

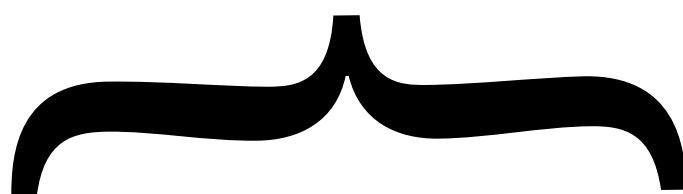
# Simplicity

Good morning all! I'm sorry I missed the party last night. Somebody please bring me up to speed, who had at least one embarrassing moment?

# Jan Lehnardt

Great! My name is Jan Lehnardt, you may know me from such movies as CouchDB or my lesser supportive roles in mustache as mustache.js





# Simplicity

Let me start by saying: What a great conference! Makes me wish I'd be a Django person. It's an honour to be here, thanks for the invitation.

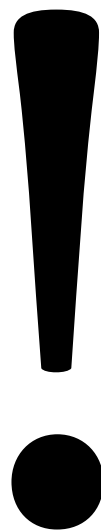
If you follow me on twitter, you will have heard most of my jokes already, sorry about that.

## Simplicity

Alright. The title of my talk is “Simplicity” (because it says so on the wall).

...not when there is  
nothing left to add,

A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.  
— Antoine de Saint-Exupéry



Right, “designer”, who here is a “designer” (\*raises hand\*)? — Crickets — Thought so.

*Design is how it works*  
— SJ

You're all designers. Why should you care?  
Better software, happier developers, happier users.  
Django even has Perfection in the by-line.  
end-developers



# Layers

# Text

The source code of the software we write.

# Algorithms

The ideas behind the source code, in small pieces

# Architecture

How it all fits together.

# Data

Fluff users want to see.

# Stack

Where we are in the layer cake, which neighbours do we have to care about?

# UI

How we want things to look.

# UX

What people see.



Breathe

Text

in the United States. The title character is a  
led (hence his nick name), accident-prone  
und puppy, whose real name was Prince Amir  
British comedy writer Frank Muir and illustrated  
Joseph Wright. It was later made into an animated s  
& Bevanfield Films produced the first series  
in the UK in 1990 and again in 1995 by Disney and  
Entertainment/Bohbot Entertainment produced  
on ABC in the United States. The title character i  
d series. Both of them were narrated by Frank  
Muir.  
Afghan Hound puppy, whose real name was Prince  
of Kinjan. Central Independent Television, Link  
at-a-Mess is a series of children's books written by  
Licensing & Bevanfield Films produced the first se  
British comedy writer Frank Muir and illustrated by  
and DiC Entertainment/Bohbot Entertainment proc  
ph Wright. It was later made into an animated series  
the second series. Both of them were narrated by F  
e UK in 1990 and again in 1995 by Disney and aired  
n ABC in the United States. The title character is a  
lisheveled (hence his nick name), accident-prone

Attention Span: – Kids 1–2 – Adults 5–6  
Bugs per LoC  
Mustache.js, CTemplate, taking away features, simple port, twitter

# Algorithms

Bad pun ahead!

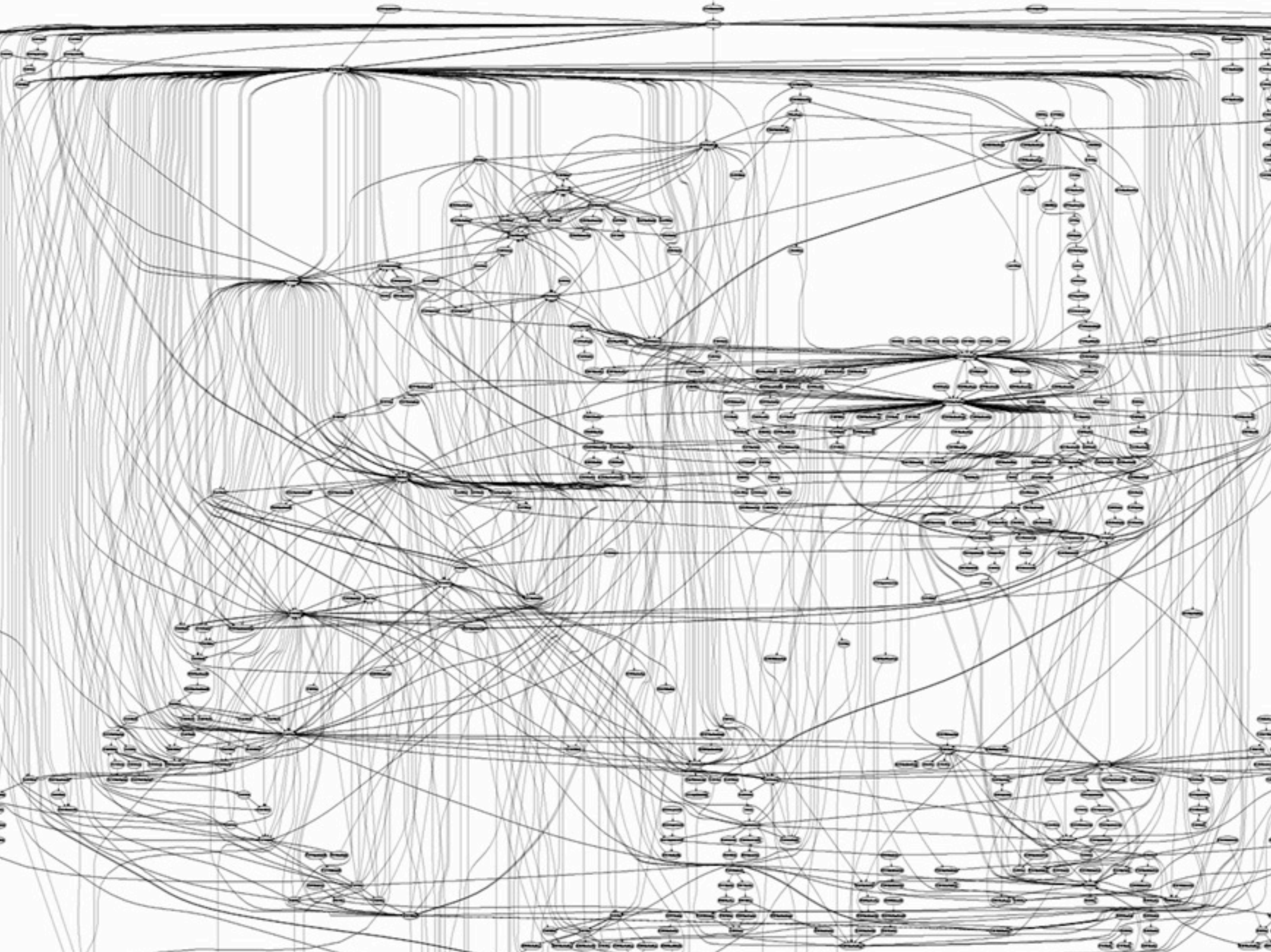
Speed, memory, LoC, Runtime Complexity, Computational Complexity



Speed, memory, LoC, Runtime Complexity, Computational Complexity  
mustache: less code is faster  
the fastest code is the one you don't write

Architecture





Bashing Java  
SOAP = RPC, BOSH = HTTP over HTTP  
NoSQL in Django, no extra layer, @simonw  
CouchApps, no middle tier.  
Node.js — One language to rule them all.  
crash-only-design, no shutdown phase

Data



Home

SQL

Help

SQL

phpmyadmin (3)

- libros
- TEeee
- test

Server: mysql.sourceforge.net Database: phpmyadmin Table: libros

Structure

Browse

SQL

Search

Insert

Export

Operations

Empty

Drop

	Field	Type	Attributes	Null	Default	Extra	Action					
<input type="checkbox"/>	idlibro	varchar(6)		No								
<input type="checkbox"/>	titulo	varchar(128)		No								
<input type="checkbox"/>	autor	varchar(128)		No								
<input type="checkbox"/>	edicion	varchar(16)		No								
<input type="checkbox"/>	editorial	varchar(20)		No								
<input type="checkbox"/>	ciudad	varchar(20)		No								
<input type="checkbox"/>	año	year(4)		No	0000							
<input type="checkbox"/>	resumen	longtext		No								
<input type="checkbox"/>	coleccion	varchar(20)		Yes	NULL							
<input type="checkbox"/>	materias	longtext		No								

Check All / Uncheck All

With selected:

Print view

Relation view

Propose table structure

Add

1

field(s)

At End of Table

At Beginning of Table

After

idlibro

Go

Indexes:

Keyname	Type	Cardinality	Action	Field	
PRIMARY	PRIMARY	1			titulo
idlibro	UNIQUE	1			idlibro
resumen	FULLTEXT	1			resumen 1
ciudad	FULLTEXT	1			ciudad
idlibro_2	FULLTEXT	1			idlibro

Create an index on 1 columns Go

Space usage:

Type	Usage
Data	136 Bytes
Index	9,216 Bytes
Total	9,352 Bytes

Row Statistics:

Statements	Value
Format	dynamic
Rows	1
Row length	136
Row size	9,352 Bytes
Creation	Apr 28, 2005 at 05:41 AM
Last update	Apr 28, 2005 at 05:41 AM
Last check	Apr 28, 2005 at 06:08 AM

Run SQL query/queries on database phpmyadmin

SELECT \* FROM `libros` WHERE 1

Fields:

idlibro

titulo

autor

edicion

NoSQL,  
ORM loc > DB loc

UI

# ELECTRIC GECKO

— Hysterie & Gestaltung

└ Guten Tag. Mein Name ist Malte. Ich  
gestalte Websites. Ich mag Schrift, unklare  
Sachlagen und die Postmoderne.

└ Momentan bin ich zu Hause in Hamburg.  
Mehr bei [Dopplr](#).

└ [01 – Journal](#) / [02 – Projekte](#) / [03 – Fotos](#) / [04 – SOC](#) / [05 – Kontakt](#)

16.05.2010

## Ausnahme: Pragmatismus

*Tags: Gestaltung, Web. [Permanenter Link zu](#)*

*[diesem Eintrag](#). Bisher keine Kommentare.*

Die Diskussion über Flash und HTML5, über CSS3 und Frameworks muss geführt werden. Sie ist interessant, unterhaltsam und relevant. Dennoch — ich halte mich auch bei diesem Thema lieber an den Nebenschauplätzen auf. Weil es mich mehr kümmert, was nun anzufangen ist, mit den schönen neuen Werkzeugen. Welche Auswirkungen das vorhandene Set von Tools für Grafikdesign und Nutzerführung im Web hat. Ausnahme also einmal: Pragmatismus.

Schönstes Beispiel, das gerade die Gestalterschulhofrunde macht, ist die neue Website des [Inventory Magazine](#), einer wunderbar gestalteten [Publikation](#) über hochwertiges Alltagsequipment. [inventorymagazine.com](#) tut genau das Richtige — statt den Look der Zeitschrift für das Web zu kopieren (und dabei an Nutzbarkeit und Stringenz zu scheitern, wie die vorige, Flash-basierte Website), *übersetzt* sie das Editorial Design in ein anderes Medium.

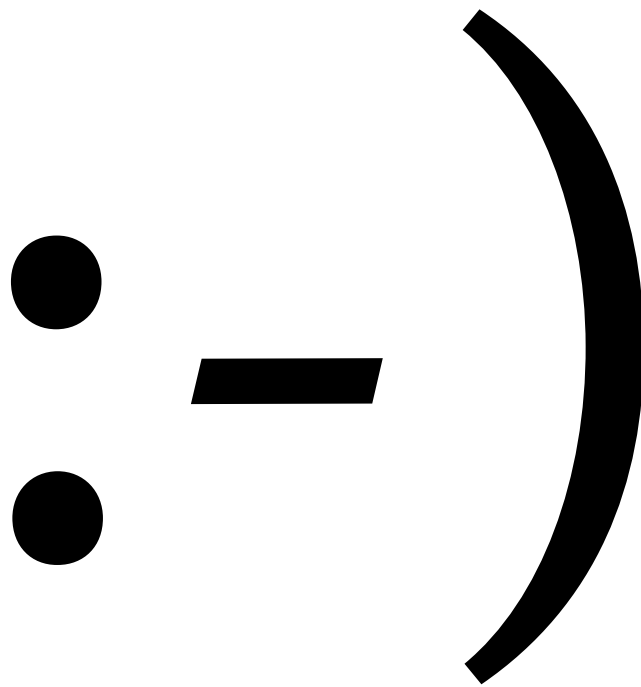
Bemerkenswert ist besonders die [Updates-Sektion](#), die dank simpel realisierter Variationen innerhalb des Rasters eine Wertigkeit der Gestaltung erreicht, die sich wohltuend von all den [Kaugumminterfaces](#) abhebt. Und dazu genügen der flexible Umgang mit Bildformaten, ein wenig Detailtypografie mit Verstand (Marginalien/Bildzeilen) und Spannung im Layout. Man sollte mehr über diese Dinge sprechen. Ein CSS3-Multicolumn wird genau dann interessant, wenn es ein konkretes Gestaltungsproblem löst. Tools follow form follow function, bitteschön.

Oder eben immer wieder, bis es schmerzt: Less but better.

less is more

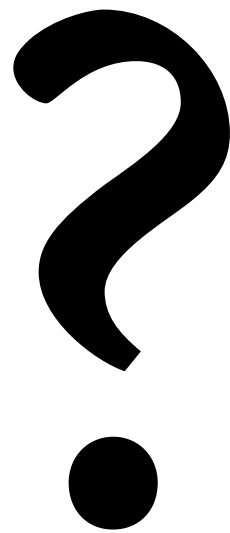
UX

Shit must work.



Shit must work.  
airline sites, Google webmaster tools  
best text/algorithms/architecture/ui won't save you if UX sucks





Strive to perfection, make everything simpler, rule the world!  
Throw away bloat, your ORM, your levels of abstraction.  
Perfect is the enemy of done



[For] any product:  
simple things should  
be easy, and hard  
things should be  
possible.

— *Alan Kay*

Alan Kay, photoshop in a page, OO, PC, Laptop, iPad. Smalltalk.  
Calendars are hard, package managers are hard.  
BOSH/SOAP reason: HTTP clients suck.  
Solid library code.  
Standing on the shoulders of giants.  
Except, I never want to get into legacy mobile Java development.  
So my plea for you is: Make a simpler future. It



*Thanks!*

