

# Growing up *Agile*



Pat Maddox  
Agile Roots 2010

@patmaddox

**Software makers  
change the world**



# Baobab

Tuesday, June 15, 2010



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# Making Government Transparent and Accountable



# Partido de Internet

una persona, un voto ¿por qué no?



# Continuum of goodness



# Continuum of goodness



Virus writers

# Continuum of goodness



Virus writers



AIDS fighters,  
democratic  
revolutionaries,  
etc



# Continuum of goodness

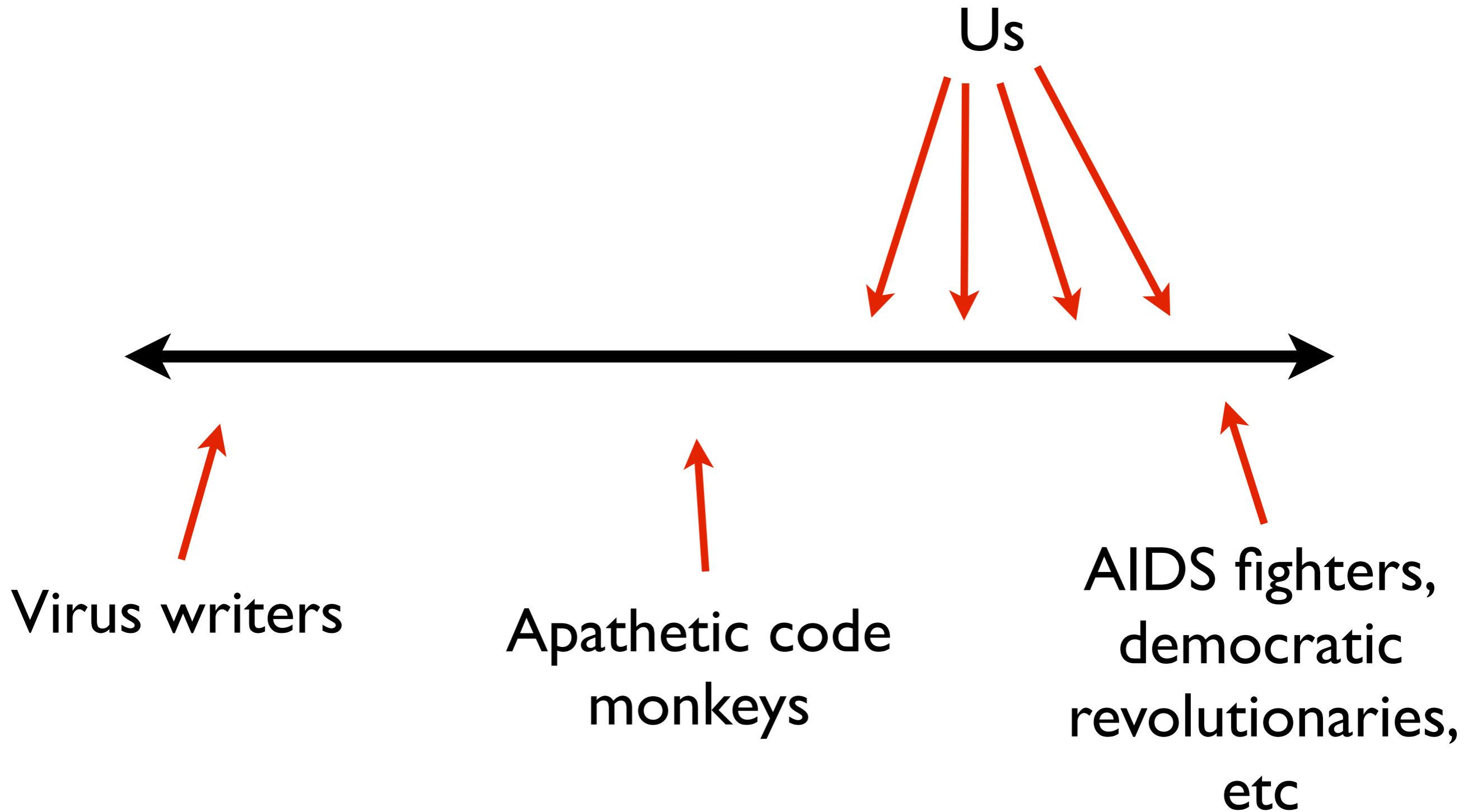


Virus writers

Apathetic code  
monkeys

AIDS fighters,  
democratic  
revolutionaries,  
etc

# Continuum of goodness



**CREATE VALUE**

**Agile changed the  
software world**

# Ethical Value System

# **Courage in the face of uncertainty**

Software

For **people**

# Software

**For** people, **by** people

Ultimately, we are trying  
to create **change**

**Not an overnight switch**

# Last 10 years of Agile

# Bottlenecks

# Quality and Feedback

**Paradigm:**  
**“Requirements come  
from the person  
funding the project”**

**CUSTOMER**

# REVOLUTIONARY CHANGE

**“Is this what you meant?”**

# Perfecting Process

# My Story

Interested in  
programming since 2nd  
grade

Started studying in 7th grade

# Mom's book deal

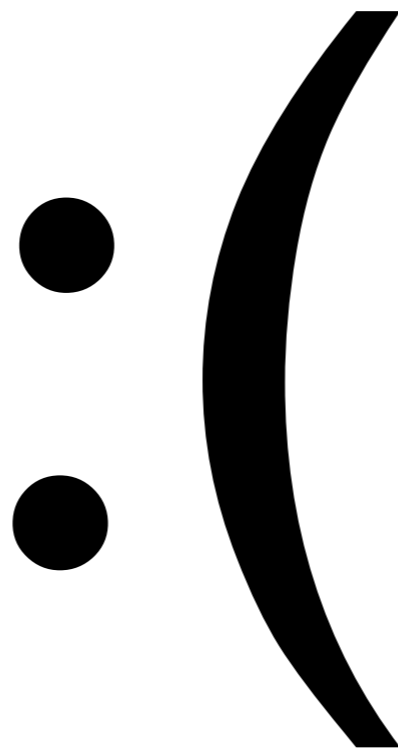


extreme  
Programming  
*explained*

EMBRACE CHANGE

Kent Beck

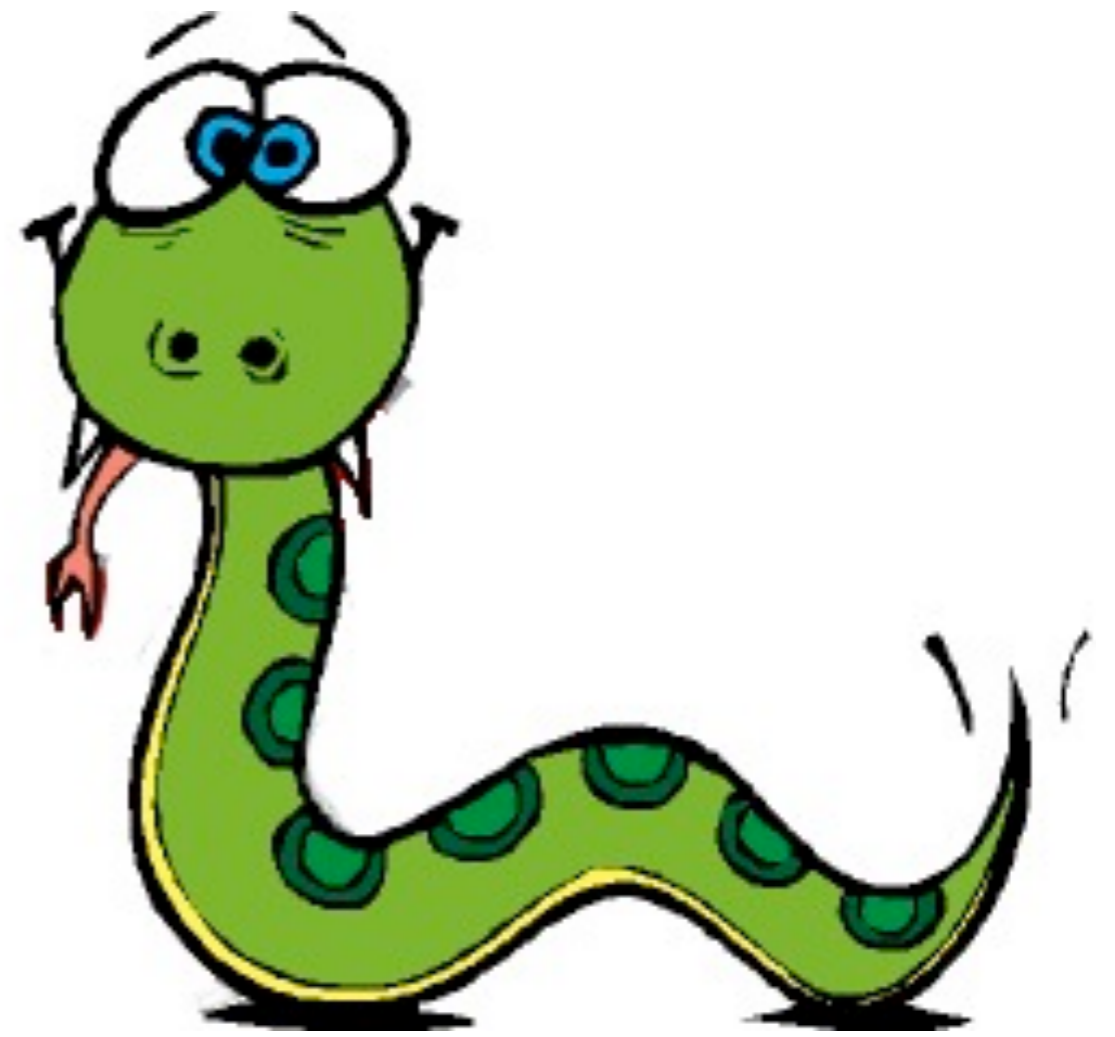
**Off to College - finally!**



**QUIT** to play poker

**Not unique**

# Open Source Communities



**SCALA**  <sup>®</sup>

# Agile principles built-in

**Transparency / openness**

# Trust

# Collaboration

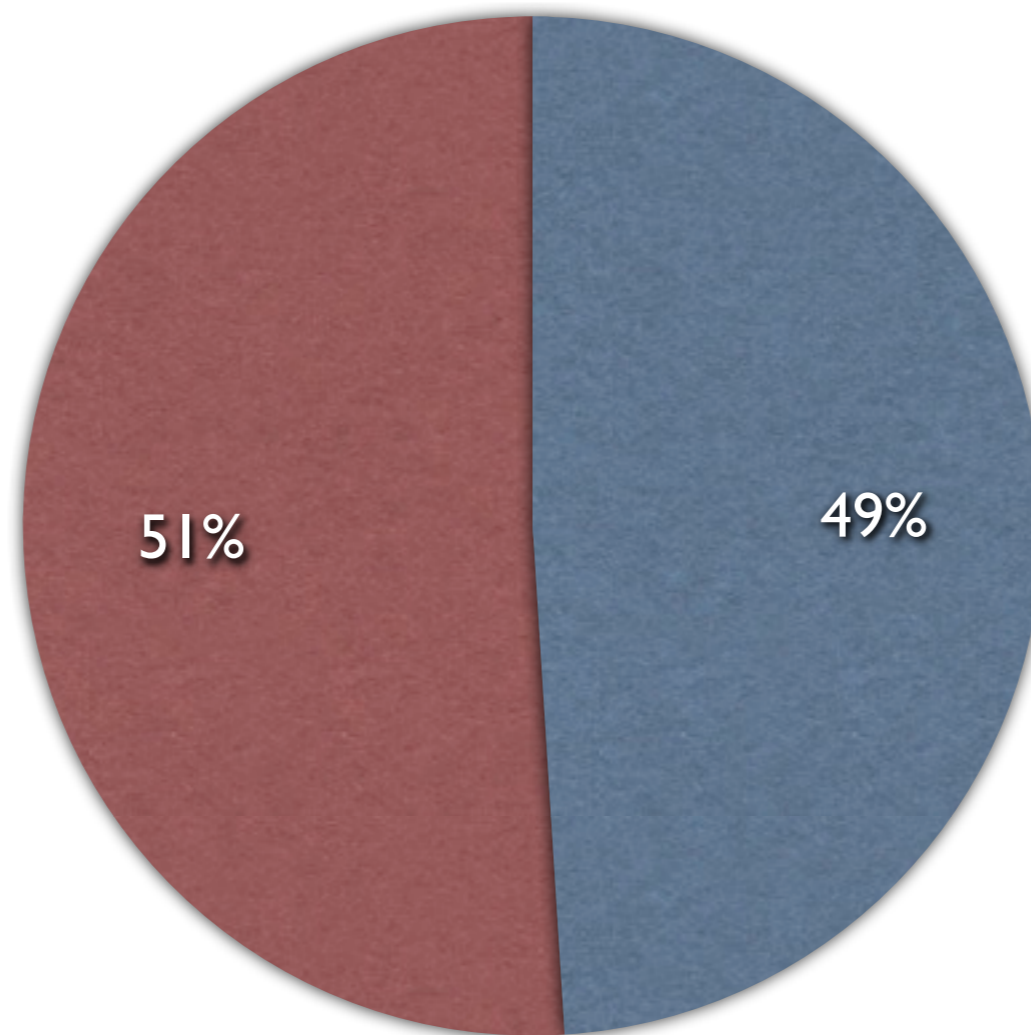
# Value

# Practices

**TDD**

# What are your thoughts on automated testing?

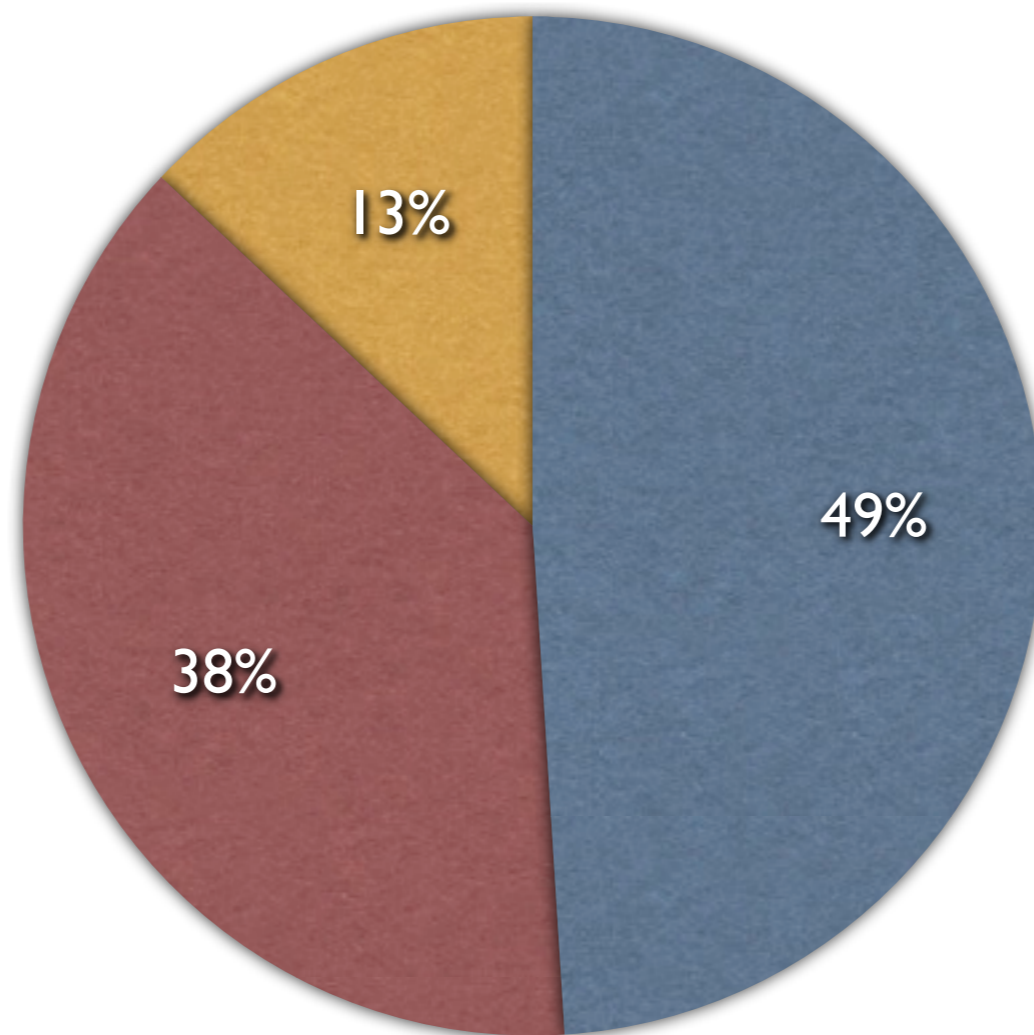
● Required      ● Not required



Source: <http://survey.hamptoncatlin.com/survey/stats>

# What are your thoughts on automated testing?

● Required      ● Do it often      ● Not at all



Source: <http://survey.hamptoncatlin.com/survey/stats>

# Short iterations

# Frequent releases

# Excellence

## Software Craftsmanship Movement



Software  
CRAFTSMANSHIP  
north america



The Pragmatic  
Programmers

Covers  
Rails 2

# Agile Web Development with Rails

Third Edition



# De Facto Agile

*Sam Ruby*

*Dave Thomas*

*David Heinemeier Hansson*

*with Leon Breedt, Mike Clark, Justin Gehtland,  
James Duncan Davidson, and Andreas Schwarz*



The Facets  of Ruby Series

**Why is there so little  
collaboration?**

# Ali-who?



# OSCs on Agile

# OSCs on Agile



“Boring”

# OSCs on Agile



“Boring”



“Slimey”

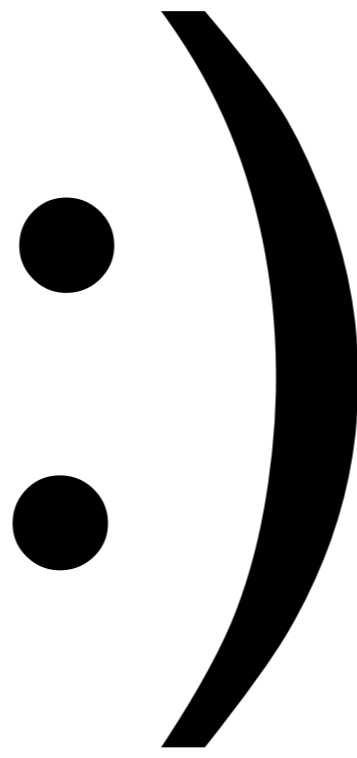
**Agile not paying attention**



Jeff on OSCs

“Don’t care about creating  
VALUE”

**Jeff Patton is WRONG**





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# Bridging the gap

**We already agree on  
fundamentals**

**Hard**

**Knowing how to build**

**Harder**

**Knowing what to build**

Jeff: “How do you design a product?”

**Lean startups are  
common ground**

# Paradigm Shift

**Requirements come from**

**USERS and CUSTOMER**

“Is this what you **meant?**”

->

“Is this what you **want?**”

# Computer Science?

~~Computer Science~~

# Software Science

Agile is **obsolete**



# Agile's Expertise

**DELIVER VALUE**

# Open source communities

# Interaction designers

# Join Forces

# Market opportunity

Interesting / interested  
new platform for your **ideas**



# Sturgeon's Law

**Let's get the top 10%'s talking**



**You're invited**



# You're invited

RubyConf 2010

Nov 11-13th  
NEW ORLEANS



A photograph of a set of stone steps, likely made of grey or brown stone. The steps are decorated with small, colorful beads in red, yellow, and white, arranged in a pattern along the edges. The text "Take the next step" is overlaid in a large, white, sans-serif font across the center of the image.

**Take the  
next step**

THANK YOU

@patmaddox

[http://www.patmaddox.com/stuff/agile\\_roots.pdf](http://www.patmaddox.com/stuff/agile_roots.pdf)