SOFTWARE LOVE LANGUAGES

Isaac Elias @brainscraps

A QUOTE I'VE BEEN PONDERING SINCE EARLY 2014

(from a controversial figure)

The Jetsons (1962)

“remember when you would see future movies, and everything was in the sky? That’s the internet.”

- Kanye West, 2013

The Empire Strikes Back (1980)

Ready Player One (2017)

Elysium (2013)

YOU ARE BUILDING TOOLS & ENVIRONMENTS FOR HUMANS TO USE

WHAT WILL THOSE PRODUCTS COMMUNICATE?

HOW WILL THEY SHAPE & CHANGE THE HUMANS THAT USE THEM?

G+Deluxe

THIS CLOCK GLOWS IN THE DARK

HOW DO WE BUILD A BETTER, HAPPIER FUTURE?

AND ALSO AVOID A TECH DYSTOPIA?

True Link Financial

Isaac Elias

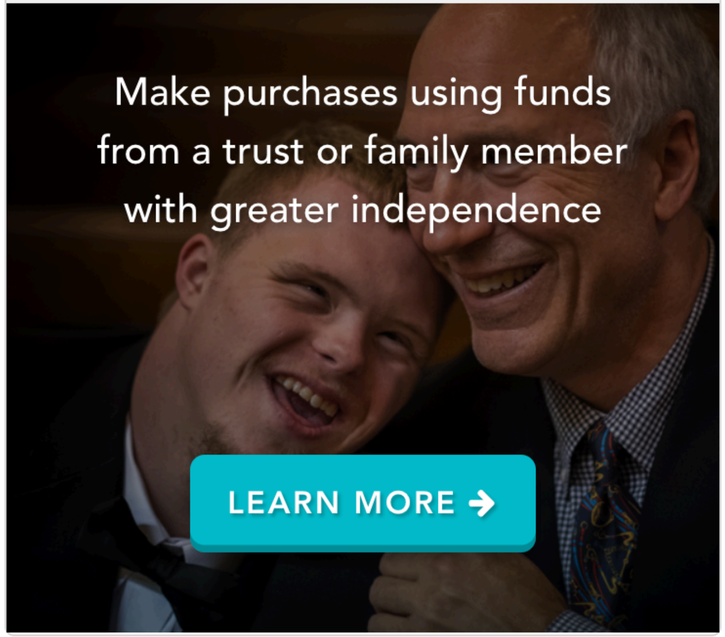
VP Engineering

@brainscraps

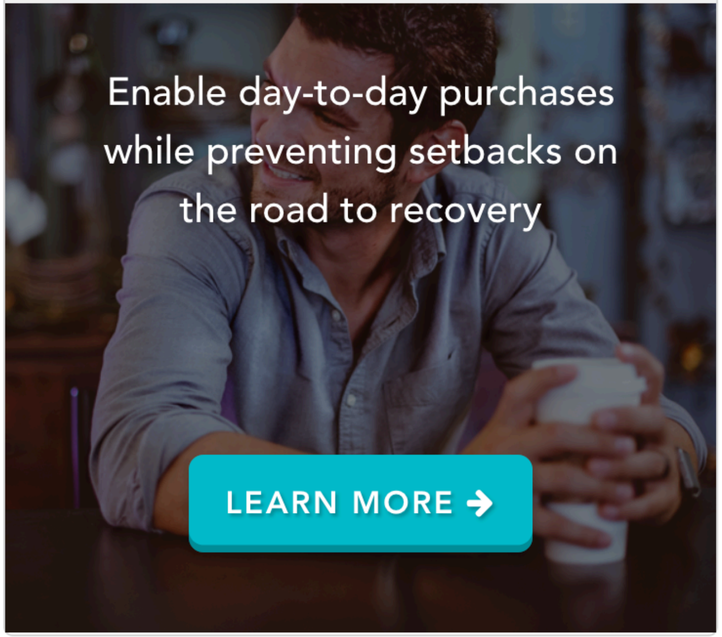
The People We Serve

Older adults

Special needs



Recovery from addiction



“Either you’re lying to me, or there’s something magical going on…”

- potential investors, 2018

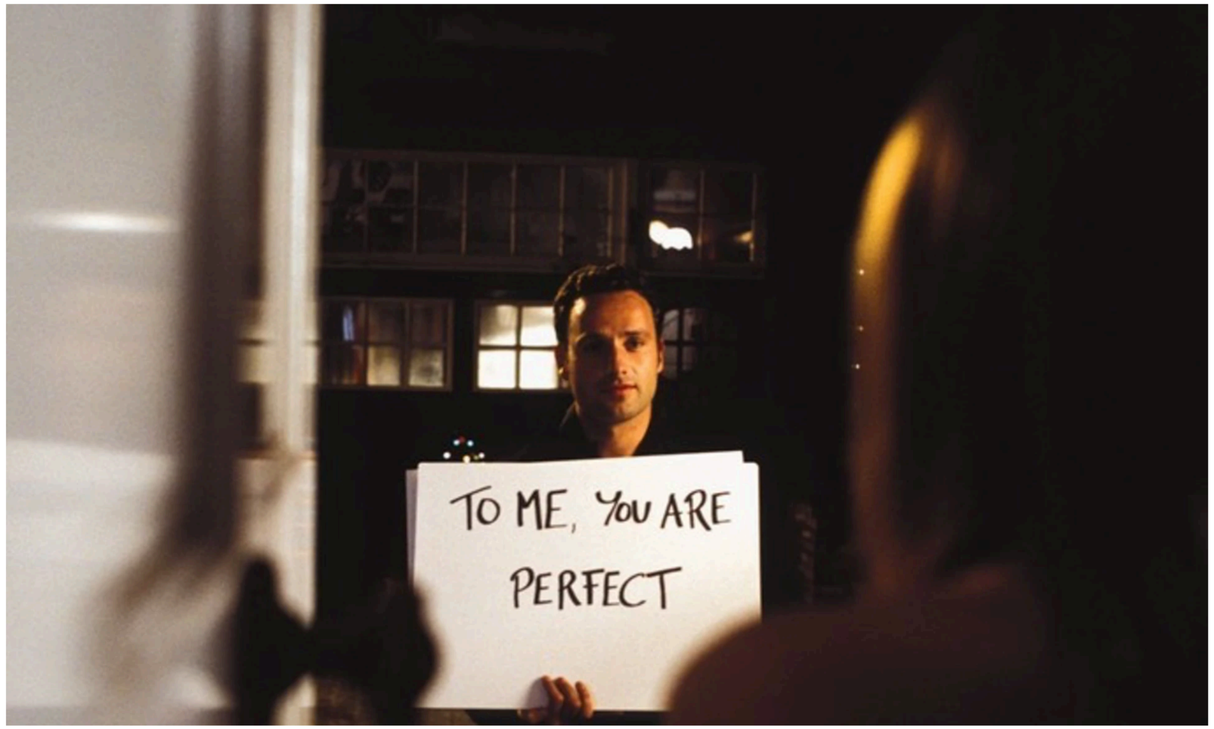
THE FIVE LOVE LANGUAGES

BY GARY CHAPMAN

DON'T MISTAKE "CUSTOMER-OBSESSION" WITH LOVE

11 Movie Scenes That Taught Us Stalking Is Romantic

By AMANDA CHATEL | Feb 5 2016 |



Principles that can help

- Treat people like people, not objects or targets
- How can you seek consent & transparency?

LOVE IS LINKED TO FREEDOM

- When showing love for people, we yearn for their freedom
- We yearn to help them achieve growth on their terms
- We will reject anything that oppresses them or doesn't respect their agency

bell hooks

- ON-BOARDING EMAILS
- FORM VALIDATIONS
- SALES PROCESS

Have a great day at work today.

– Your friends at Slack

Join Twitter today.

Full name

Andrew

✓ Name looks great.

Email address

andrew.burton88

✗ Doesn't look like a valid email.

Create a password

••••••••••

✓ Password is okay.

Choose your username

Don't worry, you can change it later.

Suggestions: Andrew10204256 · Andrew12373661 ·

- ON-BOARDING EMAILS
- FORM VALIDATIONS
- SALES PROCESS

- NOTIFICATIONS!
- PRIVACY AND DATA SHARING

82%
14:25
Friday 20 May
Duolingo Yesterday, 16:00
Learning a language requires a little practice every day. Practice your Swedish on Duolingo.
slide to learn
Duolingo Yesterday, 16:00
Learning a language requires a little practice every day. Practice your Spanish on Duolingo.
Duolingo 1d ago
Learning a language requires a little practice every day. Practice your Swedish on Duolingo.
Duolingo 1d ago
Learning a language requires a little
slide to unlock

- NOTIFICATIONS!
- PRIVACY AND DATA SHARING

Apple to require privacy policy on all apps

October iOS change reflects broader societal shift

By Kieren McCarthy in San Francisco 31 Aug 2018 at 19:46 24 SHARE ▼

Apple will require all apps developers to include a privacy policy that outlines what they will do with their users' data, starting October 3.

When a company decides to make privacy a priority

- Helps customers
- Challenges peers
- Changes expectations

Nathan Ruser
@Nrg8000

Follow

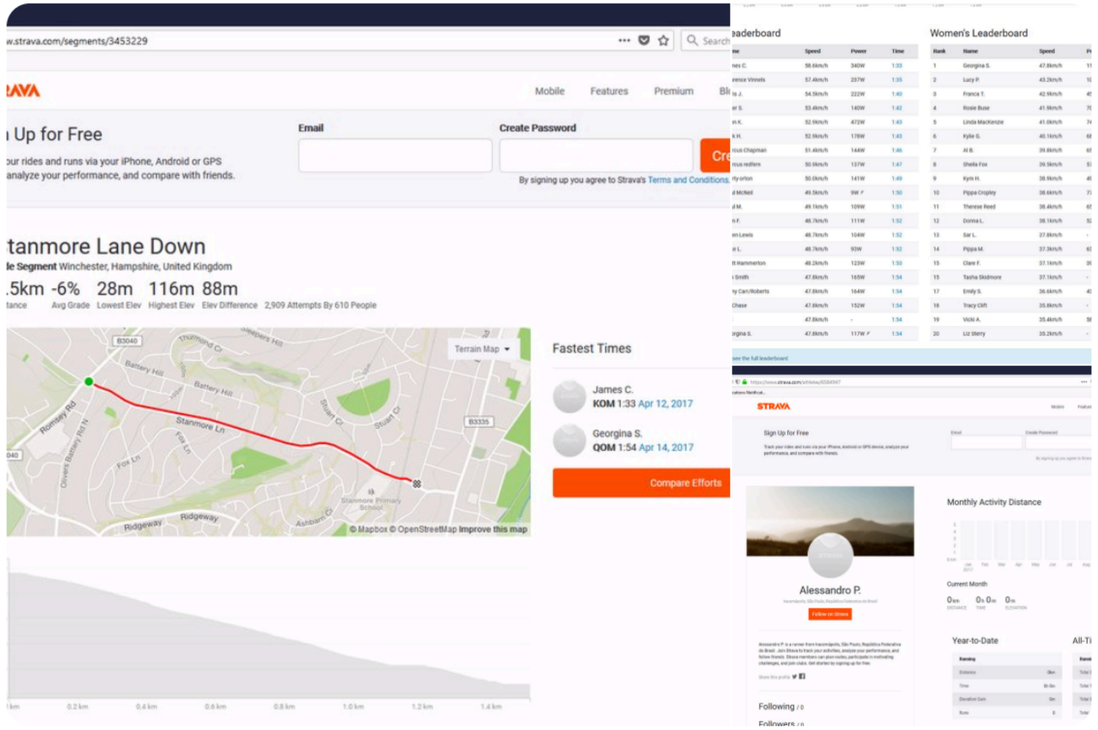
Strava released their global heatmap. 13 trillion GPS points from their users (turning off data sharing is an option). medium.com/strava-enginee… … It looks very pretty, but not amazing for Op-Sec. US Bases are clearly identifiable and mappable

10:24 AM - 27 Jan 2018

Paul D
@Paulmd199

Follow

It just keeps getting deeper. You can also trivially scrape segments, to get a list of people who travelled a route, and trivially obtain a list of users. #Strava



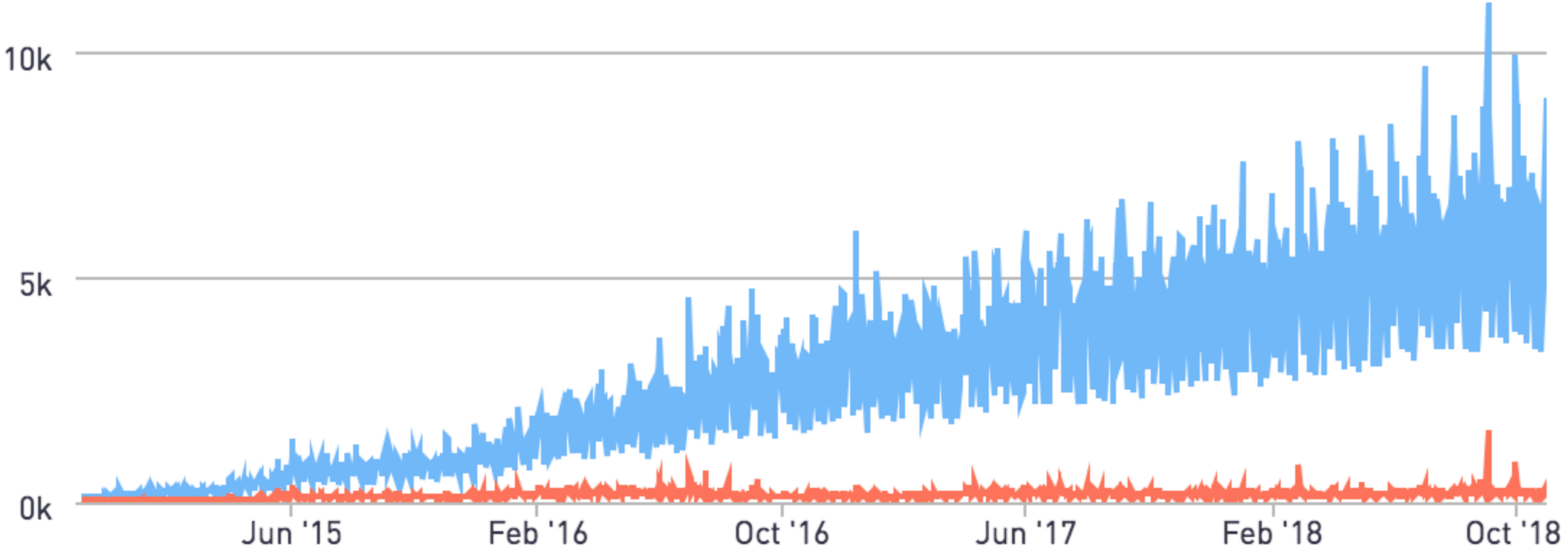
1:51 PM - 28 Jan 2018

- MANAGING COMPLEXITY
- AUTOMATING PAIN POINTS
- CLARITY IN PRICING

curl | Ruby | Python | PHP | Java | Node | Go | .NET

Example Response

```
#<Stripe::Balance 0x00000a> JSON: {
  "object": "balance",
  "available": [
    {
      "currency": "usd",
      "amount": 426062,
      "source_types": {
        "card": 426062
      }
    }
  ],
  "connect_reserved": [
    {
      "currency": "usd",
      "amount": 0
    }
  ],
  "livemode": false,
  "pending": [
    {
      "currency": "usd",
      "amount": 0,
      "source_types": {
        "card": 0
      }
    }
  ]
}
```


10k
5k
0k
Jun '15
Feb '16
Oct '16
Jun '17
Feb '18
Oct '18

- FINDING WAYS TO GIVE BACK
- GIVING BEFORE THEY ASK

```
[hotfix-signup-err][~/code/truelink]$     git push --set-upstream origin hotfix-signup-err

Total 0 (delta 0), reused 0 (delta 0)
remote:
remote: Create a pull request for 'hotfix-signup-err' on GitHub by visiting:
remote:      https://github.com/TrueLinkFinancial/truelink/pull/new/hotfix-signup-err
remote:
To git@github.com:TrueLinkFinancial/truelink.git
 * [new branch]      hotfix-signup-err -> hotfix-signup-err
Branch hotfix-signup-err set up to track remote branch hotfix-signup-err from origin.
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 * [new branch]
Branch hotfix-signup                                                    p-err from origin.
```

- BEING PRESENT
- EFFICIENCY IN COMMUNICATION
- UNDERSTANDING FEATURES

GET TO KNOW YOUR CUSTOMERS

- Internal & External
- Go to conferences, meetups, gatherings
- Do “ride-alongs” to get to know their workflow

- BEING PRESENT
- EFFICIENCY IN COMMUNICATION
- UNDERSTANDING FEATURES

HOW CAN YOU BUILD A BETTER, HAPPIER FUTURE?

EVEN IF YOU'RE "JUST ONE PERSON"?

LET'S DO THIS.

"THAT'S HOW
WE'RE GONNA WIN.
NOT FIGHTING
WHAT WE HATE,
SAVING WHAT
WE LOVE."