



#MINNEBAR

**SHINY OBJECTS ARE
COOL BUT SO IS
BUILDING PRODUCTS
PEOPLE USE**

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What is shiny?

Accidental vs. Essential Complexities

Fred Brooks, 1986

Accidental Complexities

Not essential to the problem being solved

Problems engineers create and can fix

languages, tools, processes, techniques, bells and whistles

Essential Complexities

Directly related to the problem being solved

Very little can fix or remove this complexity

deciding what to build, the humans, design and testing, the complexity of hardware/software

What's the problem with shiny?

Doesn't solve the problem

you know, that one our customer has

Has less impact

a focus only on the shiny is not nearly as impactful to the problem our customer has as focusing on the non-shiny

Always starting

but never finishing

And more...

unknown, unsupported, unmaintained, risky, distracting

Why do we choose shiny?

Starting vs. Finishing

starting is orders of magnitude easier than finishing

New is better

obviously, if it's new and improved it's better, right? maybe. maybe not.

We like to learn

and maybe it's just for our resume or to scratch an itch

How do we build products people use?

Focus on the actual problem

not just the ones we think our customers have or the ones we've manufactured for ourselves

Stop focusing on the solution

focus on the actual problem!

Focus on the customer

get out of the office and talk to them

Focus on the value

add value to someone's life

How do we innovate?

Use it to our advantage

chase shiny objects but with a goal in mind. have a strategy.

let it drive us to learn more about our craft, how to solve real world problems with new tech, how to experiment, and how to discover what problems we should be solving

The End

Thanks!

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feedback welcome!

