

# **Programmers Are From Mars: Users and Managers Are From Uranus**

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# Trademarks



- Linux is a trademark of Linus Torvalds
- Unix is a trademark of X/Open
- SCO does not even own the trademark for Unixware
- Micro\$oft would like to own everything else



# Agenda

- The Programmer's View
- The Vendor's View
- The User's View

# An Old Joke: What the....

- customer said



- Programmer wrote



- analyst heard



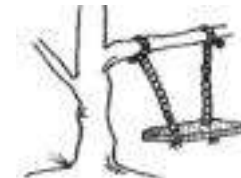
- QA saw



- designer created



- Customer wanted



# What Companies Want



Be Profitable

# What Happens When Company Is Not Profitable?



- Company goes out of business
  - Shareholders get peeved
  - CEOs are fired
  - Doors close
  - People are out of work
  - Taxes are lost

# What Makes For a Profitable Company?



- Making products or Services people what to buy
  - At costs lower than the competitors
  - Better quality than competitor
  - In volumes needed by customers
  - In timeframes needed by customers
- Customer Satisfaction
- Customer loyalty

# What Makes For Good Products?



- Dependable Timeframes/Roadmaps
- Large volumes/Large margins (or both)
- Customer demand
- Product differentiation
- Controlled Innovation
- Upgrade paths



# Mangement



- Likes plans
- Often does not understand technology
  - At one time they did
  - Growth of company forced CTO position
  - High growth causes less technologists
  - “PHB” has real meaning

## Hall's Law #3047:

“It is easier to take an engineer and teach them business than to take a businessperson and teach them engineering.”

# This Is Why:

- Manager like reports
- Managers like planning
- Managers like timelines

# Things That Go On In A Manager's Mind



- Customer lock in, er, ah, loyalty
  - At first by necessity
  - Then by accident
  - Finally by stupidity
- Patents are good
- Keep engineers “fully utilized”
  - No training
  - No vacation, sickness, etc.

# More Things



- Lawyers make a lot of money....
  - ...there *must* be a reason for that!
- Finance people always say “No!”

*Just read “Dilbert”!*

# Programmers



# Programmers Are Too Intelligent



- They think that everyone is just slightly less intelligent than they are
- They want to be recognized
- They want to “do it elegantly”
- It is always “impossible”
  - But “impossible” means it will take a day and a quick “hack”
- It is just a “one time hack” ...
  - They will rewrite it next week...

# Other Things In A Programmer's Mind...(not all, but some)..

- Documentation people are a lesser evil
- Quality control people are a lesser evil too...but they are not sure how
- Manufacturing people drag their knuckles
- Field test is to try out new features
  - The final product could look “quite different”



# The Programmer's Mind



- Patents are good (when they are yours)
- Patents are bad (when they are someone else's...or in Free Software anytime)
- Published papers are good...when someone else writes them for you
- Likes to have the cutest acronymn for their project...
  - .....even if it does not make any sense

# The Perceived End User

- Born 1984
- Basic at age 6
- Linux at age 12
- PHATLinux at 14
- Ohio State for CE
- Wants MBA



# The Real End Customer

- Not unintelligent
- Do not read manuals
- Do not want to know HOW the computer works
- Just want to do their own work



# The REAL End Customer



- Has arthritis
- Speaks only one language, and it is not yours
- May be completely illiterate, but is not necessarily dumb
- May be dumb
- Barely understands how a lightbulb works

# The REAL End User Customer...

- “I was wondering why it was beeping at me for two days....”
- Has trouble separating the concepts of operating system and anything else
- Speaks in terms of the real world “knobs and widgets”

# Two Types of End User Customers:



- The corporate
  - Large installations with IT Staff
  - Small installations with visiting consultant
  - Very small installations with corner PC store
- The Home user
  - Church
  - Community
  - Children

# What Do They Want?



- Simplicity
  - Even university presidents
- Consistency
  - Do not give change for change's sake
- Just Enough to do their job
  - Progressive Disclosure
- Local support (and not under contract)
- A few distractions on dreary days



**Hmmm....**

- Xmms
- Emacs
- Vs
- OpenOffice



# Successful Projects



- Real World Knobs
  - Supercalc
  - Palm Pilot
    - “Ayuh! Even I can use this thing!”
    - ..but to use everything requires reading....
- Simple, simple, simple
  - Tivo
    - Progressive disclosure
    - Hard parts automated

# Successful Projects (Cont.)

- WWW
  - Hypertext markup language
    - “What does that mean?” ....
    - “Just click on it....”
  - The *Search Engine*...  
*.....and it all came together!*
- The name does mean a lot...but it has to be the right name.
  - Altavista
  - Google...its in the OED

# I Would Like to Thank



- Linux International
- Linux International member companies
- SGI for paying my salary and my airline ticket to this conference
- IBM (for this really cool laptop)
- Your community for its hospitality

# Thanks to The Linux Community on behalf of:

- The Bore hole Project in Africa (allows clean water for 7000 additional families)
- Creation of low-cost community computers for India bringing Internet capabilities (\$200 for a sharable computer)
- The Royal Navy Air and Rescue Force (allows faster rescues)
- The Genome project (allows easier sharing of data)
- Faster Detection of Cancer (20 hours to 10 minutes)
- For the hundreds of students at the University of the South Pacific in Fiji (to study and learn)
- 1600 doctors in Cuba who use it (to spread information)
- Scientists at Fermilab looking for the smallest bit



**Thank You**

If you want to see the most important person in  
the Free Software Movement.....

.....*look in the mirror.*



## Linus Says:

“The Linux philosophy is to laugh in the face of danger. Oops. Wrong one. 'Do it yourself.' That's it.”

# Questions?



*Trust the source, Luke!*