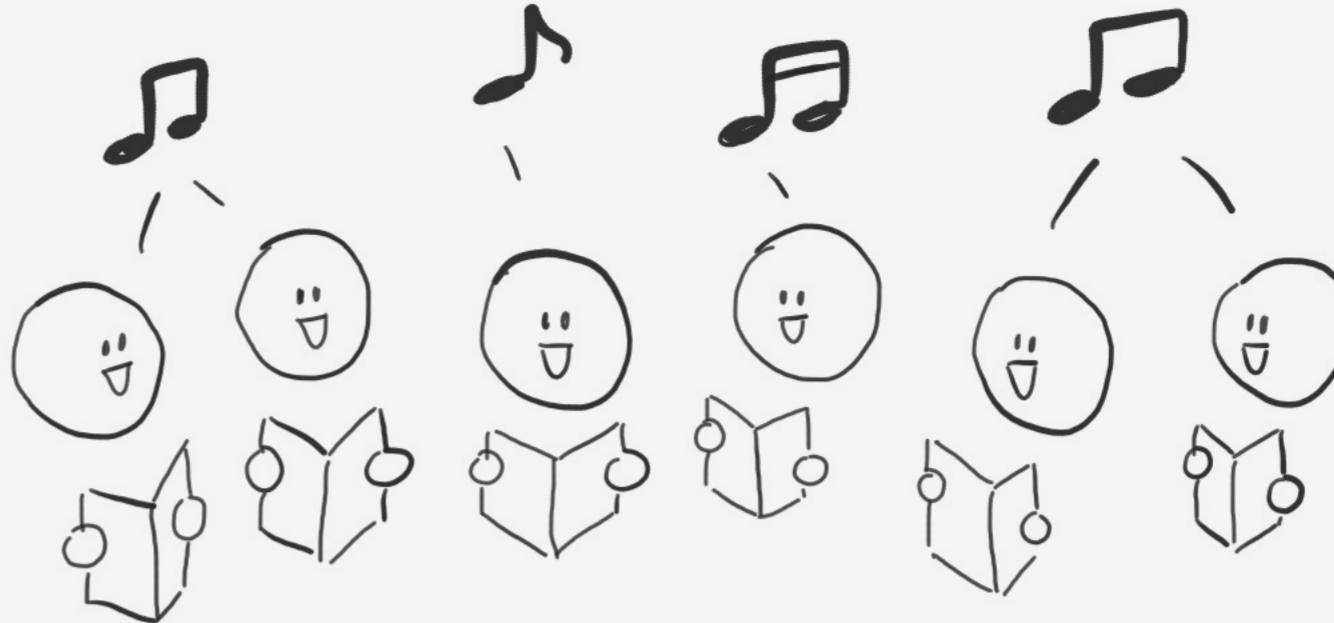
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STEPHEN COYLE

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< / > CODING



REALLY OLD
LANGUAGE

CHALLENGES

- DOCUMENTATION
- LEARNING
- SYMBOLS
- HARDWARE

[TEMPORAL ART]

cause ≈ effect

FEEDBACK



MANAGING
RESOURCES

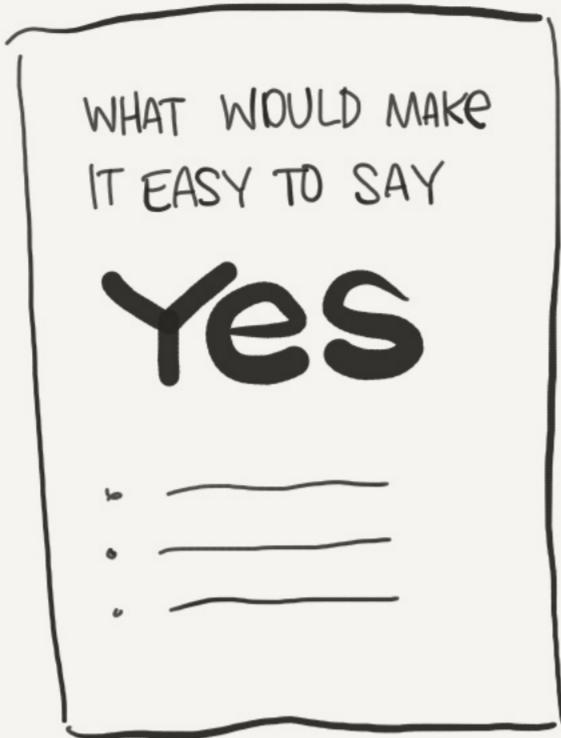


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Laura Savino

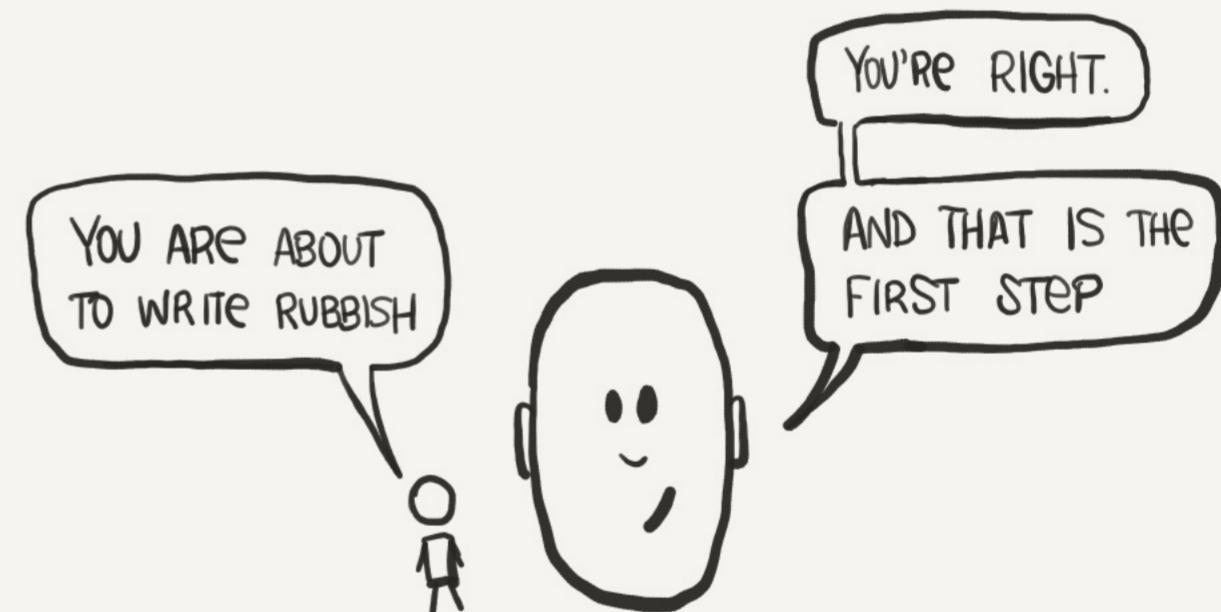
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DEFINe FAILURE

WHEN YOU KNOW WHAT IT LOOKS LIKE, YOU KNOW WHERE TO GO NEXT



EMBRACE FAILURE

AS THE STARTING POINT

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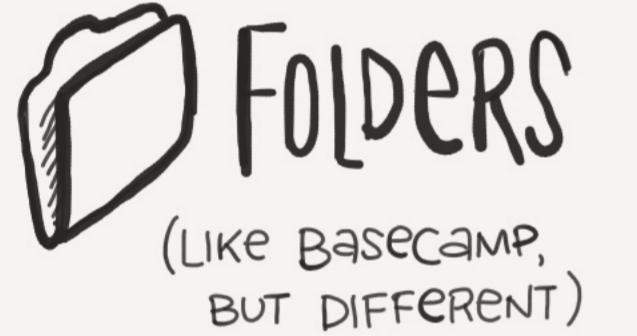
MATT DROZDZYNKI

@matid

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A TALE of 3 APPS

CLIENT ➔ PRODUCT



COPYING A PRODUCT IS HARD

BETTER:

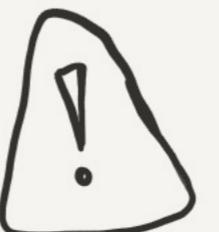
Do ONE THING
REALLY WELL



EASIEST WAY TO SHARE
WHAT'S ON YOUR SCREEN

SCREENCAST

ADDED LIMITS TO PREVENT
INCORRECT USAGE



MARKET SIZE
BUSINESS MODEL



BORN OUT OF UNDESIRED
SUCCESSFUL CONTRACTING
COMPANY

TURNED TO
APP STORE
MODEL



ALLOWS BENEFITS FOR
BOTH

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úll CLAY SMITH

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AKITA
PLATFORM THAT CONNECTS APPS



PET/HOUSE SITTING

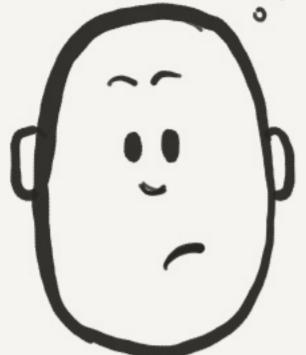
BEING / USING
HAS
GREAT BENEFITS

ONLY WAY TO
LIVE CHEAPLY ENOUGH
TO GET THE PRODUCT
READY

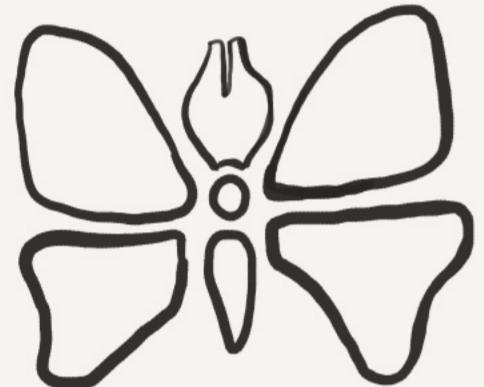
ULL MAX SEELEMAN

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I HAVE NO CLUE
WHAT I'M DOING...



0 GOALS

VISIONARY • ACHIEVABLE



2 DECISION

Review all options

DISCUSS

SLEEP —

PICK

STICK w/ IT (WITHIN
REASON)

3 DISCUSSIONS

Review ALL OPTIONS

expose
RISKS

THAT IS
NOT GOOD

embrace
Controversy

4 ITERATE

THE WORLD, PLATFORM, & CUSTOMERS

CHANGE

úll HORACE DEDIU

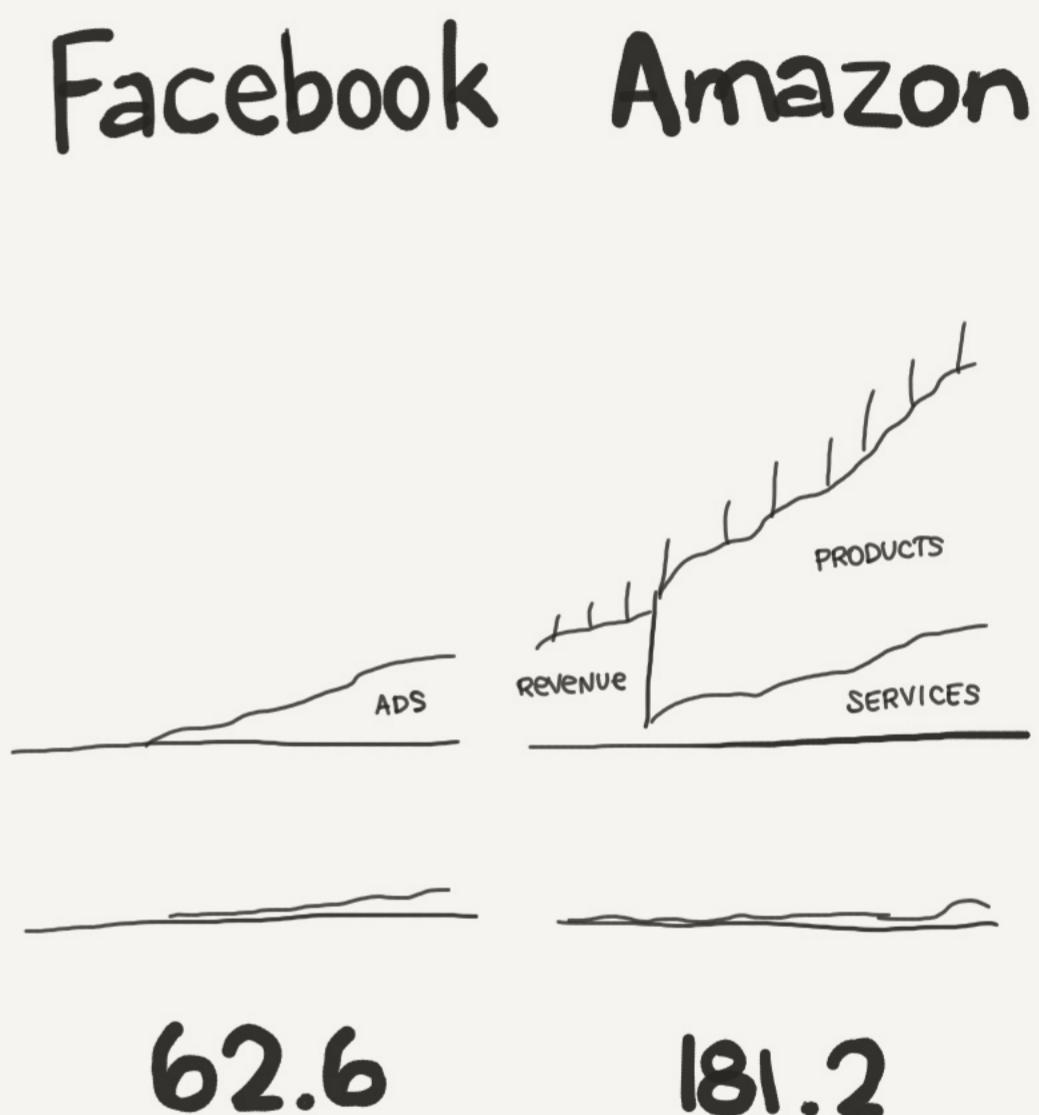
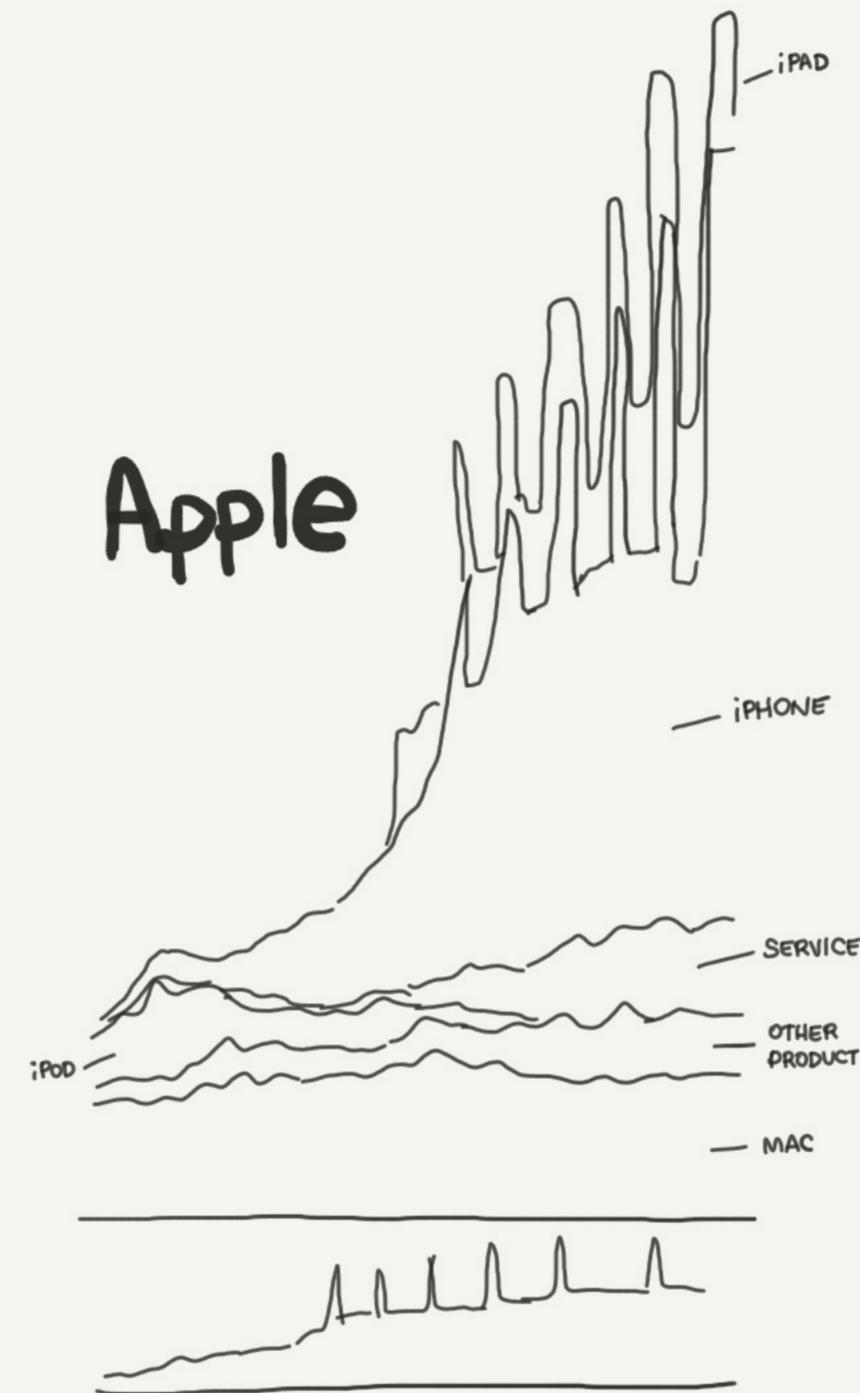
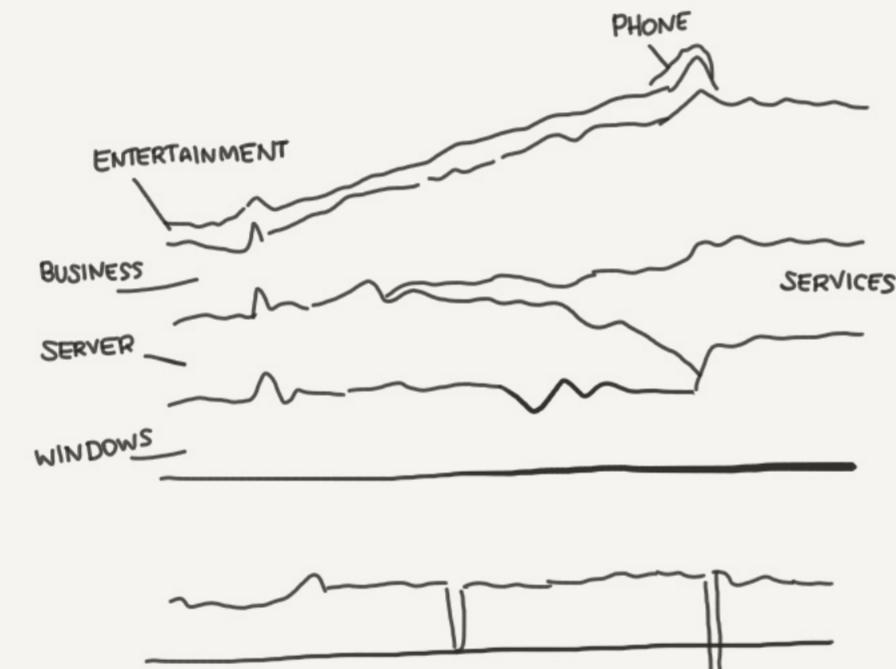
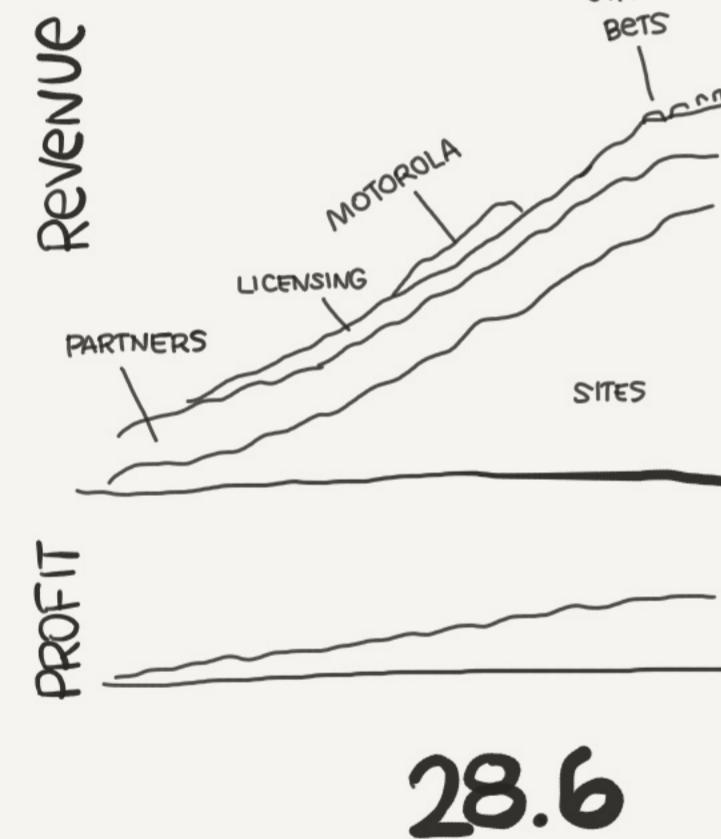
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APPLE
HAS SURVIVED
MULTIPLE SLUMPS

Google Microsoft



COMPETITORS



1000's



APPLE PURSUES

Greatness

AND THAT'S SCARY

EVERY TIME AN EXPERT
COMPLAINS, A CASH
REGISTER RINGS.

úll

KATHY CAMPBELL

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Why?

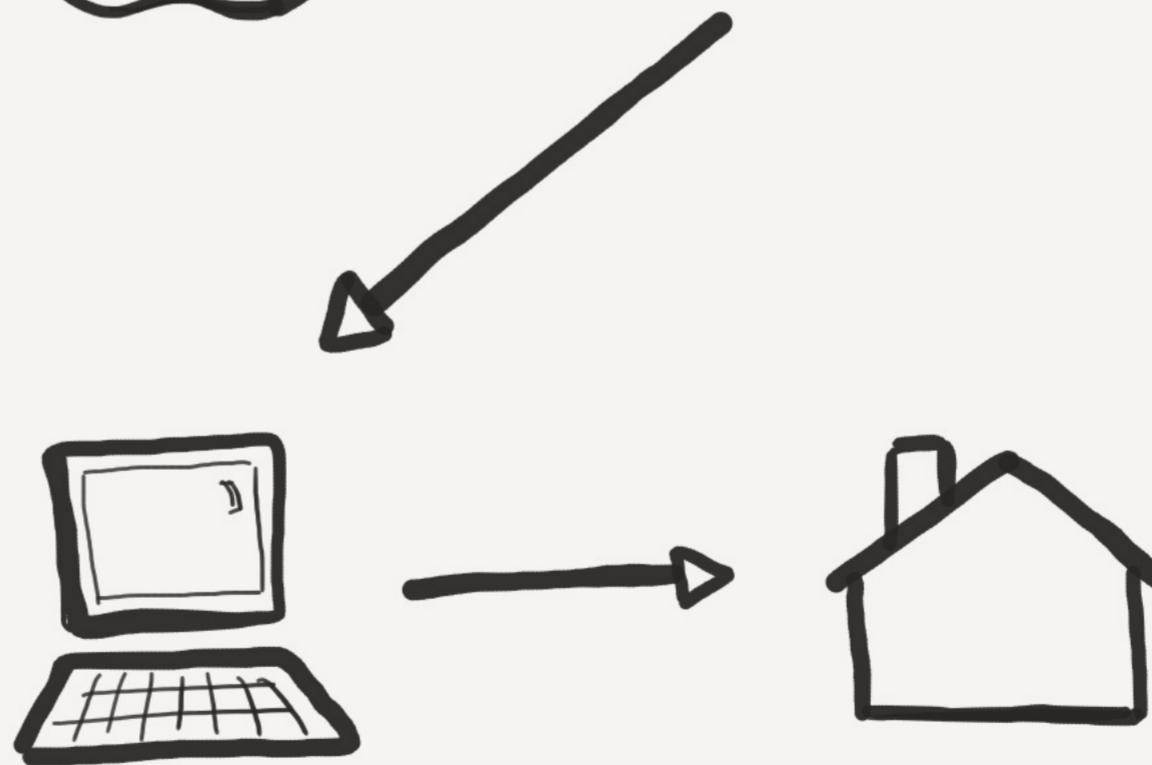
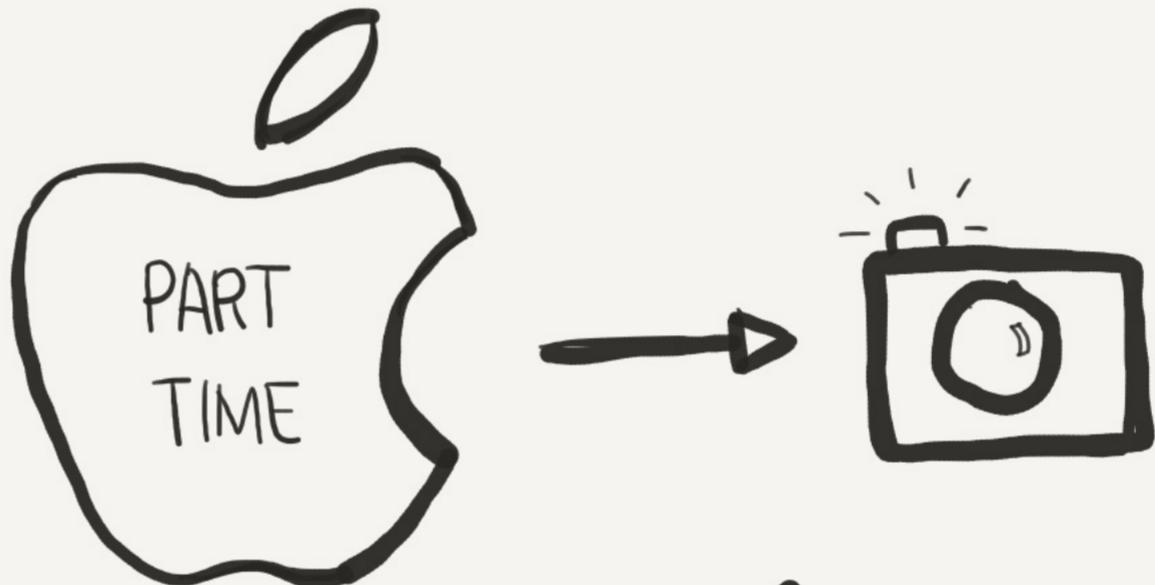
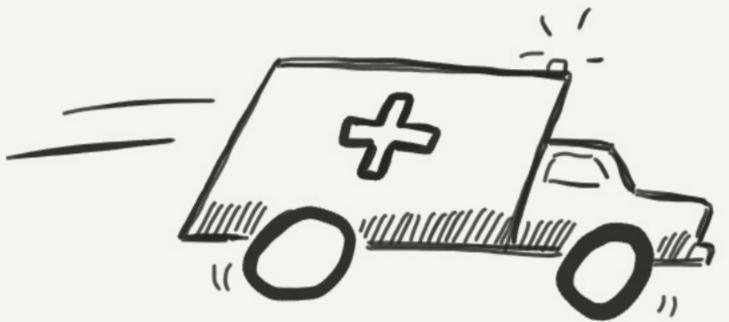
I LOVE MY
LISTS

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Nov 29
2011



STROKE



FULL TIME
SELF-EMPLOYED

úll DERMO~~T~~ CASEY

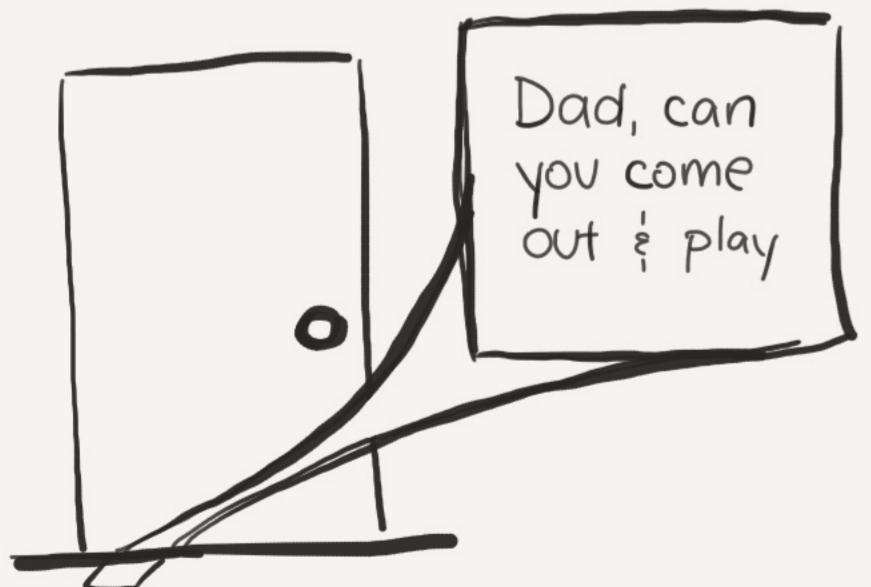
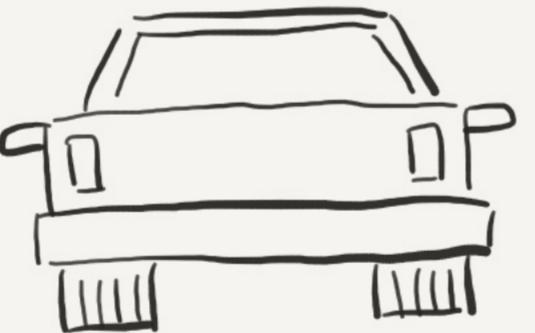
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WARNING SIGNS

11:11 AM



Have THE
COURAGE
To MAKE THE
RIGHT CHOICE



úll

TAMMY CORON

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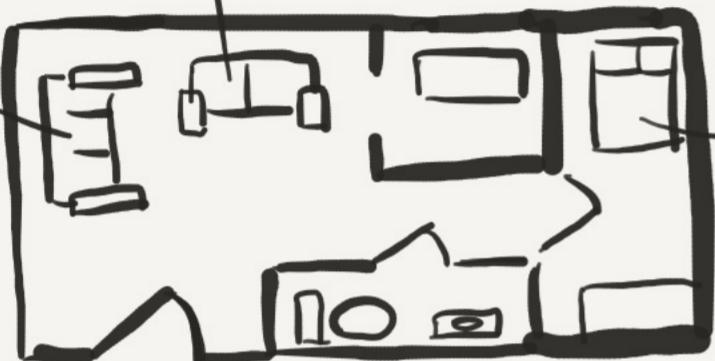
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I CAN'T DO SCHOOL
ANY MORE

-- AGE 16

TAMMY

MOM



BROTHER

WHAT ARE YOU THINKING!?
YOU WON'T GET A JOB.



TELL YOURSELF

I live next to a book store.
I can go and learn every-
thing you need.

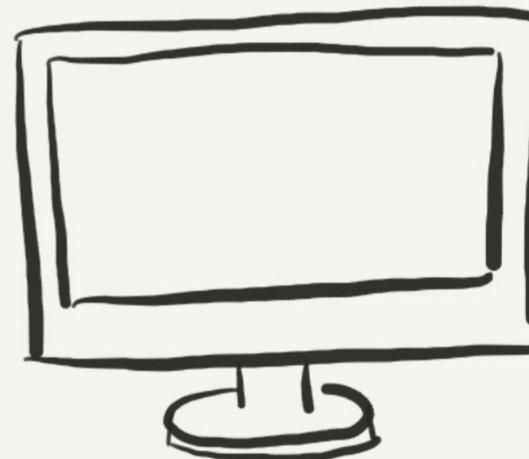
RAY
WENDERLICH

LEARNED

AND THEN
EVERYONE ELSE

→ PRODUCED

YOU CAN
DO IT



úll

KaTie LIPS

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Do less work-
make more
ART



THINK
DIFFERENT(LY)

We are PREPARING
THE WORKERS OF
TOMORROW FOR THE
JOBS OF TODAY

WILL YOUR
JOB
EXIST IN 20
YEARS?

Challenge

QUESTION

úll SILVANA LANGLEY

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REDISCOVER YOUR CHILDHOOD HEROES



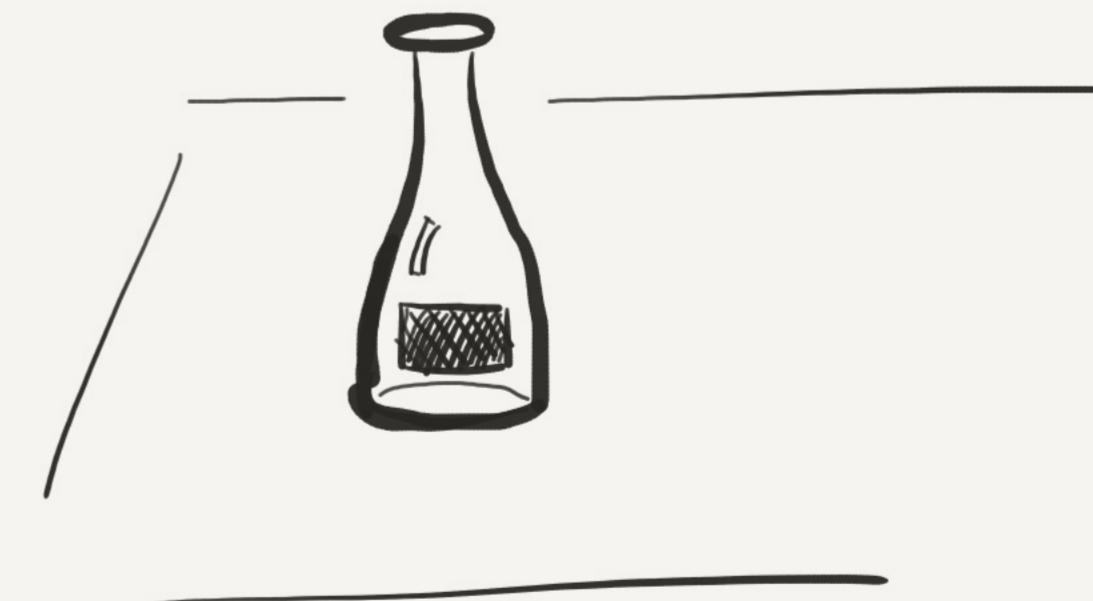
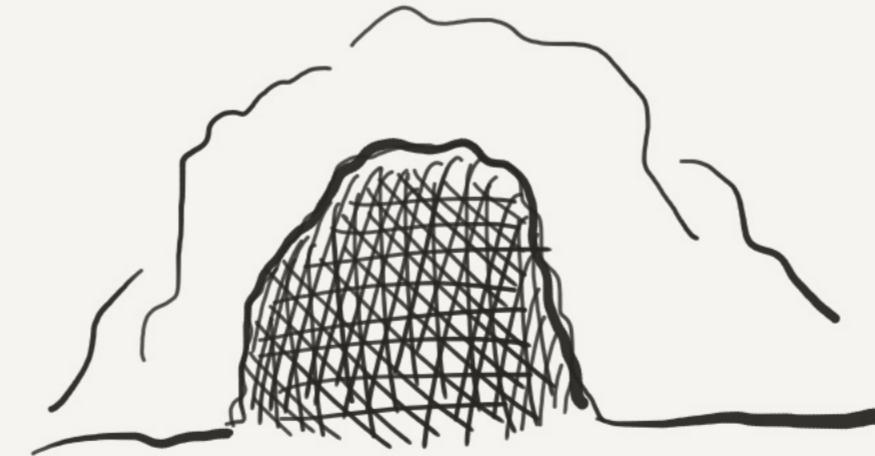
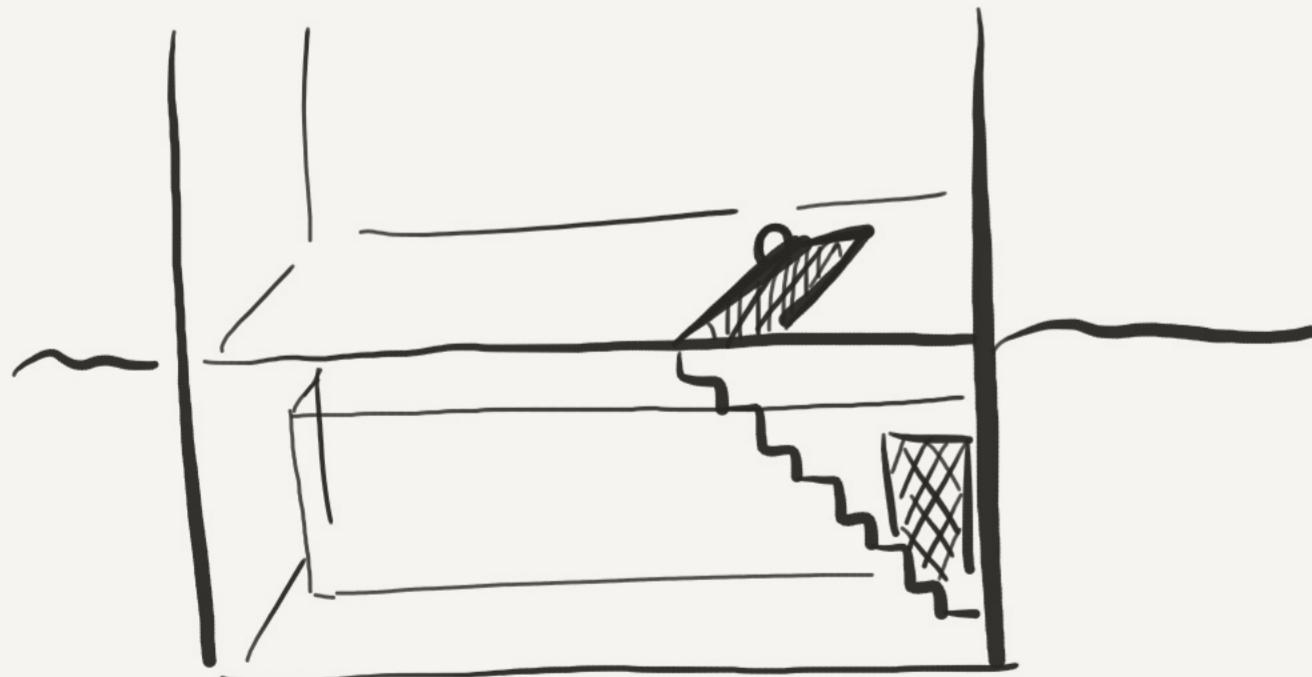
PRINCESS
LEIA



MacGYVER



INDIANA
JONES

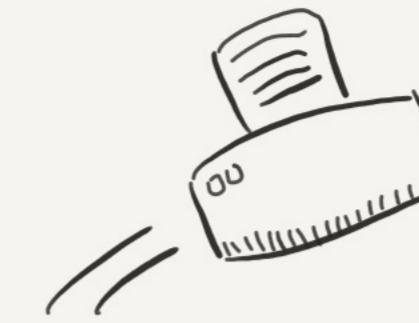
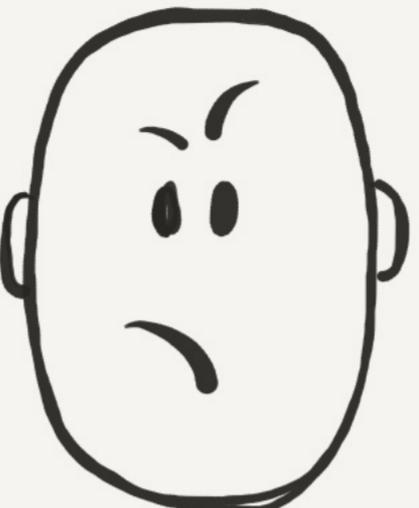
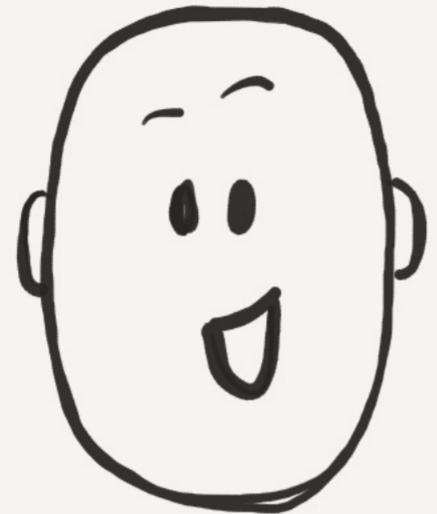


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ALEXANDRA CX

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"Real artists ship."

Only possible if you take care of yourself.