

Pilot Author Designer
 Inventor Creator
 VISUAL BASIC PERSONAS



ALAN Cooper
 @ Mr Alan Cooper

I want the software world to think like a farmer.

SKETCHNOTES @mjbroadbent #CanUX
canUX

NOVEMBER 13, 2016 Ottawa CANADA
 We know who we are
 We know what we do
 We're doing it on BIG STUFF

current phase of life:
MONKEY RANCH

50 FECOND ACRES!
 LESSONS LEARNED
 When you INDUSTRIALIZE either farming or coding you create a TOXIC ENVIRONMENT that harms our world.

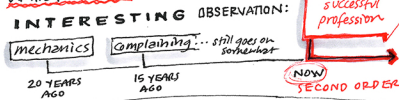
Ranch Stories

MARIN COUNTY
 A place where I can blow up a stick of dynamite and no one will get pissed off.

THERE ARE REMARKABLE SIMILARITIES BETWEEN AGRICULTURE & SOFTWARE DEV.

INDUSTRIAL THINKING distorts SYSTEMS for maximum SHORT-TERM PROFIT.

OK everyone, stand up... DO THE POWER POSE! audience "reset"



INTERACTION DESIGN ARC

I've had 4 careers in the TECH biz

- computer programmer
 IBM MAINFRAMES · 080L · TUNCHEDS
 QUIT AFTER 3 YEARS TO GO INDI
- software entrepreneur
 FOUNDED Structured Systems Group
 DID IT ALL TO CREATE "the first serious business software for personal computers" after 7 years...
- independent software author
 DID IT ALL TO CREATE 4 MAJOR SOFTWARE PKGS.
 FIRST ONLINE COMMUNICATION PROGRAM FOR WINDOWS
 FIRST CRITICAL PATH PROJ. MGMT. PROGRAM → sold to CA
 VISUAL PROGRAMMING TOOL → sold to BILL GATES

SOFTWARE MAKES TECH USEFUL the interesting PART

Software alchemist

You are all alchemists too!

the word SAME FOR DESIGN... GO TO THE FIELD

CULTURE HUMANES HAVE CONSCIENCE

Comes from Agriculture

FOOD SOFTWARE

Body Mind

REGULATIONS MVT KEEP PACE



YOU are the KEYSTONE

It's not your fault but it IS your RESPONSIBILITY

serve PEOPLE FIRST FOOD and SOFTWARE

INDUSTRIAL FOOD doesn't FEED THE WORLD

Ingredients: NONE OF YOUR BUSINESS

Cheap food is too expensive

YOU DON'T HAVE TO DEplete to make a PROFIT

Profit is a by-product of QUALITY

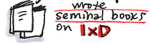
IF YOUR COMPANY IS JUST IN IT FOR THE MONEY MAYBE YOU SHOULD LOOK FOR A BETTER COMPANY

"father of visual BASIC"

QUIT programming in 1990 to focus on INTERACTION DESIGN challenges

interaction design firm founder

Cooper



First to specialize write seminal book on IxD Possibility Thinking vs. Constraint Thinking

RESPONSIBLE CRAFTSMANSHIP

You are naive if you think software companies are more benign than industrial cos.