

Making Apps That Don't Suck



Mike Lee
@bmf

Who is this jerk?
(and why should I care?)









Making Apps That Don't Suck



Mike Lee

Why not call it
“Making Great Things”?

Making Things That Suck

- ❖ Step 1: Assume we're making great things
- ❖ Step 2: Figure out why we're not rich yet
- ❖ Step 3: Profit

Making Great Things

- ❖ Step 1: Assume we suck
- ❖ Step 2: Figure out why we suck
- ❖ Step 3: Suck less

To make great things,
you must become
the kind of person who
makes great things.

Engineering is not
a set of rules.

Engineering is
a way of looking
at the world.

Learning to Suck Less

- ❖ See software as an experience
- ❖ See life as a series of experiences
- ❖ Learn from experience

Learning from Experience

- ❖ Notice when an experience sucks (or not)
- ❖ Think about why that experience sucks (or not)
- ❖ Figure out how things could suck less (or more)
- ❖ Derive the underlying truth
- ❖ Apply that truth to other experiences

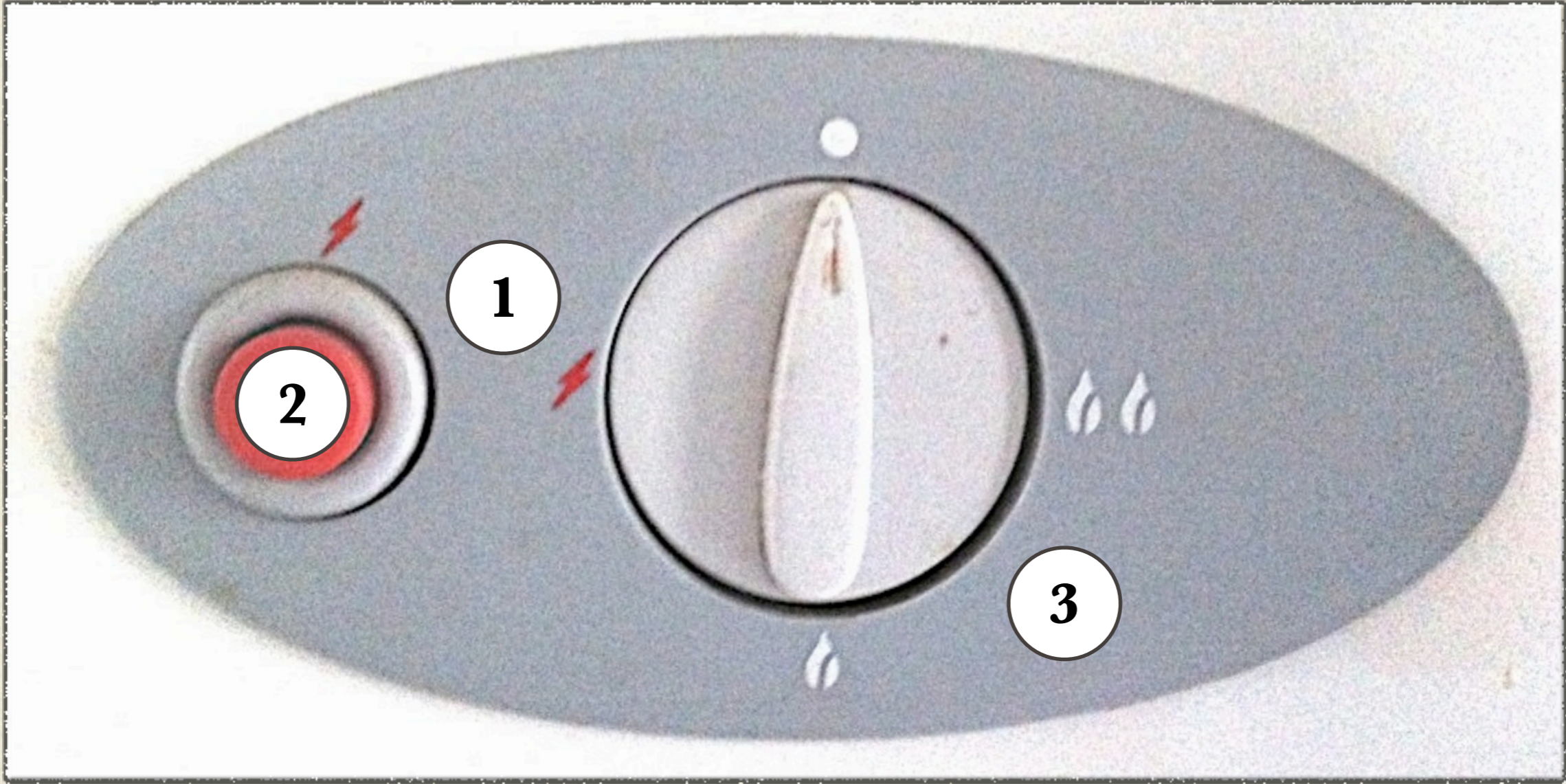
Case Study:
Hurry Up and Wait

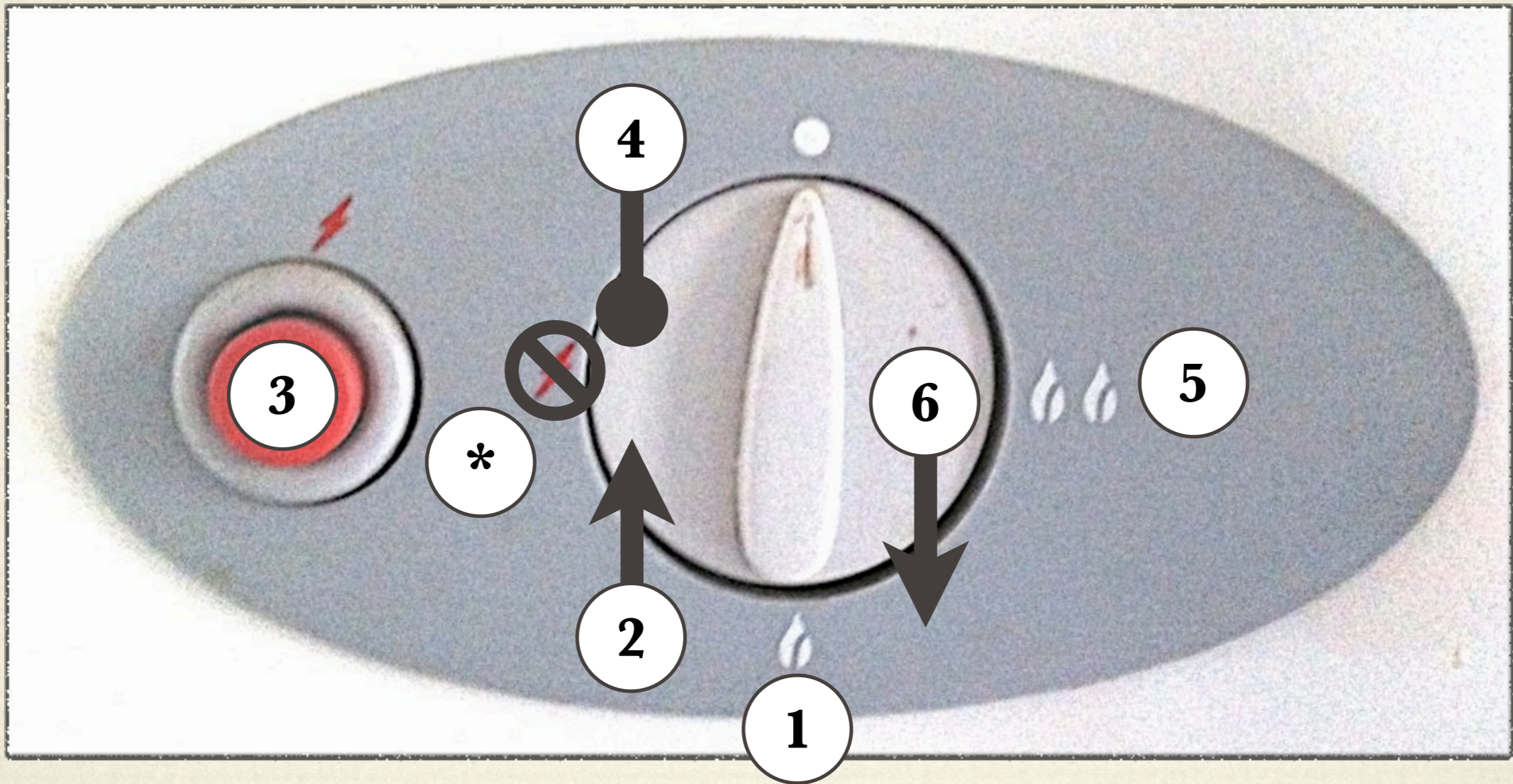




Case Study:
Game, Set, and Miss







4

3

*

2

1

6

5

There is a difference
between a good user
interface and a good user
experience.

Case Study:
To Live and Die in L.A.



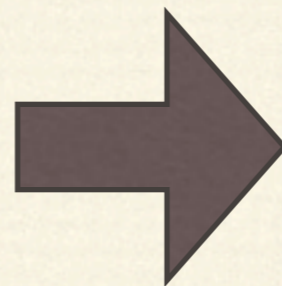


DEMIFORCE

trism®
www.demiforce.com

© 2008 - 2010 demiforce llc
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loading...





DEMIFORCE

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loading...



First Time Playing?

To ensure optimal performance,
always reset your device after
installing new apps. To do this, hold
the power button for 5 seconds.

Close

v 1.51

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Options

My Account

Play



trism[®]
v 1.51

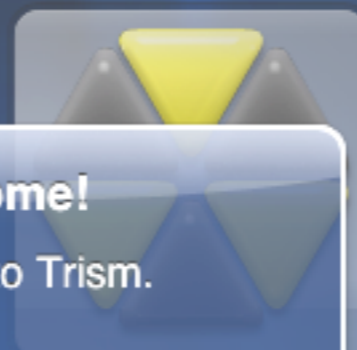
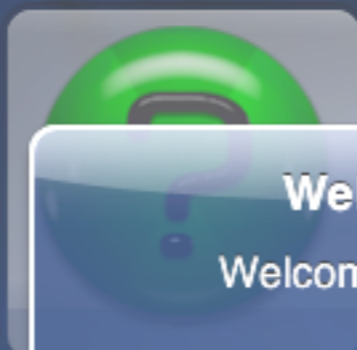
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Options

My Account

Play

select game

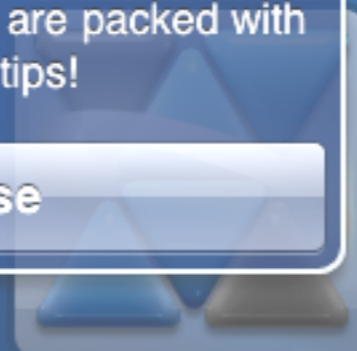
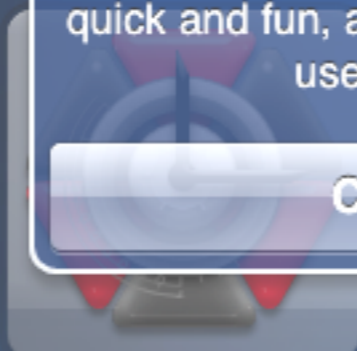


Welcome!

Welcome to Trism.

Why not try the tutorials first, before jumping into the games? They're quick and fun, and are packed with useful tips!

Close



terminism

syllogism

← Titlescreen

select game



tutorials



infinism



terminism



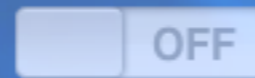
sylllogism

← Titlescreen

infinism



starshine mode?



the original classic.
study the board & take your
time to score huge combos
in this addictive game!

Game Selection

High Scores

Start Game

infinism

Starshine Mode is Locked.

You may not play Starshine Infinism until you earn the 'Infinithon' achievement.

To earn this achievement, score a million points in a single Infinism game.

OK

Game Selection

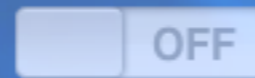
High Scores

Start Game

infinism



starshine mode?

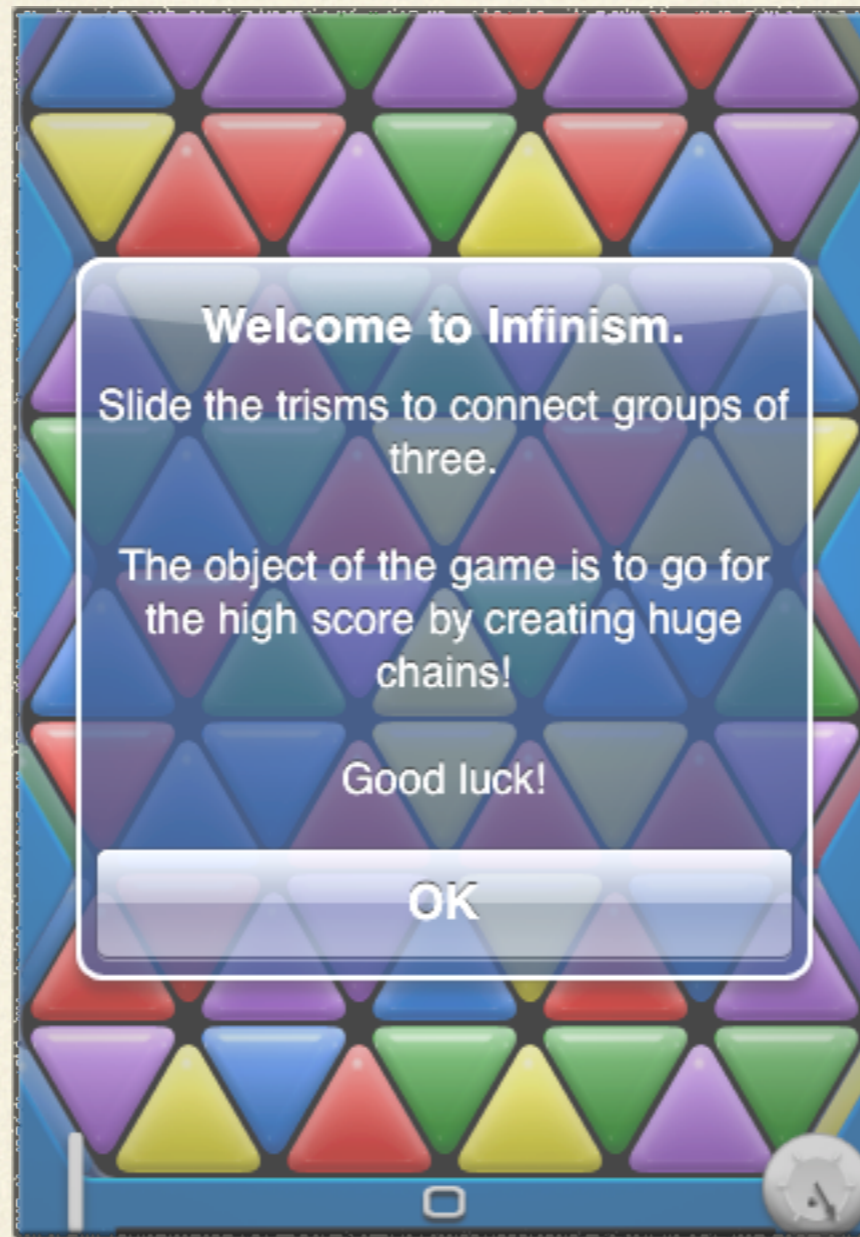


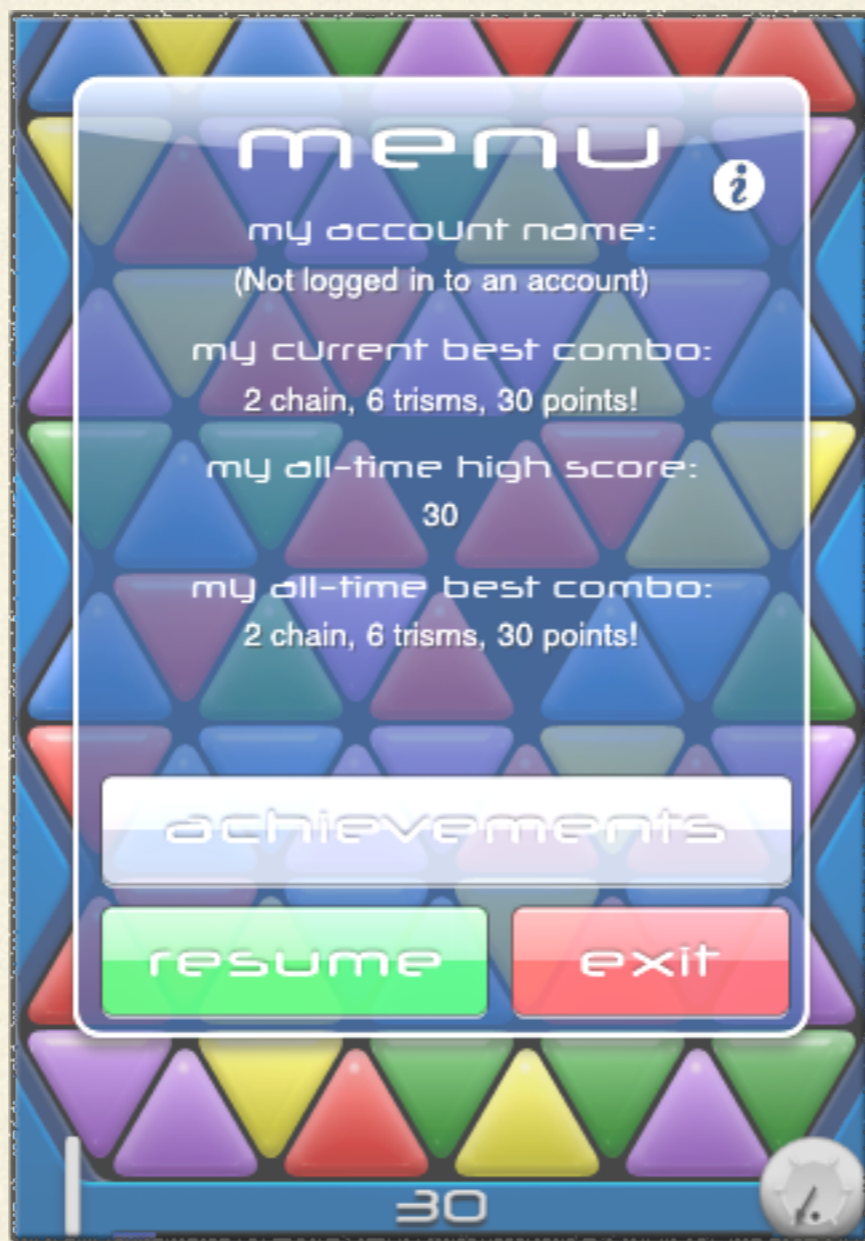
the original classic.
study the board & take your
time to score huge combos
in this addictive game!

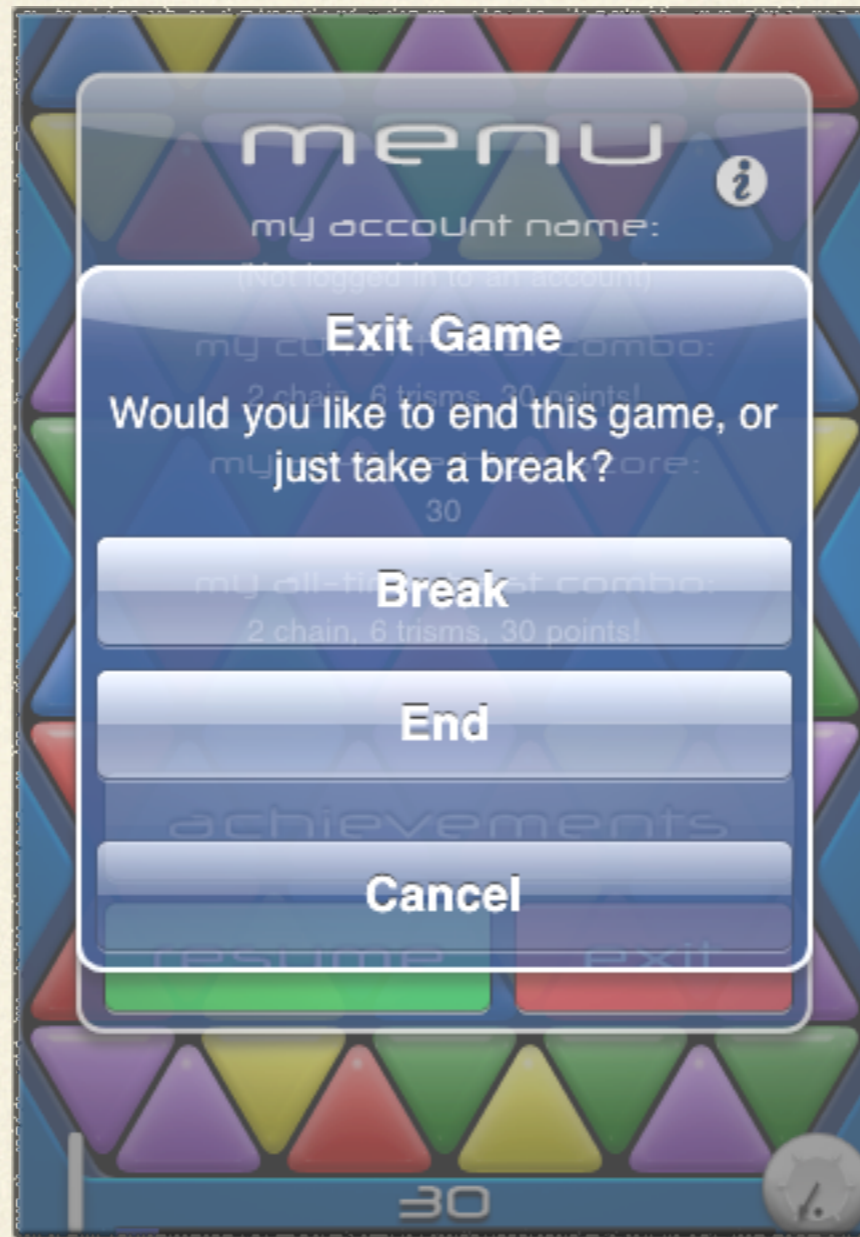
Game Selection

High Scores

Start Game







high score

congratulations!
please enter your name:

you have achieved
one of the top scores
on this device!

Skip

Submit

this device's top scores

top 10 infinism scores:

	<u>name</u>	<u>lv</u>	<u>score</u>	<u>date</u>
1			0	
2			0	
3			0	
4			0	
5			0	
6			0	
7			0	
8			0	
9			0	
10			0	

best combo:

Nothing yet!

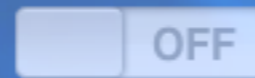
Infinism

Submit Score Online

infinism



starshine mode?



the original classic.
study the board & take your
time to score huge combos
in this addictive game!

Game Selection

High Scores

Start Game



Case Study: Devil in the Details



In 1936 the First National Bank in Reno and the *Nevada State Journal* published a booklet entitled "One Sound State." Other virtues of living in Nevada included the presence of the university, the outdoors, corporate advantages, Boulder Dam, sunshine and clean air, laws favoring mining, the lack of political

HOW IT ALL BREAKS DOWN

(LITERALLY) ...

<i>Nort</i>	<i>Mod</i>	<i>Sout</i>
<i>hern</i>	<i>erat</i>	<i>hern</i>
<i>extr</i>	<i>es</i>	<i>extre</i>
<i>emis</i>	<i>(incl</i>	<i>mist</i>
<i>ts</i>	<i>udin</i>	<i>s</i>
<i>(incl</i>	<i>g</i>	<i>and</i>
<i>udin</i>	<i>Nort</i>	<i>sym</i>
<i>g</i>	<i>hern</i>	<i>path</i>
<i>Rep</i>	<i>"Pe</i>	<i>izers</i>
<i>ubli</i>	<i>ace"</i>	<i>(incl</i>
<i>cans</i>	<i>Dem</i>	<i>udin</i>
<i>and</i>	<i>ocra</i>	<i>g</i>

Glitch grounds orbiter

Lockheed mends Mars craft software

By Ann Schreiner
Special Staff Writer

A computer software glitch the contractor Lockheed Martin has corrected yesterday has delayed the launch of the Mars Climate Orbiter at least 90 days.

The Mars orbiter-riding space craft was scheduled to fly off to dry Texas Coast yesterday. But it cannot be launched because of a glitch which is "relatively simple" to fix, said a Lockheed spokesman "logically" in time to launch Friday or Saturday.

"It's a little disappointing to have to wait 90 days when the cost of this project is \$400 million but I guess one additional day isn't going to hurt us," said Ellen McPherson, the Jet Propulsion Laboratory's manager of the project.

McPherson, in a week-to-week. His team routinely watched by engineers at Lockheed's Westworth Flight Facility, located southeast of Lockheed's main site. "It's better to have problems on the ground and not launch than to launch and have problems in the air."

Lockheed developed the engineering and construction, assembly and tested the orbiter and its



Lockheed Martin technicians inspect structural glues' attachment in August. A software problem discovered on the Mars Climate Orbiter in July delayed the craft's launch, which was set for today.

propulsion leader, which is scheduled for launch Jan. 2 after a \$100 million fix to the project, Lockheed received \$100 million.

In November, Lockheed engineers assembled to fix software designed to protect against a failure that could allow an electrical charge to flow from the solar panels to the spacecraft's battery. If that happened, the battery could have exploded.

The Mars Climate Orbiter is part of the Mars Surveyor '98 mission. The mission's goal is to look for signs of water, both presently and stored.

Ed Weiler of Utah and Wednesday had, however, Lockheed thought there was too late and there has had to happen. He, but the glitch "should have just right for \$10 — for Lockheed's plan."

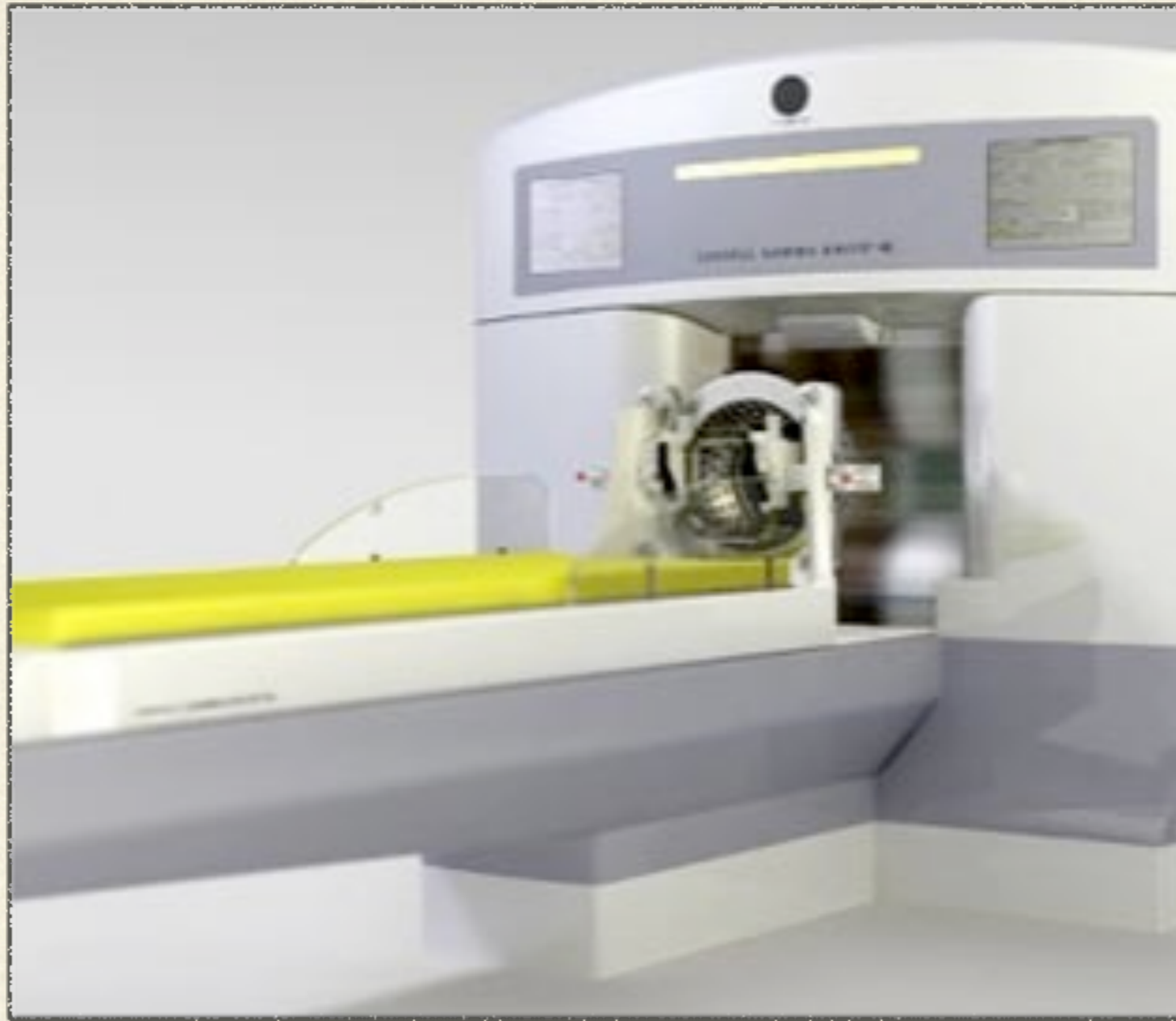
But in recent years, the in the form of business has been found in software environments of flight, such as in Volkswagen's Volkswagon Passat's aluminum engine parts to flight deck when it happened.

"There is lots of money in the software, lots of people involved, but if you want to look for this, you have to follow the signs," Weiler said. "That's what these missions

are all about."

After a 10-month, \$60-million, with two, the orbiter will enter Mars — using the Mars's atmosphere to slow — and gradually get into an orbit around the Red Planet's poles. It will scan the Martian atmosphere for signs of water.

The orbiter will arrive in Mars' orbit in December. The other two orbiters are planned to launch before the end of the year. Weiler said the orbiter will scan for water on the surface and up to 2 miles above the surface while the other two look for it underground.



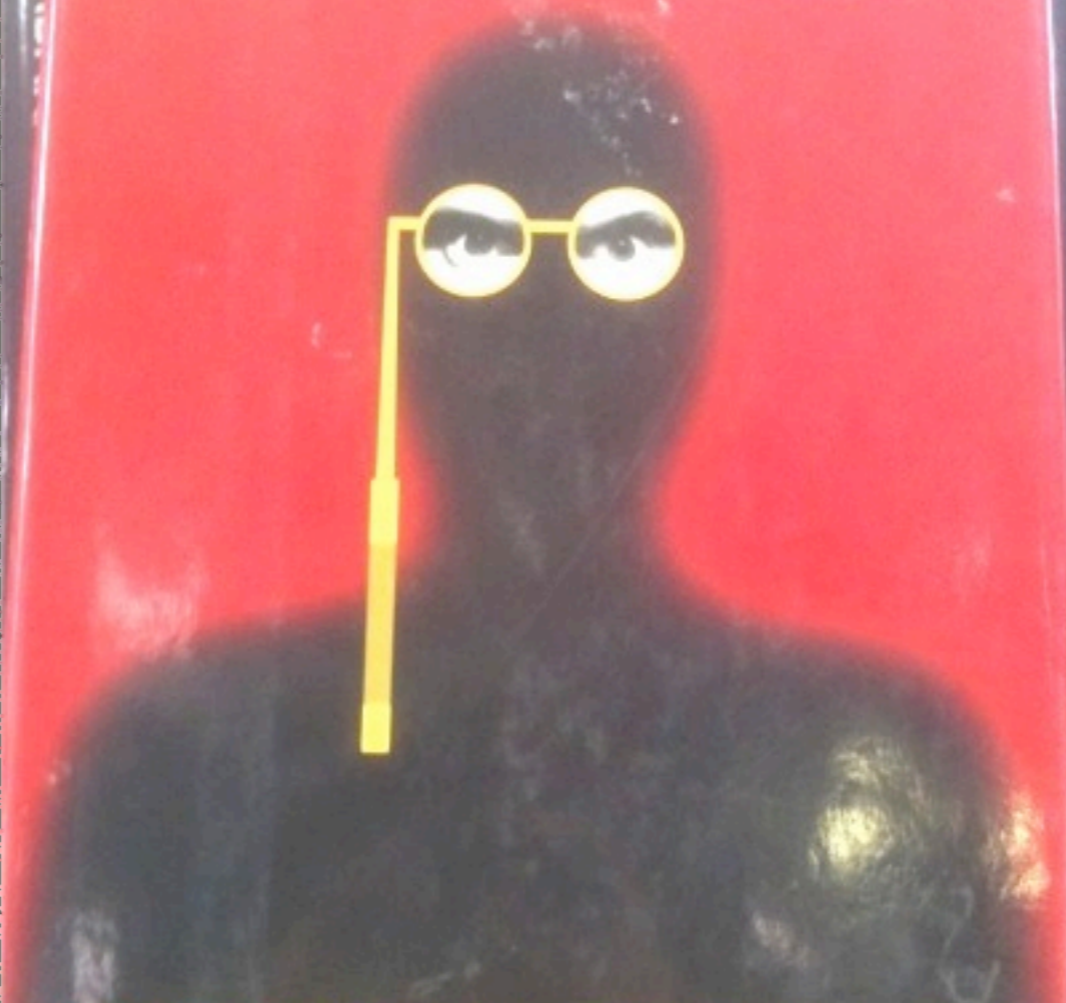




Your mistakes are as
obvious to others as their
mistakes are to you.

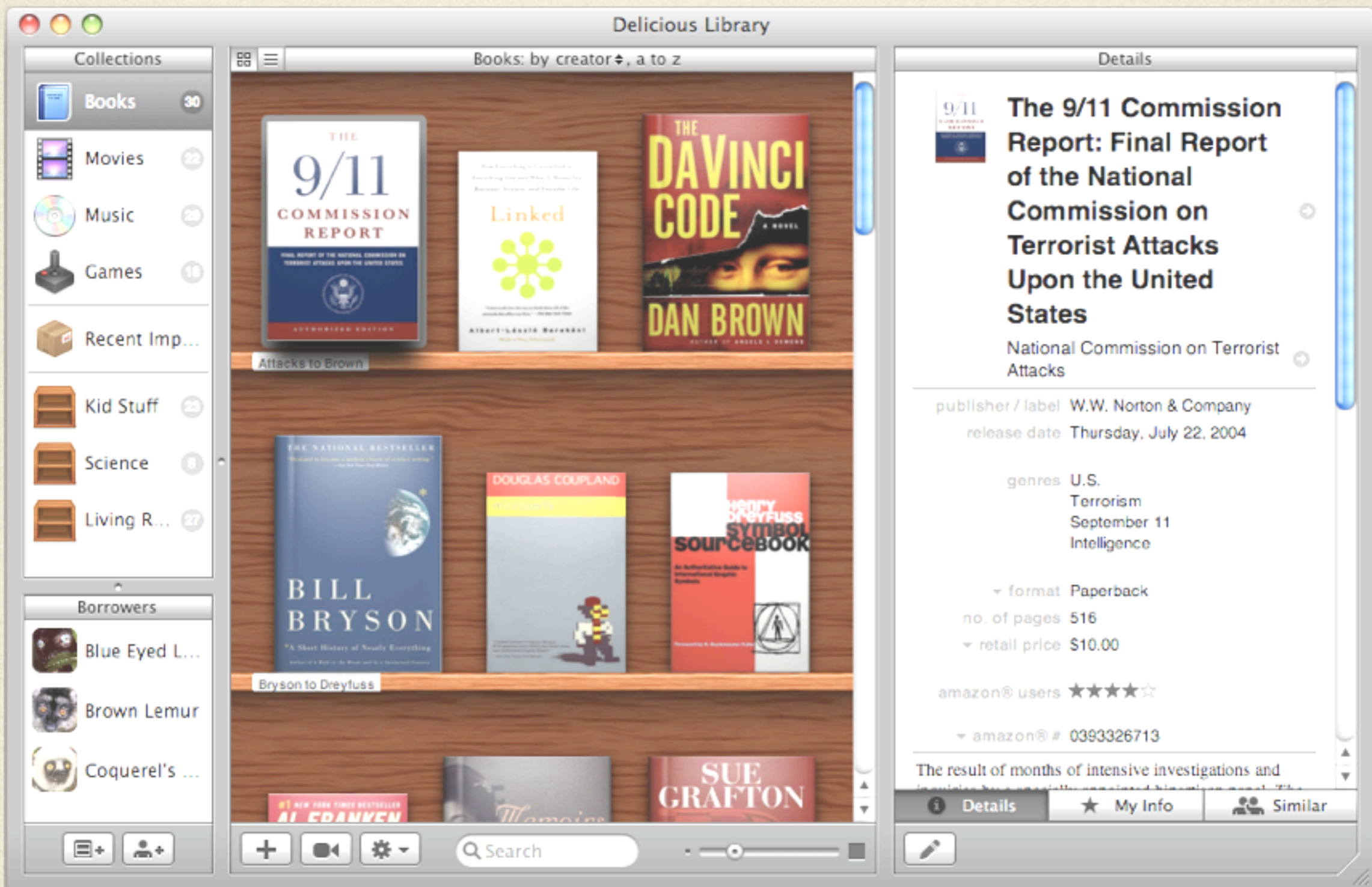
Case Study:
Ship Real Artists

ROBERT B. PARKER



WALKING SHADOW





Delicious Library

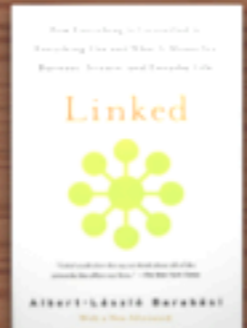
Collections

- Books 30
- Movies 22
- Music 23
- Games 11
- Recent Imp...
- Kid Stuff 23
- Science 8
- Living R... 27

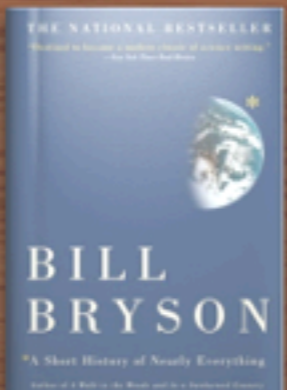
Borrowers

- Blue Eyed L...
- Brown Lemur
- Coquerel's ...

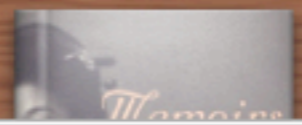
Books: by creator ↕, a to z



Attacks to Brown



Bryson to Dreyfuss



Details



The 9/11 Commission Report: Final Report of the National Commission on Terrorist Attacks Upon the United States

National Commission on Terrorist Attacks

publisher / label W.W. Norton & Company
release date Thursday, July 22, 2004

genres U.S.
Terrorism
September 11
Intelligence

format Paperback
no. of pages 516
retail price \$10.00

amazon® users ★★★★★☆

amazon® # 0393326713

The result of months of intensive investigations and

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Search

Design is the cheapest
awesome money can buy

Case Study:
You're Not Done Yet



The most obvious solution
is often wrong and usually
insufficient.

“Ship today, fix tomorrow”
is like standing on stage
in your underwear.

“Ship 3.0”
is like always being
three steps ahead.

“Surprise and Delight”

Case Study: Implementation Detail







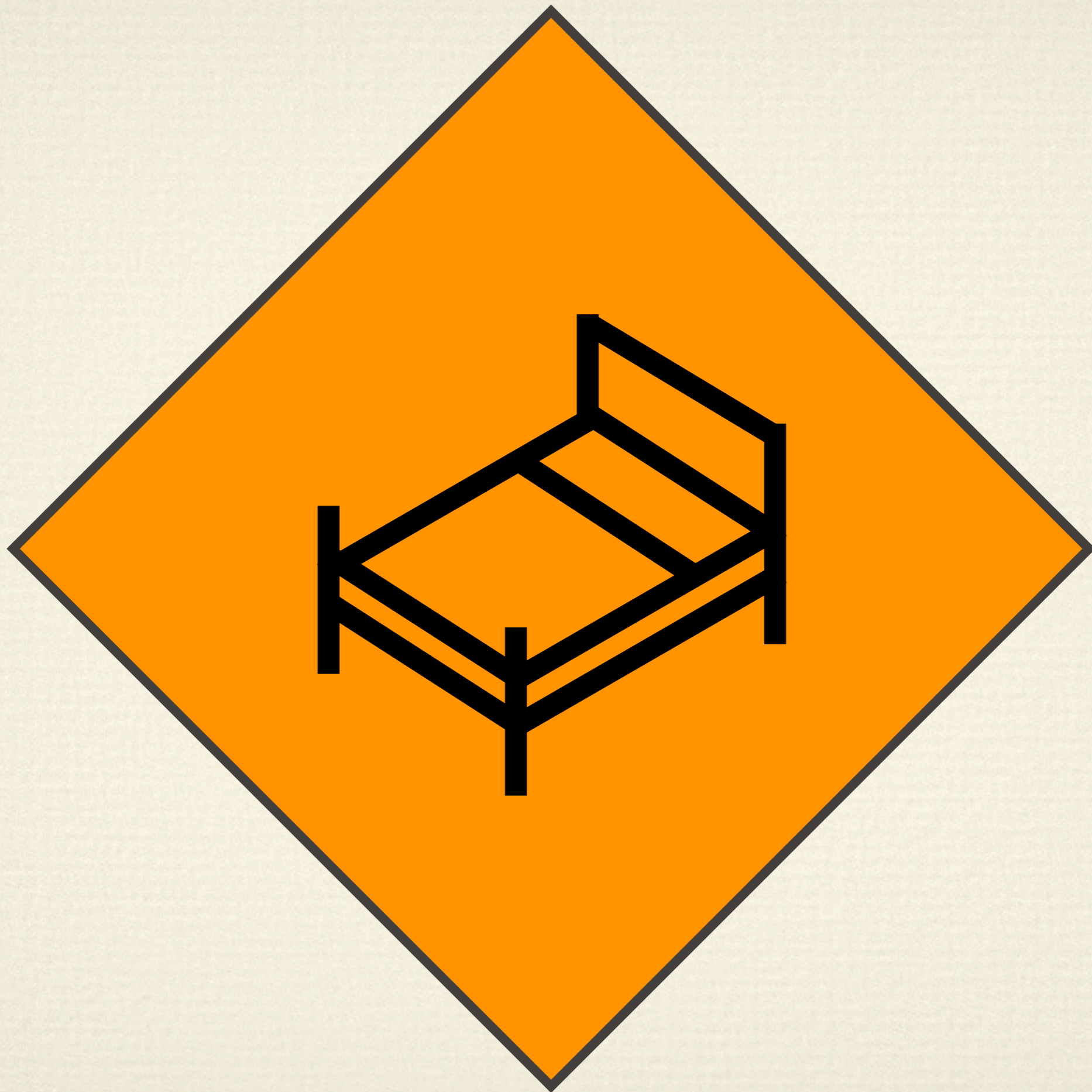
```
U4L2: Registered "NSC Goode U4L2 Overlay driver" as char device 81, 16
installing sigma modules ...
Warning: loading /lib/modules/realnagichwl_kernelland.o will taint the kernel: non-GPL license
proprietary. Copyright (c) 2002 Sigma Designs Inc. All rights reserved (version 103 with process
macrovision sm2268 osdric_memorycheck).
PCI: Setting latency timer of device 00:0f.0 to 32
installing audio ...
PCI: Setting latency timer of device 00:12.3 to 32
goodeoss: disabling PM: PM registration failed
goodeoss: version 1.2.0 time 12:37:36 Dec 8 2004
goodeoss: use_pm=0 check_interrupt=0
installing drivers for handset manager ...
Warning: loading /lib/modules/maspcu.o will taint the kernel: no license
usb.c: registered new driver pcu
MAS-eFX SEB USB PCU driver version 1.01
usb.c: registered new driver usbccr
usbccr.c: v0.59:USB HID Credit Card Reader driver
nice: PS/2 mouse device common for all nice
usb.c: registered new driver pacpcu
starting daemons...
goode rev-7 pnr-03a834c4 ncr-00030250
starting tdm1 with -s=[0]
start jffa2 fs
using /dev/wtd1 /usr/app
```

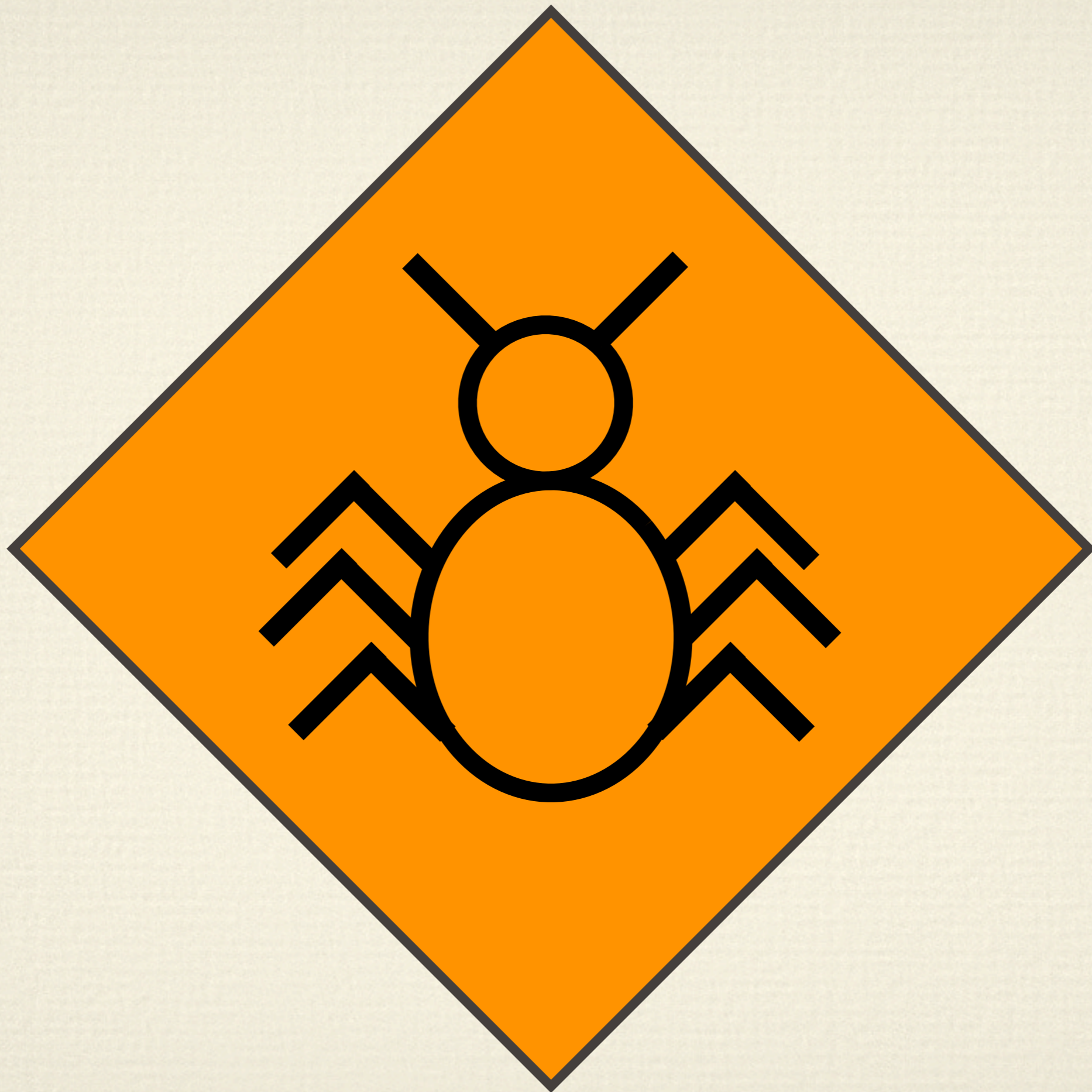

Never let them see you
making it.

I do not and should not
know or care about
you or your business.

What you wanted to
make and what you did
make are two different
things. Don't apologize.

Case Study:
Thanks For Nothing





Feedback is not a chance
to prove yourself.

Feedback is a chance
to improve yourself.

Most people don't bother
to tell you how or why
you are failing them.

If you don't have any
complaints, go find some.

Case Study: Step it Up a Notch







You are the only person
you can change, and the
only person who can
change you.

Case Study: Standing Out



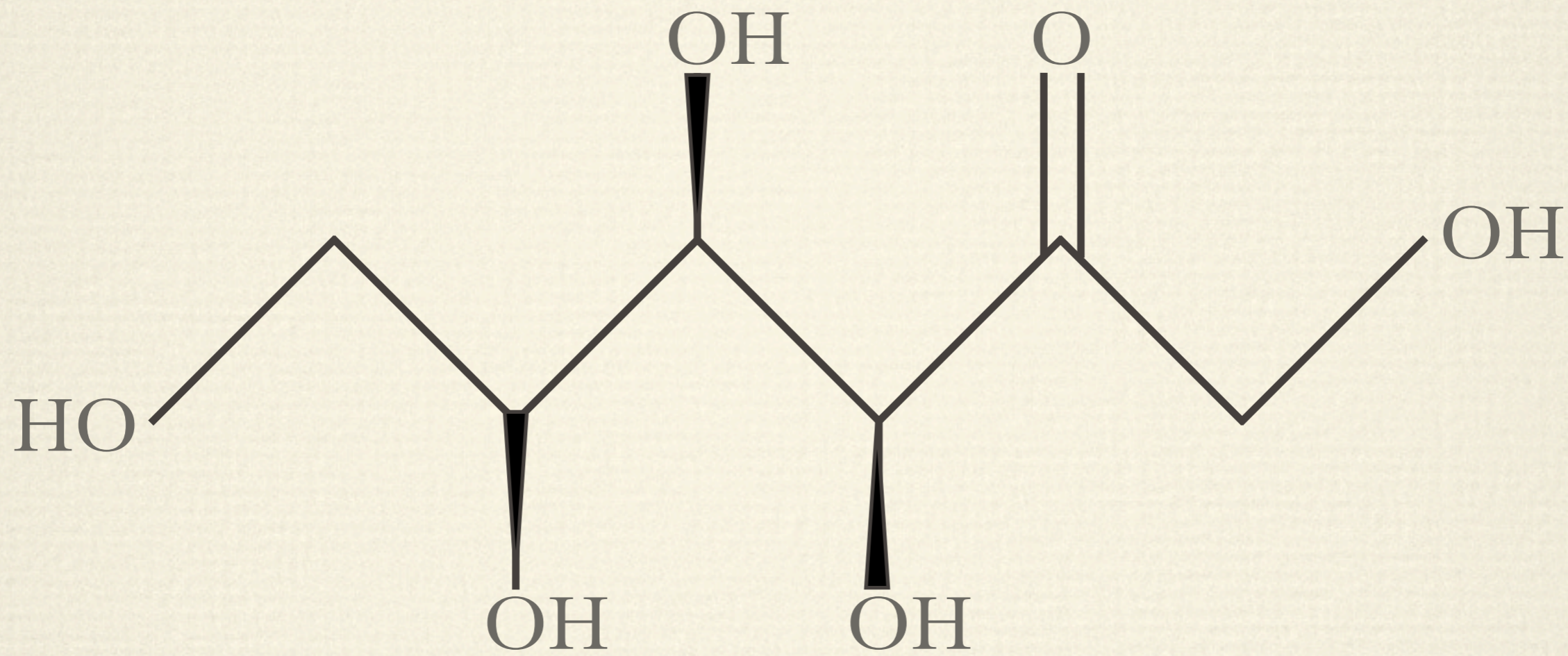


If you want to be
remembered,
be memorable.



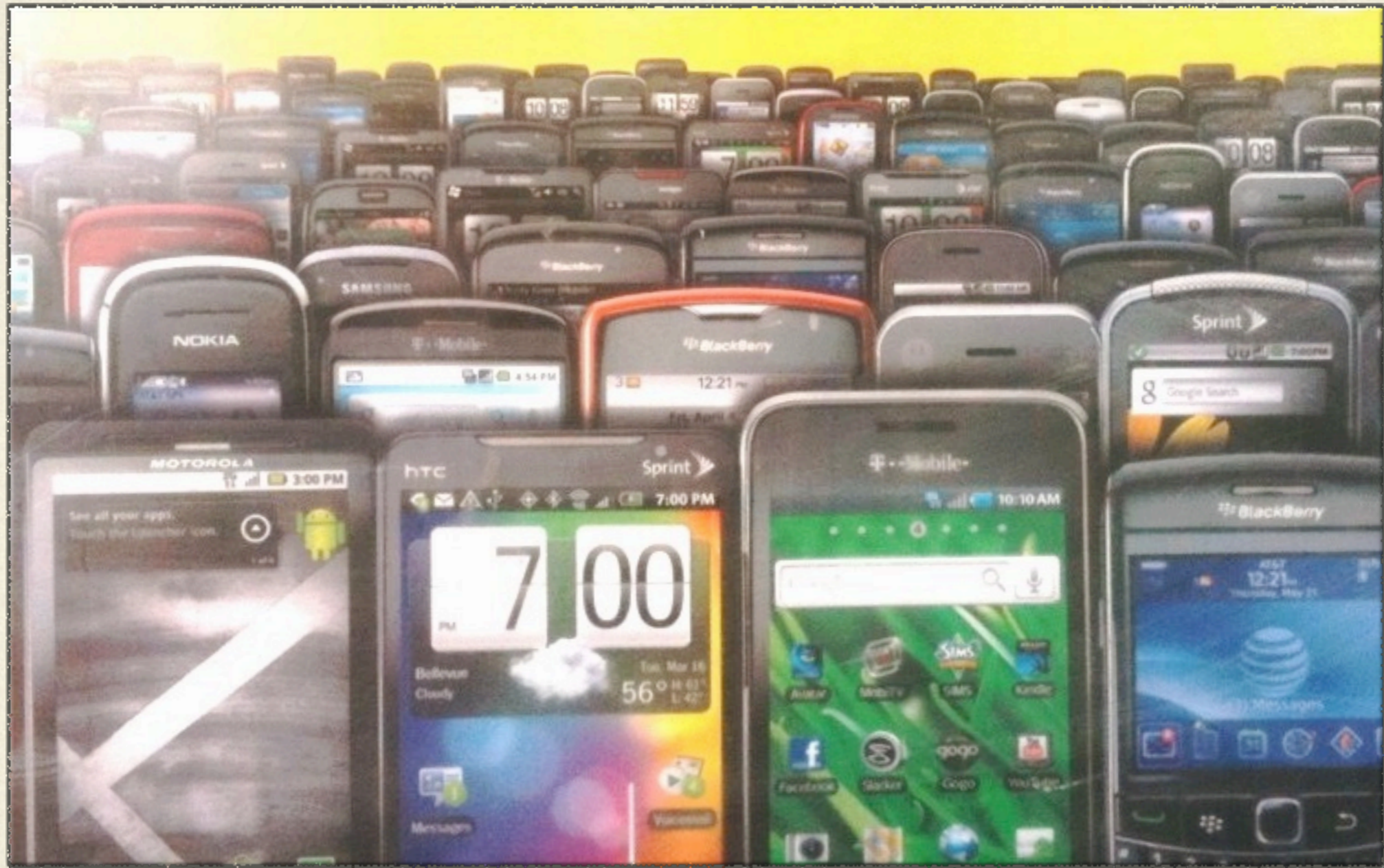
The harder it is to make,
the harder it is to copy.

Case Study: The Cost of Cheap









Stop making crap.
The world has enough
of that already.

To make great things,
you must first refuse to
make things that suck.

Don't
compete on price
if you can't
compete on cost.

Case Study: Hits and Ripples

FAIL

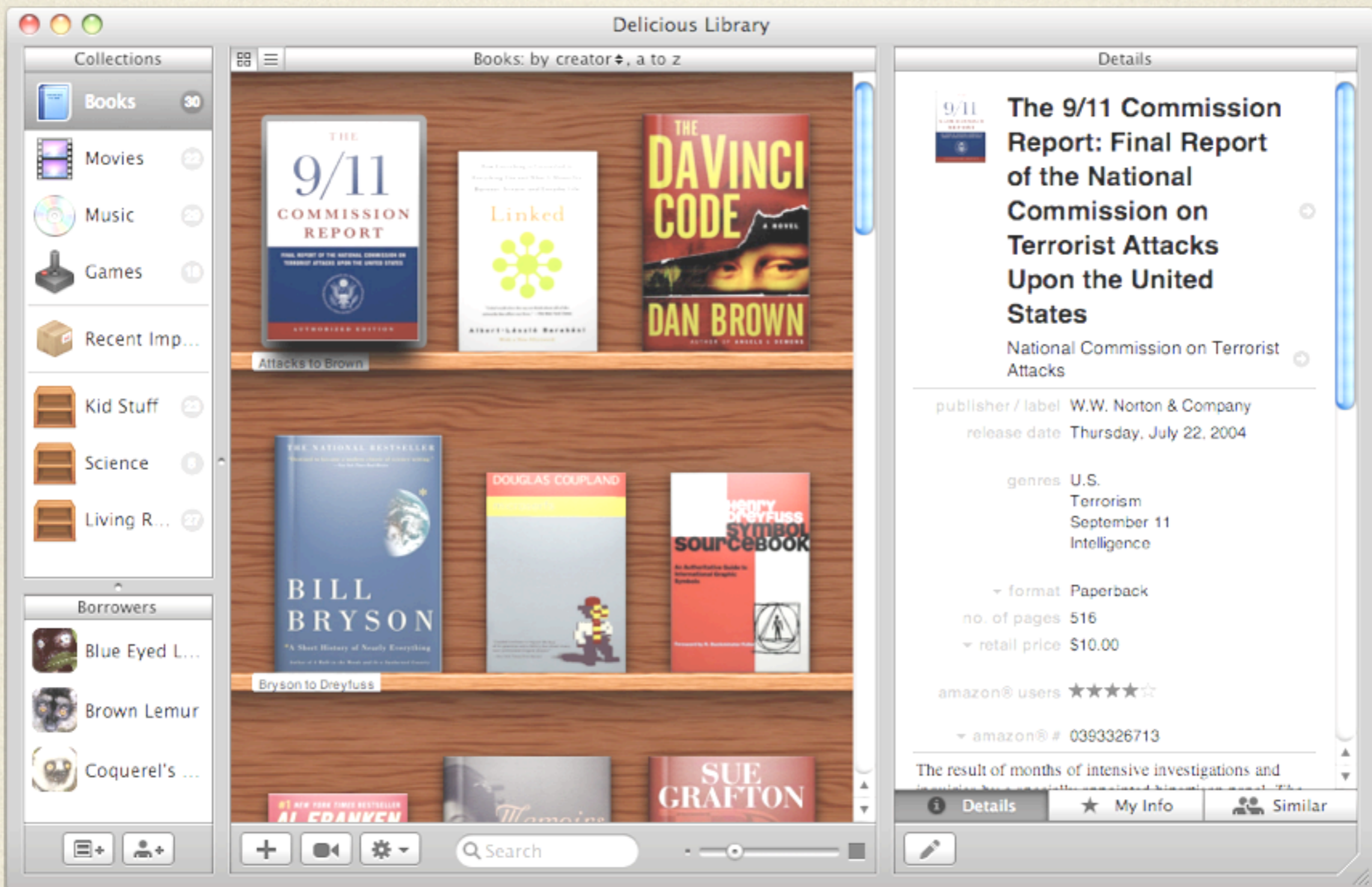
Harry Potter

O
B
A
M
A



failblog.org





Delicious Library

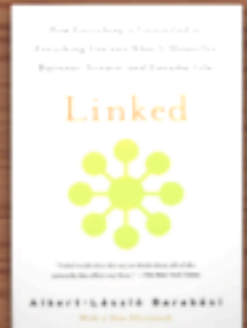
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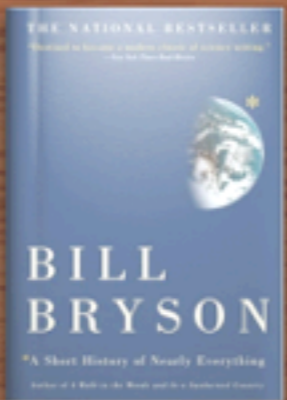
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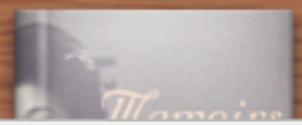
Books: by creator ↕, a to z



Attacks to Brown



Bryson to Dreyfuss



Details



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no. of pages 516

retail price \$10.00

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The result of months of intensive investigations and

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Search

sampletest+ - MediaMan

File Edit View Action Tools Help

Open Import Items Search

Collection Search (11)

Search Items - Sort By: Title Zoom: 100%

Search in:

- General info fields
- Artists / creators / casts
- Description / listings

Keywords:

Use case-insensitive search

Tip: Use quotation ("") to match exact phrases, use minus (-) for negative matches, use OR for multiple conditions.

[Back](#) [Help?](#)

Search Companion

MediaMan has completed searching of the collection file.

Learn more about the

Item Details | Gallery (1)

Cars (Widescreen Edition)

1 DVD
 Released: 11/7/2006 (in theater: 6/9/2006)
 Added: 12/8/2006
 Price: \$29.99
 Category: My Collection > DVD

Studios: Walt Disney Video

Actors:

- Owen Wilson
- Bonnie Hunt

Audience Rating: G (General Audience)

Region Code: 1

Run Time: 116 mins

Format:

- Animated
- Closed-captioned
- Color
- Widescreen
- NTSC

Language: English (Original Language)

If you spend all your time
looking at your
competition, your product
will look like your
competition's ass.

Why do you do
what you do?

Why Money is the Wrong Answer

- ❖ The love of money is an overrated motivator
- ❖ There are easier ways to make money
- ❖ Money is a side effect of creation, not a goal
- ❖ You can't take it with you

There is money in ripples,
but immortality in hits.

Life is finite.
Use your time to do
something worth
remembering.

Case Study: Don't Be a Jerk

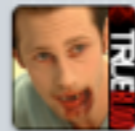


Mike Lee
@bmf



Shut up, shut up, shut up! Sookie,
you inane pratt! Oh yeah, sorry.
I've been watching True Blood.

Twitter for iPhone • 7/31/10 9:06 PM



Eric Northman
@Eric_ofArea5



[@bmf](#) She can carry on - and on

HBOTrueBlood · 7/31/10 9:07 PM



Marketing Robot
@misterannoyo



Check out the new True Blood!

HBOTrueBlood · 7/31/10 9:07 PM



Marketing Robot
@masterannoyo



True Blood? I agree! <http://cr.ap/>

HBOTrueBlood · 7/31/10 9:07 PM

Sell unto others
as you would have
others sell unto you.

Case Study: The Whole World

Attendant of the
Opposite Sex May
Accompany
Disabled Person



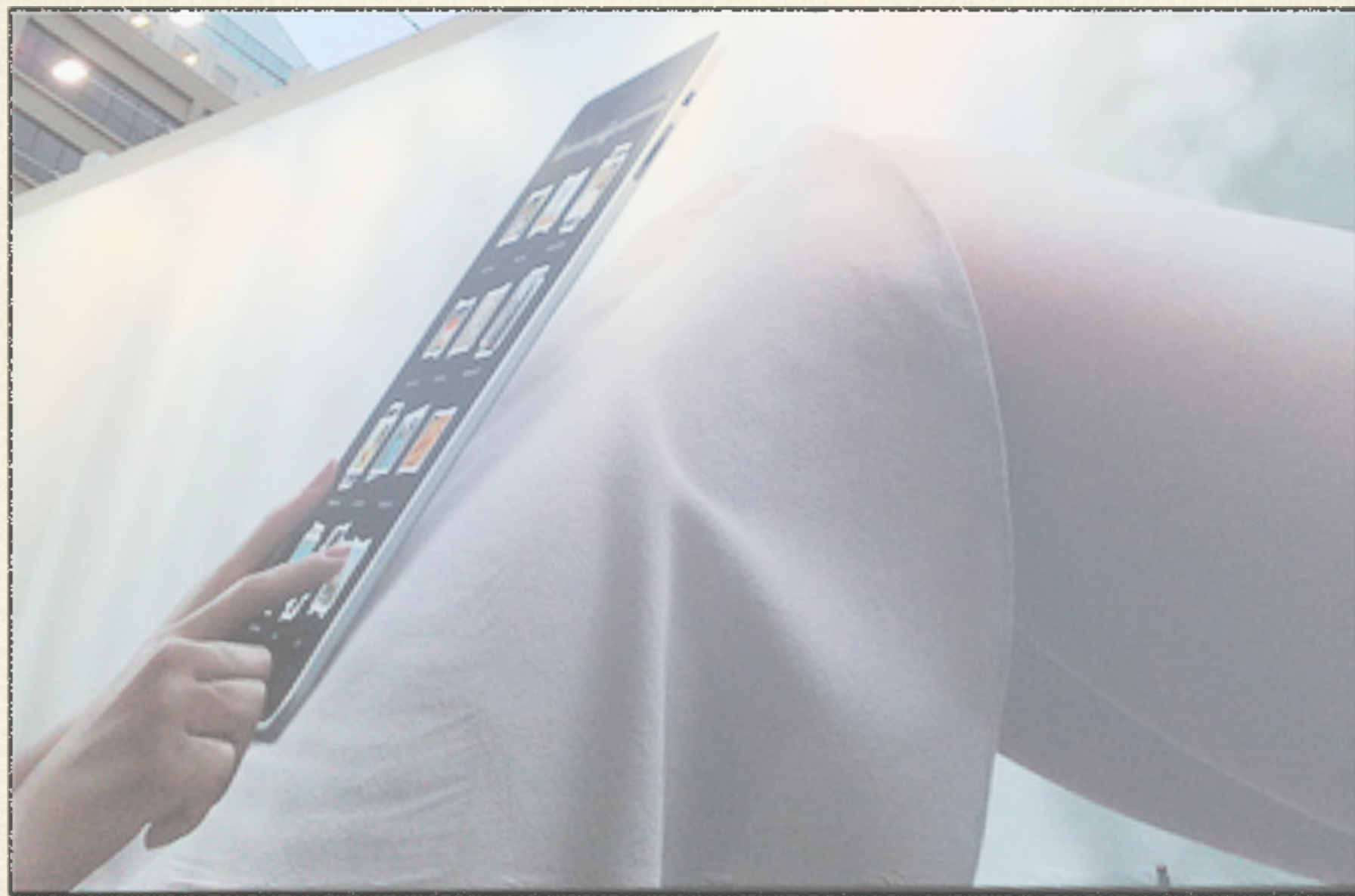
California Streets and Highways Code Section 223.5

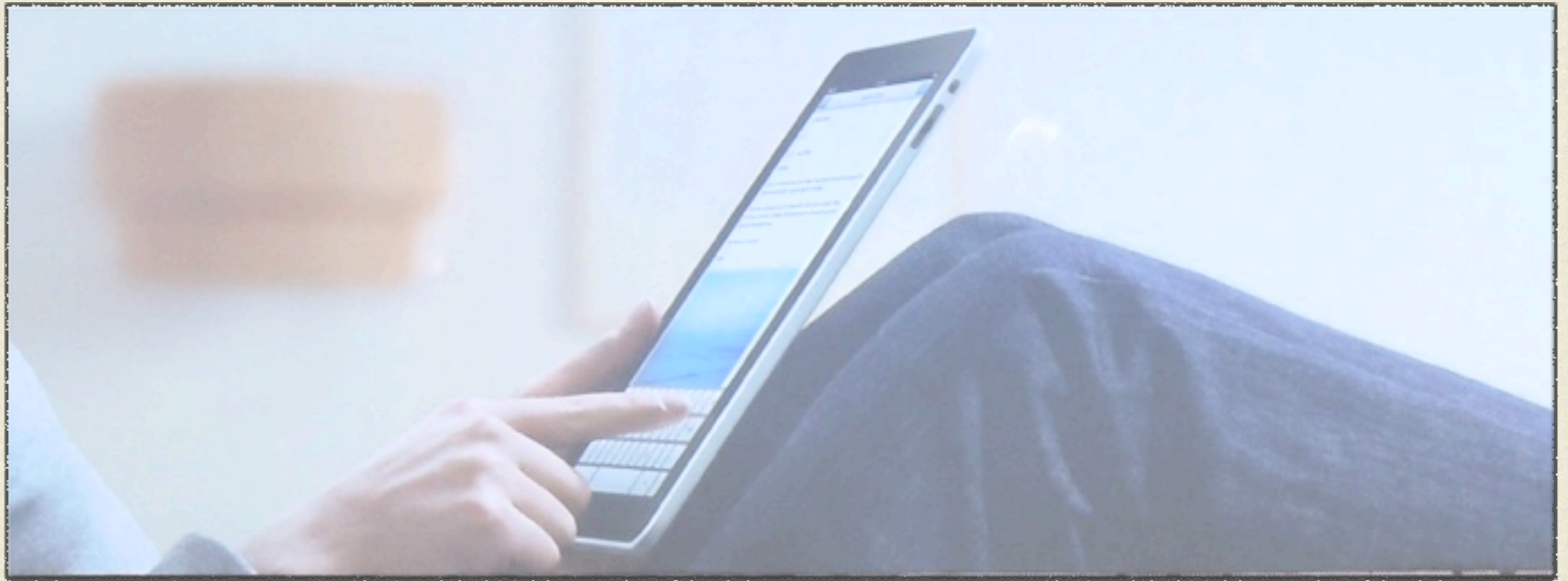




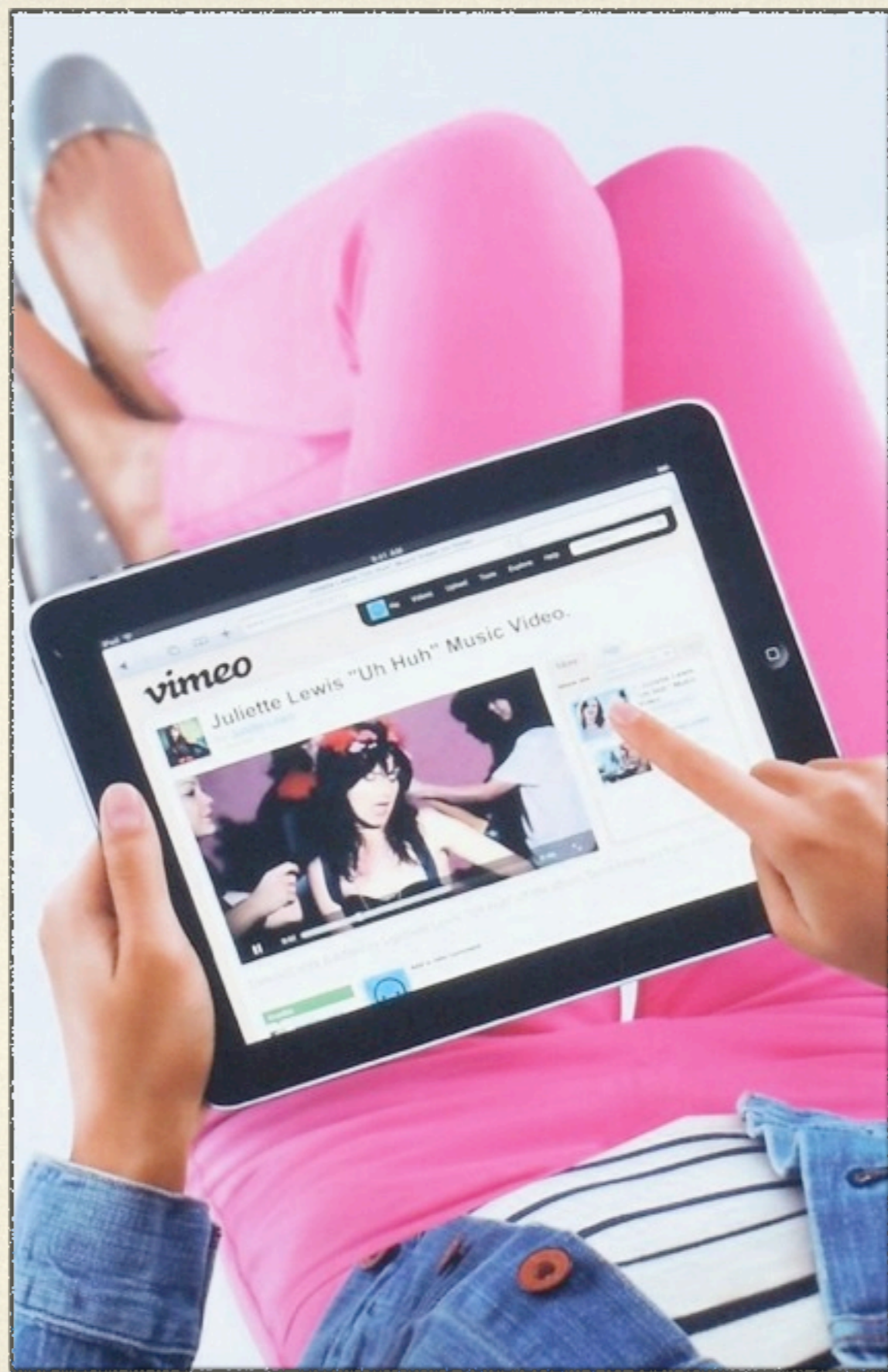
Get uncomfortable
and stay there.











Market segmentation will
not unite us.

AUGUST 11-17, 2010 | VOLUME 29 | NUMBER 29

SUC

SF

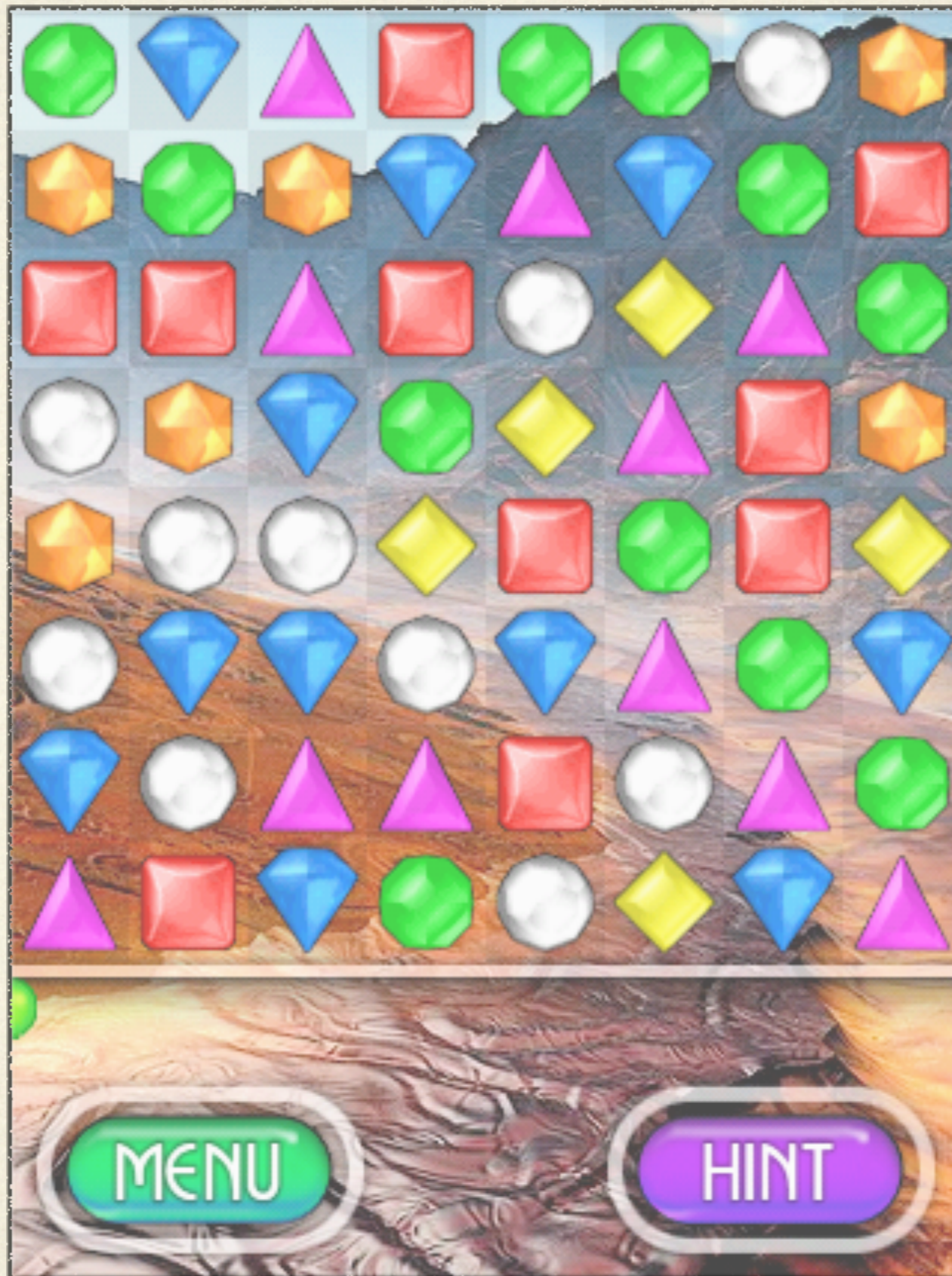
WEE



iHelp for Autism

BY ASHLEY HARRELL





Design for everyone.

Case Study: A Better World

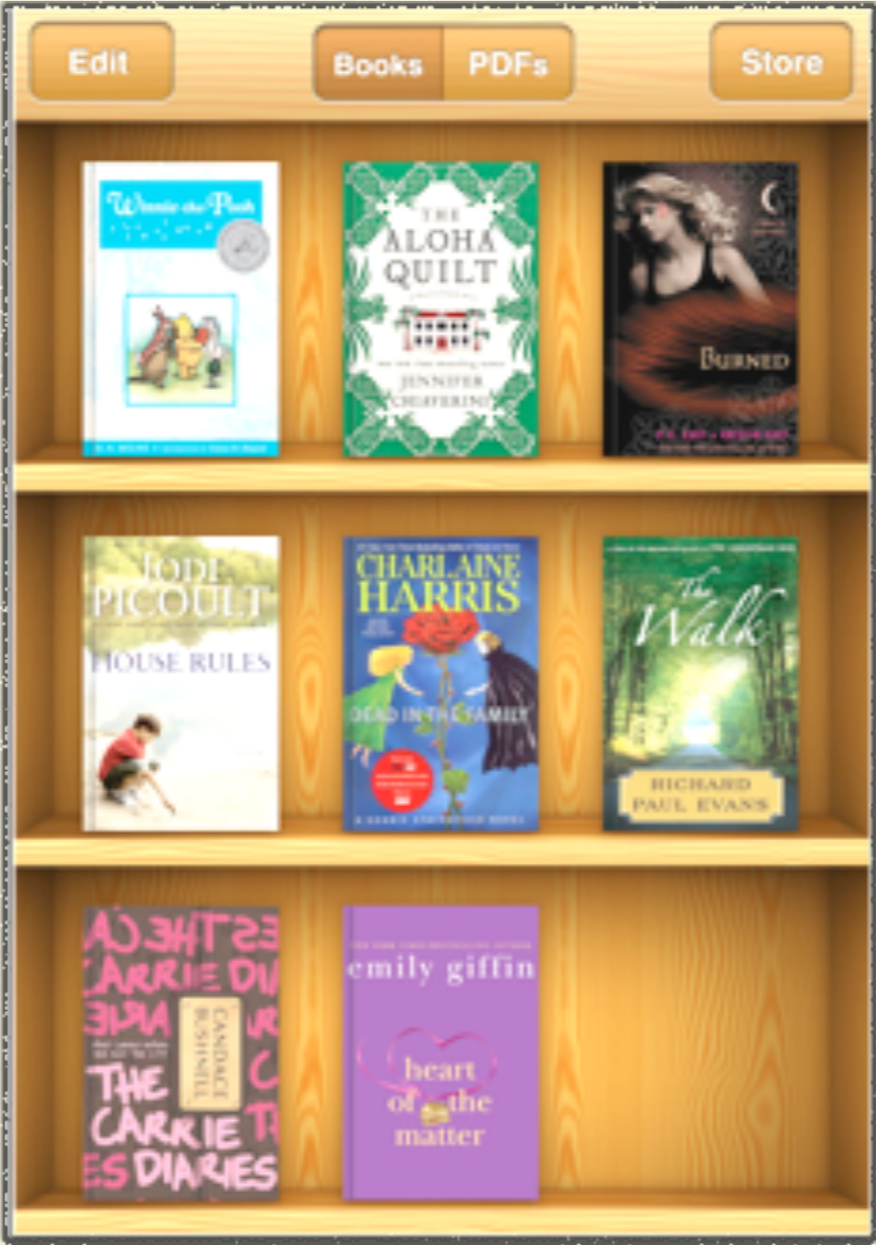
BBC AMERICA **HD**

bbcamerica.com

Made from recycled
DOCTOR WHO
billboards

COMIC-CON 2010

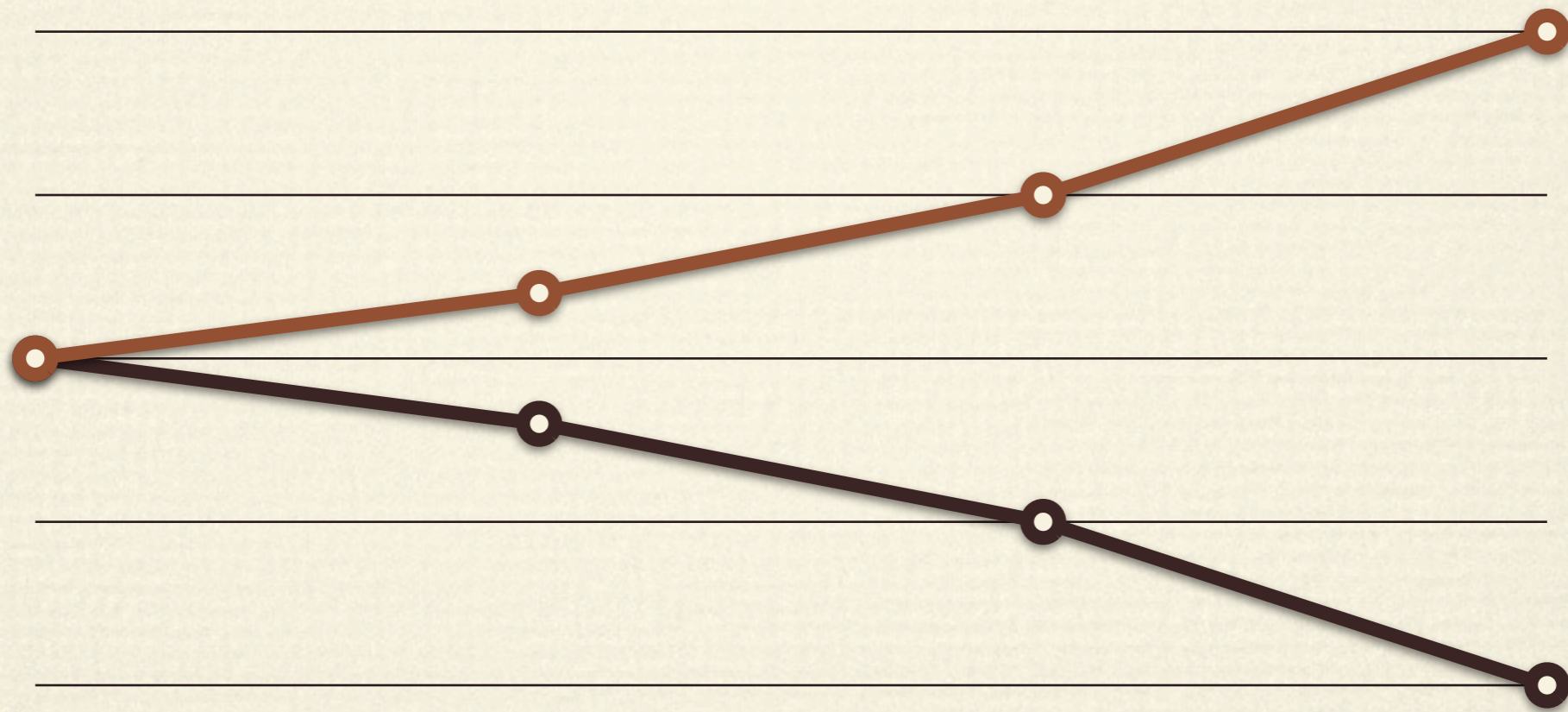




Case Study:
In This Economy?!

○ Apple

○ The Economy



Life is too short to waste
time on things that suck.

@bmf

<http://le.mu.rs>



bmf@le.mu.rs