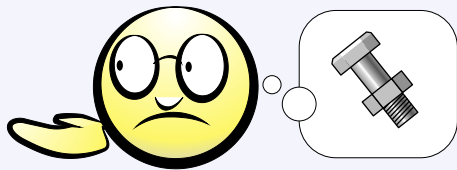


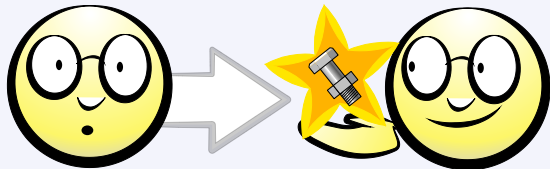
# THE EVOLUTION OF SOFTWARE DEVELOPMENT

## I: Golden Age - The Technocrat Era

"We make stuff for ourselves. Whee!"



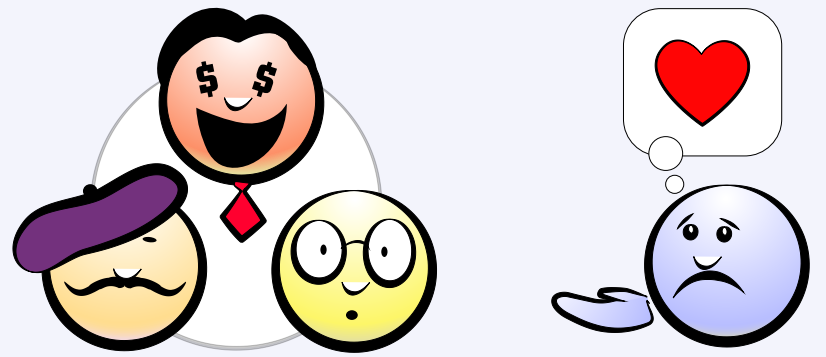
Programmer has a technical need



Programmer creates product that fullfills the need  
The other Programmer is happy!

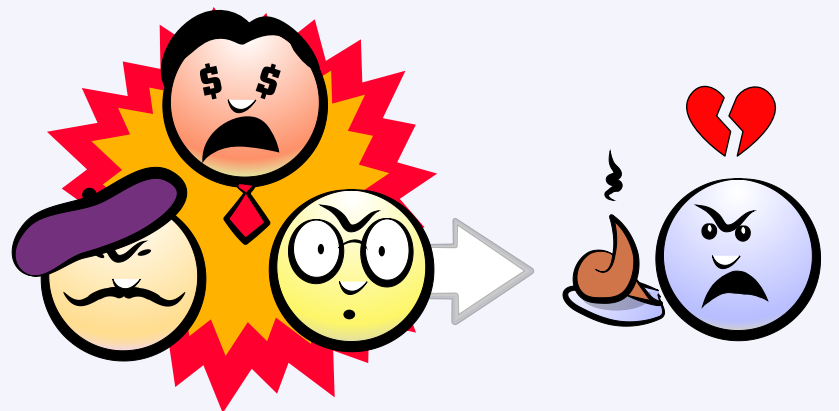
## III: The Late Business Era

"I guess we need some of that touchy-feely junk. Should be easy."



A team of programmers and artists\* comes together to solve a customer need

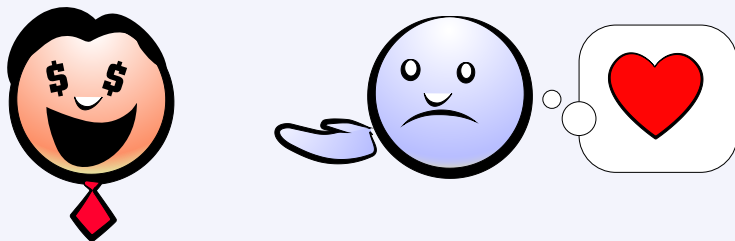
\*Folks who understand the emotional needs of the customer.  
These may be designers, subject matter experts, etc



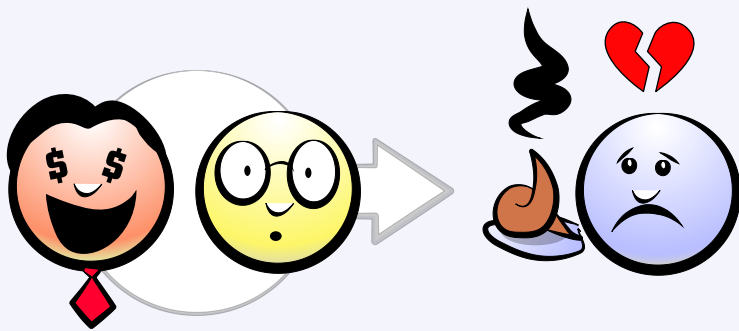
**Pain!** Artists are insane and programmers suck  
**Progress!!** Together they produce a better pile of poo\* for the Customer  
\*The product addresses some technical and some emotional needs. But it tends to be mangled in translation.

## II: The Early Business Era

"Holy crap, we can make money!"



Biz guy notices that a customer has a non-technical need

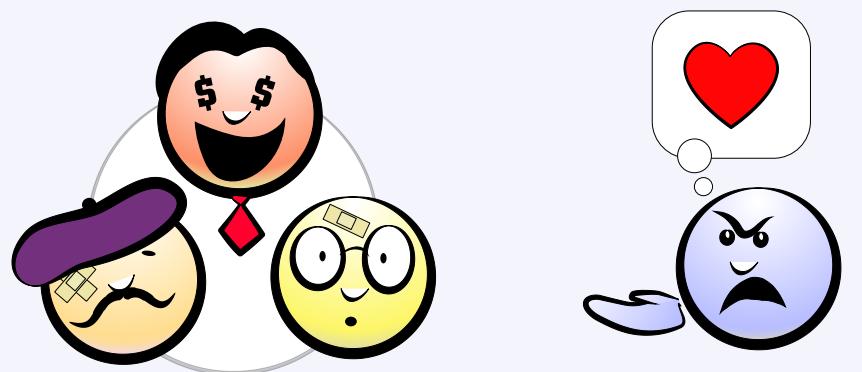


A team of programmers is assembled to create a product.  
They produce a **pile of poo**\* for the Customer

\*The product is technically correct, but doesn't address non-technical needs

## IV: The Product Design Era

"The 'touchy-feely junk' is the main reason why people are buying our swag!"



A team of **wise** programmers and artists comes together to solve a customer need.

by danc. [www.lostgarden.com](http://www.lostgarden.com)

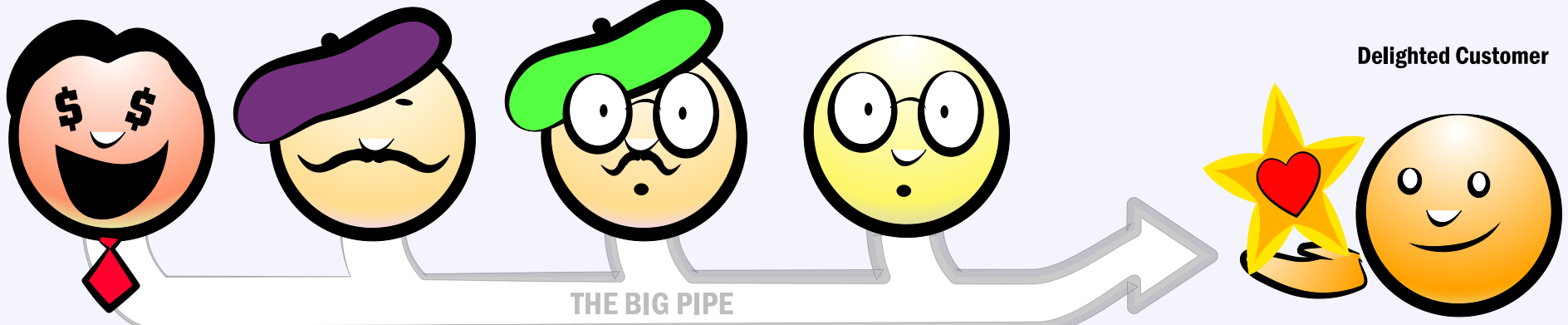
Biz Guy

Designer

Interaction Dude

Programmer

Delighted Customer



- 1: Adopt **Design Tools** for software development.
- 2: Create a **Production Pipeline** for the whole team.
- 3: Work as a cross functional team to create an amazing\* product

\*The product addresses technical, economic and emotional needs. Wow!