

/dev/world

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Great Apps Take Time

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In Partnership With



[Redacted]

RE-AL-ITY







**Move fast,
and break things**

“

If you're embarrassed by your 1.0 then
you've read too many lean startup books
and your app probably sucks.

Mike Rundle, @flyosity

”

**REDUCE
SPEED
NOW**



**Move fast,
and break things**





Slow



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tableView.rowHeight = UITableViewAutomaticDimension

Short term gain, long term loss

Short term loss, long term gain

**Speed is just an excuse bad
developers use that are too
scared to hustle and be better.**

**Confusing, unreadable code is
hard to change.**

Hard to change means more time, more complexity, more money, and less time for exciting features.

Machines will compile bad code
and they will compile well-
considered code just the same.

A Mess is not a Technical Debt.

“

**What we can't express with words, we
can't comprehend and by knowing this we
can reason that by keeping an open mind,
learning new languages and
experimenting with different ways of
solving problems we can achieve a deeper
level of understanding in our work.**

Dave Thomas, Yow Connected 2015

”

— LIVE SLOW —



— DIE WHENEVER —

**Speed !=
Productivity**

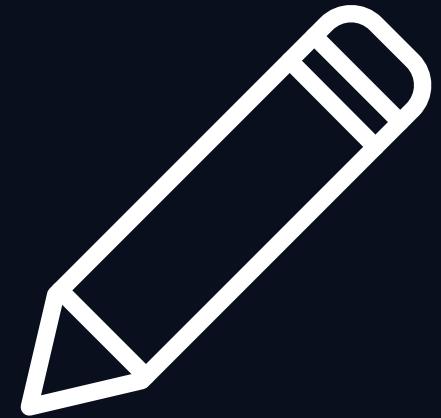
**Language is a limiting
factor to the world
around us.**

Discourse

The totality of codified language (vocabulary) used in a given field of intellectual enquiry and social practice, such as legal discourse, medical discourse, religious discourse, et cetera

**Discourse defines
social boundaries,
creates meaning and
affects perspective**

Domain Specific Languages (DSLs)



Whiteboard
before you
code



Pull Requests

“

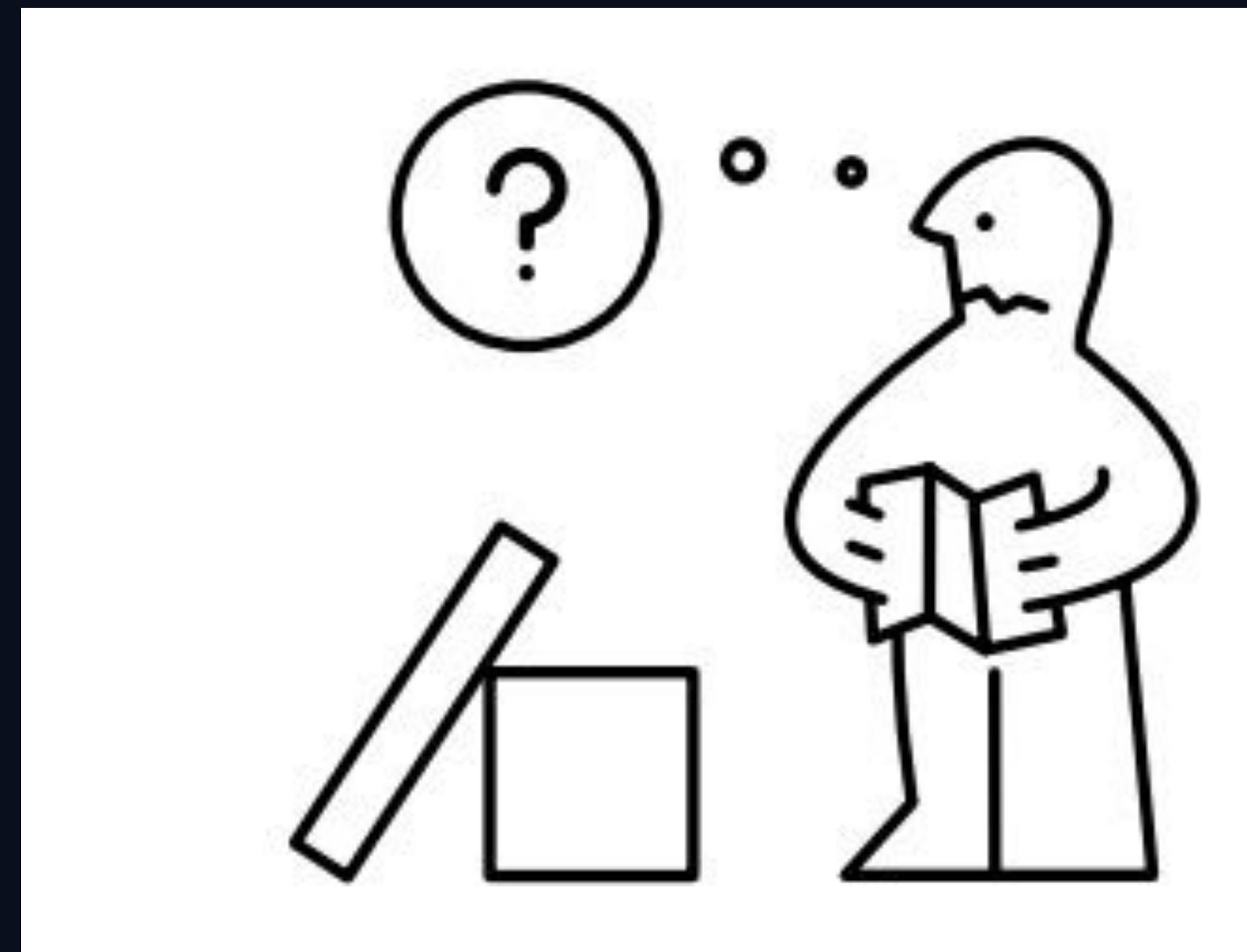
Language is no longer regarded as peripheral to our grasp of the world we live in, but as central to it. Words are not mere vocal labels or communicational adjuncts superimposed upon an already given order of things.

Course in General Linguistics

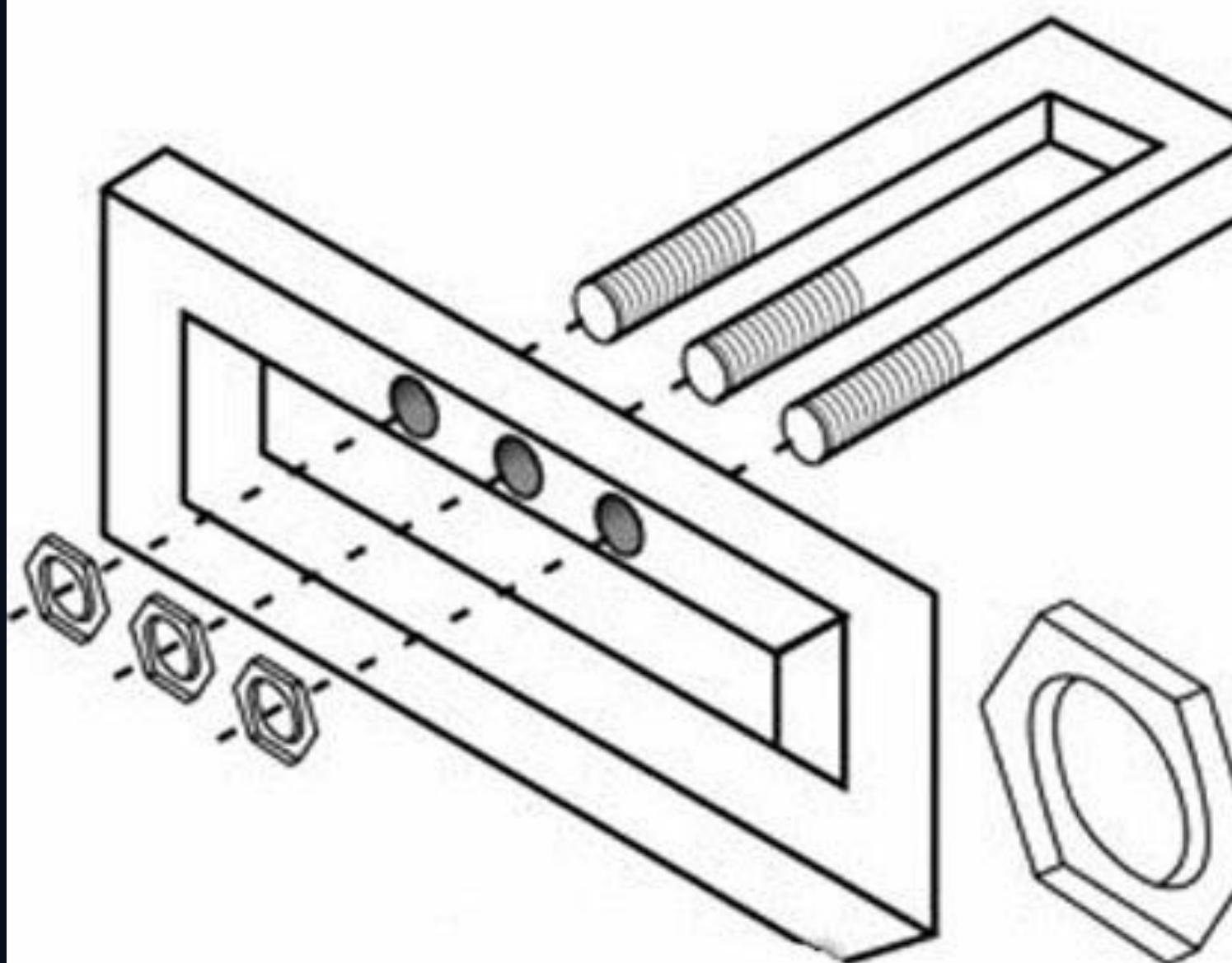
”

**Language is the framework for
everything we do as Software
Engineers.**

**Conquer it and
conquer the lies
of ‘Speed’**



Step 3.



Be Different

Break convention, go against the grain

Love your work

Build something you're proud of



Thank you