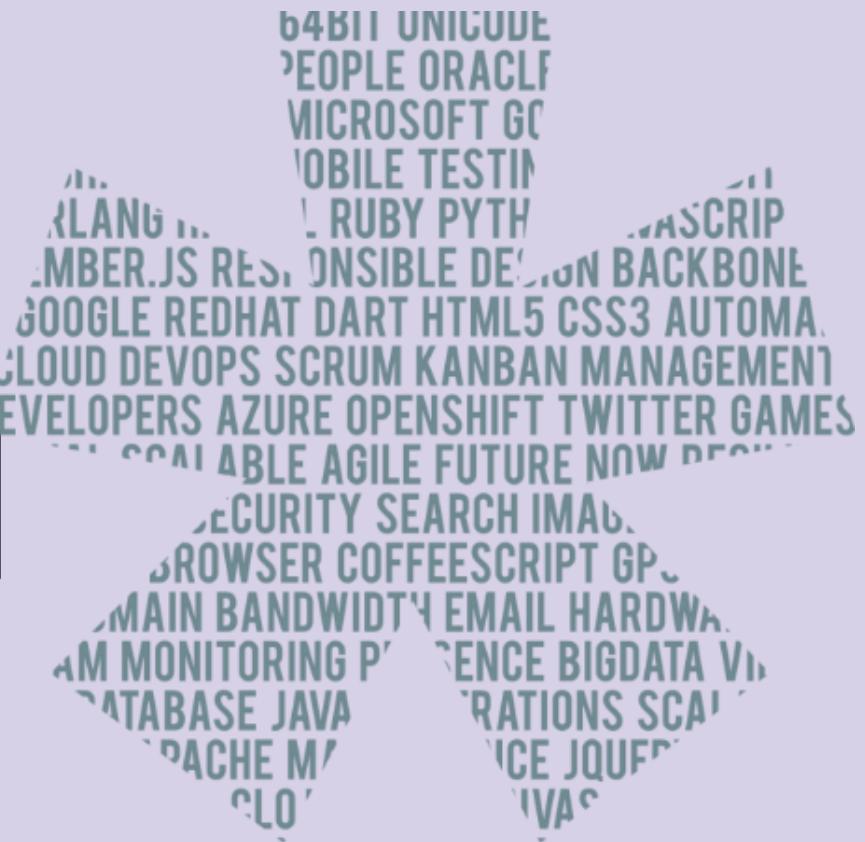


Wildcard 2013

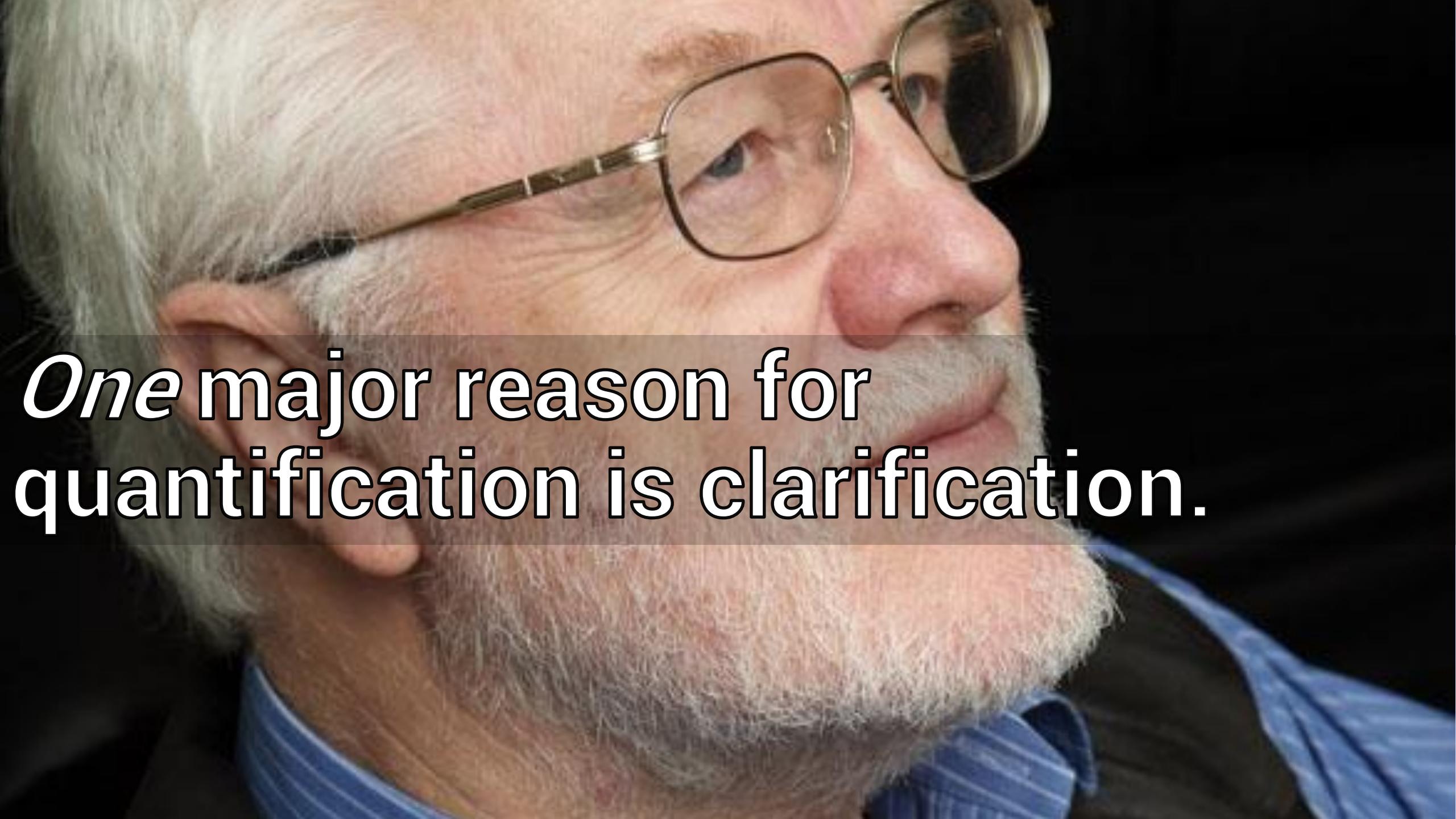
#NoMetrics
the ephemeral role of data in decision making



A large, faint, semi-transparent cloud of technology-related words in various sizes and shades of gray, including: b4bit, UNICODE, PEOPLE, ORACLE, MICROSOFT, GO, MOBILE, TESTING, JAVASCRIPT, RUBY, PYTHON, JAVASCRIPT, NUMBER.JS, RESUME, DNSIBLE, DESIGN, BACKBONE, GOOGLE, REDHAT, DART, HTML5, CSS3, AUTOMATION, CLOUD, DEVOPS, SCRUM, KANBAN, MANAGEMENT, DEVELOPERS, AZURE, OPENSHIFT, TWITTER, GAMES, SCALABLE, AGILE, FUTURE, NOW, SECURITY, SEARCH, IMAGE, BROWSER, COFFEESCRIPT, GPU, MAIN, BANDWIDTH, EMAIL, HARDWARE, MONITORING, PERFORMANCE, BIGDATA, VIRTUALIZATIONS, SCALABILITY, DATABASE, JAVA, APACHE, MONGODB, CLOUD, PRICE, JQUERY, IVAN.

A black and white portrait of Peter Drucker, an elderly man with glasses and a suit, looking slightly to the side.

"We cannot manage what we do not measure"



*One major reason for
quantification is clarification.*

A dynamic, motion-blurred photograph of several runners in a park. The runner in the center foreground is a man with red hair and a beard, wearing a white and red shirt with a logo that includes the text "TRAIL TOUR". He is wearing black patterned leggings and red and white running shoes. To his left, another runner in a similar white and red shirt is blurred. In the background, more runners are visible, though they are heavily blurred due to the camera's slow shutter speed.

Who? Me?



Torbjörn Gyllebring

A dynamic, motion-blurred photograph of several runners in a park. The runner in the center-right is the most prominent, wearing a white and red shirt with 'TRAIL TOUR' printed on it, black patterned leggings, and a black wristband. He has light brown hair and a beard. To his left, another runner in a similar outfit is blurred. In the background, more runners are visible in motion blur.

@drunkcod

A photograph of a forest path in autumn. Sunlight filters through tall trees, casting bright rays and long shadows onto a ground covered in fallen leaves. The colors are warm, dominated by yellows, oranges, and browns.

Some background

Software Metrics



A close-up portrait of Harrison Ford as Indiana Jones. He is wearing a tan fedora hat and a light-colored, possibly tan or beige, short-sleeved shirt over a white collared shirt. A dark strap crosses his chest diagonally. He has a serious, intense expression, looking directly at the viewer. The background is dark and out of focus.

Archeology

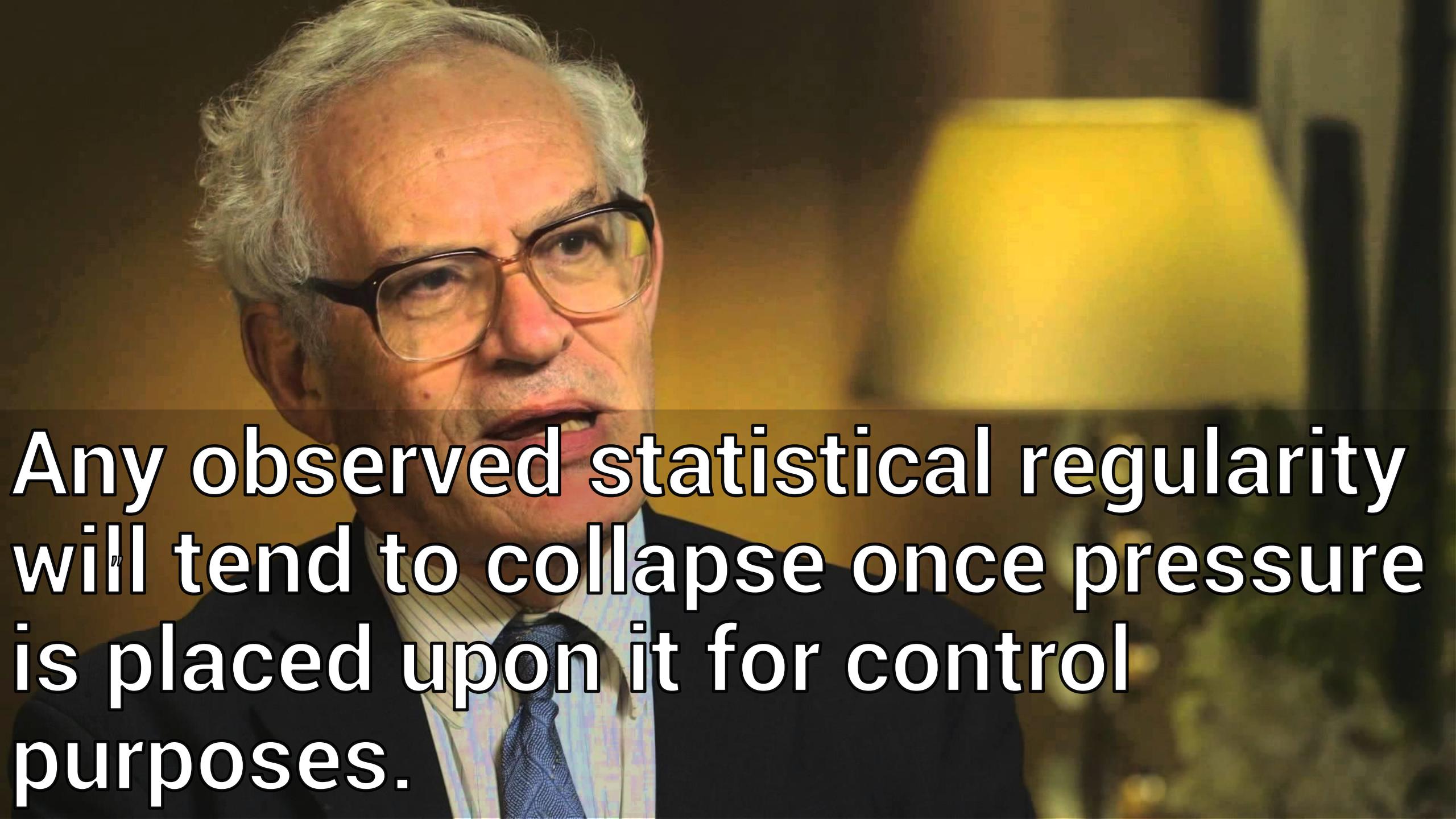
Conclusion



A close-up, slightly blurred photograph showing a person's face and hands. The person appears to be in a state of distress or may be deceased, with visible blood on their skin. The lighting is dramatic, with strong shadows and highlights.

Before we dive in

Let's talk about ethics

A portrait of an older man with grey hair and glasses, wearing a suit and tie. He is looking slightly to the side with a thoughtful expression.

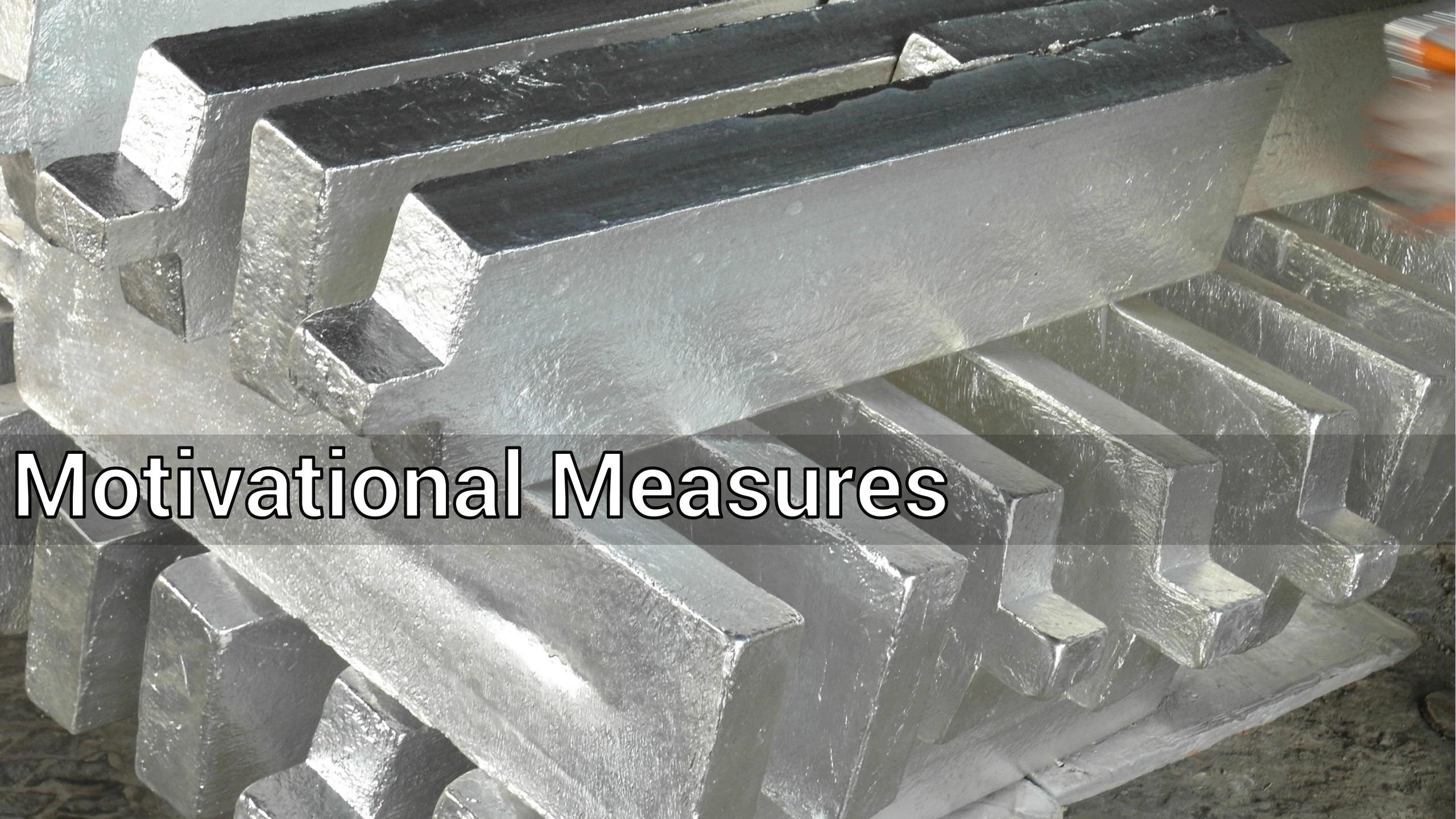
Any observed statistical regularity
will tend to collapse once pressure
is placed upon it for control
purposes.



When a measure becomes a target, it ceases to be a good measure.

A photograph of five zebras standing in a row in a bright yellow grassy field under a clear blue sky. A small white bird is perched on the back of the third zebra from the left. The zebras are facing forward, showing their characteristic black and white stripes.

Types of measurement

A large stack of silver bars, likely bullions, is shown in a close-up, low-angle shot. The bars are rectangular with slightly rounded edges and a polished, reflective surface. They are stacked in a staggered pattern, filling most of the frame. In the top right corner, a portion of a colorful, striped object, possibly a brush or a ribbon, is visible.

Motivational Measures

Informational Measures



Leading Indicators





Lagging Indicators



All models are broken

But here's a useful one

ODIM





Going off a cliff

Common ways to fall into fail

Velocity





Story Points

Code Coverage

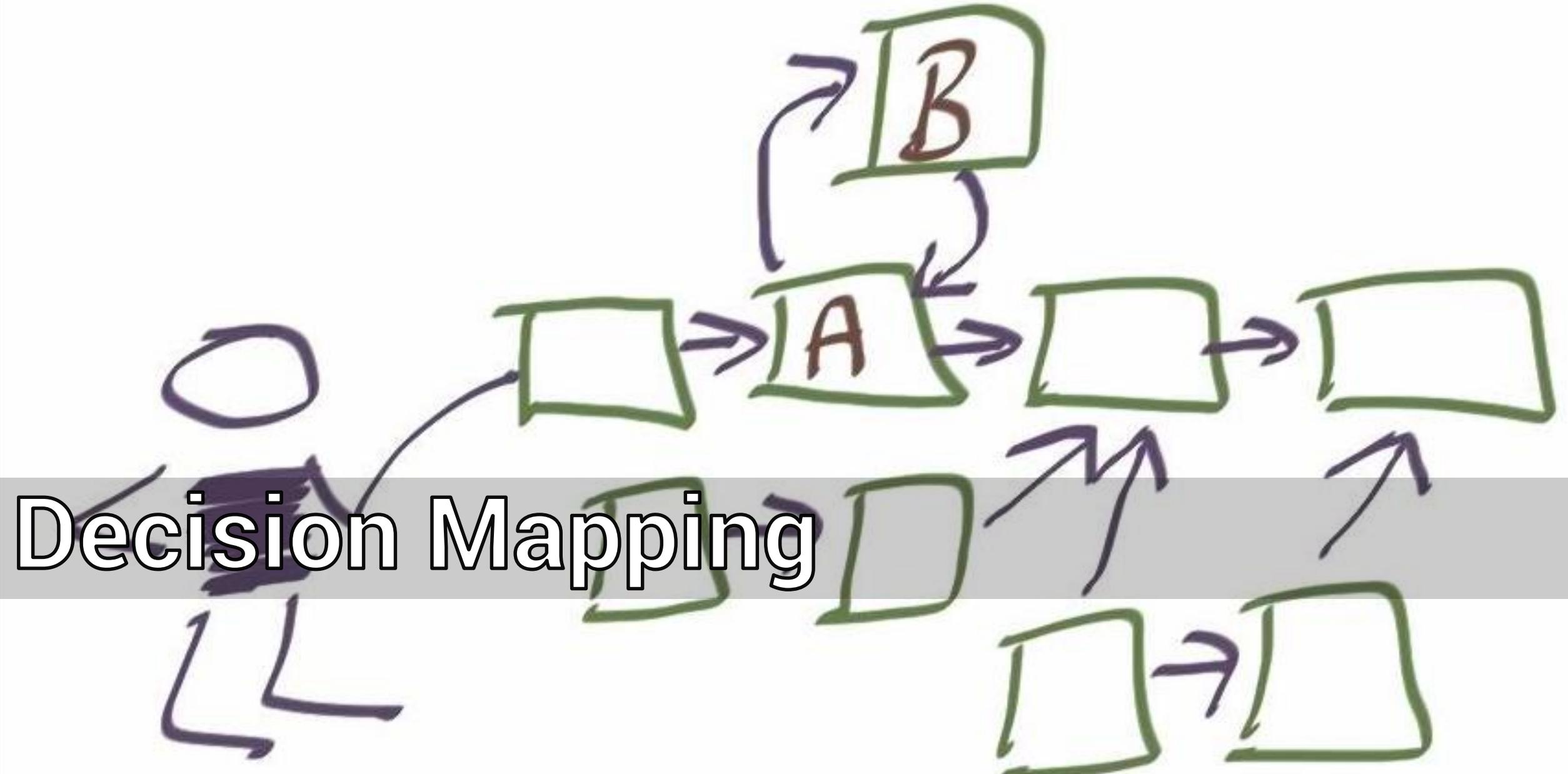


Decisions





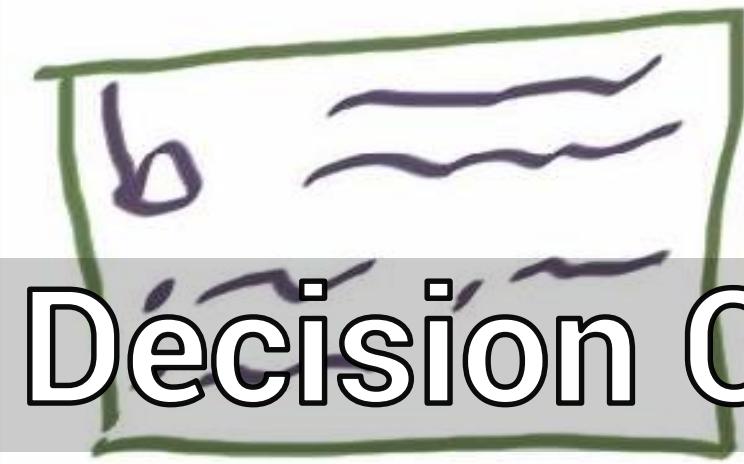
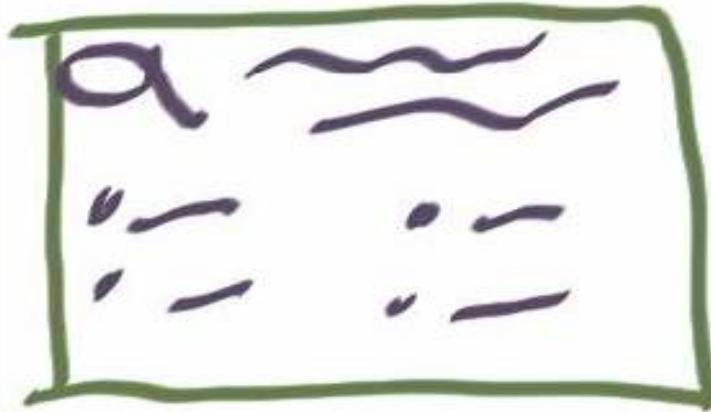
Kim Ballestrin



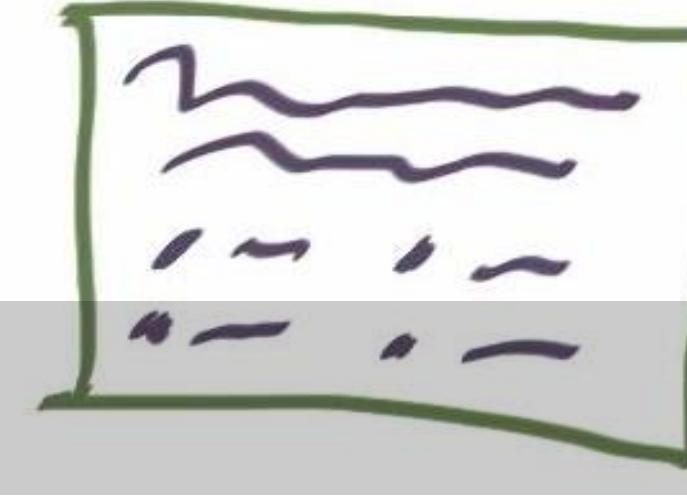
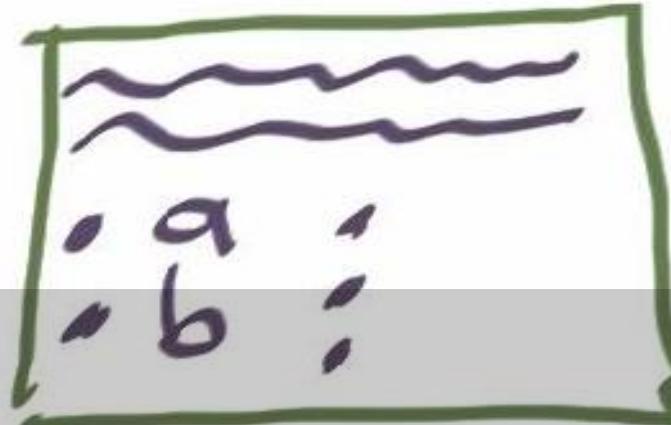
Decision Mapping



Decisions can suck

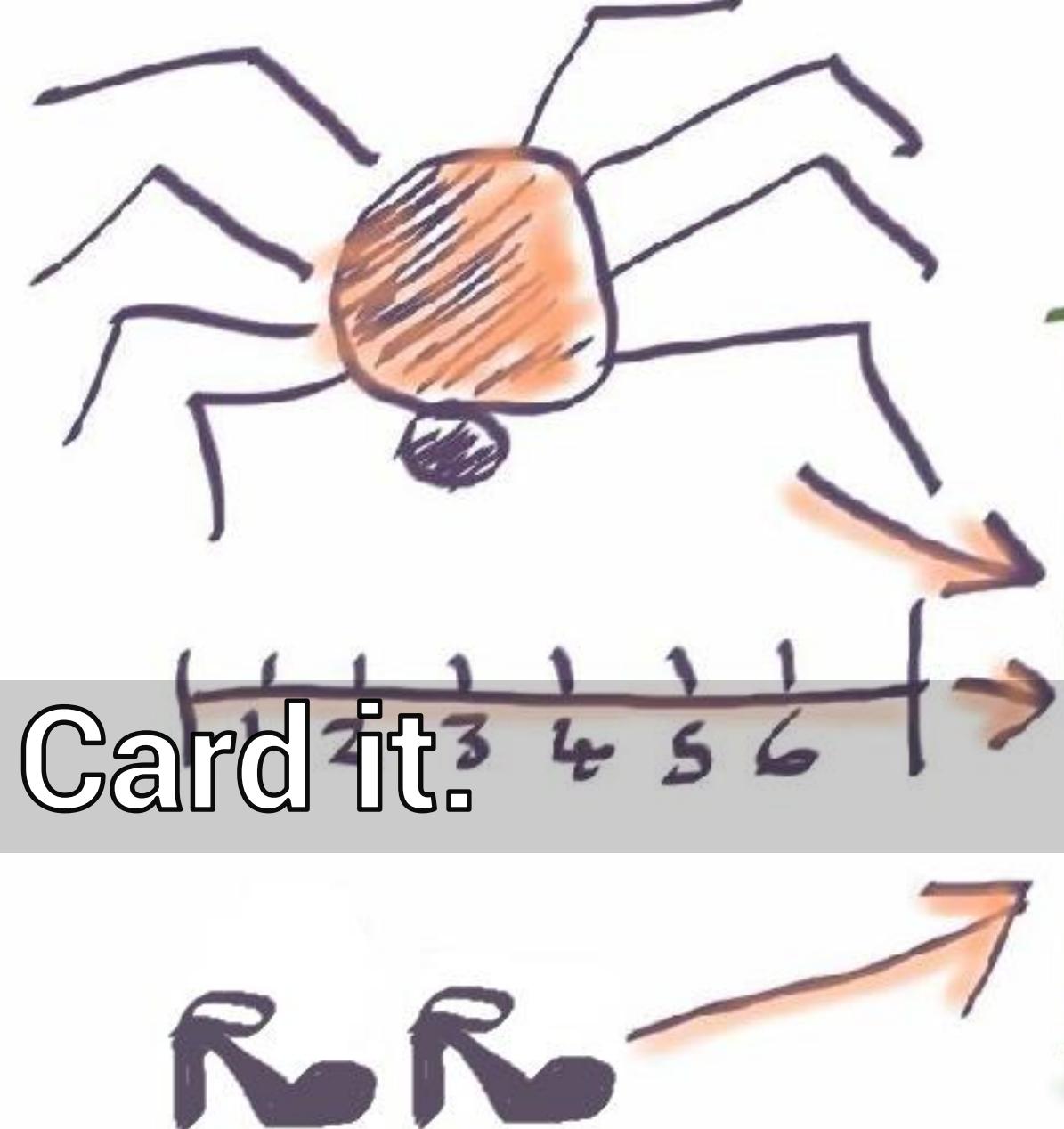


Decision Cards





Run away?



Card it.

Should I Run?

- Threat?
- distance?
- Shoes?



What metric matters now?

Thanks

64BIT UNICODE
PEOPLE ORACLE
MICROSOFT GO
MOBILE TESTING
ERLANG JS RUBY PYTHON JAVASCRIPT
EMBER.JS REST, DNSIBLE DESIGN BACKBONE
GOOGLE REDHAT DART HTML5 CSS3 AUTOMATION
CLOUD DEVOPS SCRUM KANBAN MANAGEMENT
DEVELOPERS AZURE OPENSOURCE TWITTER GAMES
SCALABLE AGILE FUTURE NOW REACT
SECURITY SEARCH IMAGE
BROWSER COFFEESCRIPT GPU
MAIN BANDWIDTH EMAIL HARDWARE
LOG MONITORING PREFERENCE BIGDATA VISION
DATABASE JAVA MIGRATIONS SCALABILITY
APACHE MONGODB JQUERY
CLOUD COMPUTING JAVASCRIPT