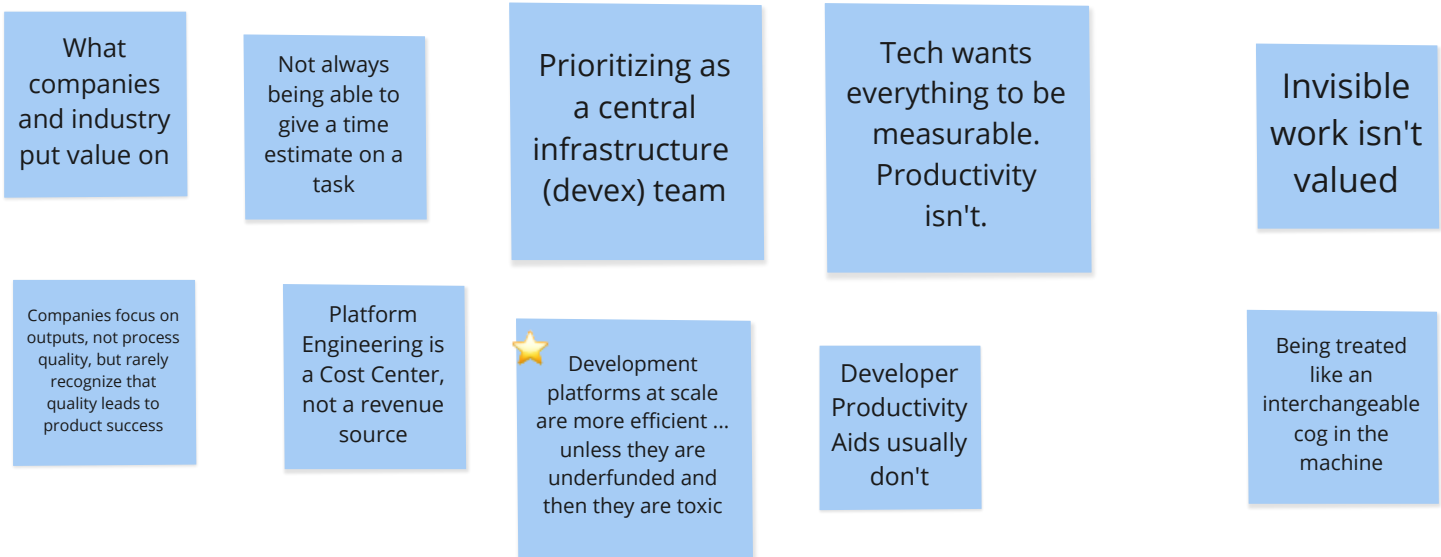
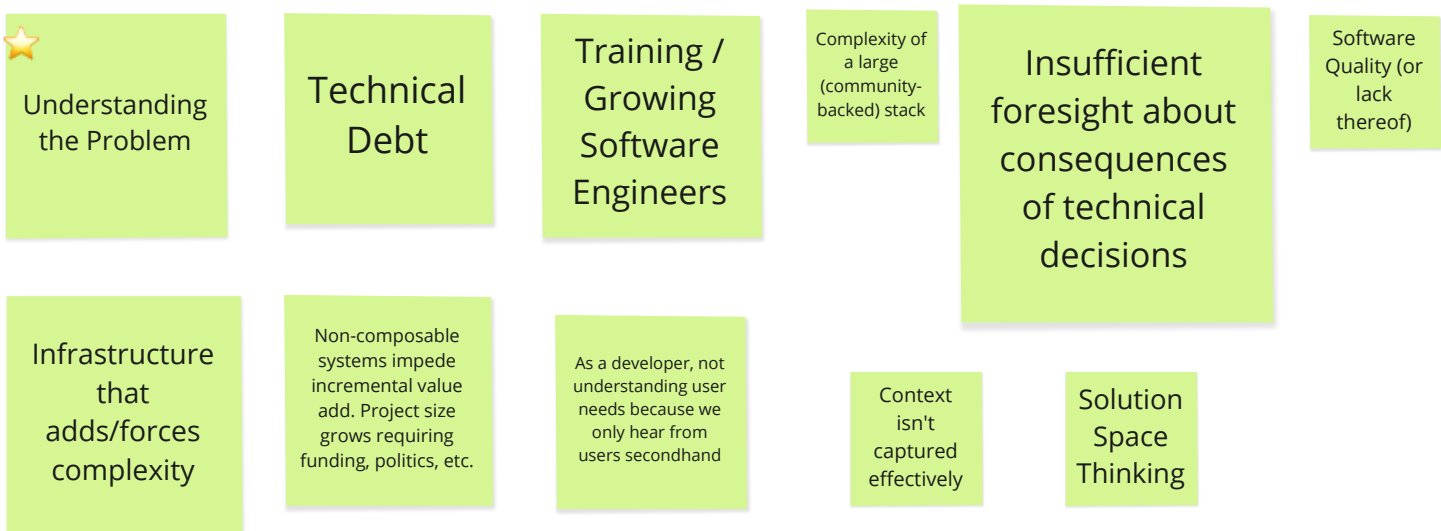


Using the lens of "**Developer Experience**", think about what problems and constraints make creating software difficult



Using the lens of "**Software Excellence**", think about what problems and constraints make it difficult to build a product that matters, and do awesome quality work:



Using the lens of "**Thriving**", think about what problems and constraints make it difficult for people to thrive, teams to thrive, and organizations to thrive:





Copy the Stars!

Understanding
and Education



Misaligned
Incentives



DevEx Problems
Are Mostly
Human Problems,
Not Technical

Visitor

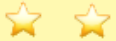
★ If the work on
★ improving
★ quality/efficiency
isn't valued and
therefore rewarded,
it's hard to keep it
going



We reward people
for papering over
complexity
instead of
removing it.



Tendency
to solution-
space
thinking



Context (both as a
technical and
human problem)
for all leaders and
ICs involved