

# FOCUS on the USER

Jeremy Clark

[www.jeremybytes.com](http://www.jeremybytes.com)  
@jeremybytes

making the world  
a better place

Jeremy Clark

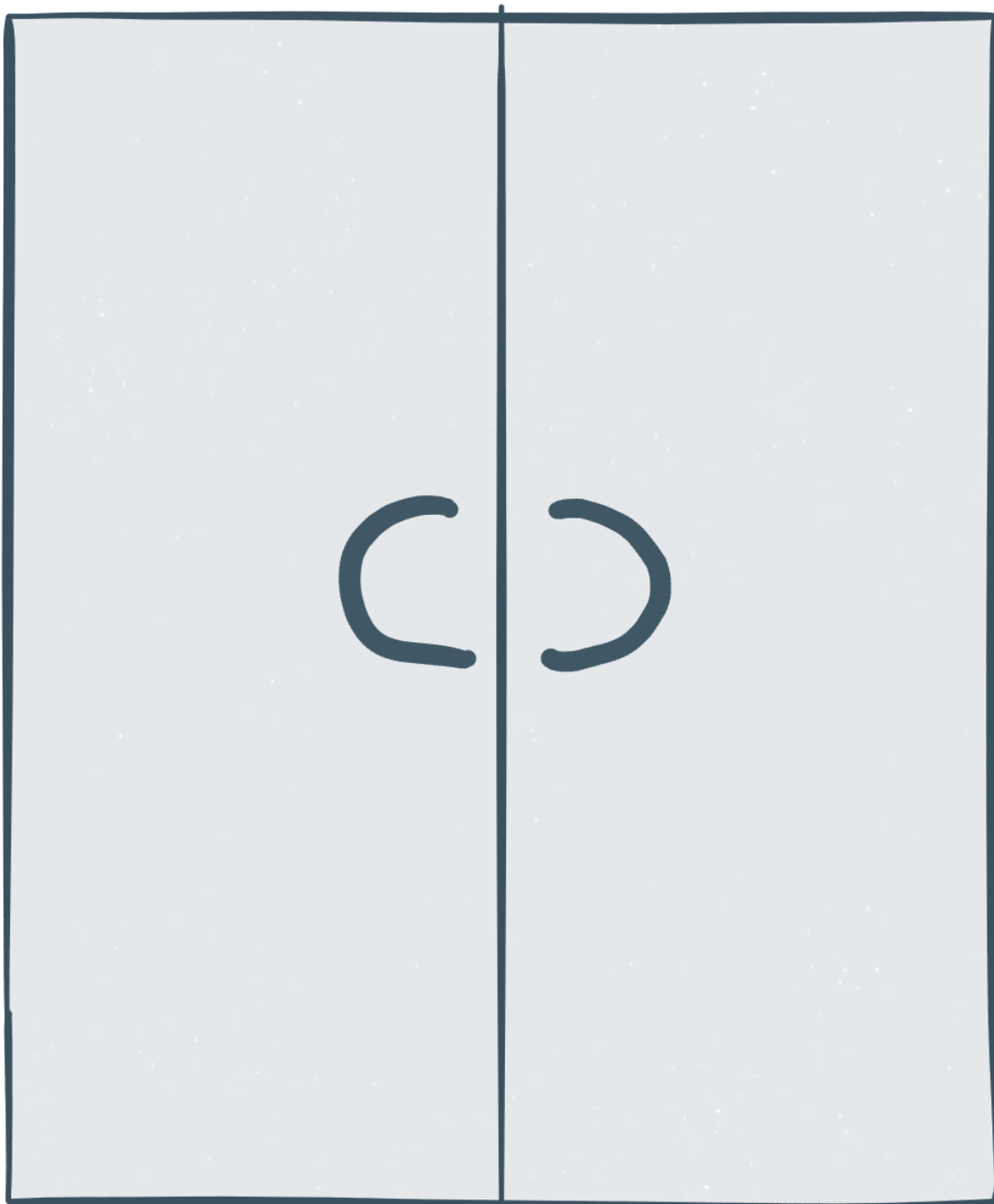
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Trapped!

Push







The door handle was shaped to grab and pull

I grab and pull and nothing happens

Doors generally open outward when entering

Is the door locked?

What is wrong with me?

I pull the other door and nothing happens

Maybe that door is locked, too

Why did they let me go out a door if I can't get back in?

I managed to get out, maybe someone can help me

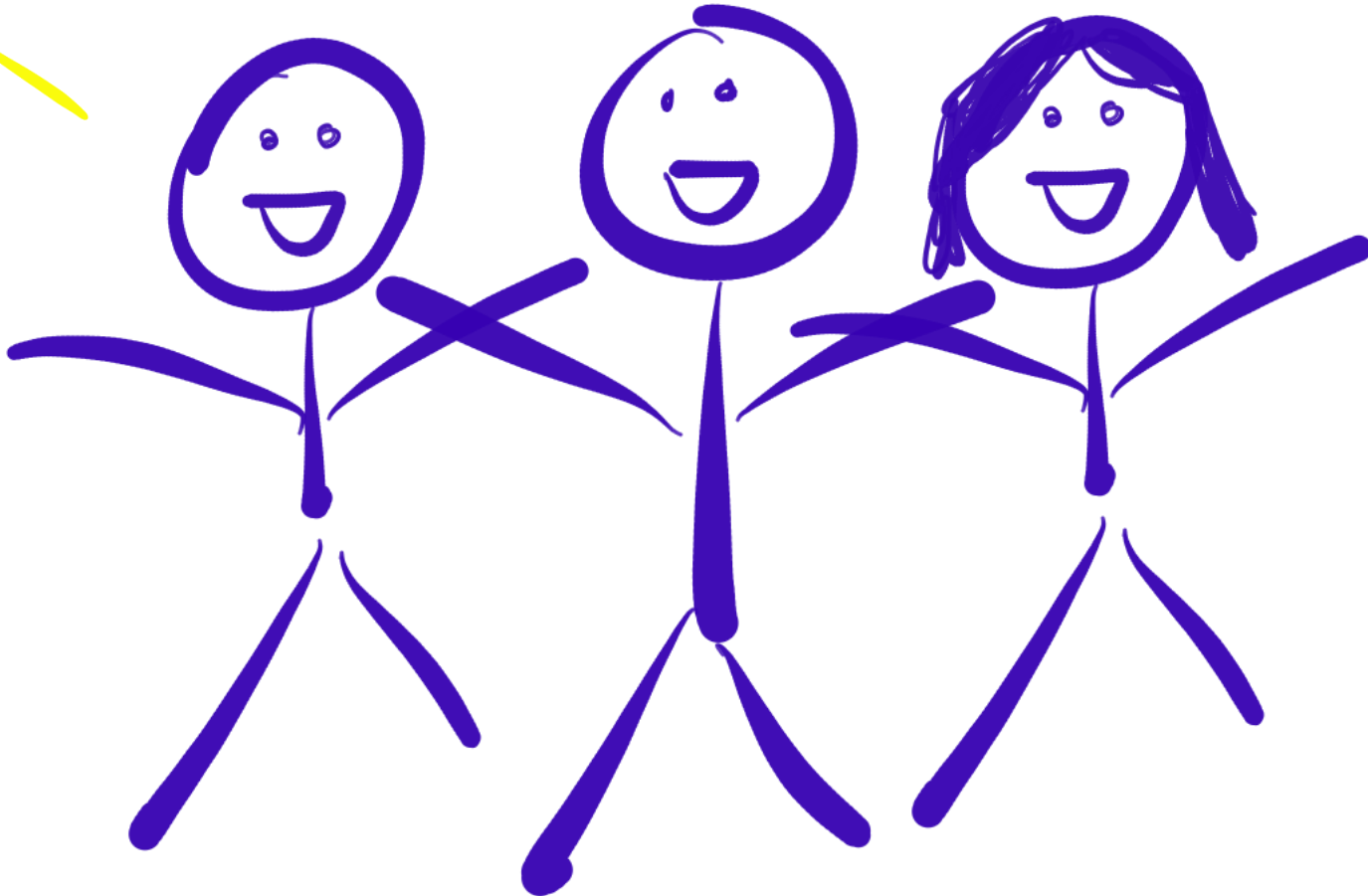
I can get someone's attention

Tap Tap Tap Tap

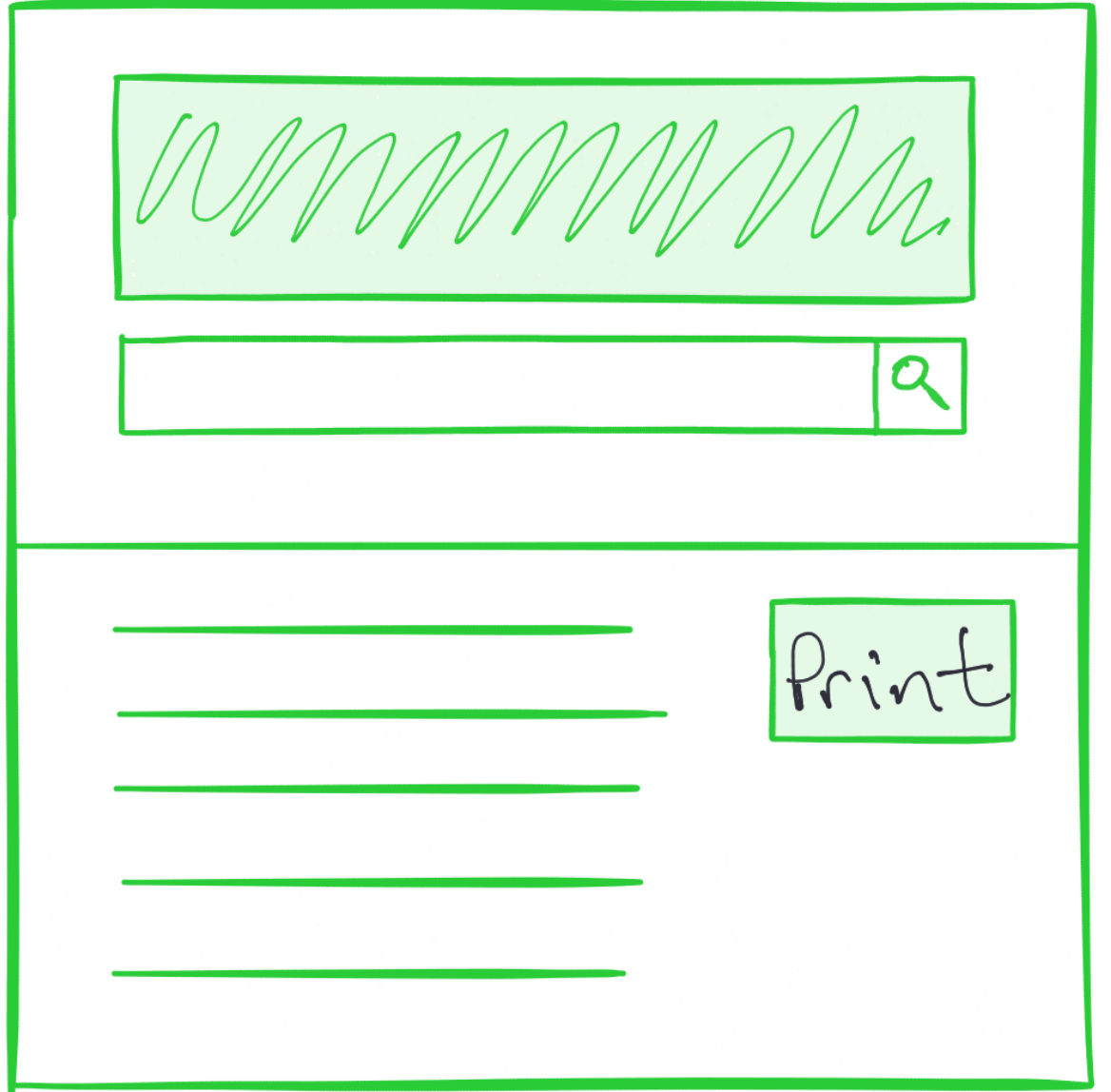
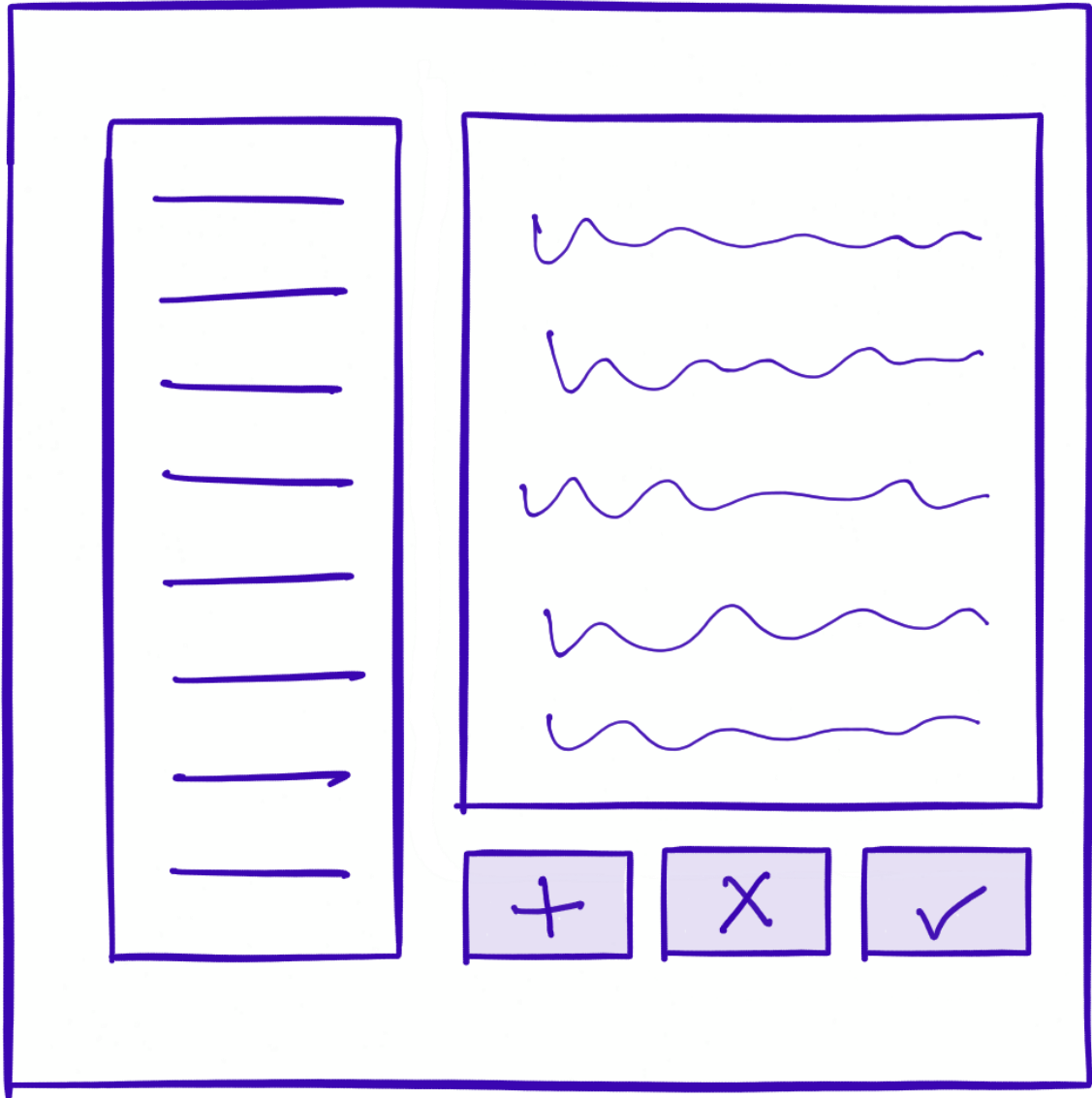
Can you let me back in?

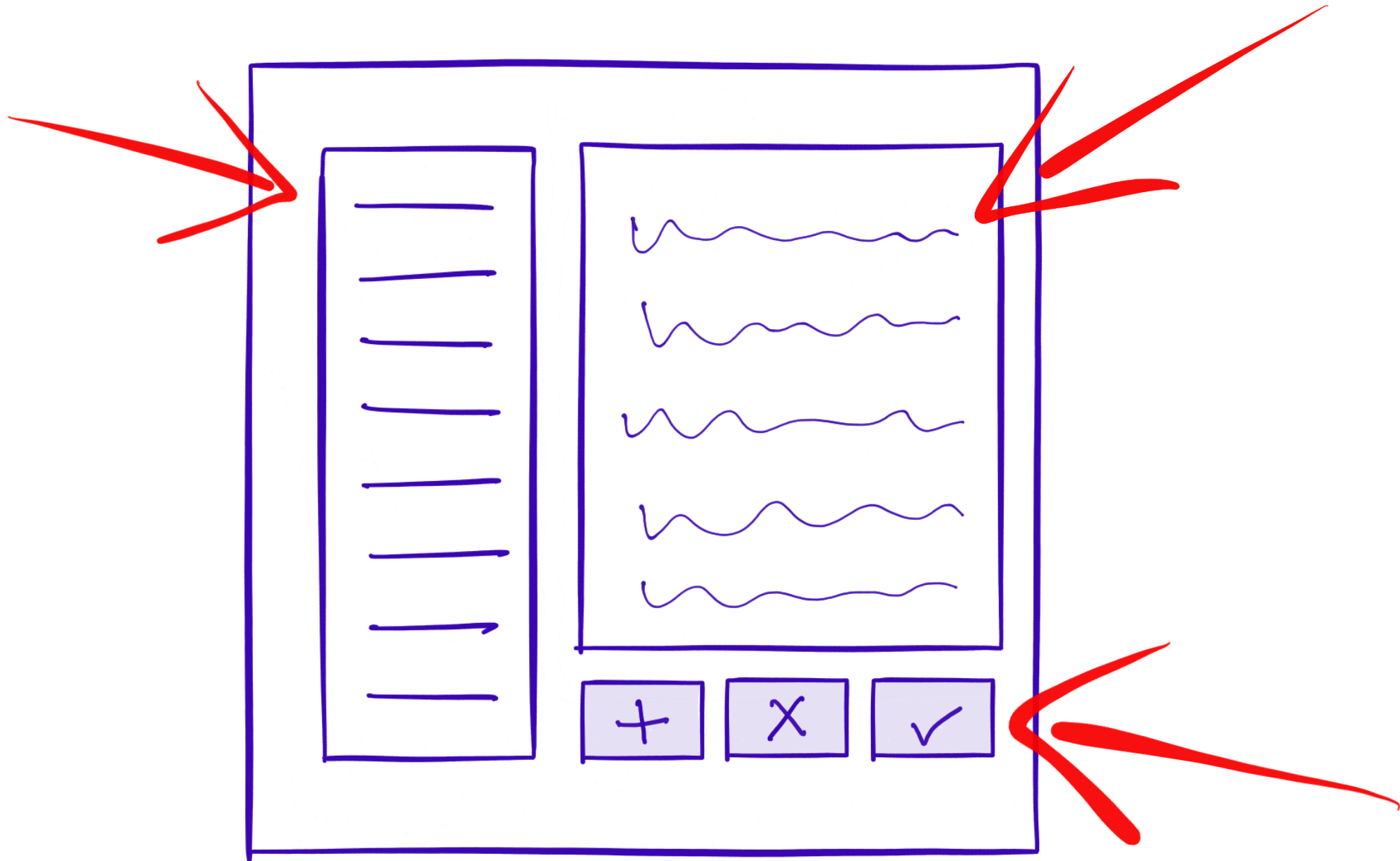
Push

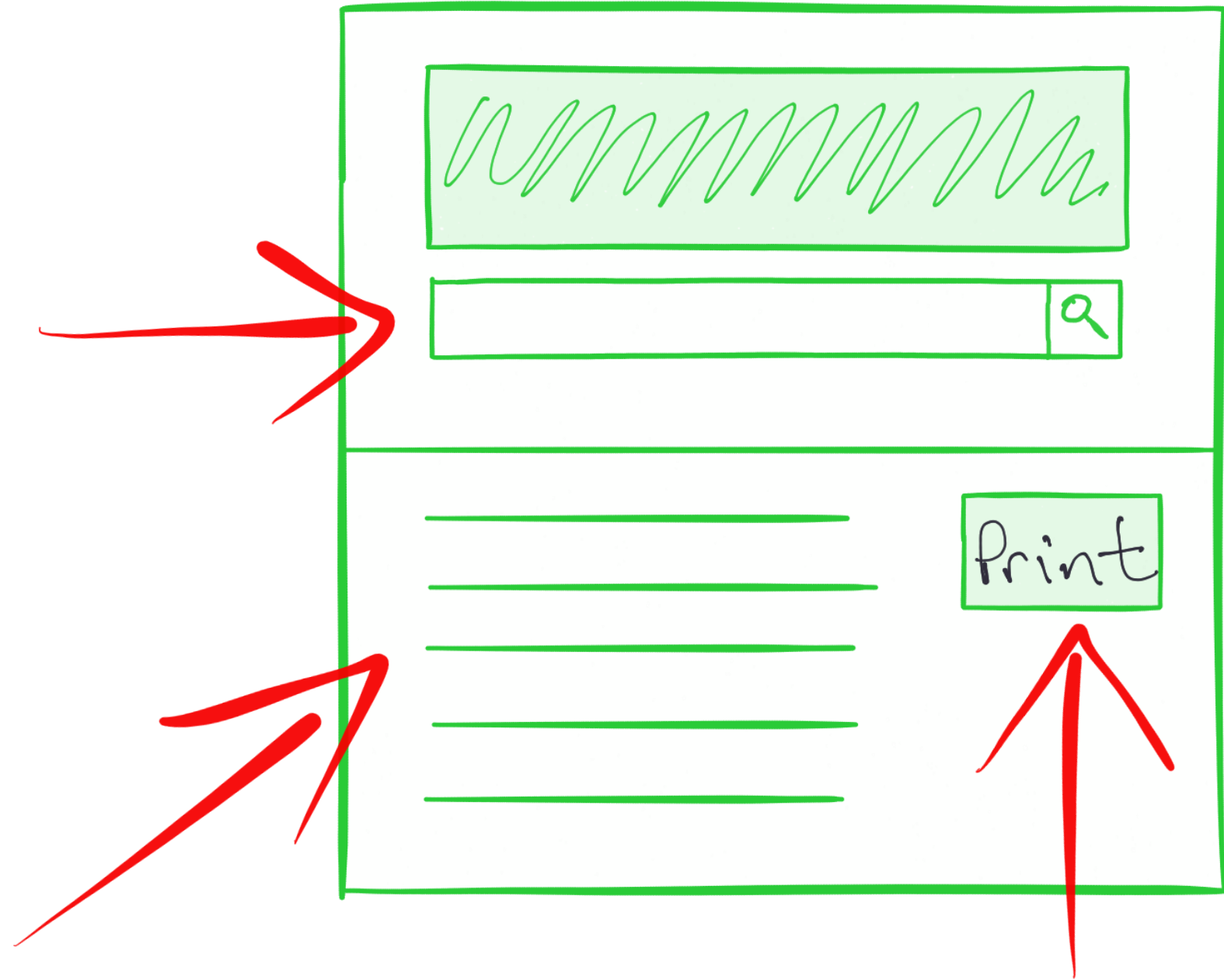


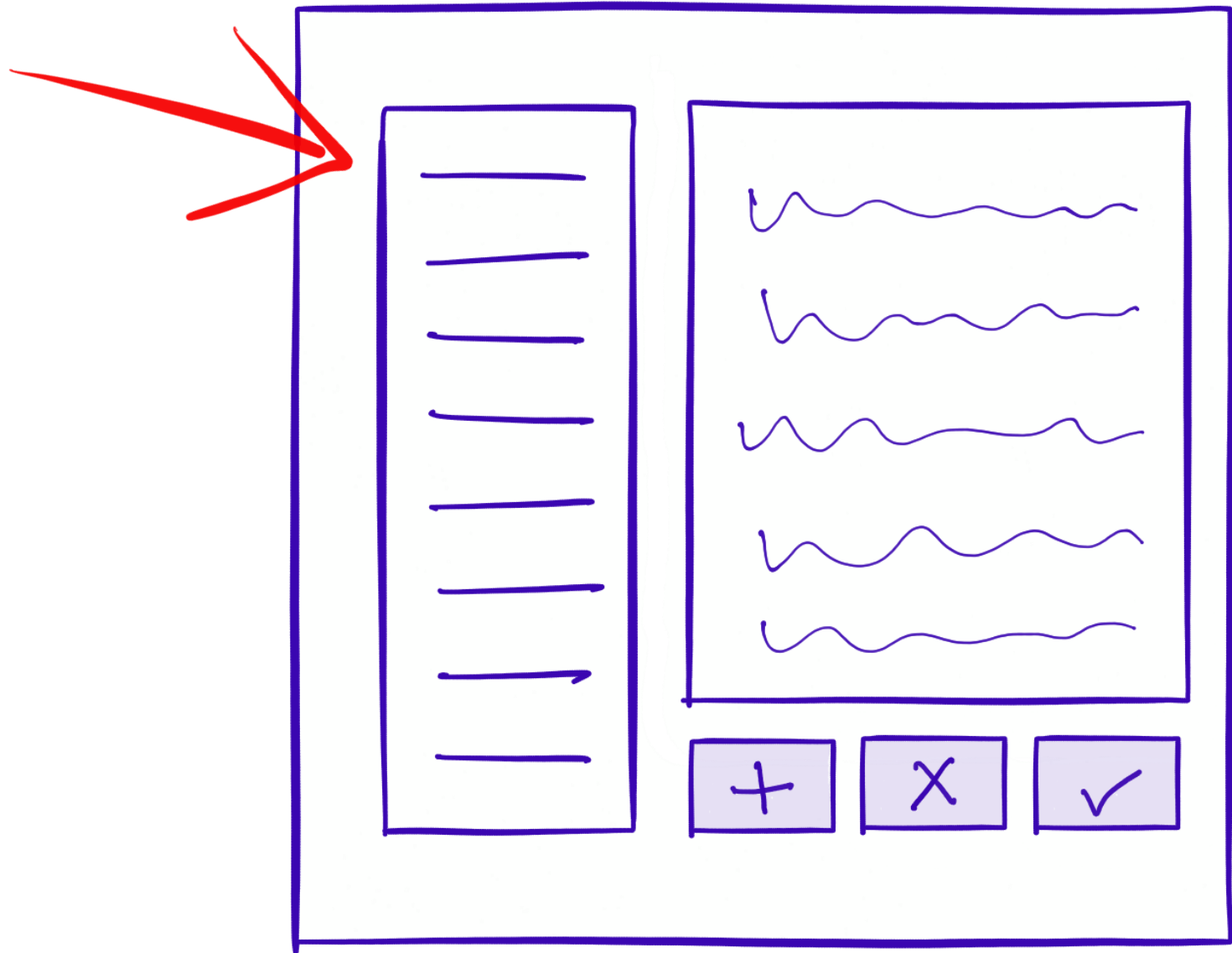


Building  
Trust

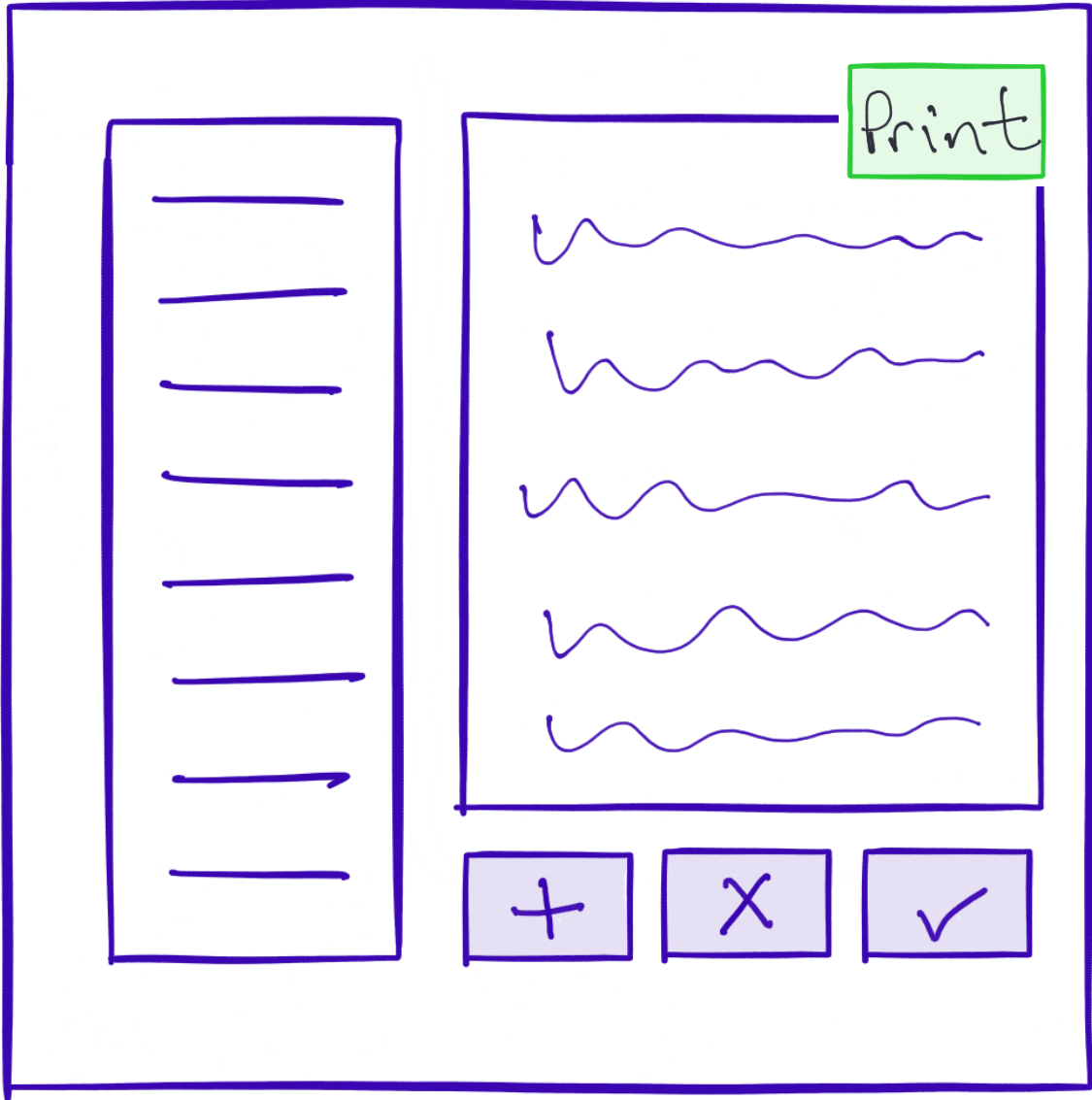












I'm on  
your side

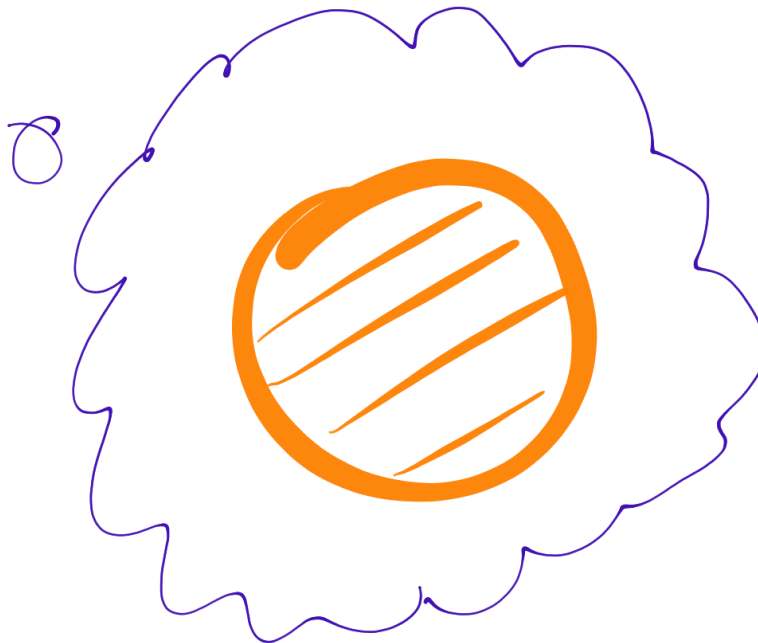
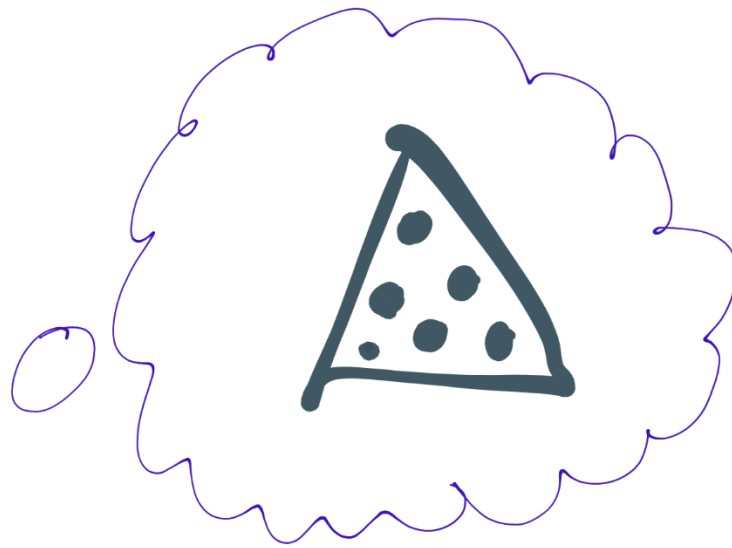
Partners



FAILLURE

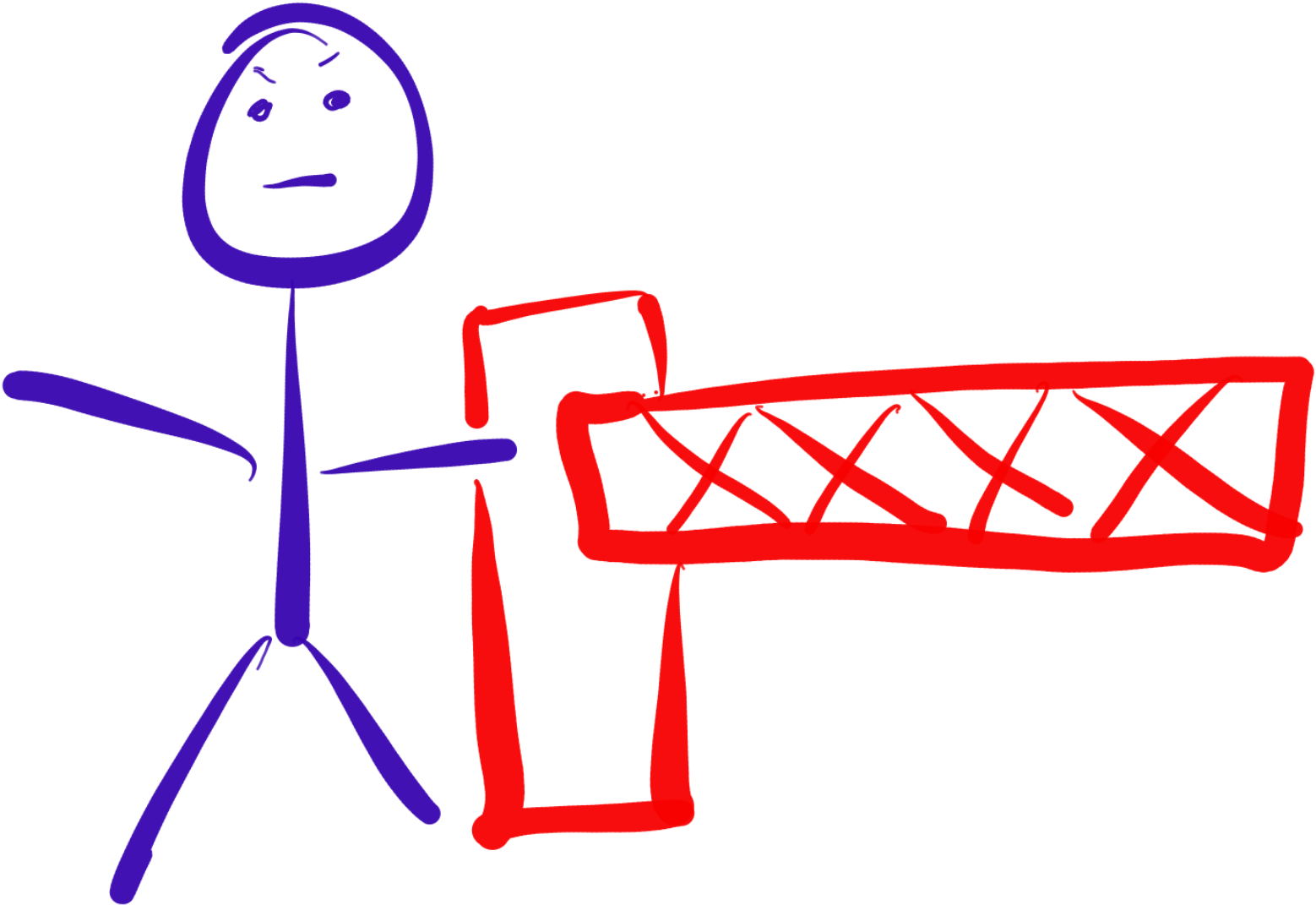


ME

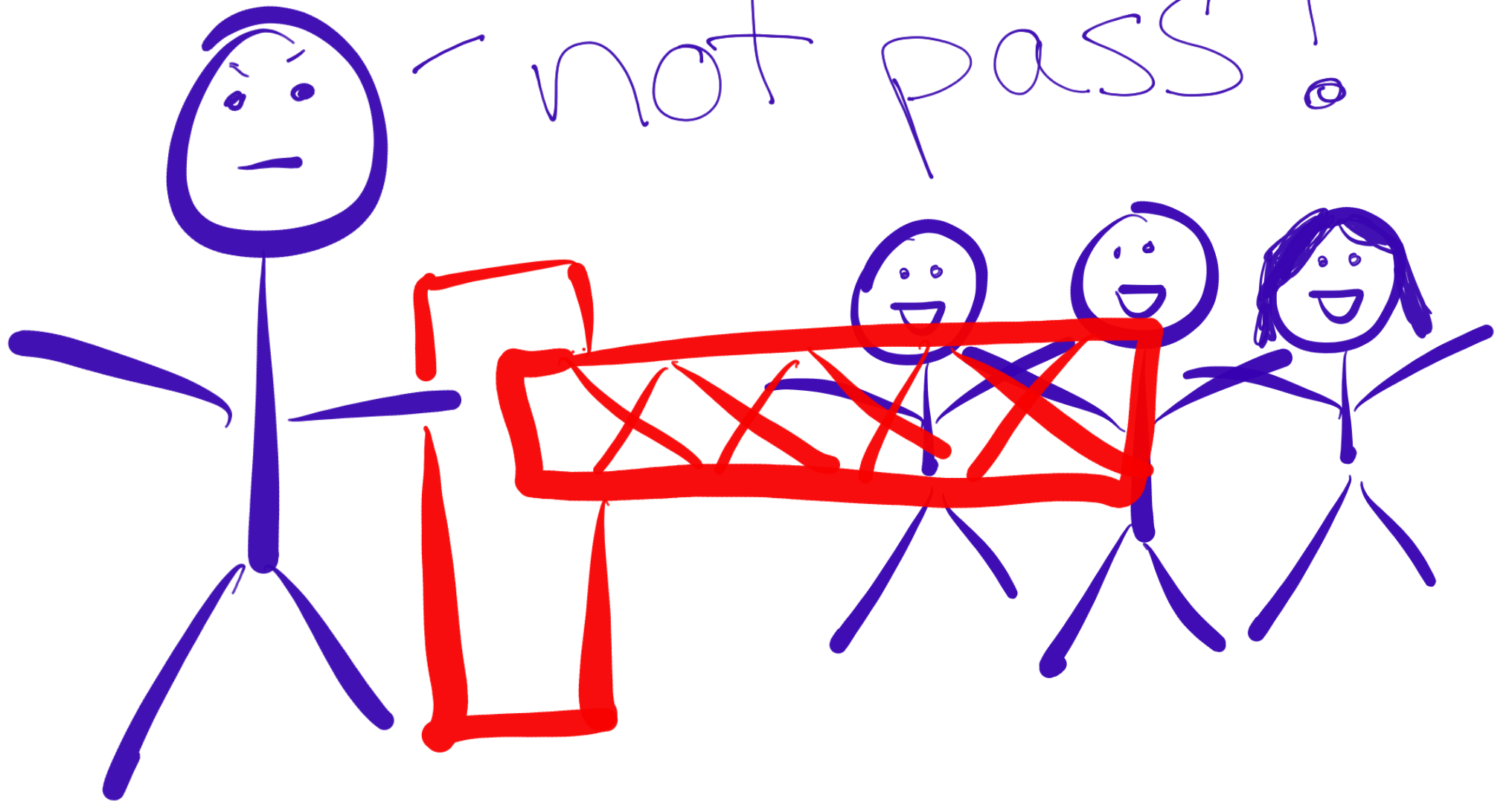


ME

How do the  
users do  
this now?



You shall  
not pass!





How do the  
users do  
this now?

ME



PM

ME



PM

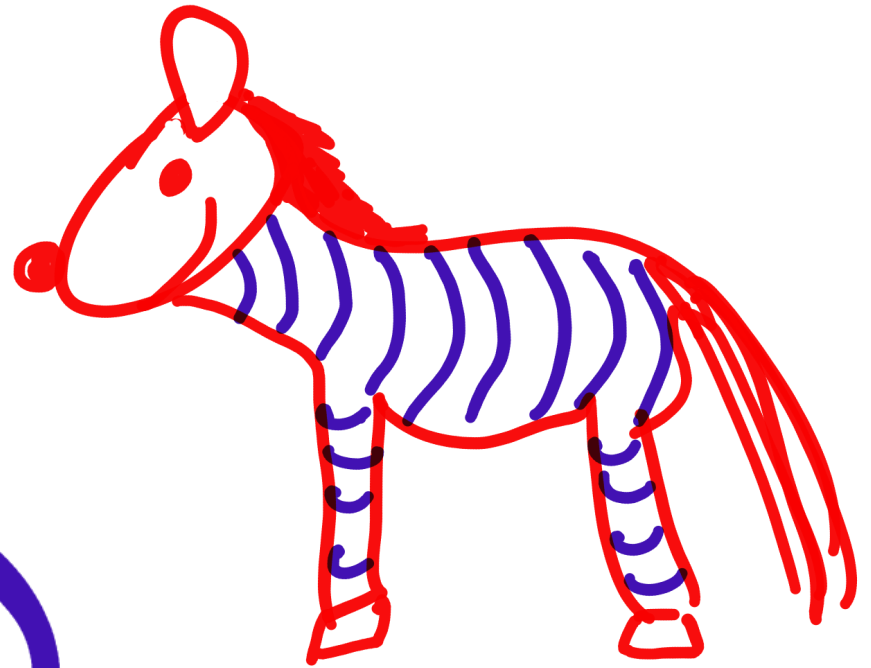
PM



??  
, ,

PM ← ??  
, ,

Do this:



ME

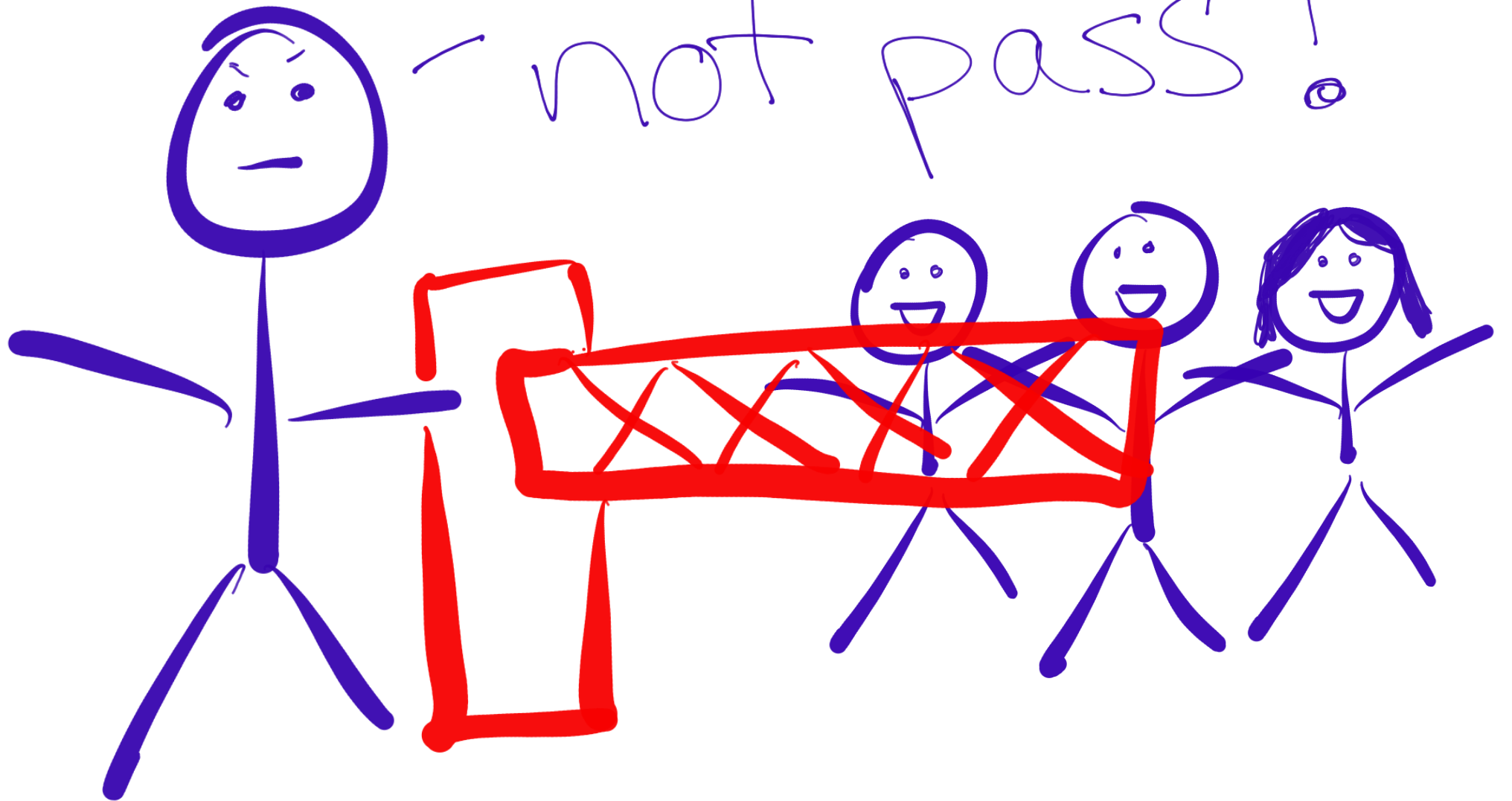


PM

ME



You shall  
not pass!



FAILLURE







Specification

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Real world

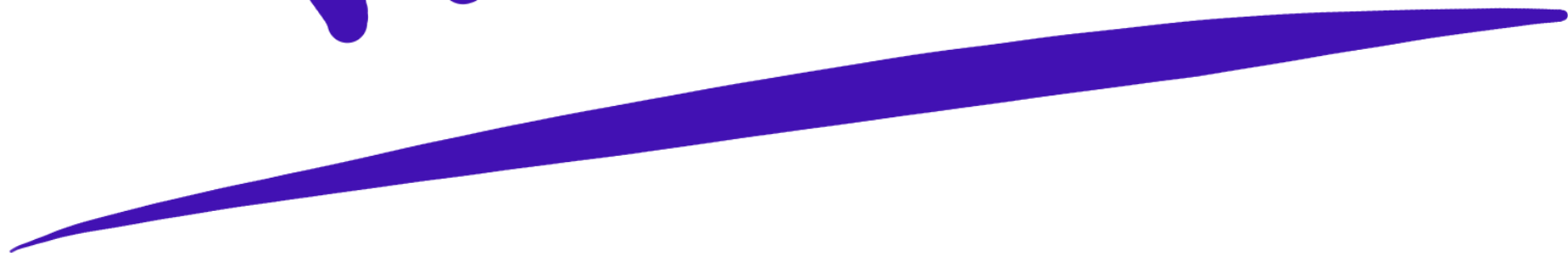
FAILURE = Learning Opportunity

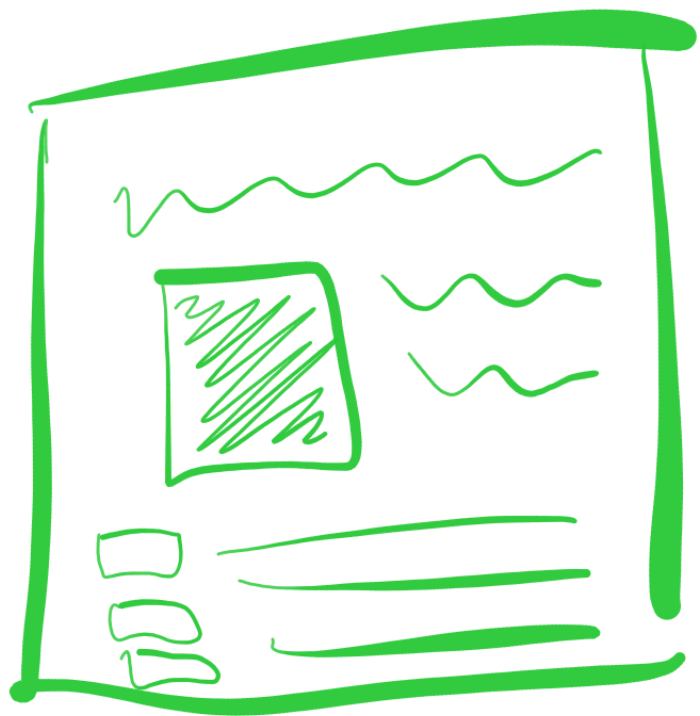
I Fight

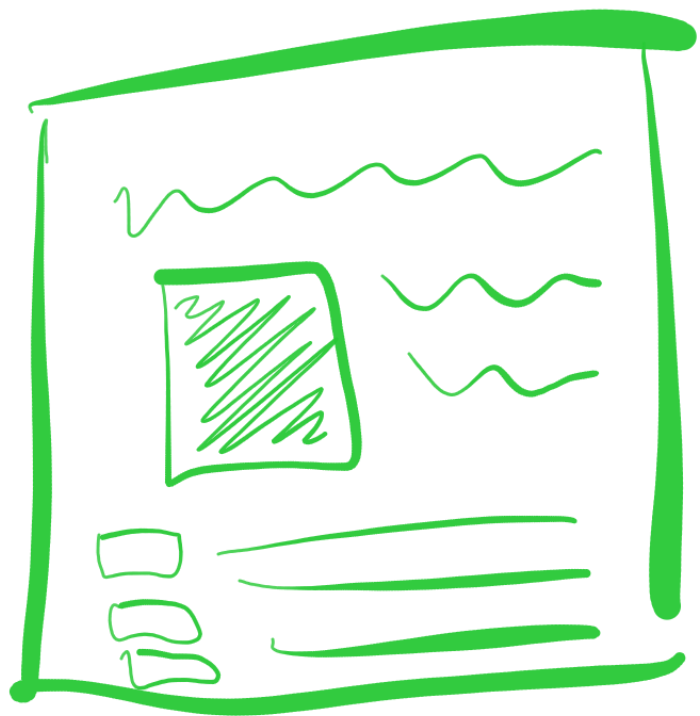
for the

Users

Antiferred







Do what it  
does today



Do what it  
does today

What time is it?

Omaha, NE



What time is it?

Omaha, NE

02:38

What time is it?

La Vista NE

What time is it?

La Vista NE

01:38



Omaha, NE

United States



WASHINGTON

MONTANA

NORTH DAKOTA

MINNESOTA

Ottawa

Montreal

OREGON

IDAHO

WYOMING

WISCONSIN

MICHIGAN

Toronto

VT

NH

MA

CT RI

NEW YORK

PENN

Philadelphia

MD

DE NJ

NEVADA

UTAH

COLORADO

NEBRASKA

IOWA

Chicago

ILLINOIS

OHIO

INDIANA

WEST VIRGINIA

VIRGINIA

KENTUCKY

NORTH CAROLINA

San Francisco

CALIFORNIA

Las Vegas

KANSAS

MISSOURI

TENNESSEE

SOUTH CAROLINA

Los Angeles

ARIZONA

San Diego

NEW MEXICO

OKLAHOMA

ARKANSAS

MISSISSIPPI

ALABAMA

GEORGIA

TEXAS

Dallas

LOUISIANA

Houston

FLORIDA

Gulf of California

Gulf of Mexico





La Vista NE

United States

What time is it?

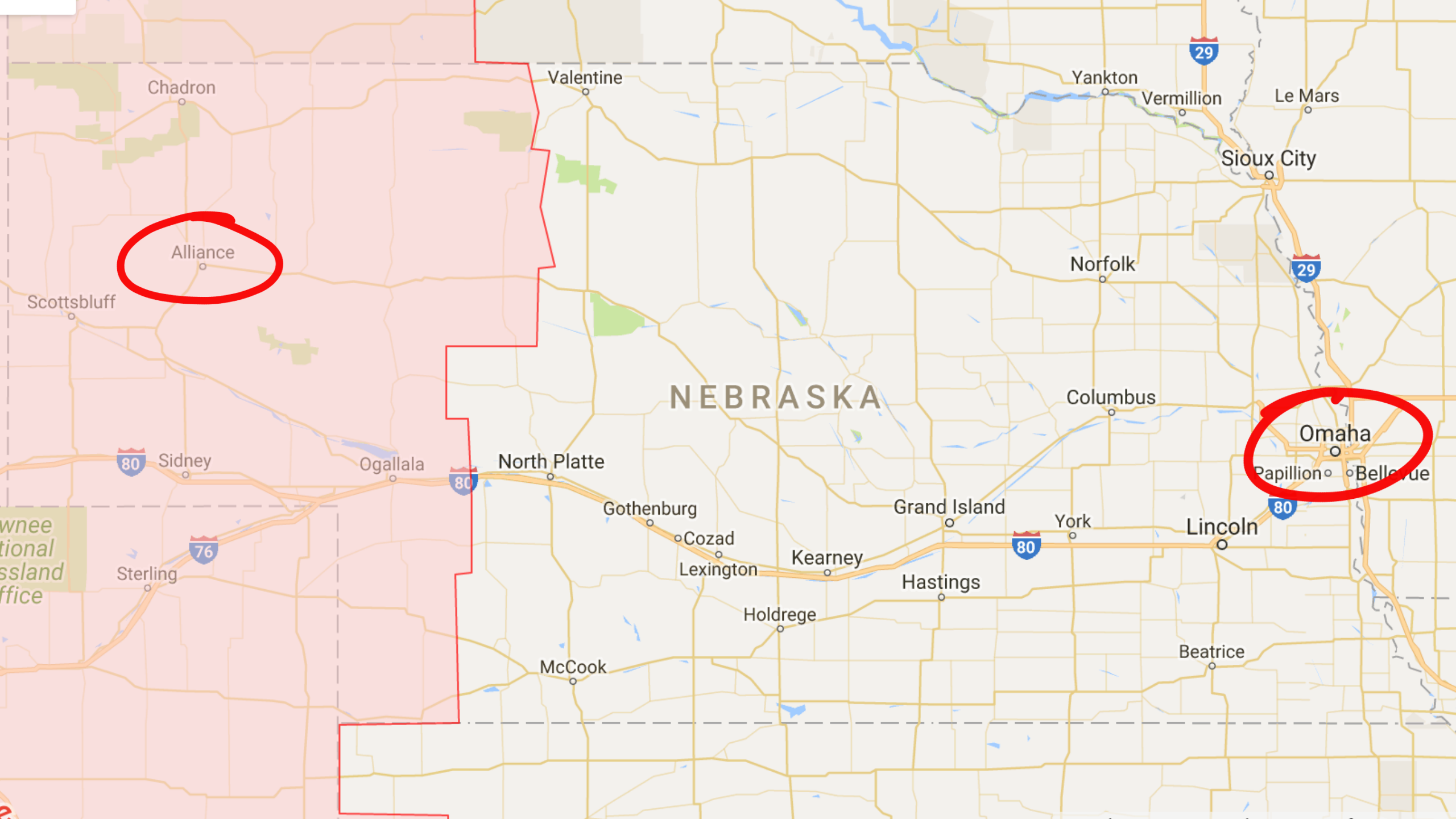
Omaha, NE

02:38

What time is it?

LaVista NE

01:38

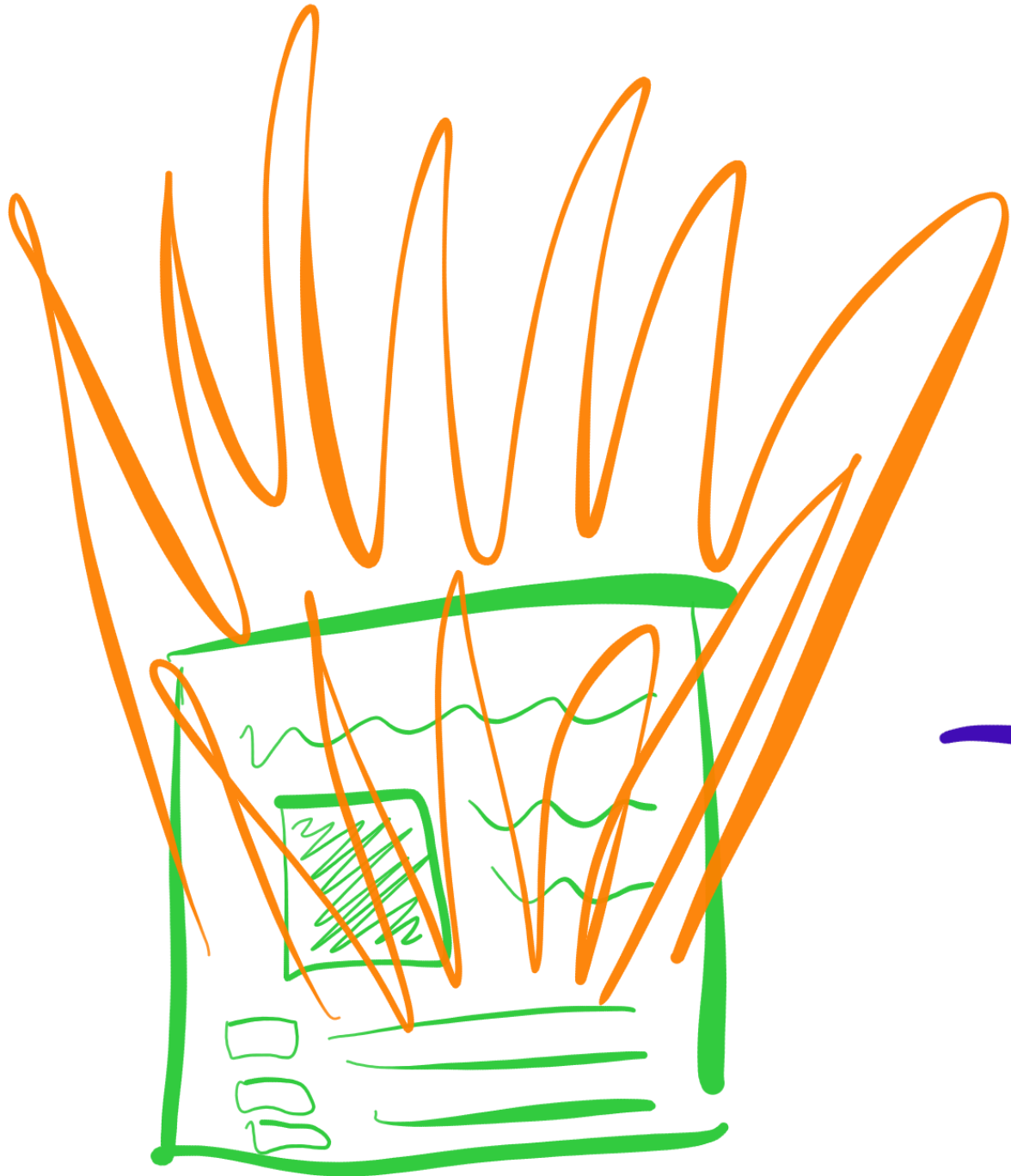


Alliance

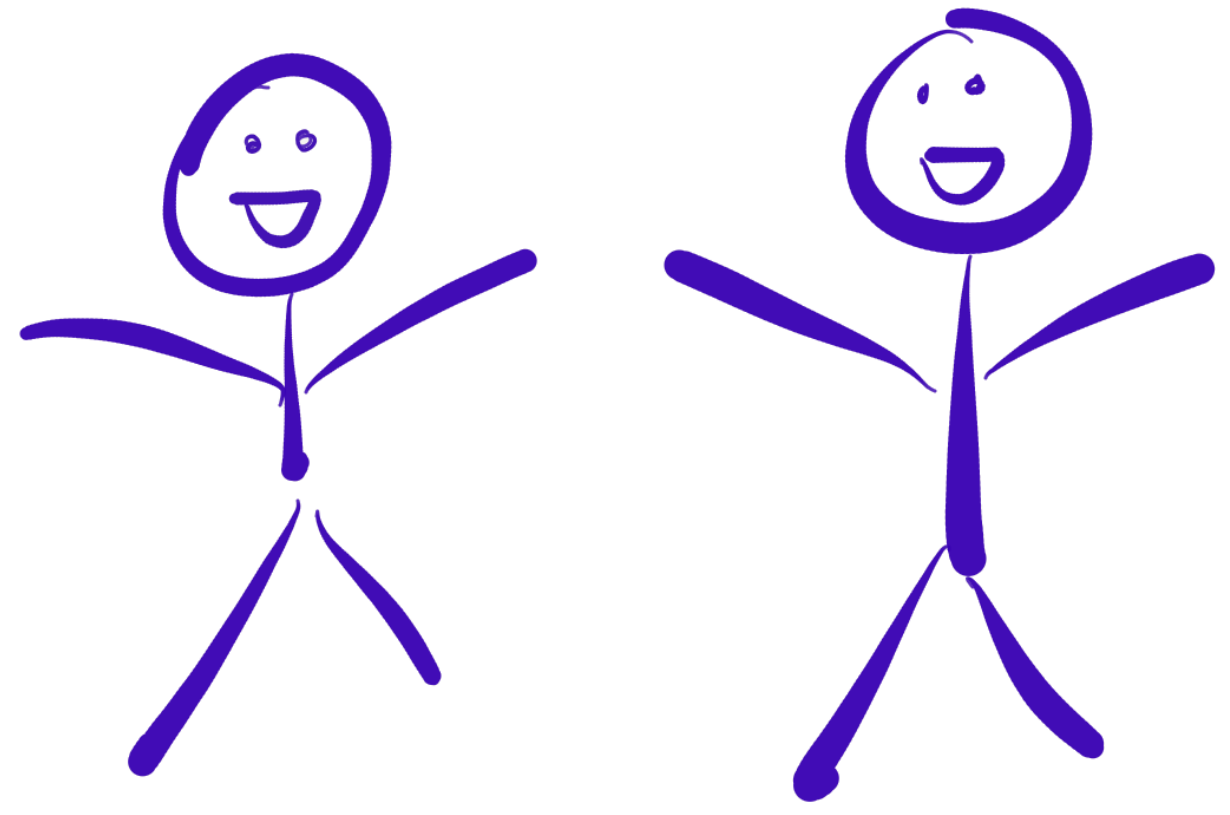
NEBRASKA

Omaha

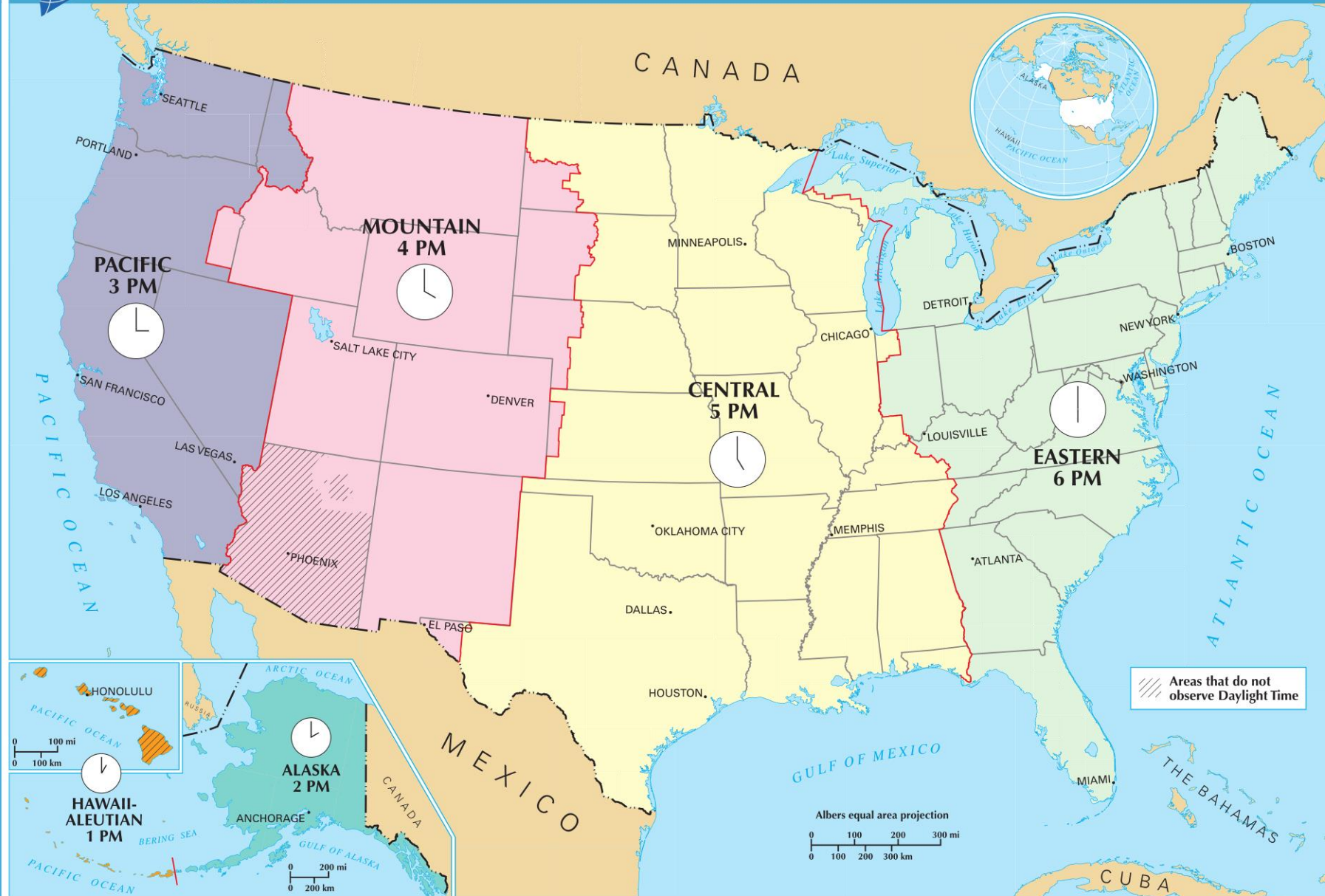




Partners







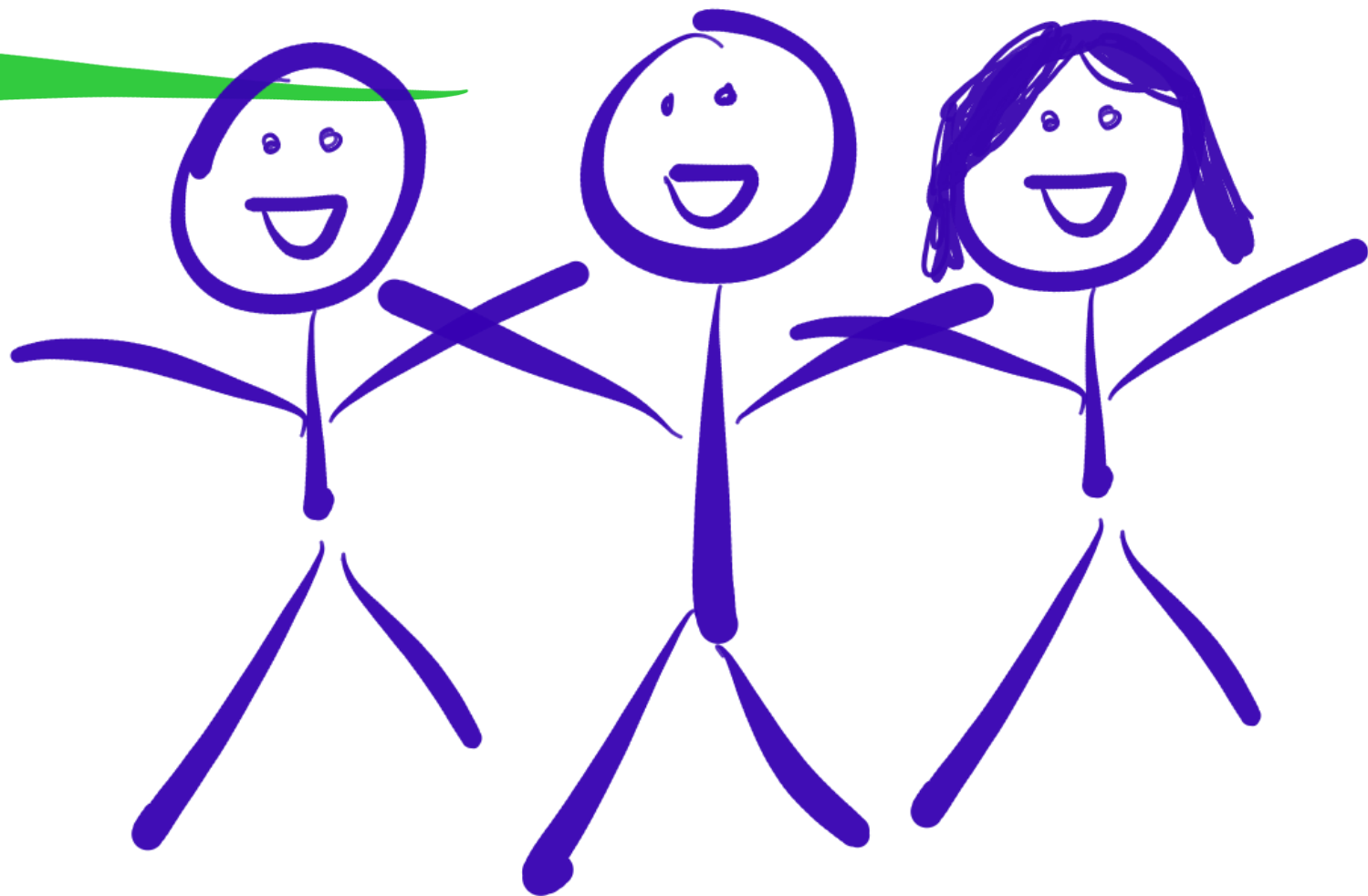


Specification

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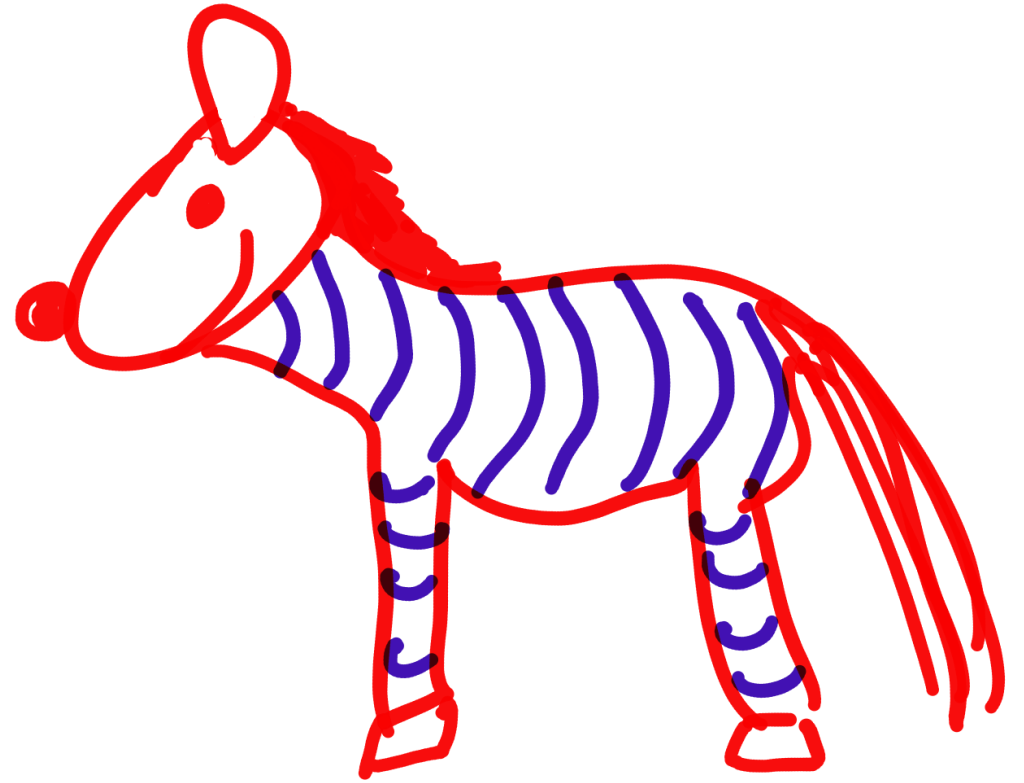
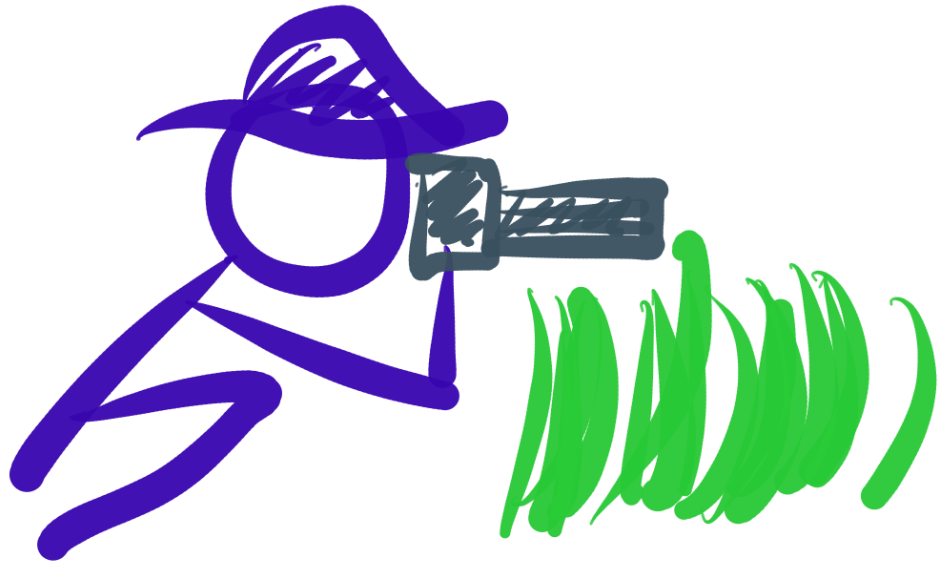
Real world

# Partners



watch

# Watch

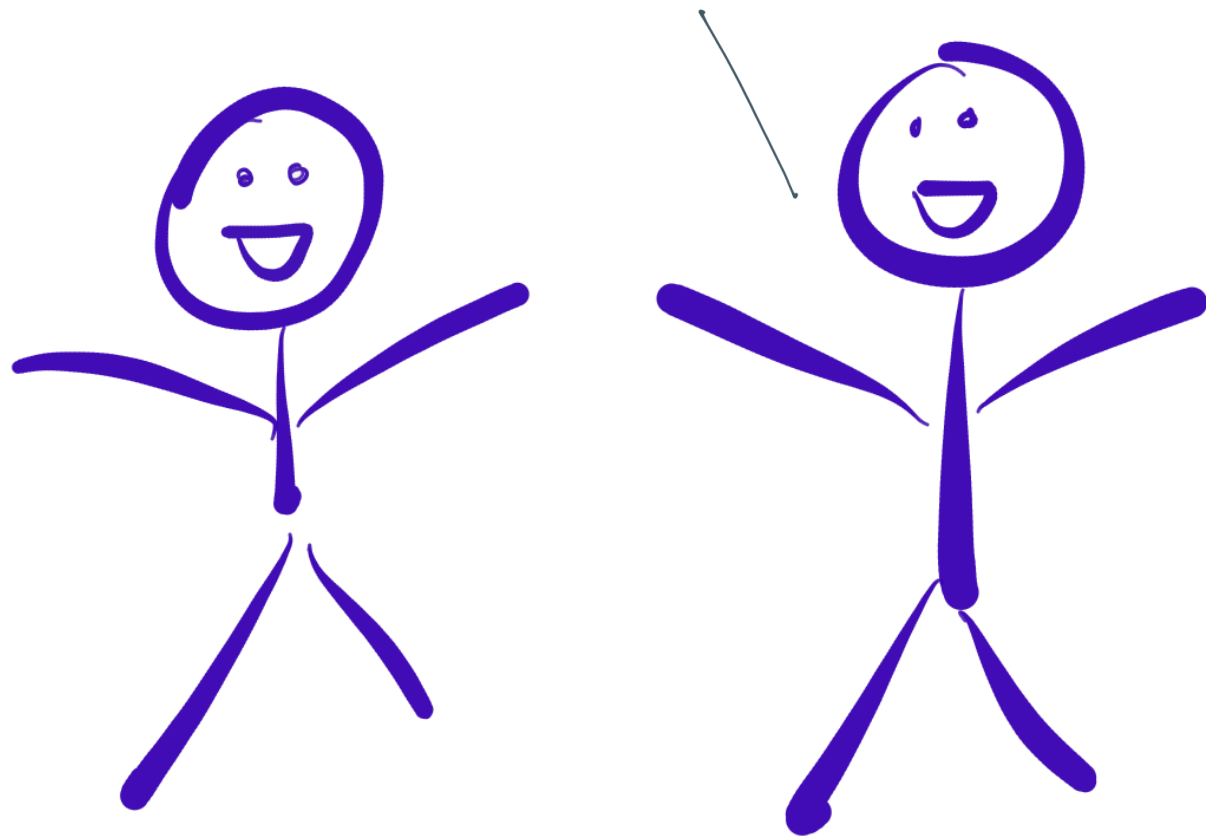




Listen

# Listen

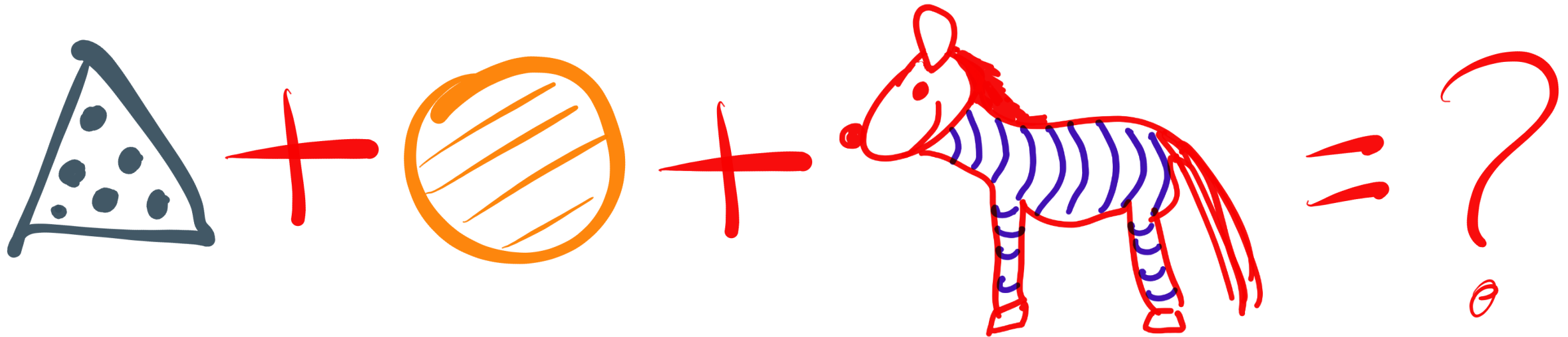
Here's how I'd  
like to do things



Analýze



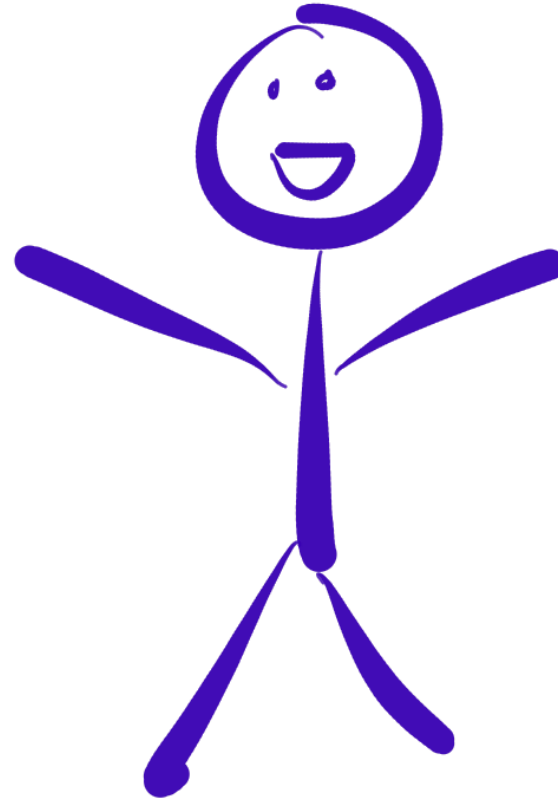
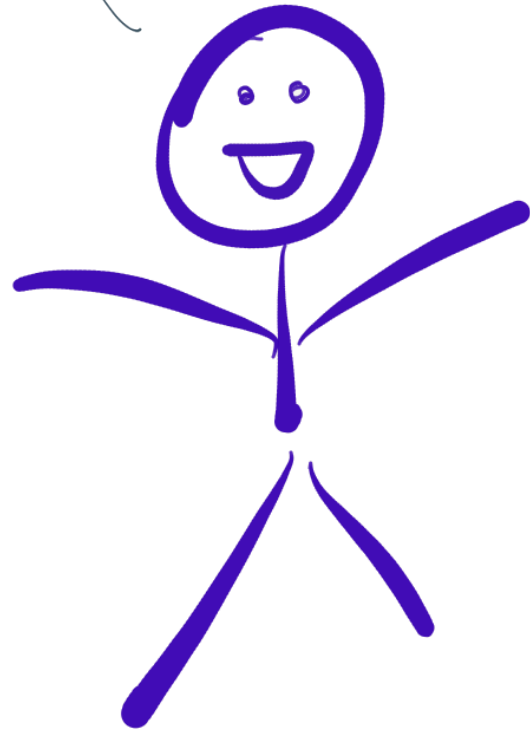
# Analyze



Contribute

How does  
this sound...

# Contribute



Continue

Watch



Listen



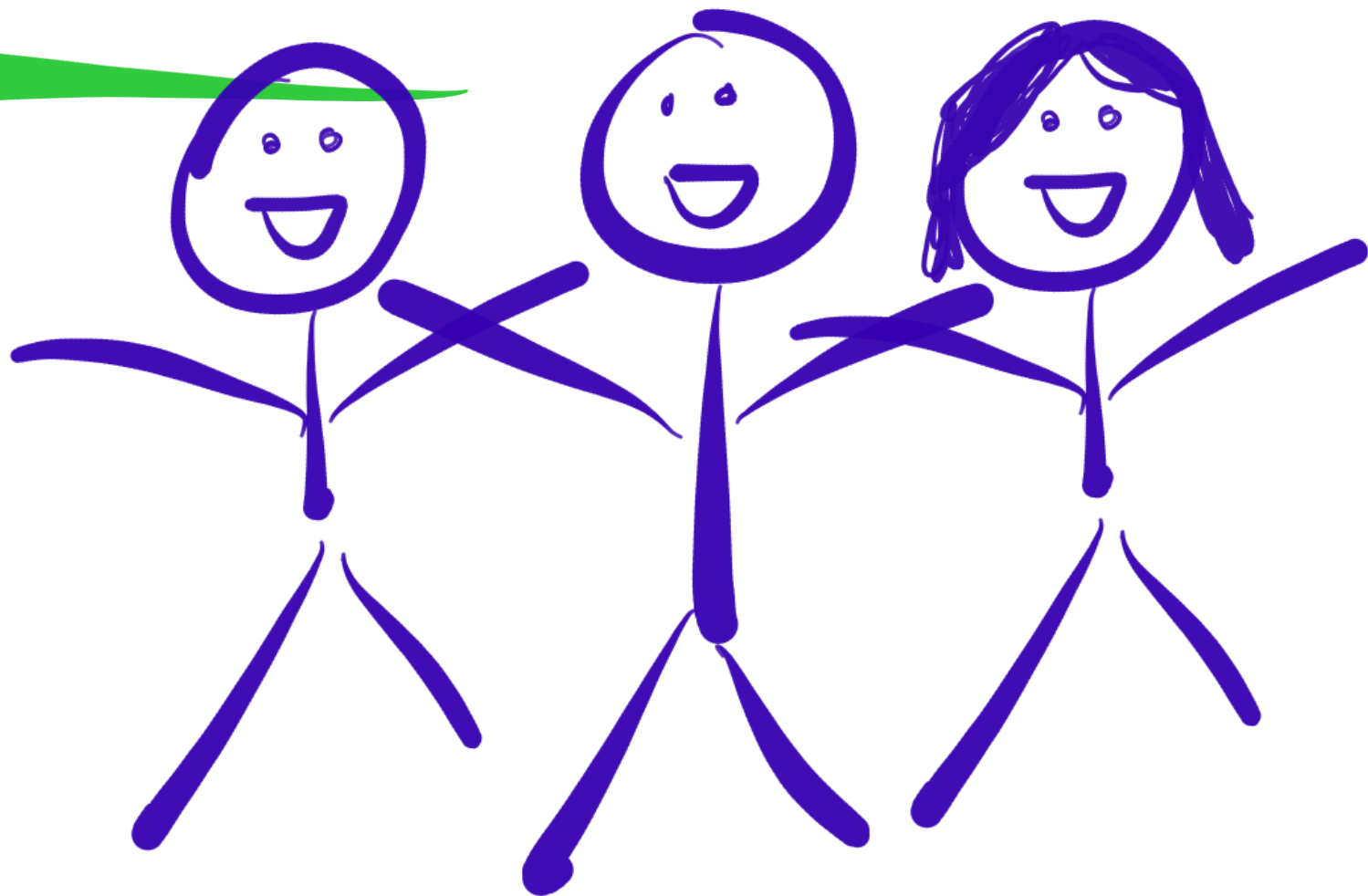
Analyze



Contribute



# Partners



We need to know

our users

because they don't know

the technology

① ask for everything

② ask for nothing





Use fourth  
normal form

kill daemon

Regexiar mun

① ask for everything

② ask for nothing

We need to know

our users

because they don't know

the technology



Push



Thank  
You

Jeremy Clark

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