These are slides.
Which means they’re the visual accompaniment to an actual talk. They contain a fraction of the information I actually talked about, so scrolling through them can really only tell you what the screen behind me looked like. The good news is that PhillyETE recorded the talk, so check their site later for details.

In the meantime, here are some words and phrases.

Coda Hale
4/10 @ Philadelphia, PA
The Programming Ape
How people think and why that matters.
yammer

The enterprise social network.

www.yammer.com
Help businesses be better businesses.
Software is people!
We write software to help people do things.
We build tools which are used by people.
What’s a people?
People are not computers.
We don’t have unitary minds.
We don’t have reliable minds.
We don’t have introspectable minds.
We have human minds.
Goat Stay Change
Goat Stay Change
Car Stay Change
We care about how humans act.
We can observe how humans act.
dog
2 + 2 = ?
Intuition
Involuntary
Fast
Effortless
Invisible
Intuition
Attention
21 × 72 = ?
Voluntary
Slow
Difficult
1,512
Perceptible
Intuition  Voluntary
Involuntary  Voluntary
Fast  Slow
Effortless  Difficult
Invisible  Perceptible
Intuition

Attention
Associative
Parallel
WASH
SOAP
SLAP
SNAP
SWAP
Pattern Matching
Coherence
Swimming
Swimming  Road Trip
Swimming
Swimming  Potato
Regulatory
Lazy
If your sandwich costs $10 more than your drink, and you paid $12 for both, how much did your drink cost?
It’s not $2.
sandwich = drink + $10

drink + sandwich = $12

drink + (drink + $10) = $12

2 \times \text{drink} + $10 = $12

2 \times \text{drink} = $2

\text{drink} = $1

\text{sandwich} = $11
Bu blah blurblo blee $10 more than blarg bonk, buh bee burg $12 buh boof, ble blah buh bluh bwah boo?
2 + 10 = 12
Too long; didn’t read.
Too subtle; didn’t notice.
Too busy; didn’t see it.
Too tired; didn’t care.
Ego depletion.
Intuition

Attention
So you’re building tools for humans...
Leverage intuition.
Let the **visual cortex** do the **work**.
Build ambient awareness.
Group information by context, not by means of production.
Conserve attention.
Make daily life sustainable.
Automate as much as possible.
Correlate.
Normalize.
Normalize.
Detect anomalies.
Automate
as much as possible.
Create a moment of cognitive strain.
So.
Intuition

Involuntary

Fast

Effortless

Invisible

Attention

Voluntary

Slow

Difficult

Perceptible
Leverage intuition.
Conserve attention.
We build tools which are used by people.
Help businesses be better businesses.
Help humans be happier humans.
Thank you.