



# **DANGER!** SOFTWARE CRAFTSMEN AT WORK

David Harvey, QCON London 2010

(c) 2010 David Harvey, Teams and Technology





# David Harvey

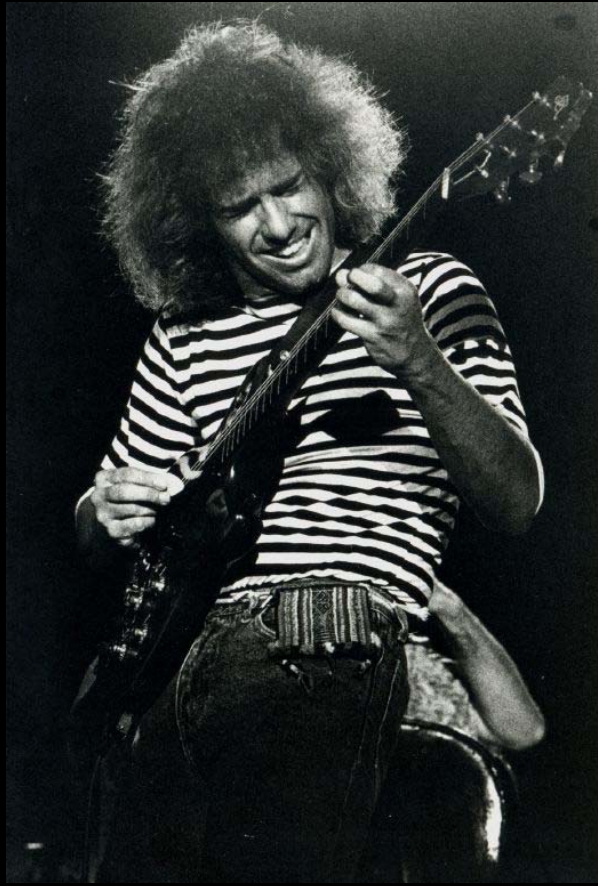


UBS



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*effective teams, great software*

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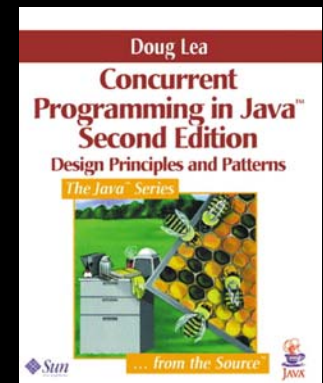
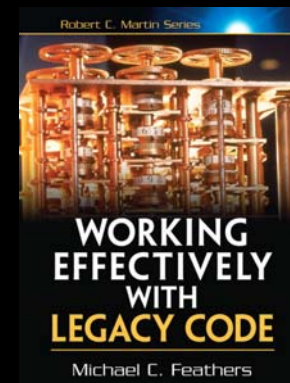
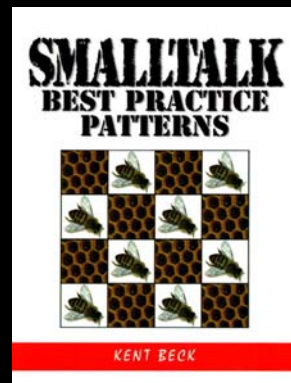
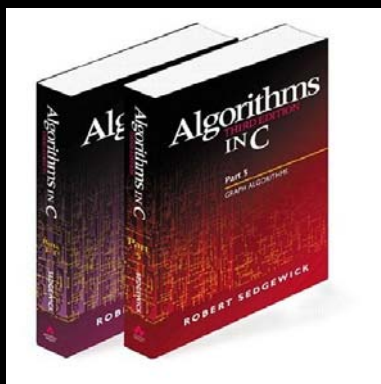
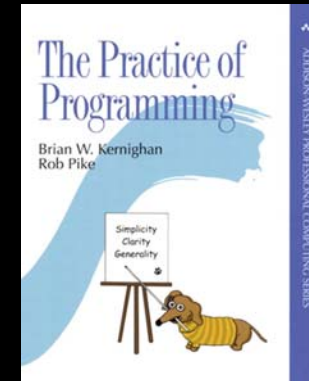
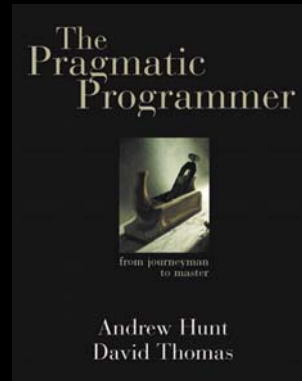
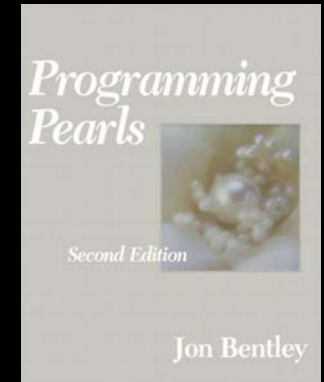
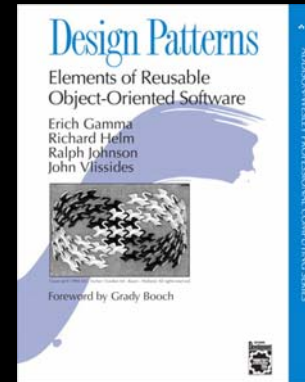
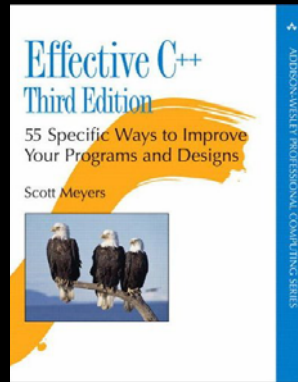
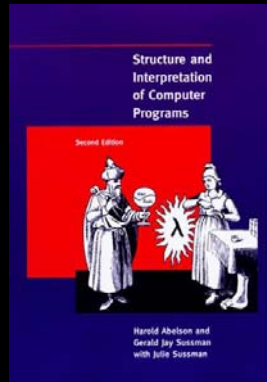
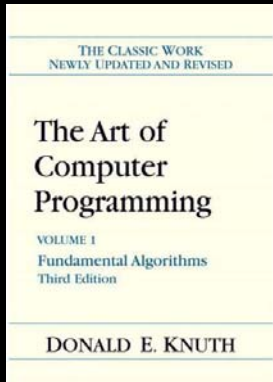


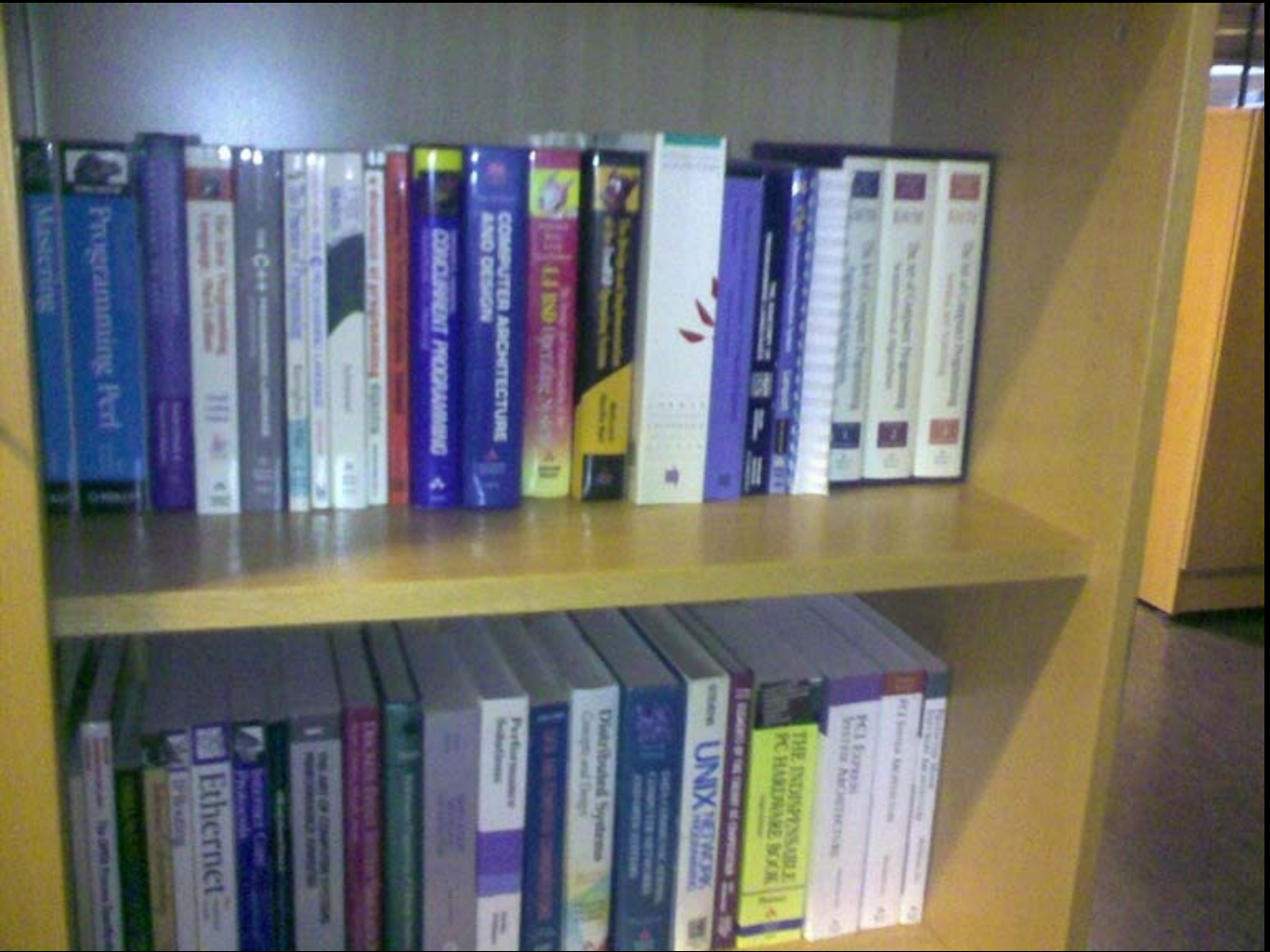
*I really need to  
go home and  
practice*











Mastering  
Programming Perl  
C++  
COMPILED PROGRAMMING  
COMPUTER ARCHITECTURE  
AND DESIGN  
HASKELL  
OPERATING SYSTEMS  
UNIX NETWORKS  
PCI EXPRESS  
SYSTEM ARCHITECTURE  
DISTRIBUTED SYSTEMS  
CONCEPTS AND DESIGN

Ethernet  
PCI EXPRESS  
SYSTEM ARCHITECTURE  
UNIX NETWORKS  
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CONCEPTS AND DESIGN  
COMPUTER ARCHITECTURE  
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UNIX NETWORKS  
PCI EXPRESS  
SYSTEM ARCHITECTURE  
DISTRIBUTED SYSTEMS  
CONCEPTS AND DESIGN





# *Manifesto for Software Craftsmanship*

Raising the bar.

**A**s aspiring Software Craftsmen we are raising the bar of professional software development by practicing it and helping others learn the craft. Through this work we have come to value:

Not only working software,  
but also **well-crafted software**

Not only responding to change,  
but also **steadily adding value**

Not only individuals and interactions,  
but also **a community of professionals**

Not only customer collaboration,  
but also **productive partnerships**

That is, in pursuit of the items on the left we have found the items on the right to be indispensable.

# Manifest

der

## Kommunistischen Partei.

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Veröffentlicht im Februar 1848.

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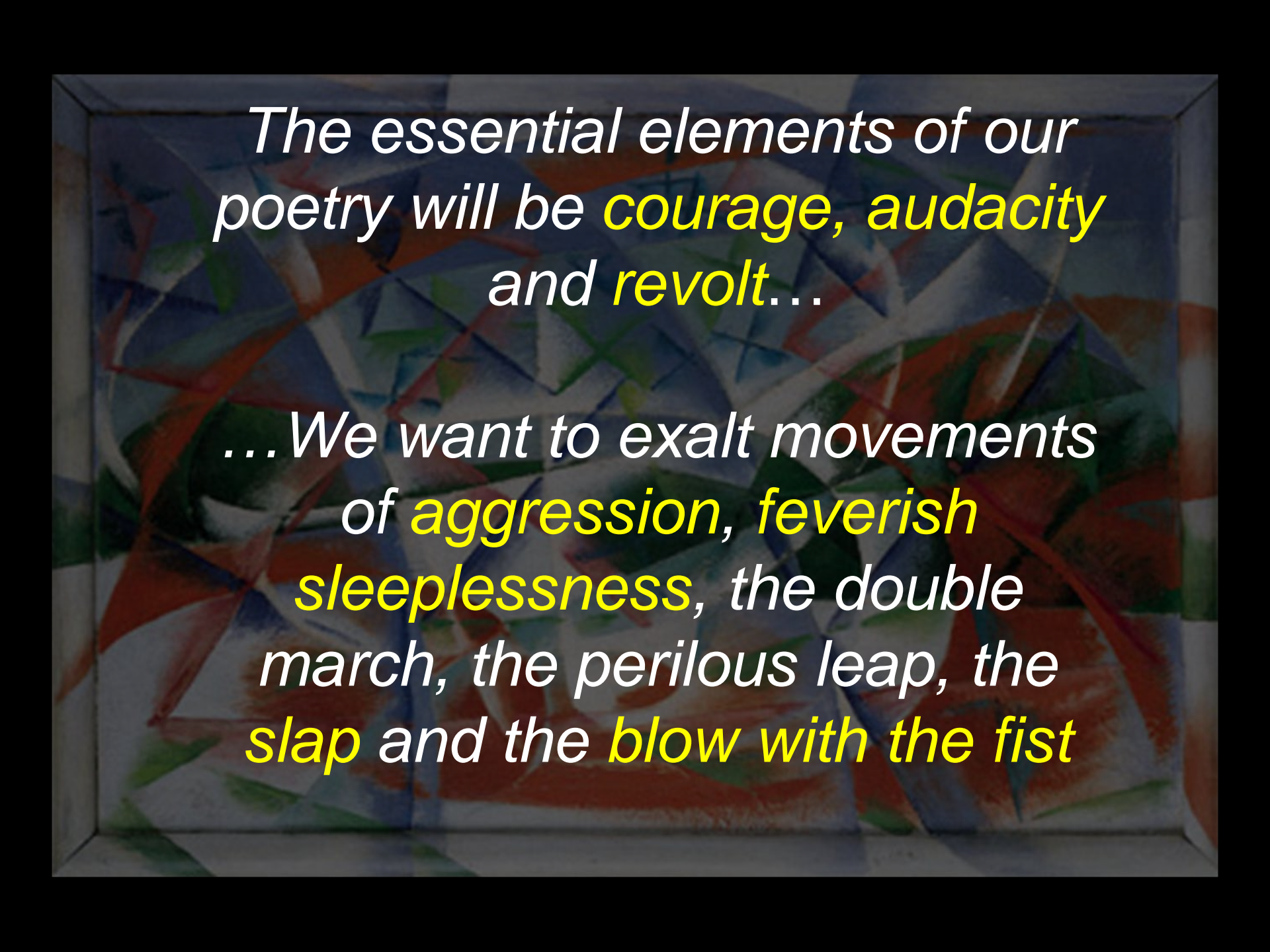
Proletarier aller Länder vereinigt euch.

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London.

Gedruckt in der Office der „Bildungs-Gesellschaft für Arbeiter“  
von L. G. Burghard  
46, LIVERPOOL STREET, BISHOPS-GATE





*The essential elements of our  
poetry will be **courage, audacity**  
and **revolt**...*

*...We want to exalt movements  
of **aggression, feverish**  
**sleeplessness**, the double  
march, the perilous leap, the  
**slap** and the **blow with the fist***



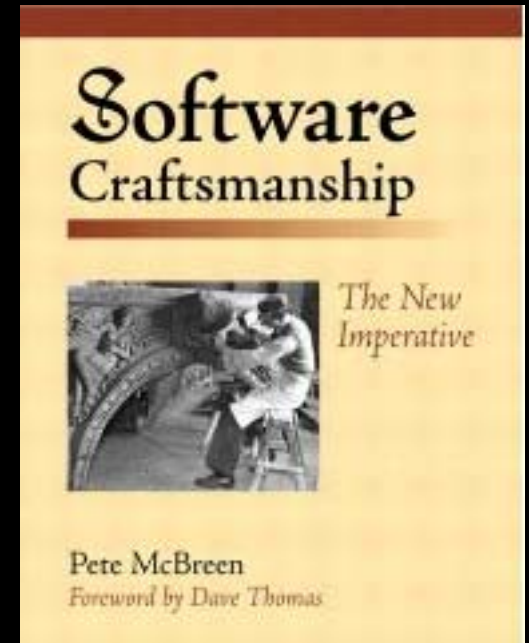
# Software Craftsmanship



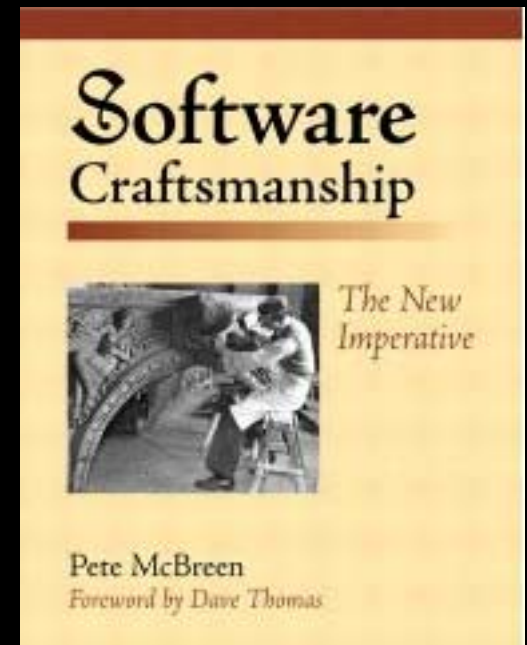
*The New  
Imperative*

Pete McBreen

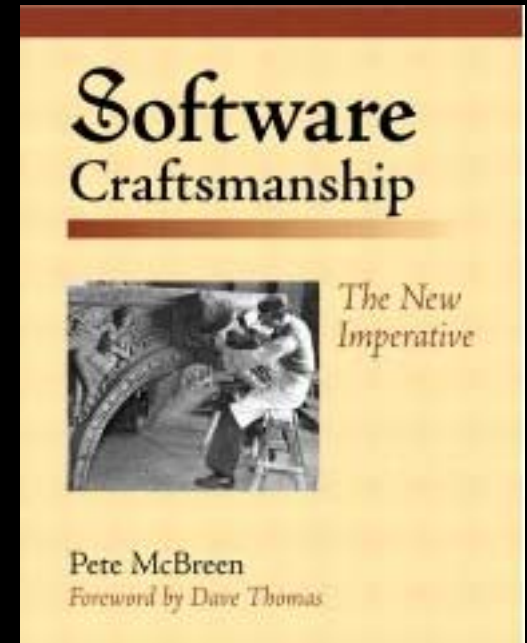
*Foreword by Dave Thomas*



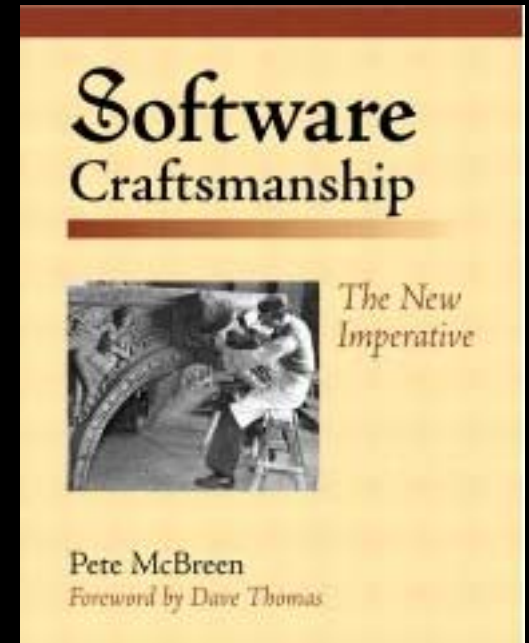
software engineering forces  
us to **forget the individual**



software engineering promotes  
the myth that what is needed is  
**good documentation**



software engineering attempts to **deskill software development** by suggesting that every problem can be solved by throwing more people at it



the software engineering approach of  
using **hordes of average programmers**



# Priming

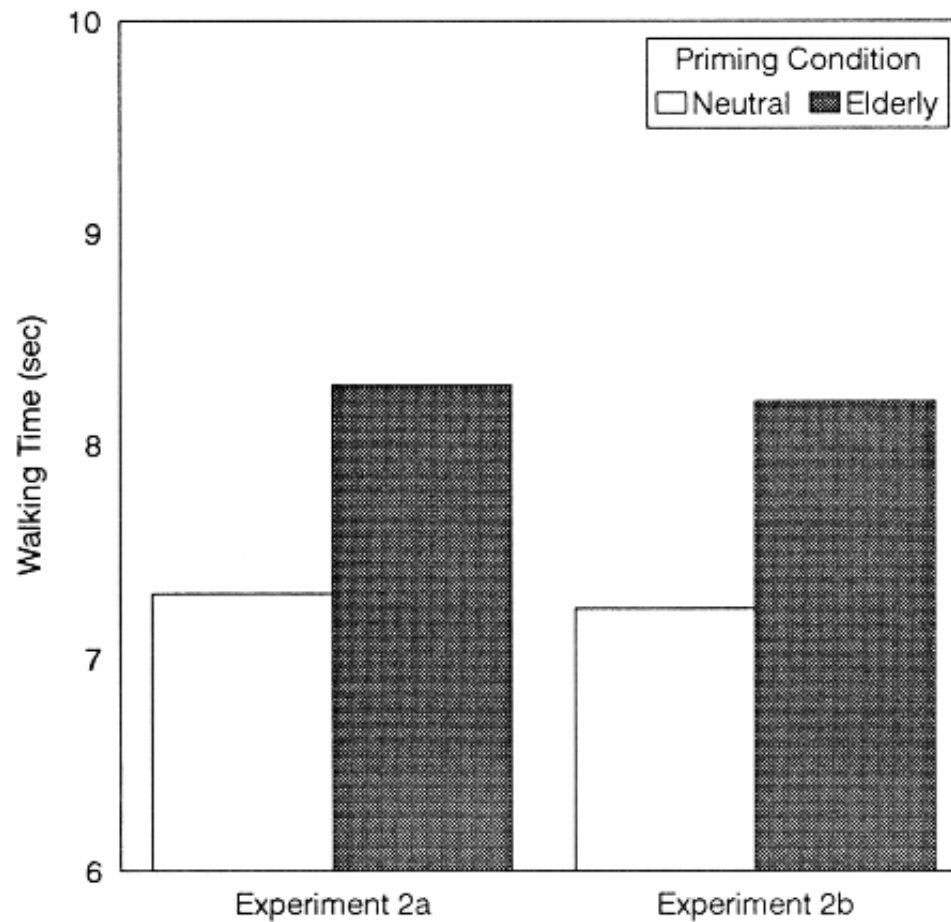


Bargh/Chen/Burrows  
Journal of Personality and Social Psychology, 1996

*thirsty, clean, private, exercising,  
flawlessly; occasionally rapidly,  
gleefully, practiced, optimistically,  
successfully, normally, send,  
watches, encourages gives,  
clears, prepares (...)*



*worried, Florida, old, lonely, grey,  
selfishly, careful, sentimental,  
wise, stubborn, courteous, bingo,  
withdraw, forgetful, retired,  
wrinkle, rigid, traditional bitter,  
obedient, conservative, knits,  
dependent, ancient, helpless,  
gullible, cautious, alone*



*Figure 2.* Mean time (in seconds) to walk down the hallway after the conclusion of the experiment, by stereotype priming condition, separately for participants in Experiment 2a and 2b.

MCDP 1

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# Warfighting

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U.S. Marine Corps

PCN 142 000006 00



If **business** is war,  
who is the **enemy**?



©2009/2010 - Richard Tepperman-Hansen





*Skill without imagination  
is **craftsmanship** and  
gives us many useful  
objects such as  
**wickerwork picnic  
baskets.***

(Tom Stoppard, *Nude Descending a Staircase*)





The screenshot shows a web browser window with the following elements:

- Address bar: <http://c2.com/cgi/wiki?ExtremeProgramming>
- Navigation buttons: Back, Forward, Refresh, Home, Star
- Search and utility icons: Google Maps, YouTube, Wikipedia, Readability, Delicious Bookmark, HSBC
- Page content:
  - A decorative graphic on the left consisting of a grid of small squares, some of which are filled with black, forming a stylized 'XP' logo.
  - ## Extreme Programming
  - [ExtremeProgramming](#) is one of many [AgileProcesses](#). It is also known as XP. The names Ath interested, you could see the [WindowsXpNameDiscussion](#).
  - See [ExtremeProgrammingRoadmap](#) for an index of information about extreme programming
  - The basic advantage of XP is that the whole process is visible and accountable. The developer progress in the form of deployable software, and when a milestone is reached they will describe business-oriented people to make their own business commitments with confidence, to take advantage of [KentBeck](#)
  - "XP is the practice and pursuit of effective simplicity, as applied to software development." --
  - [ExtremeProgramming](#) was best described by [KentBeck](#) in his landmark book [ExtremeProgramming](#) (summary of XP).





# Coding



# Coding Testing



Coding  
Testing  
Listening



Coding  
Testing  
Listening  
**Designing**

The customer is always right, but  
sometimes **they need a little  
help...**

...and **we need to learn** about the  
customer's world





I'm not in the  
business. *I am*  
the business

Thank you!



# Image credits

*Lion:* Tambako the Jaguar

*Metheny:* Xavier Badosa

*Crafts:* Toni Verdú Carbó, Glen  
Edelson, Alícia Rosell Gené

*Marine:* US Army IMCOM Korea

*Old people:* Laura May

*Camera:* Steve Harwood

Flickr  creative  
commons

*Kittens:* Rachel Davies (by  
permission)





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**QUESTIONS?**