



AUSTIN • APR 2018

by

@SKETCHNOTABLE



PEERS AUSTIN  
2018  
APR 25 SKETCHNOTES BY @SKETCHNOTABLE

## INTRO TO GRAPHQL

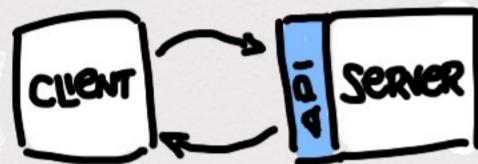
Leanne Shapton  
@leeshapton



@ShopifyDevs

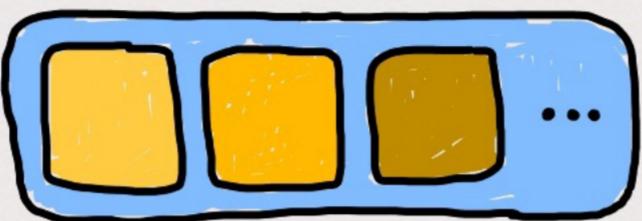
MLH DEVELOPED MATERIALS

API



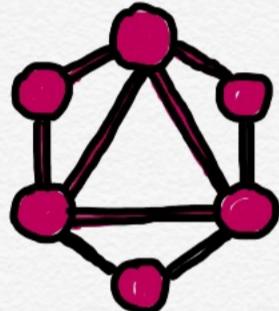
Rest

REPRESENTATIONAL STATE TRANSFER



each resource has a URL

HTTP ACTIONS  
C POST ↗  
R GET  
U PUT  
D DELETE

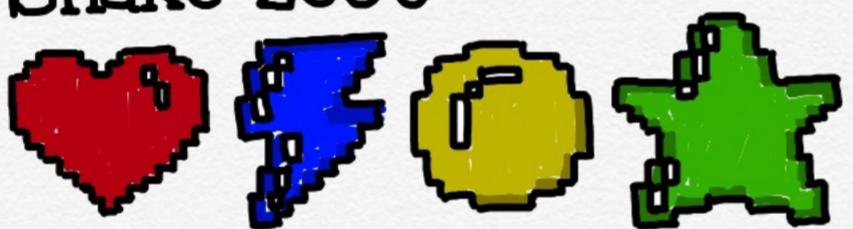


GraphQL

[INTROSPECTION]

ALLOWS CLIENTS TO ASK THE SERVER WHICH QUERIES EXIST

Snake 2000



BUILD THIS Game & IAPS

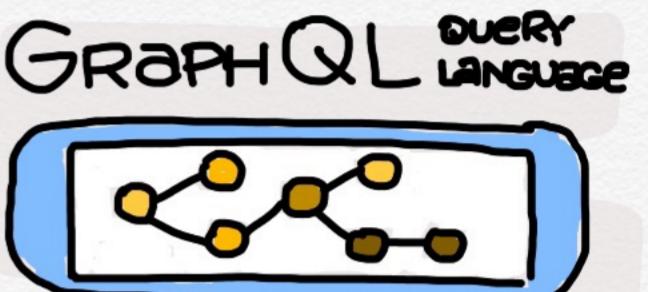
1 INSTALL NODE

2 SAMPLE CODE  
[bit.ly/GraphQLIntro](http://bit.ly/GraphQLIntro)

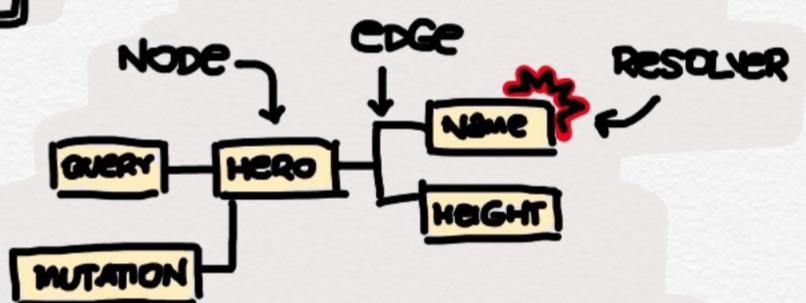
3 SHOPIFY DEV ACCOUNT  
[developers.shopify.com](https://developers.shopify.com)

4 CREATE A STORE  
allow API access

5 SET UP PAYMENTS  
not physical/taxed



DATA REPRESENTED IN A GRAPH - CLIENT WILL SPECIFY TRAVERSAL



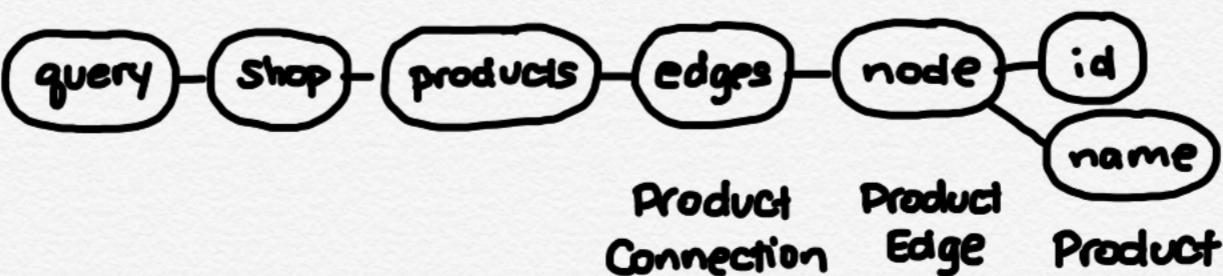
```
name(hero) {  
  return hero.name  
}
```

resolver ↑

GraphQL

```
1 {  
2   shop {  
3     products(first:5){  
4       edges {  
5         node {  
6           id  
7         }  
8       }  
9     }  
10   }  
11 }  
12  
13 { "data": {  
14   "shop": {  
15     "products": {  
16       "edges": [  
17         "node": {  
18           "id": 3  
19         }  
20       ]  
21     }  
22   }  
23 }
```

GUI TO INTERACTIVELY EXPLORE THE API AND FIGURE OUT HOW TO STRUCTURE THE QUERY





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HOW TO NEGOTIATE WITH  
DIFFICULT PERSONALITIES

TANYA TARR  
@nerdette

# MISCOMMUNICATION

— IS COSTLY —

## ① DISC TYPE ASSESSMENT

DYNAMIC  
DOMINANT  
BRAVE

CONSCIENTIOUS  
RATIONAL  
DATA DRIVEN

INTERACTIVE  
CHARISMATIC

STEADY  
STABLE

EXTERNAL

D	I
C	S

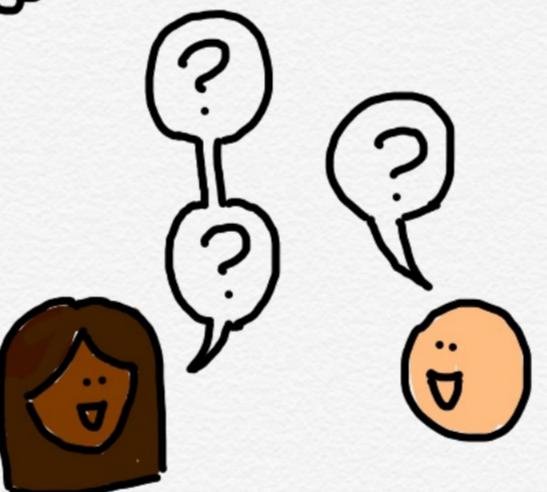
INTERNAL

## ② PARTNER GAME



## ③ DETECTION

WE NEED TO LEARN  
HOW TO OBSERVE IN  
OTHERS THEIR  
PERSONALITY



WIN A POINT WHEN THE  
OTHER PERSON ANSWERS

I · M · P · R · O · V

I DON'T KNOW IF YOU  
HAVE A DANCE-POSITIVE  
WORK ENVIRONMENT

4 RULES OF PEACE CLUB  
BY SALLY +

- 1 Be transparent
- 2 Stay curious, not furious
- 3 Look for clues
- 4 Silence = friend



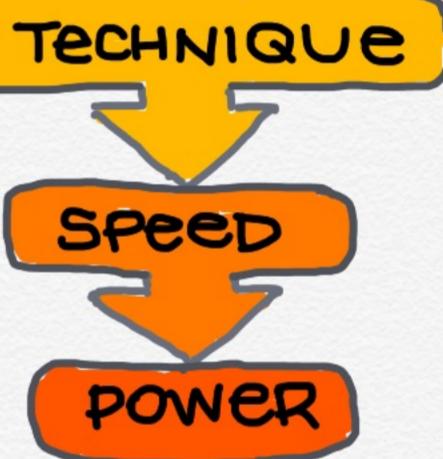
FIGHT  
FLIGHT



TEND  
BEFRIEND

## ④ QUESTIONS

"Stay curious,  
not furious"





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Good Work ✓



PRODUCTIZING WEB SERVICES TO STABILIZE BUSINESS CASH FLOW

GARRETT WINDER @gw

We Need  
RECURRING  
Revenue

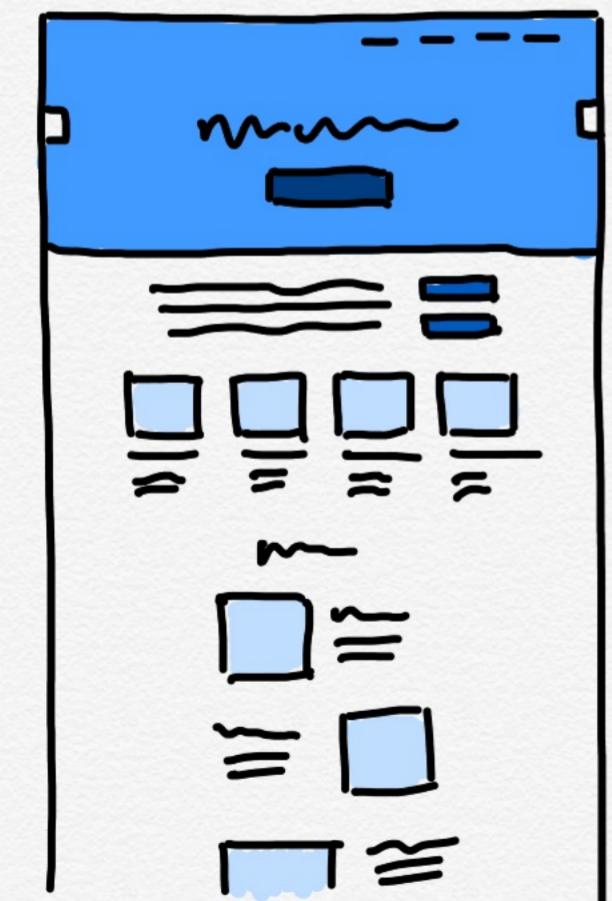
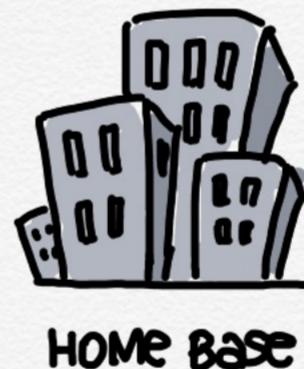
HATCH  
PRODUCT VERSION  
OF CLIENT SERVICES

HOSTING

Retainer

GOOD PLACE  
TO EXPERIMENT

BUILD OF  
BASE OF  
CONSISTENT  
REVENUE



LESSONS LEARNED

- CLEARER COMMUNICATION
- ADDED FEATURES
- GOT THE TEAM ON BOARD



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BRUTE-FORCING CUSTOMER ACQUISITION WITH COLD EMAIL

CHARLES PERRY  
@DazeEnd



RelaNet

metakite  
SOFTWARE



Release Notes

S.E.O.

CONTENT MARKETING

ADVERTISING

COLD EMAIL



EFFECTIVE EMAILS

- 1 Relevant
- 2 GENUINE
- 3 PERSONAL

NICER &  
MORE  
EFFECTIVE

KNOW  
. YOUR .  
AUDIENCE

1 BUILD A LIST

TARGET  
YOUR  
audience

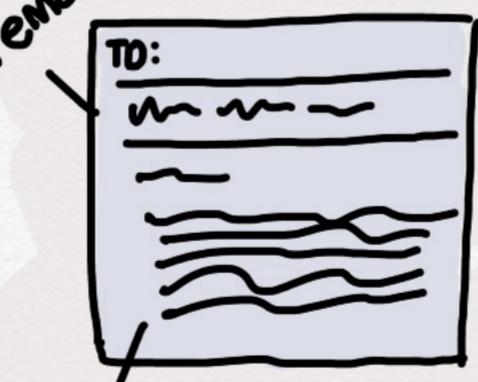
CHECK GOVT  
RESOURCES  
SUCH AS  
LICENSING

built with.com

upwork HIRE SOMEONE  
TO HELP w/ LIST

2 COMPOSE EMAIL

One job:  
open email



MULTIPLE  
BODIES

3 SEND EMAIL

MAXBULK MAILER



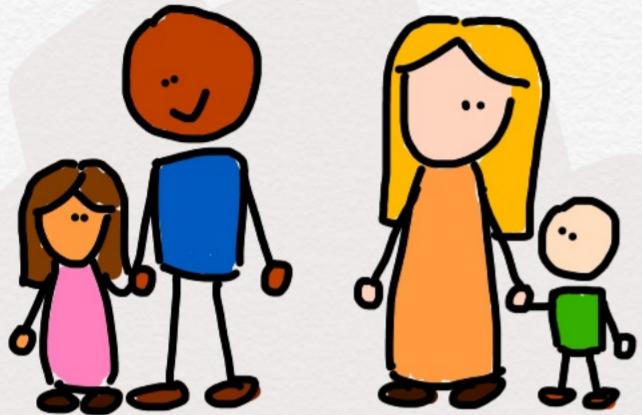
— @ ONE-AT-A-TIME

~~BCC~~

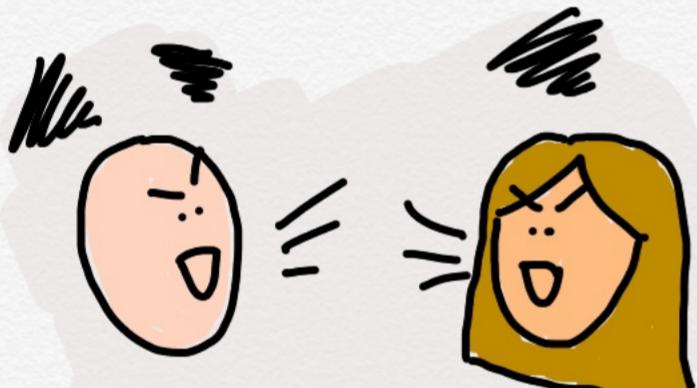
Text SEND EMAIL THAT  
LOOKS LIKE EMAIL



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OFTEN WHEN WORKING TOGETHER, THE FAMILY WORK GETS SHARED



HAVE TO PROTECT THE COMPANY FROM ANY EMOTIONAL FIGHTS - WILL STILL HAVE THE BUSINESS FIGHTS



IF THE RIGHT SITUATION CAME UP FOR THE TEAM AN EXIT COULD HAPPEN TOGETHER

## PARTNERSHIP PANEL: MAKING MARRIAGE AND BUSINESS WORK

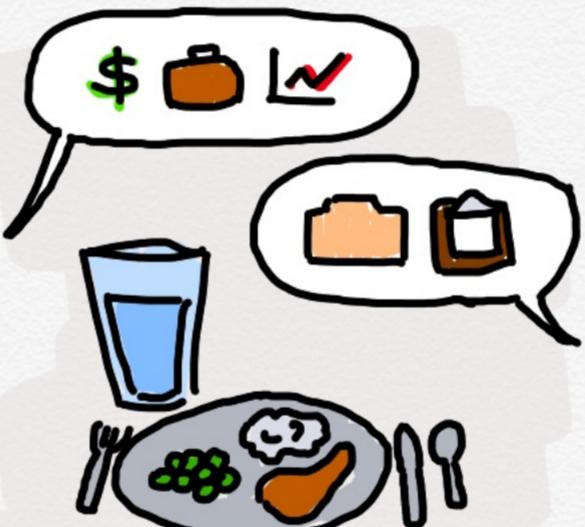
NATALIE & ANTHONY ARMENDARIZ

JAMIE LANDSMAN (& IAN)

CHRIS & NATALIE NAGELE

## OUTSOURCE

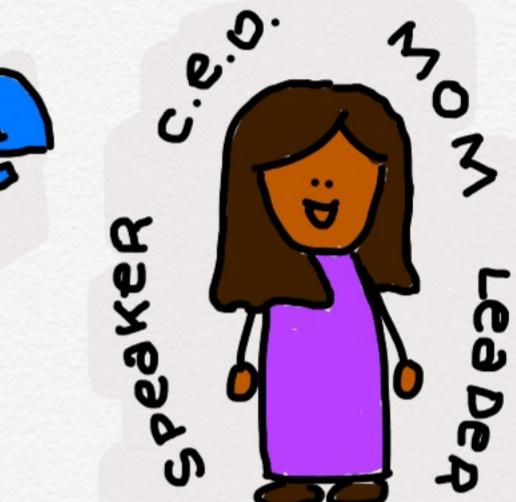
WORK PROFESSIONALLY AS WELL AS DOMESTICALLY WHERE SENSIBLE



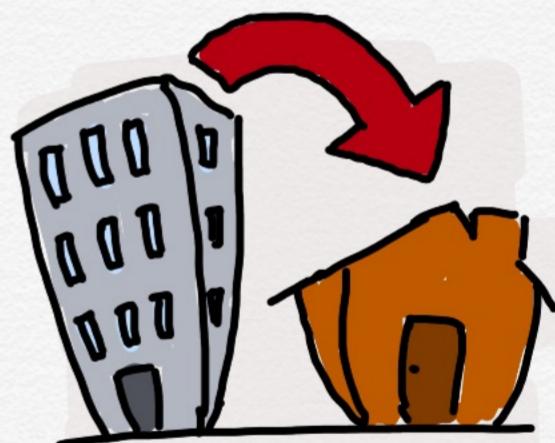
WORK CONVERSATIONS NATURALLY COME HOME

CO-FOUNDERS ➔ C.e.O.

C.T.O.  
TRANSFORMATIVE EXPERIENCE TO SPECIFY & CLARIFY ROLES AND AREAS OF RESPONSIBILITY



REALLY HELPFUL AND VALUABLE FOR CHILDREN TO SEE MOM IN IMPORTANT ROLES



HARDER CHALLENGE: NOT BRINGING WORK PROBLEMS HOME



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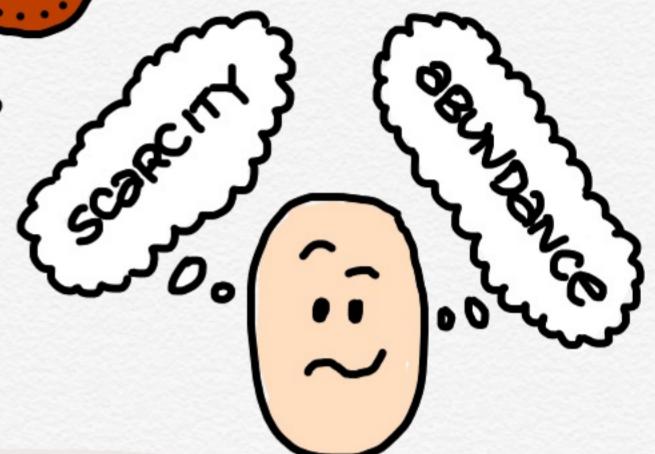
BUILDING A RELIABLE  
BUSINESS DEVELOPMENT  
PROCESS

JOE RINALDI  
@JoeRinaldi

# SALES

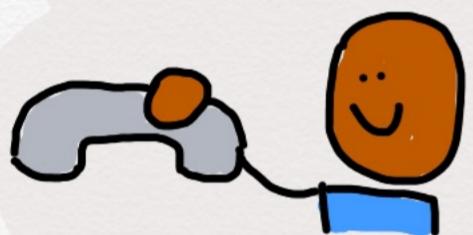
TYPICALLY AN  
AWKWARD  
TOPIC

"MOST AGENCIES ARE  
2-3 MONTHS AWAY  
FROM GOING OUT  
OF BUSINESS"



## 1 SINCERITY

ALWAYS OFFER VALUE  
IN THE SALES PROCESS

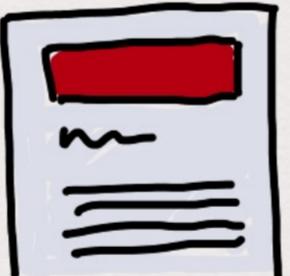
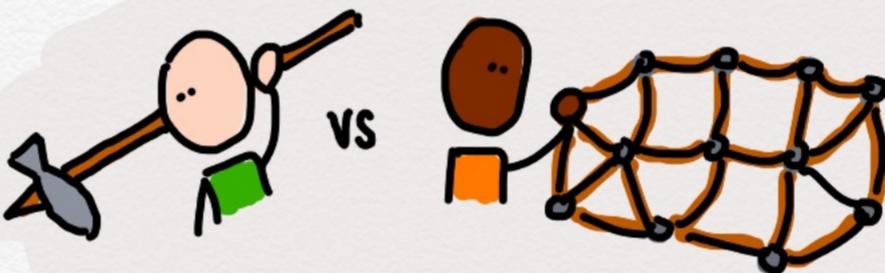


SMILE AS  
YOU HANG  
UP

Recency Basis

MAKE REFERRALS EASY

## 2 INTENTIONALITY



BEFORE STARTING  
A PROJECT, WRITE  
THE ANNOUNCEMENT  
YOU WOULD  
RELEASE

## 3 SUSTAINABILITY



THINK IN  
2-3 MONTH  
CHUNKS

value  
PARTNERS

## DIVERSIFY THE SALES FUNNEL

make regular  
client well  
visits



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SO YOU'RE THE TECH LEAD? NOW WHAT?

ERYN O'NEIL  
@eryno

# TECH Lead

OWN THE TECHNICAL VISION OF THE PROJECT

WHAT | HOW | WHEN

CODE QUALITY

SCOPE CREEP

MAKE GOOD SOFTWARE WITH A TEAM

CAN LOOK DIFFERENT IN DIFFERENT SETTINGS

1

## FACILITATE

HELP YOUR TEAM DO THEIR JOBS

- REMOVE ROADBLOCKS
- ANTICIPATE NEEDS



# DATA

I DON'T KNOW!  
BUT I WILL FIND OUT.

2

## ADVOCATE

KEEP THE BIG PICTURE IN MIND



WRITE DOWN EVERYTHING

WE JUST DECIDED — FOR REASONS —

be THE ENEMY

EVERYBODY WANTS TO WRITE REUSABLE CODE BUT NO ONE WANTS TO REUSE ANYONE ELSE'S CODE

3

## MOTIVATE

# PATITUDE

YOU SET THE TONE

CAN YOU WHITEBOARD YOUR PLAN FOR ME?



PASSIVE-AGGRESSIVE WHITEBOARDING

RISK START WHERE IT'S SCARIEST

DEFINE DONE

MAKER vs MANAGER SCHEDULE



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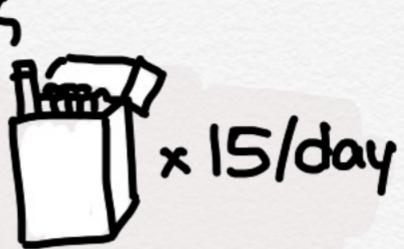


WHAT DO  
YOU WANT?



WORKING  
FROM HOME  
CAN BE  
HARD

ONLINE, BUT ALONE: A CASE  
FOR IN-PERSON COMMUNITIES



LONELINESS =

HAS A SEVERE EFFECT ON OUR HEALTH

CO WORKING  
IS NOT ABOUT SPACE  
BUT COMMUNITY

ACCOUNTABILITY  
RESOURCES  
FRIENDSHIP

WORK  
FRIENDS  
ARE NOW OUR  
ONLY FRIENDS

# COMMUNITY

"Make cool  
stuff"

AMAZING COMMUNITY  
MEMBER WHO PASSED  
AWAY AND BROUGHT  
EVERYONE TOGETHER

HOW IS YOUR  
IN-PERSON  
COMMUNITY?

CHECK  
YO MATE

START CONVERSATIONS  
AND REMOVE STIGMA  
FROM MENTAL ILLNESS



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THIS VIDEO HAS BEEN MODIFIED  
FROM ITS ORIGINAL FORMAT



THE MOST IMPORTANT  
THING I CAN DO  
RIGHT NOW IS TO  
PLAY GOLF

~~~~~  
ARE YOU GLAD

~~~~~  
PREPARE TO  
BE INFURIATED

## SYSTEM 1

INTUITIVE · FAST

↑  
beuefs



INFORMATION WITH WHICH WE

AGREE



DISAGREE



## SYSTEM 2

ANALYTICAL · SLOW

THE PSYCHOLOGY OF FAKE NEWS  
(AND WHAT TECH CAN DO ABOUT IT)

CECY CORREA  
@cecy correa

Project  
VOCO



30-60s OF AUDIO  
GIVES ALL SOUNDS  
FOR ENGLISH

DEWEY DEFEATS TRUMAN



SELECTIVE FEED  
BLOCK OR MUTE  
LINK PREVIEW  
CLICK BAIT

Yellow  
Journalism

HOW WELL DO YOU KNOW BIKES?

8



5

6X

MORE LIKELY  
TO SHARE  
FAKE NEWS

TECH  
IS IT OUR  
FAULT  
?  
WE NEED TO TALK  
AND THINK MORE  
ABOUT ETHICS &  
RESPONSIBILITY  
Yes



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@manton  
#897

TWITTER  
ROCKS  
(2009)



INDIE MICROBLOGGING

MANTON REECE  
@manton(2)

# BLOG

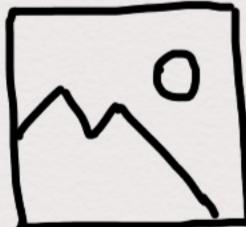
MICRO BLOG POSTS

LIKE TWEETS BUT OWNED  
BY YOU NOT THE NETWORK



Instagram

LESSONS



SQUARE PHOTOS  
ENCOURAGE MORE  
THOUGHT

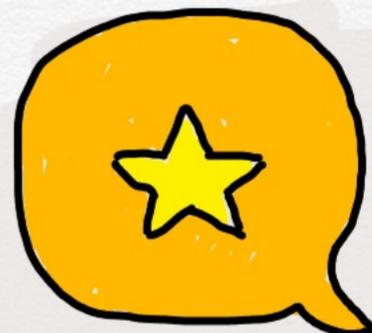


ORIGINALITY  
REQUIRES EFFORT

THIS IS WHAT  
WILL OUTLAST  
NETWORK  
FADS

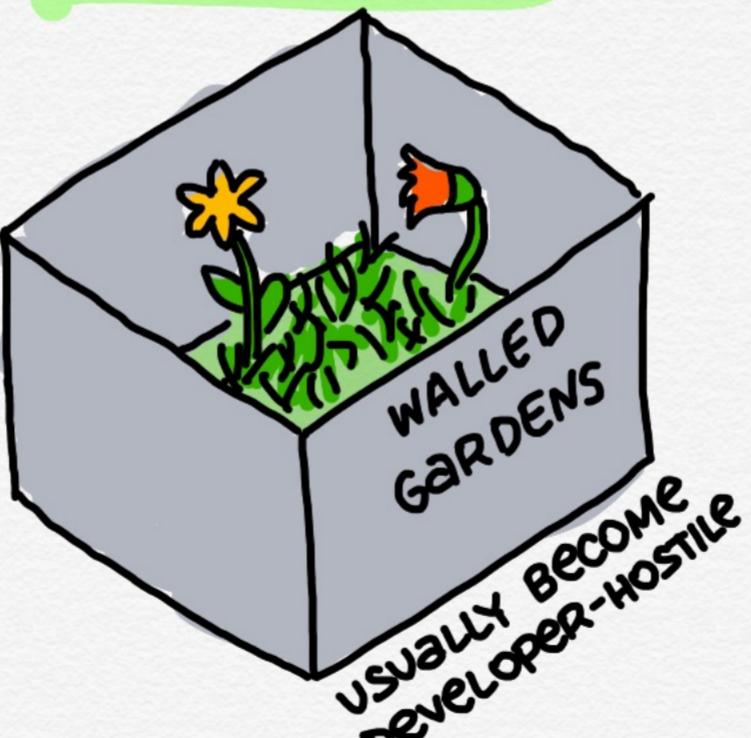


medium.com/@you  
you.tumblr.com  
you.com



Micro.blog

RSS/JSON Feed  
MICROPUB  
MICROFORMATS  
WEBMENTION  
WEBSUB

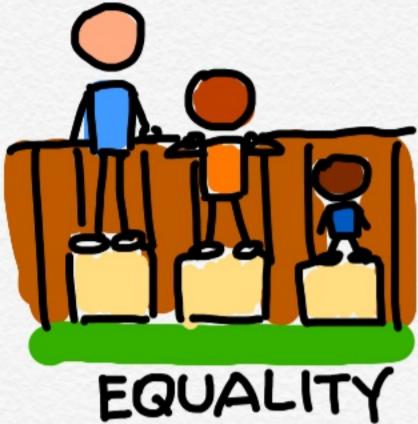


USUALLY BECOME  
DEVELOPER-HOSTILE

# POST · OWN · ENGAGE



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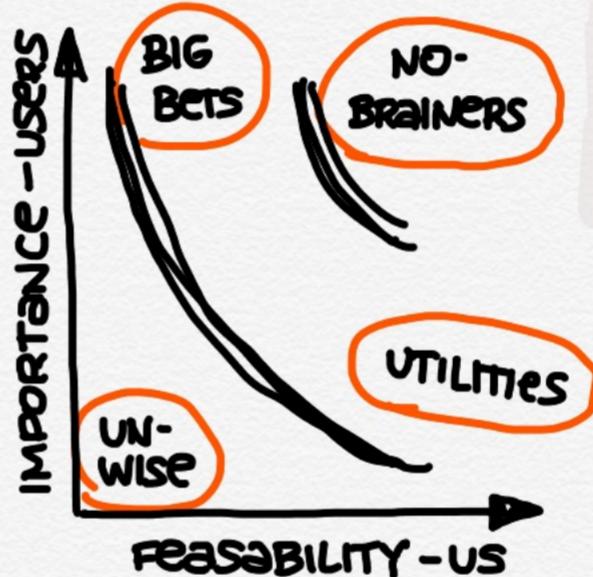
SAMEERA KAPILA  
@Samkap

## DeBUG THE GAP

- REPRESENTATION
- EDUCATION
- MERITOCRACY
- MENTORSHIP



DESIGN FOR  
WORST CASE  
SCENARIOS



## STORYBOARDING

USE THIS PROCESS  
TO PLAN HOW TO HANDLE  
INCIDENTS THAT MIGHT ARISE

## USE YOUR SKILLS

FIND WAYS TO  
BUILD THINGS  
THAT MATTER



→ LIKE-MINDED



GUYS

GET a  
SWEAR JAR

BE AN  
**ALLY**  
"IT'S a joke"

Seek to learn  
from others

**SHINE**  
THEORY

REFLECT BACK  
SOMEONE'S  
IDEA ALONG  
WITH THEIR  
NAME

Code of CONDUCT  
IS NECESSARY  
BUT INSUFFICIENT