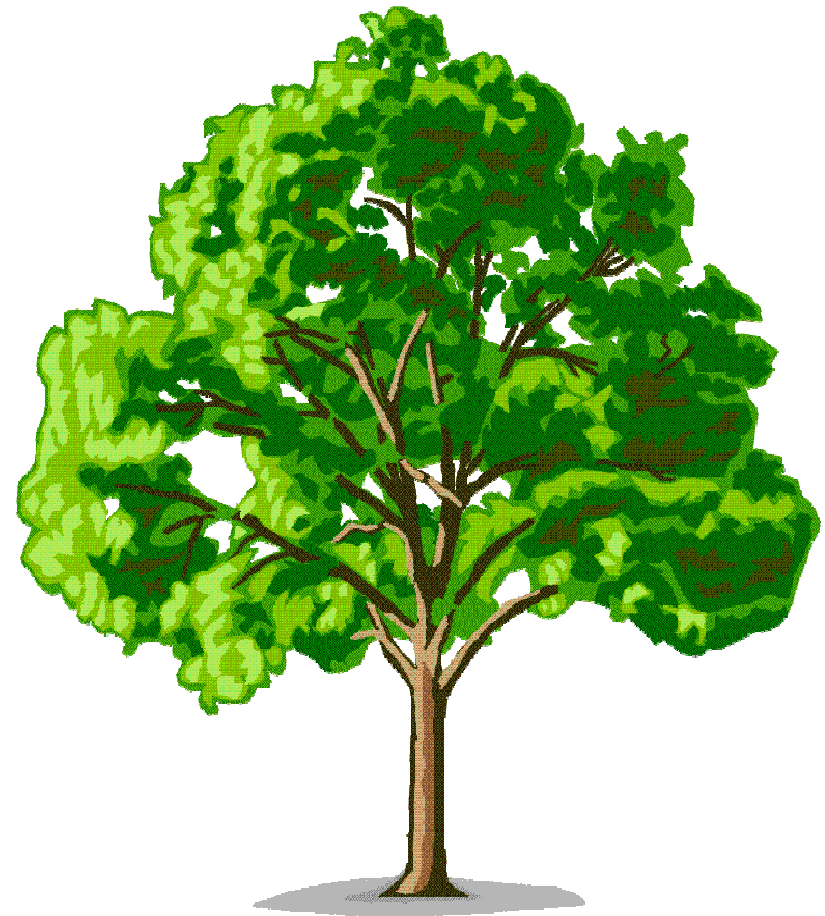


Who's Using Your Software?



Gerard Sychay
#tek11
05/26/2011

Who Am I?



Gerard Sychay

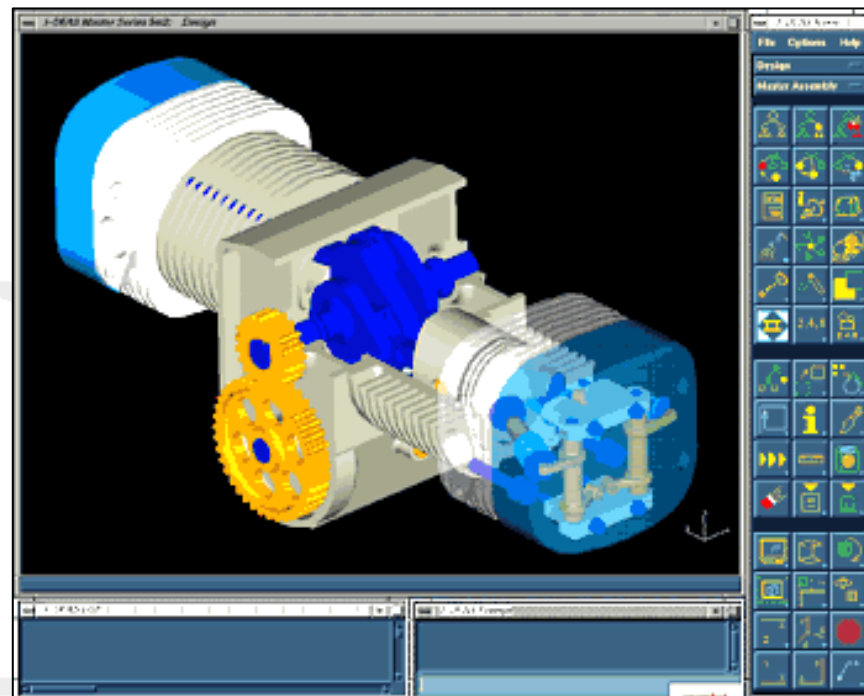
10 years of PHP

ZipsceneMobile.com




Who Am I?

1995 - 2000



Who Am I?

2000 - 2005

Symptom Surveillance Project
Cincinnati Pediatric Research Group

Symptom Surveillance Project: Login

Username:



Password:

Log in

Interesting Links:

Cincinnati Pediatric Research Group

Pediatric Practice-Based Research Network



Forget your password? Click [here](#) to receive a new password by email.

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© 2003-2007, Cincinnati Children's Hospital Medical Center. All Rights Reserved.
[Terms of Use](#)
SSP 2.0

Who Am I?

2005 - 2010

zipscene CINCINNATI
(Change City)

Bob Evans 10 under \$20 Family Meals To Go!
SERVES 3-4
ORDER ONLINE

Events **Venues** Restaurants Tickets Concerts Photos Sports

e.g. arts, music, salsa **SEARCH**

All Venues **Featured Venues**

Ads by Google

Local Restaurants
10 Meals for Under \$20, Serves 3-4 People! Order Online at Bob Evans.
www.BobEvans.com

Print Restaurant Coupons
100's of Printable Coupons Coupons from 1,000's of Restaurants
www.ShopAtHome.com

Taste of Cincinnati
The Nation's Longest Running Culinary Arts Festival
www.taste-of-cincinnati.com

Low Cost Health

Featured Venues (17)
Results 1 - 17 of 17

Monk's Cove
1104 St. Gregory St
Cincinnati, OH 45202

THE LACKMAN
1237 Vine St.
Cincinnati, OH 45202

Village Tavern
9390 Montgomery Rd.
Montgomery, OH 45242

Righteous Room
641 Walnut St.
Cincinnati, OH 45202

Tap & Go
950 Pavilion St.
Cincinnati, OH 45202

Mt. Adams Pavilion
949 Pavilion St.
Cincinnati, OH 45202

Madison Theater
730 Madison Ave.
Covington, KY 41011


The Stand
3195 Linwood Ave.
Cincinnati, OH 45208

Blue Wisp Jazz Club
318 E. 8th St.
Cincinnati, OH 45202

Cavanaugh's Irish Pub
7340 Kingsgate Way
Cincinnati, OH 45069

Who Am I?

2010 - ???

[Home](#) [Product Tour](#) [Why Go Mobile?](#) [Try It Free](#) [Chains](#) [Sign In](#) [Help](#) 


Is your website mobile-friendly?

Your customers are searching for you on their smartphones.

Put your business in the palm of their hands with a mobile website.

[Try It Free](#)
No commitment

[Learn More](#)
Take a tour



Why do you need a mobile website?

Dozens of websites and apps link to current site.

Your domain is listed in directories, review sites, social media and native apps. What will consumers find when they click your link on their phone?

[Learn More »](#)

People are looking for you in search engines.

Mobile search traffic is exploding, and people are finding your website on their phones right now. What is their experience once they get there?

[Learn More »](#)

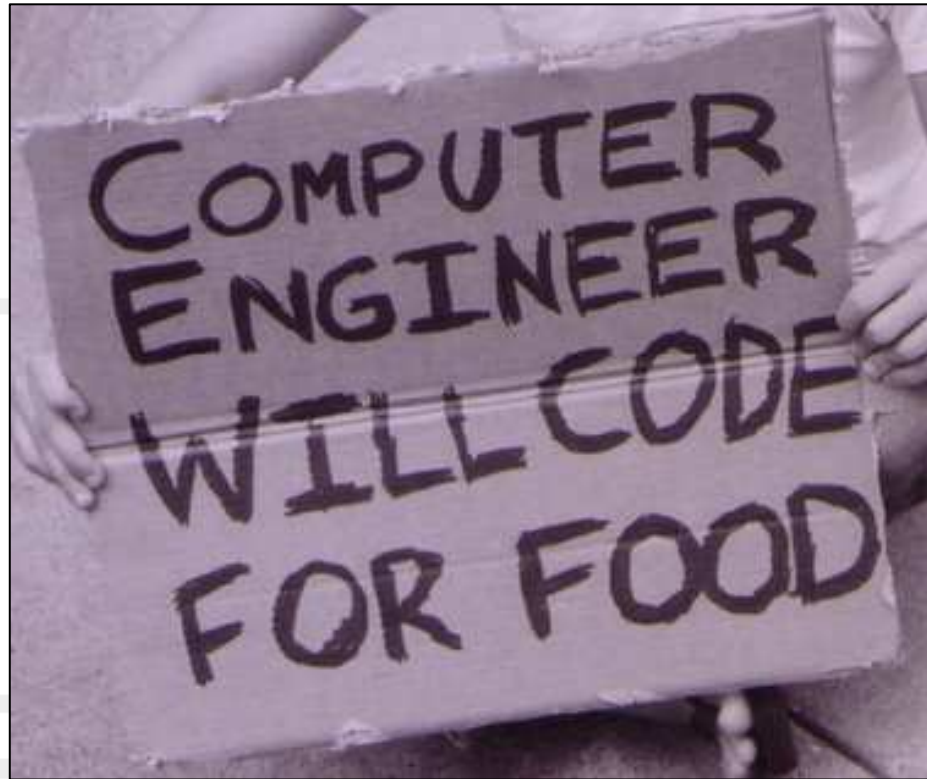
Desktop sites aren't designed for mobile use.

The mobile presentation of a desktop website can range anywhere from cumbersome to broken. How does your current site look on mobile?

[Learn More »](#)


Who Am I?

2010 - ???



© <http://codecompiling.net>

Who Am I?



WHAT'S
THE
POINT?



The Business of Software


<http://youtu.be/e2PyeXRwhCE>

© Python (Monty) Pictures Ltd.



The Business of Software

Medical knowledge base search engine

 Biomedical Informatics

GATACA

Status: Enter text search terms in the search field then press the Search Button to progress to the next tab. For more assistance please review the Guide

[Text Search](#) [Search Results](#) [Session History](#) [Examples](#)

Text Searching

(heart OR cardi*) AND blood AND NOT valve


Text Search Options

- Implied Boolean Between Search Terms: ☒ OR ☐ AND
- Search only on Names, Descriptions, and Definitions: ☒
- Show only results for # Gene Hits > 1 and <
- Minimum Number Search Terms That Must Match:

Guided Help

The Business of Software

Weekly survey tool

Symptom Surveillance Project
Cincinnati Pediatric Research Group

Symptom Surveillance Project: Login



Username:

Password:

Log in

Interesting Links:

Cincinnati Pediatric Research Group
Pediatric Practice-Based Research Network



Forget your password? Click [here](#) to receive a new password by email.

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The Business of Software

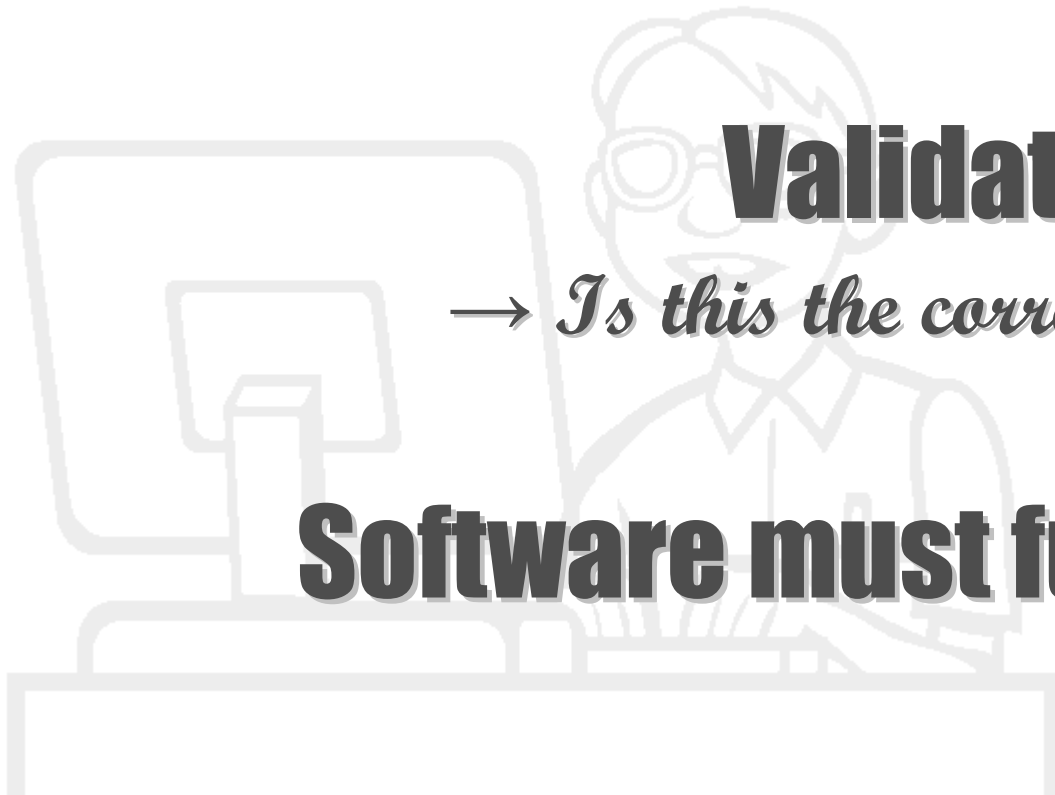
Verification

→ *Is the software correct?*

Validation

→ *Is this the correct software?*

Software must fulfill a need!



The Business of Software

Quality

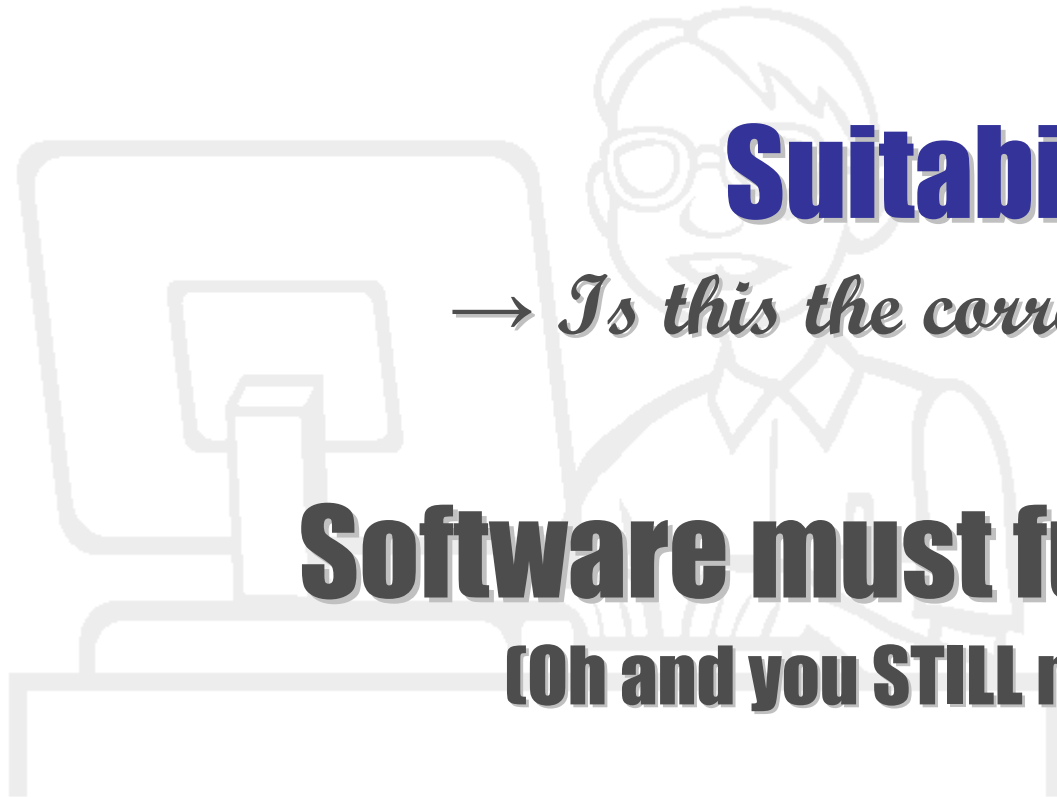
→ *Is the software correct?*

Suitability

→ *Is this the correct software?*

Software must fulfill a need!

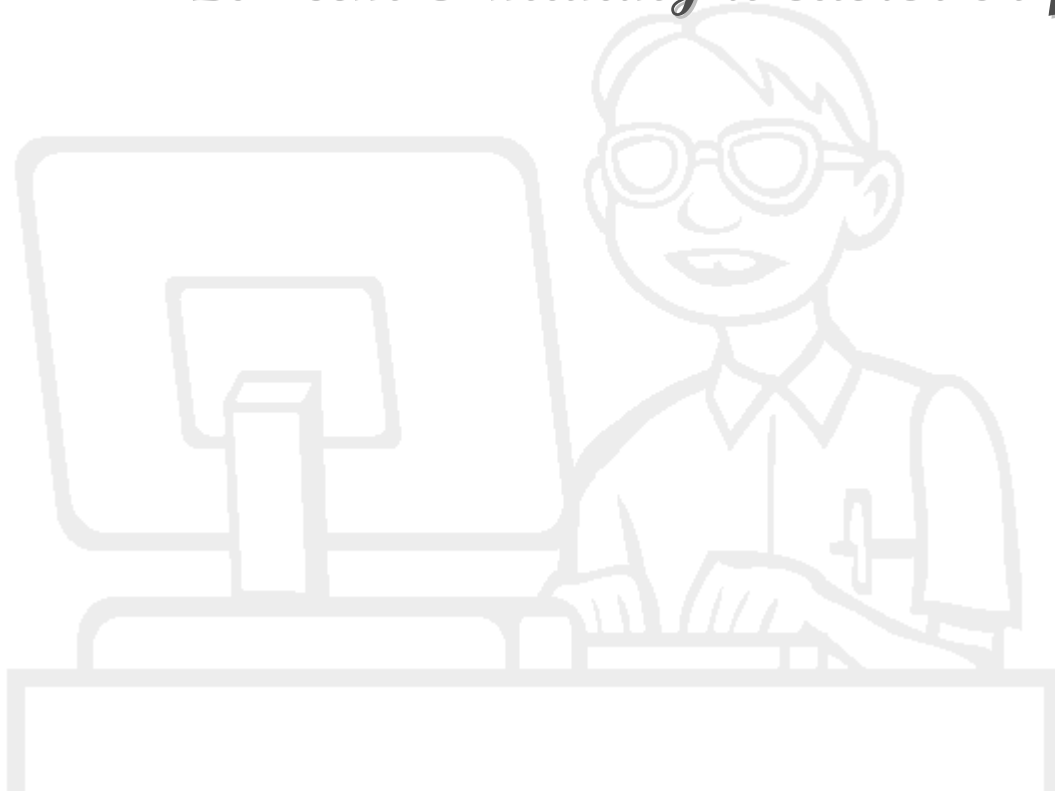
(Oh and you STILL need quality)



What do we do?

Questions to ask yourself:

1. *Why are they doing this?*
2. *Am I making it easier or faster for them?*



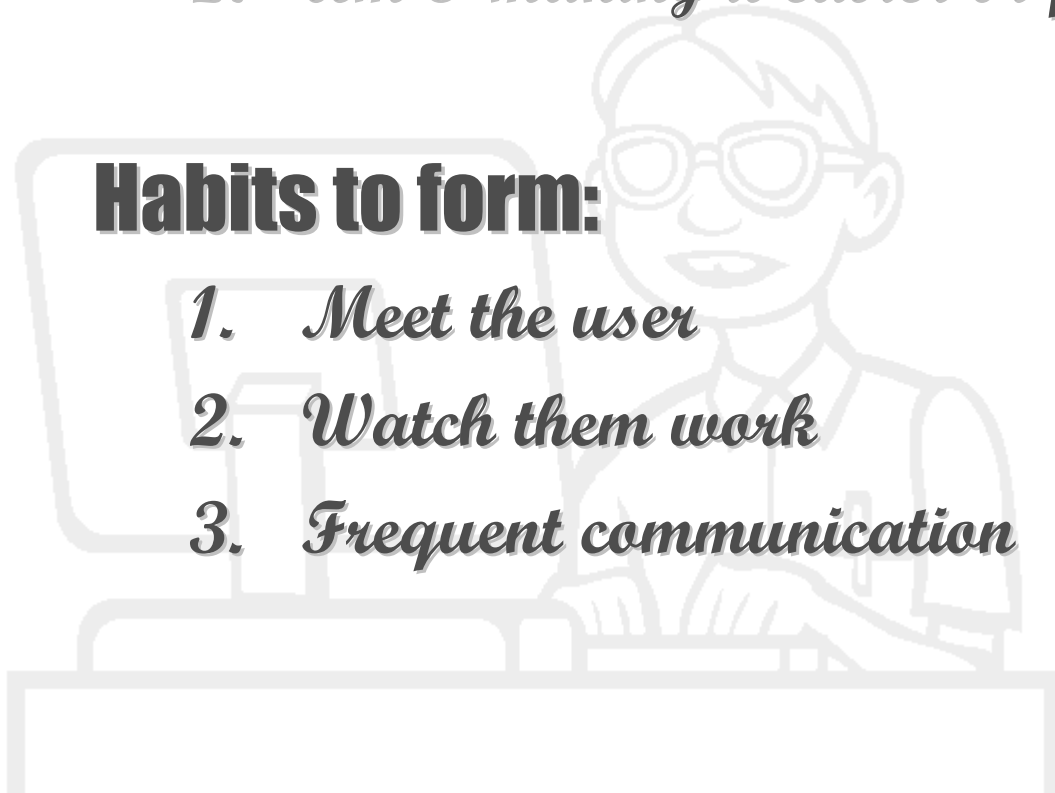
What do we do?

Questions to ask yourself:

1. *Why are they doing this?*
2. *Am I making it easier or faster for them?*

Habits to form:

1. *Meet the user*
2. *Watch them work*
3. *Frequent communication*



What do we do?

Who is this so-called *user*?



Folks Who Use Software

Your IT Department → Internal

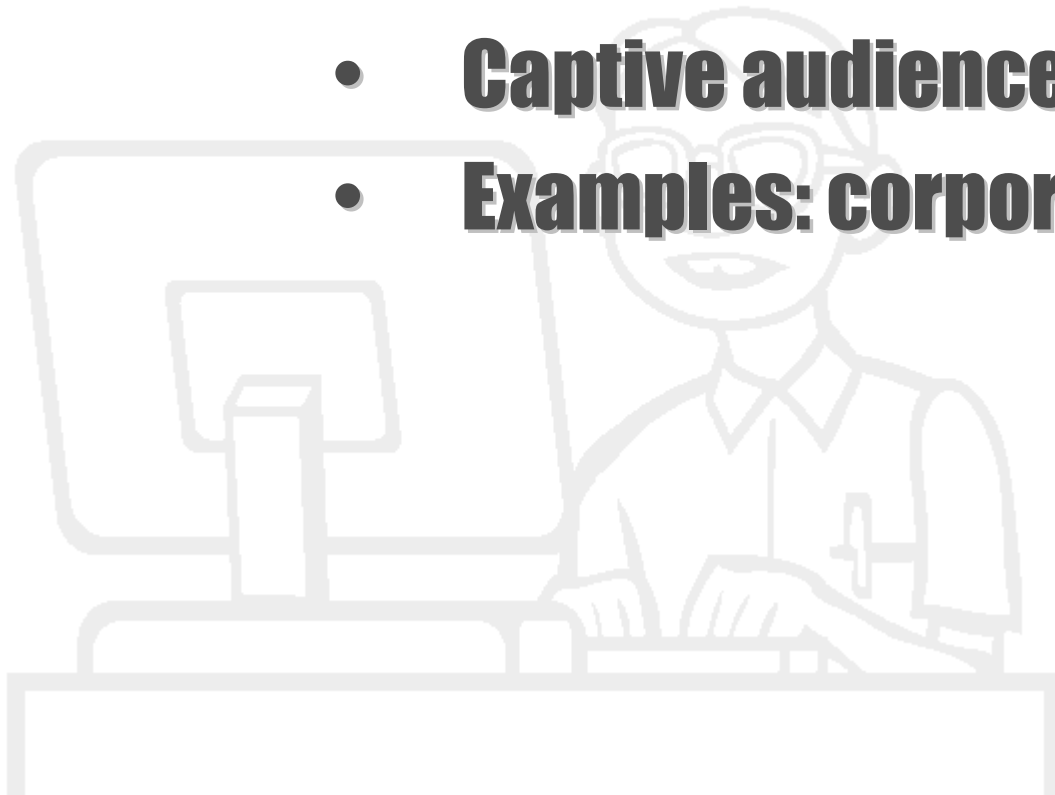


© Channel 4 TV Corp.

Folks Who Use Software

Your IT Department → Internal

- **Captive audience**
- **Examples: corporations, hospitals**



Folks Who Use Software

Business → Business

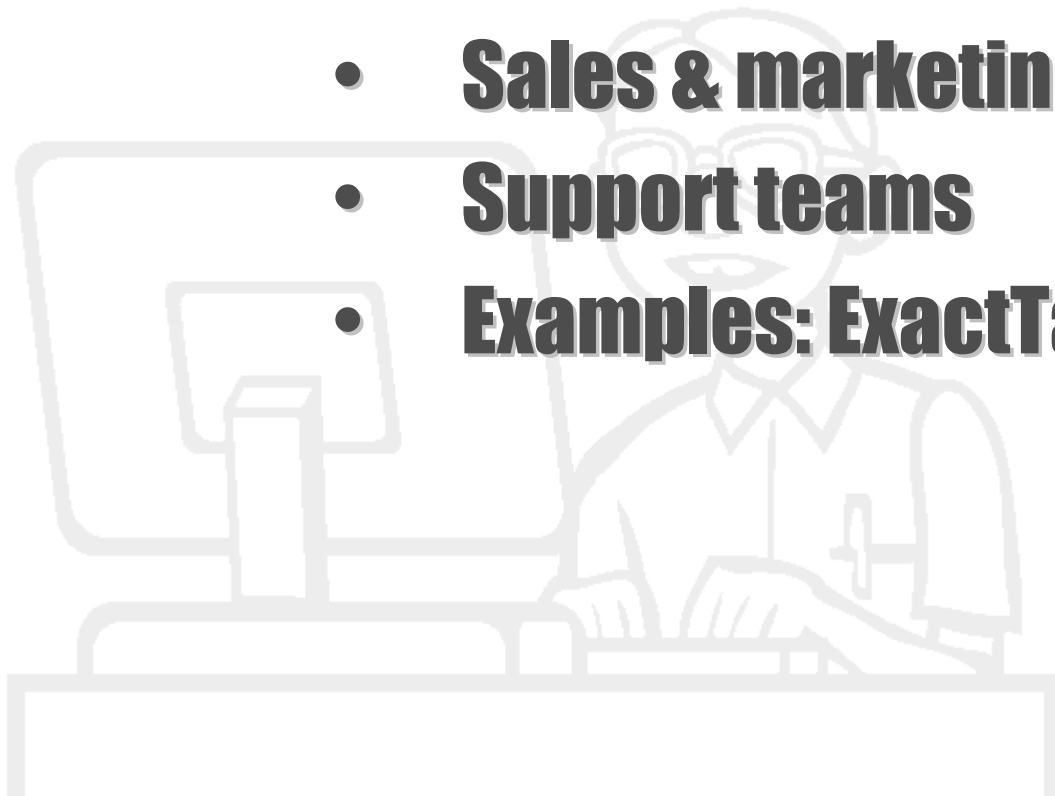


© 20th Century Fox

Folks Who Use Software

Business → Business

- **Sales & marketing teams**
- **Support teams**
- **Examples: ExactTarget, Salesforce**



Folks Who Use Software

Business → Consumer

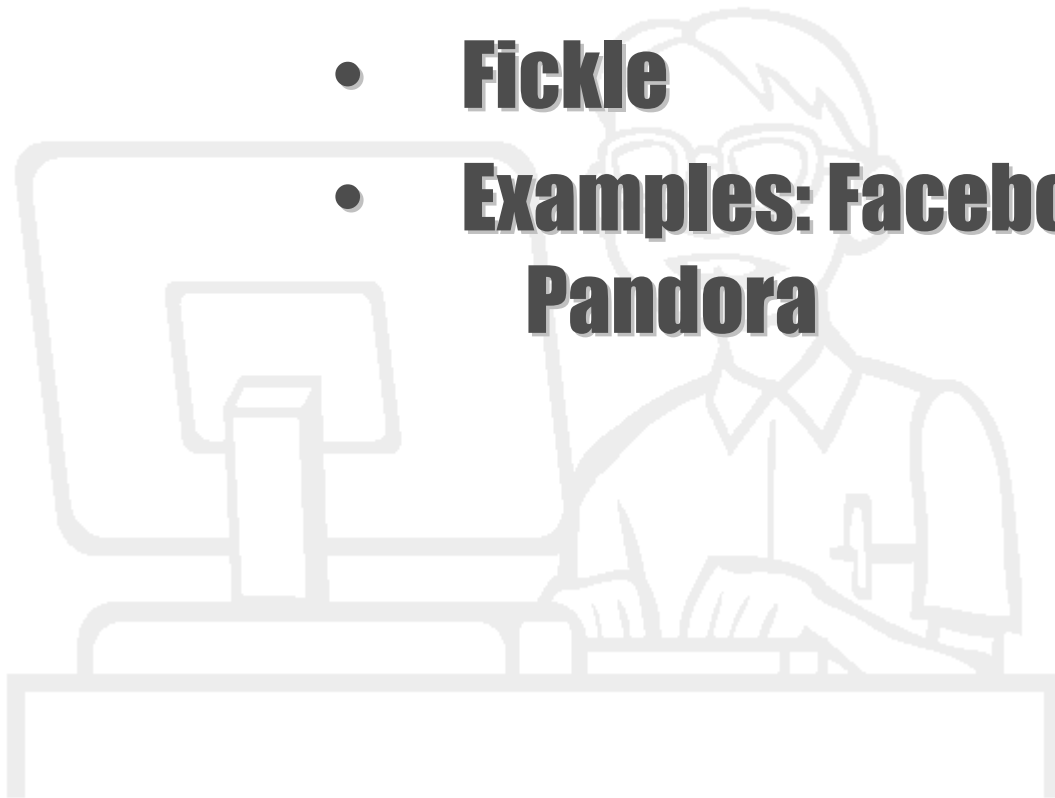


© Columbia Pictures

Folks Who Use Software

Business → Consumer

- **Fickle**
- **Examples: Facebook, Evernote, Pandora**



Digression: Usable, but how usable?

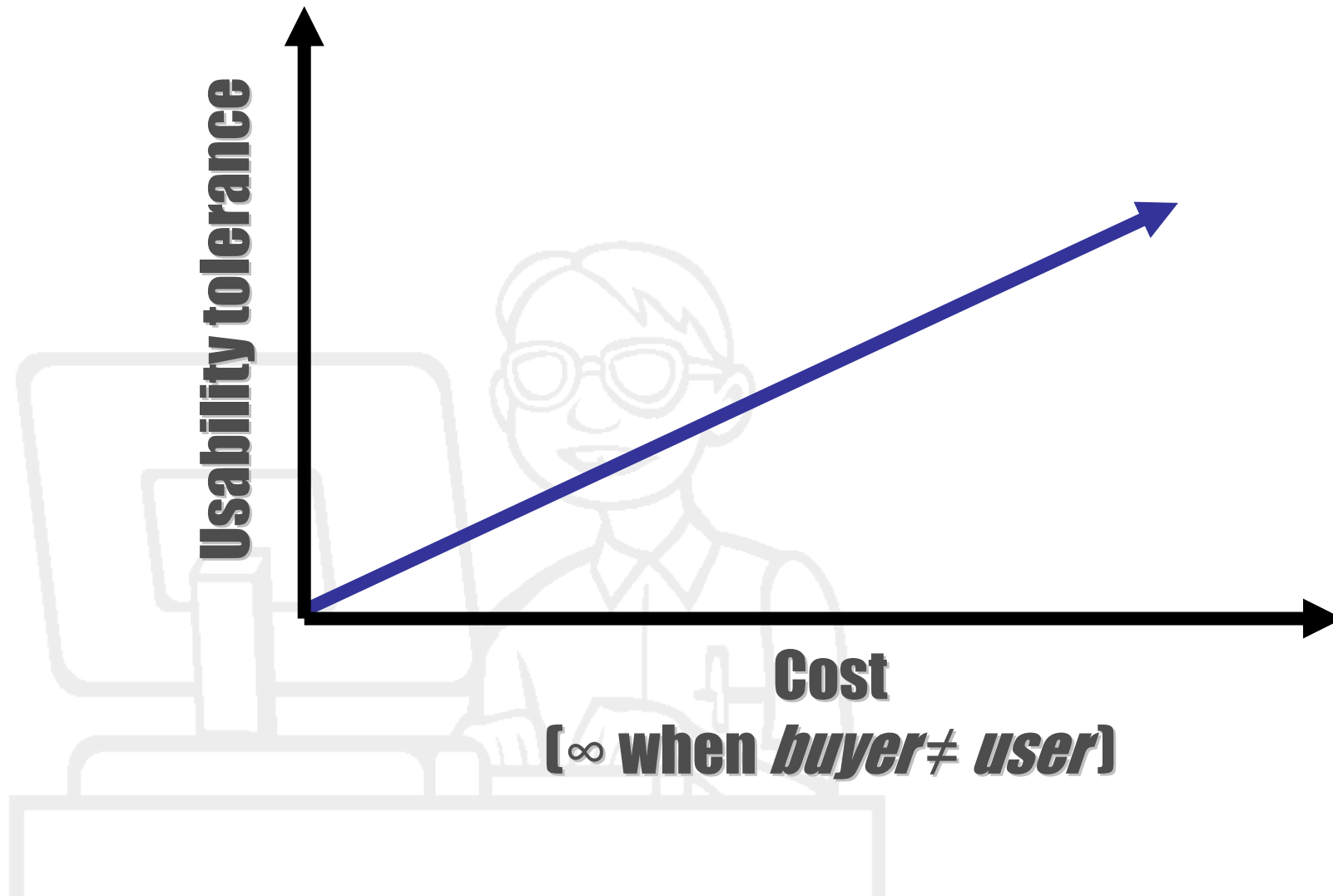
Ex. URL Validation

Website: *

ex. <http://www.yourvenue.com>



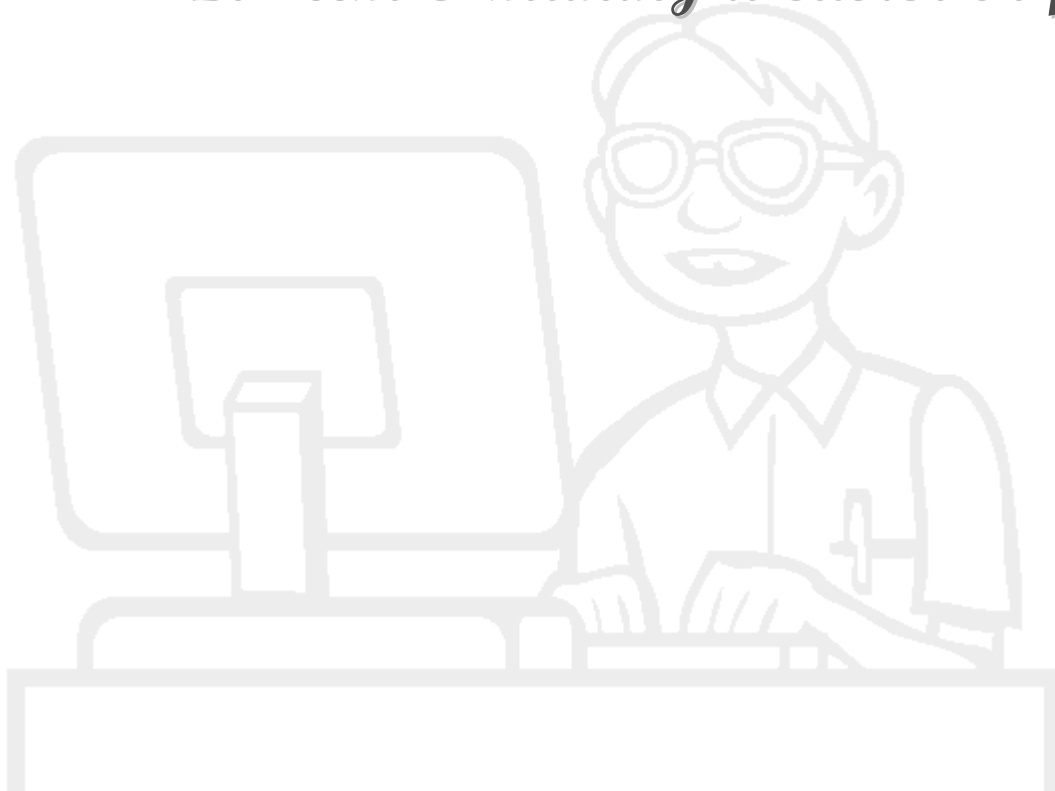
Digression: Usable, but how usable?



So now, what do we do?

Questions to ask yourself:

- 1. Why are they doing this?*
- 2. Am I making it easier or faster for them?*



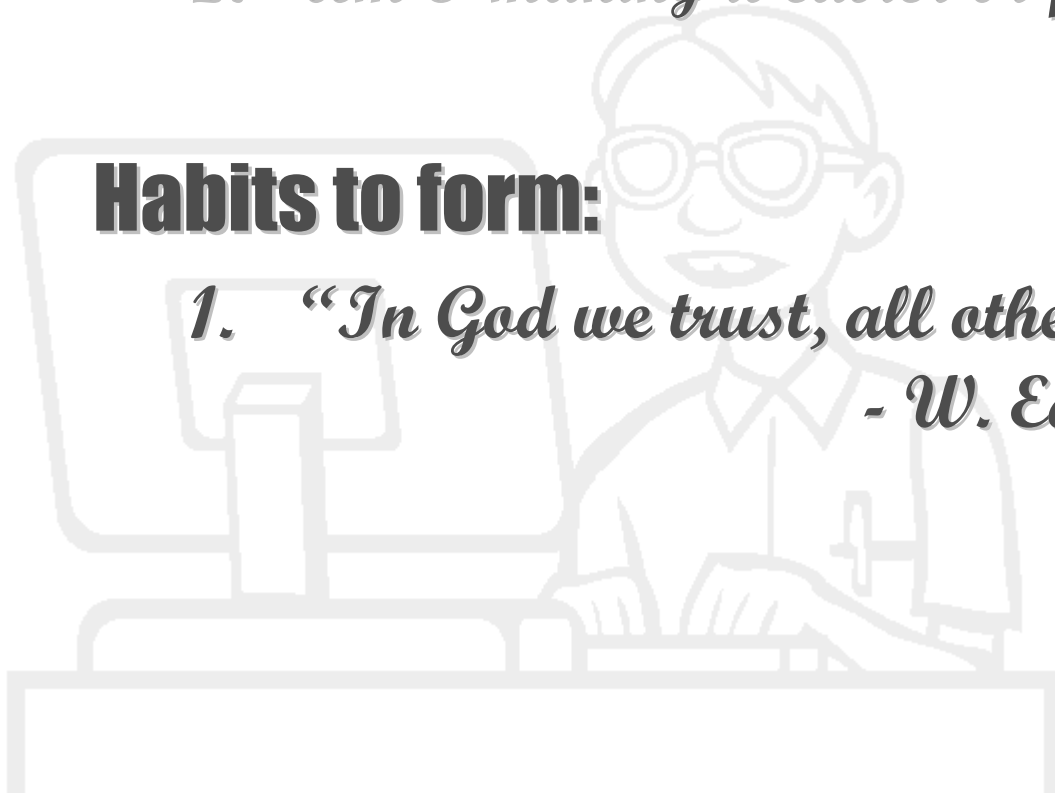
So now, what do we do?

Questions to ask yourself:

- 1. Why are they doing this?*
- 2. Am I making it easier or faster for them?*

Habits to form:

- 1. “In God we trust, all others bring data.”
- W. Edwards Deming*



So now, what do we do?

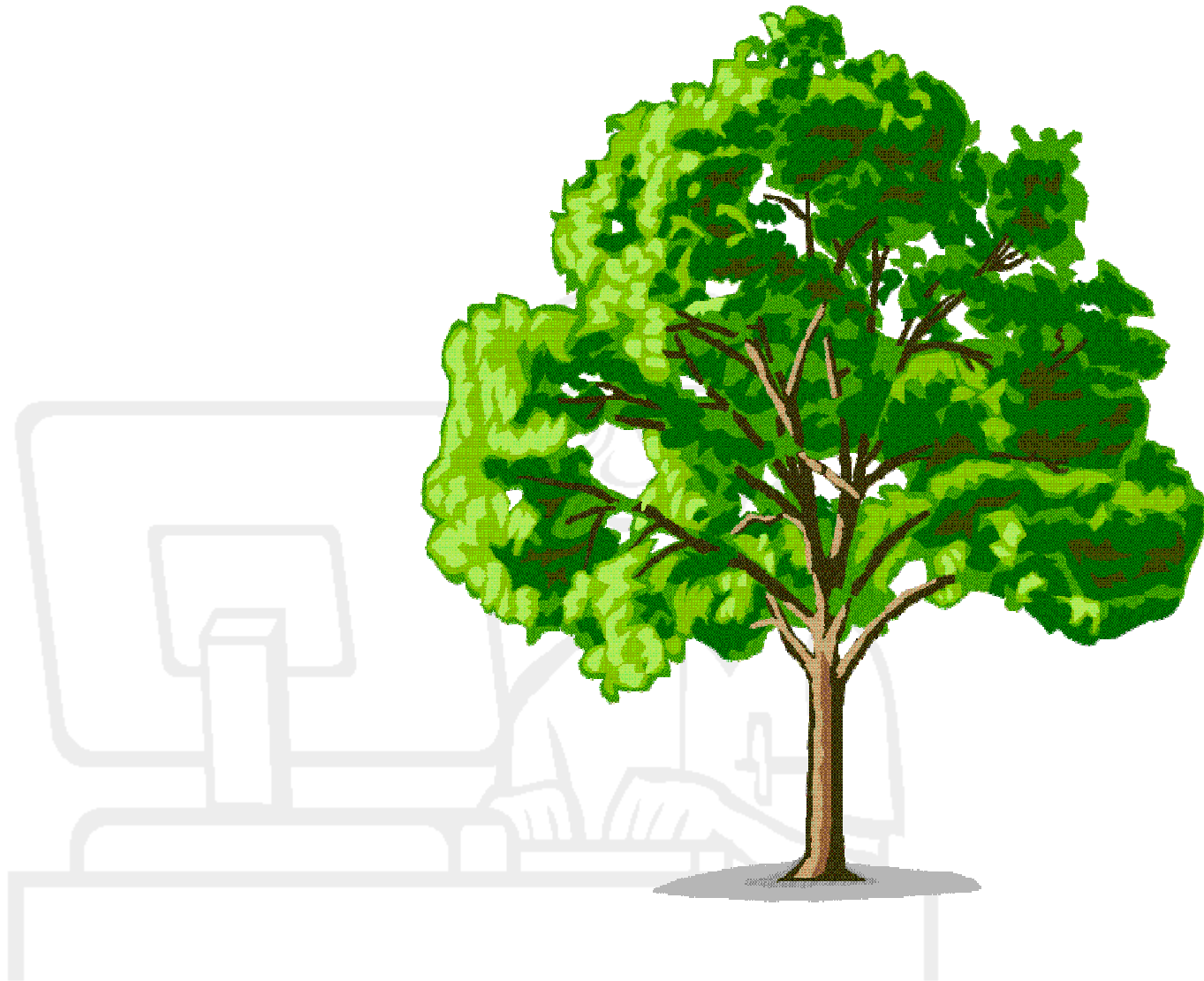
fivesecondtest

FEEDBACK ARMY

userfly

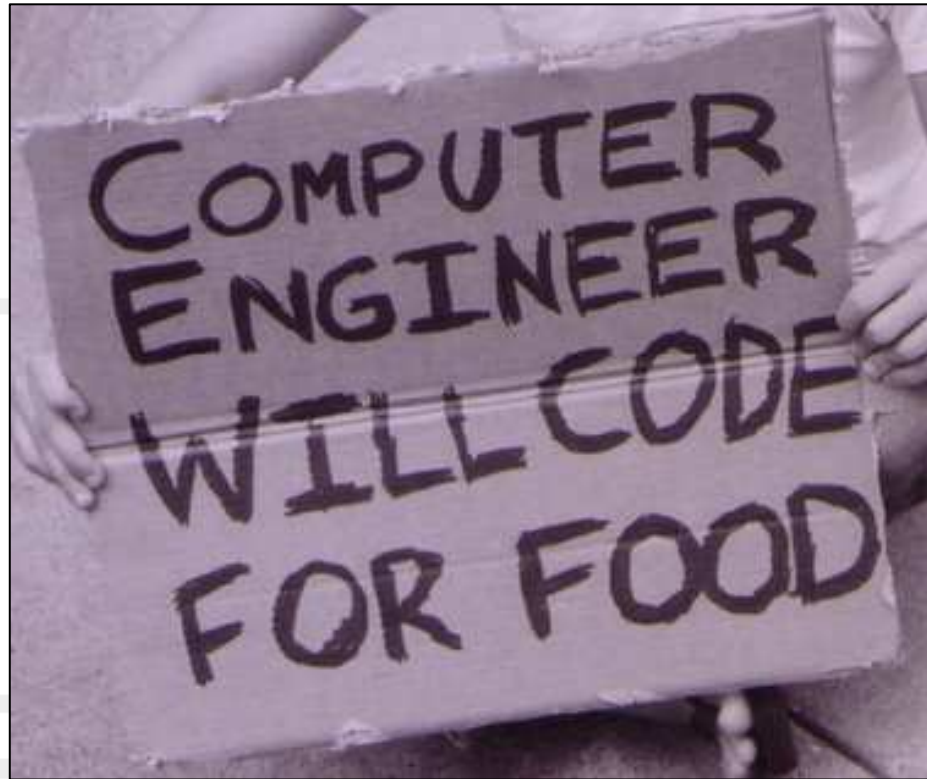
User Testing.com

What makes software successful?



What makes software successful?

Value



© <http://codecompiling.net>

What makes software successful?

Downloadable Training Calendar



YOUR TRAINING CALENDAR

If you are using a Hal Higdon training program, you can generate an iCal file to import into Google Calendar, Outlook, iCal, etc. Just answer the questions below.

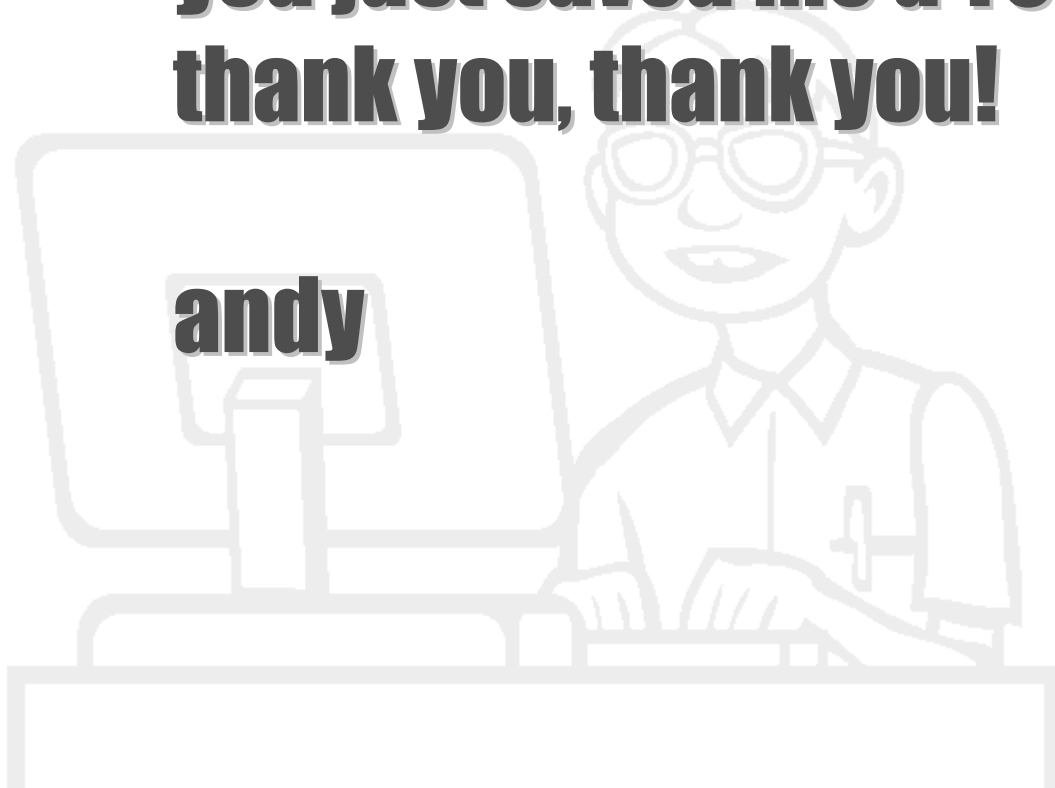
1. I am running a
 - ...5K.
 - ...10K.
 - ...half marathon.
 - ...marathon.

What makes software successful?

”

**you just saved me a TON of time. thank you,
thank you, thank you!**

andy

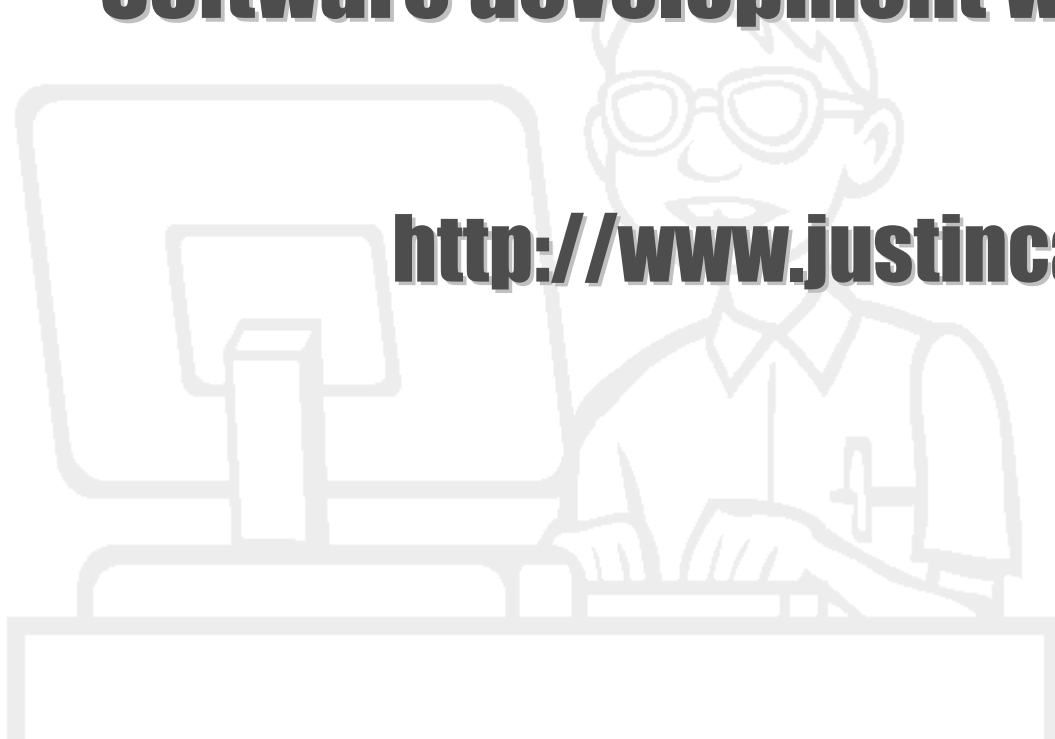


Thanks!

Inspired by:

“Software development with clients in mind”

<http://www.justincarmoney.com>

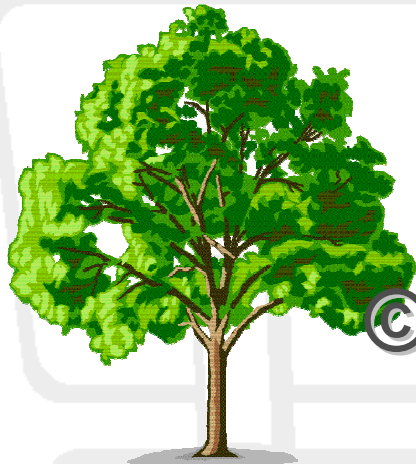


Thanks!

@hellogerard

hellogerard@gmail.com

<http://straylightrun.net>



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