



AUSTIN • APR 2018

by

@SKETCHNOTABLE



PEERS AUSTIN

2018

APR 25 SKETCHNOTES BY @SKETCHNOTABLE

INTRO TO GRAPHQL

Leanne Shapton @leeshapton

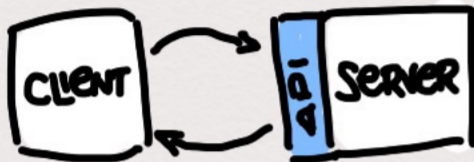


@shopifydevs

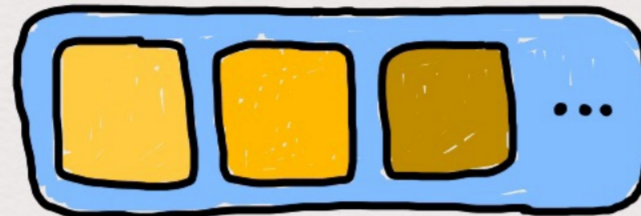


MLH DEVELOPED MATERIALS

API BASICS



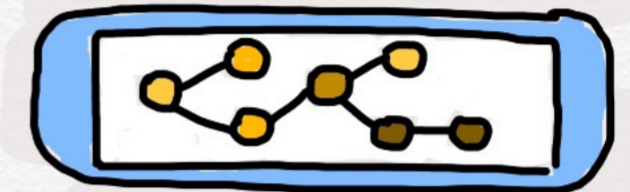
REST REPRESENTATIONAL STATE TRANSFER



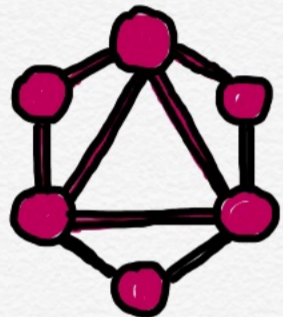
EACH RESOURCE HAS A URL

HTTP ACTIONS
C POST
R GET
U PUT
D DELETE

GRAPHQL QUERY LANGUAGE



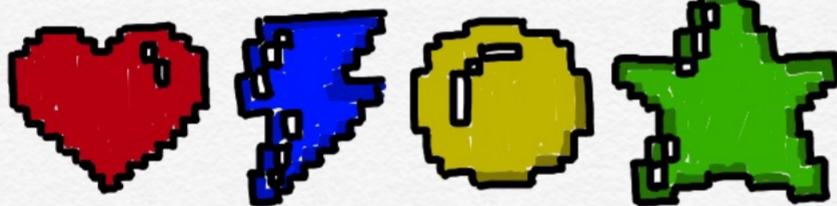
DATA REPRESENTED IN A GRAPH - CLIENT WILL SPECIFY TRAVERSAL



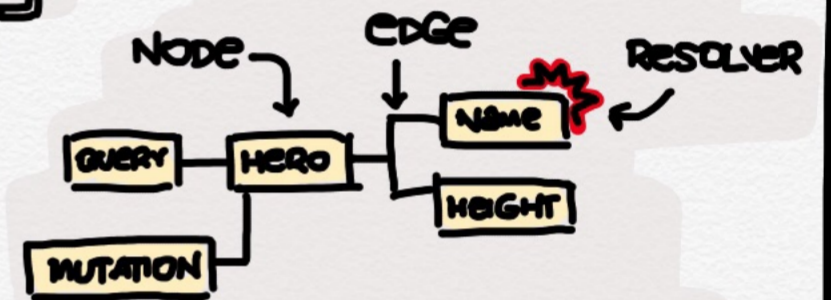
GraphQL

[INTROSPECTION] ALLOWS CLIENTS TO ASK THE SERVER WHICH QUERIES EXIST

Snake 2000



BUILD THIS GAME & APPS



- 1 INSTALL NODE
- 2 SAMPLE CODE bit.ly/GraphQLIntro
- 3 SHOPIFY DEV ACCOUNT developers.shopify.com
- 4 CREATE A STORE allow API access
- 5 SET UP PAYMENTS not physical / taxed

```

GraphQL
1 { shop {
2   products (first: 5) {
3     edges {
4       node {
5         id
6       }
7     }
8   }
9 }
10 }
  
```

```

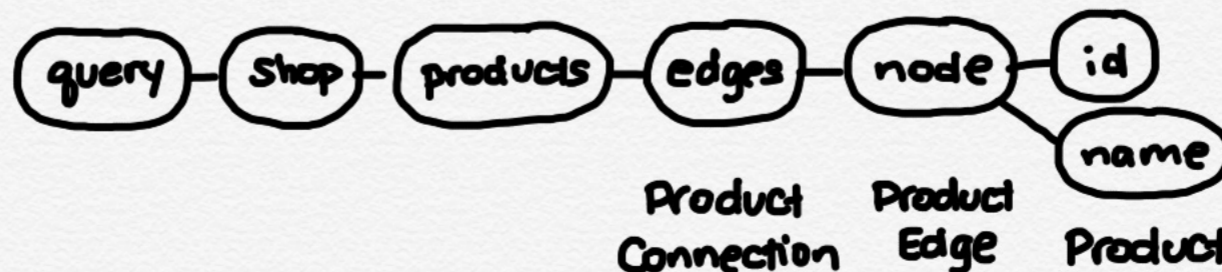
{ "data": {
  "shop": {
    "products": {
      "edges": [
        "node": {
          "id": 3
        }
      ]
    }
  }
}
  
```

```

name (hero) {
  return hero.name
}
  
```

↑ RESOLVER

GUI TO INTERACTIVELY EXPLORE THE API AND FIGURE OUT HOW TO STRUCTURE THE QUERY





HOW TO NEGOTIATE WITH DIFFICULT PERSONALITIES

TANYA TARR @nerdette



MISCOMMUNICATION IS COSTLY

1 DISC TYPE ASSESSMENT

2 PARTNER GAME

3 DETECTION

4 QUESTIONS

DYNAMIC DOMINANT BRAVE

CONSCIENTIOUS RATIONAL DATA DRIVEN

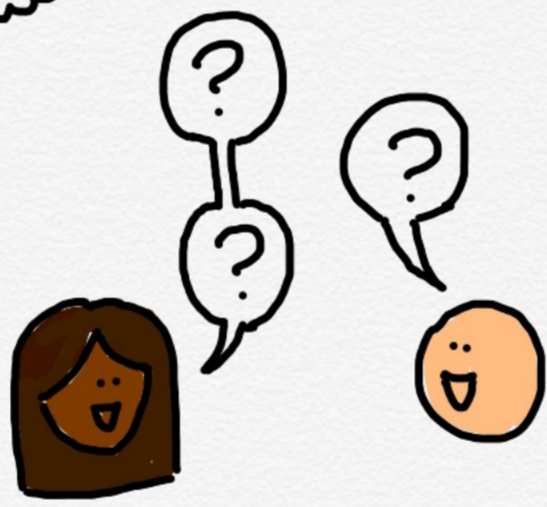
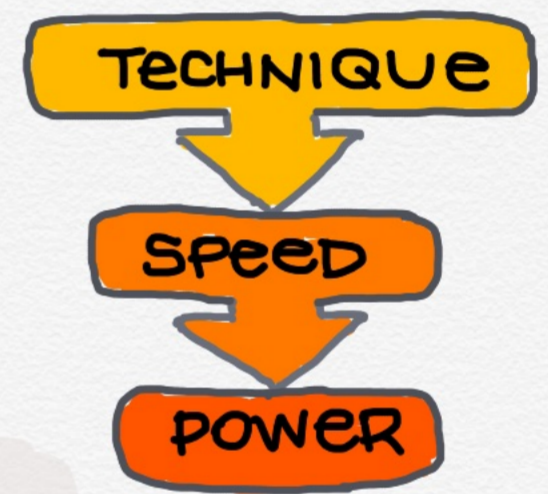
INTERACTIVE CHARISMATIC

STEADY STABLE



WE NEED TO LEARN HOW TO OBSERVE IN OTHERS THEIR PERSONALITY

"Stay curious, not furious"

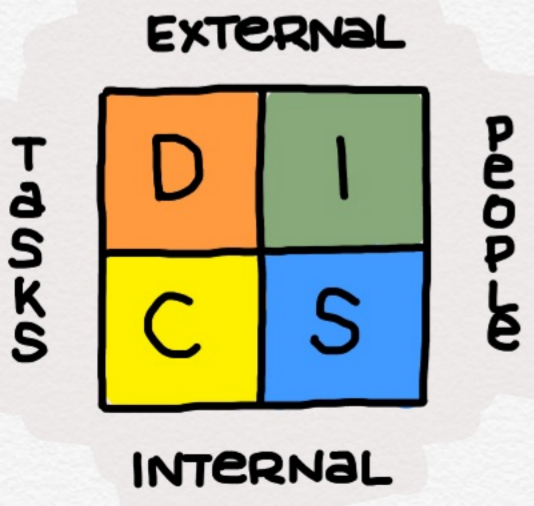


WIN A POINT WHEN THE OTHER PERSON ANSWERS

I.M.P.R.O.V

4 RULES OF PEACE CLUB

- 1 BE TRANSPARENT
- 2 STAY CURIOUS, NOT FURIOUS
- 3 LOOK FOR CLUES
- 4 SILENCE = FRIEND



"I DON'T KNOW IF YOU HAVE A DANCE-POSITIVE WORK ENVIRONMENT"





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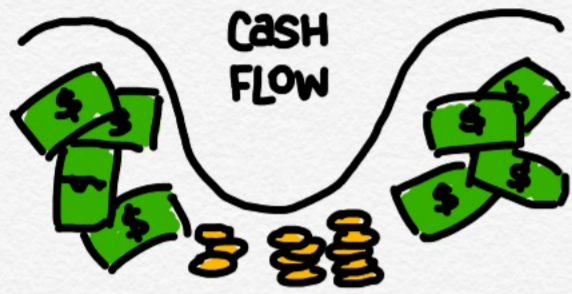
PRODUCTIZING WEB SERVICES TO STABILIZE BUSINESS CASH FLOW

GARRETT WINDER @gw

HATCH

PRODUCT VERSION OF CLIENT SERVICES

Good Work ✓



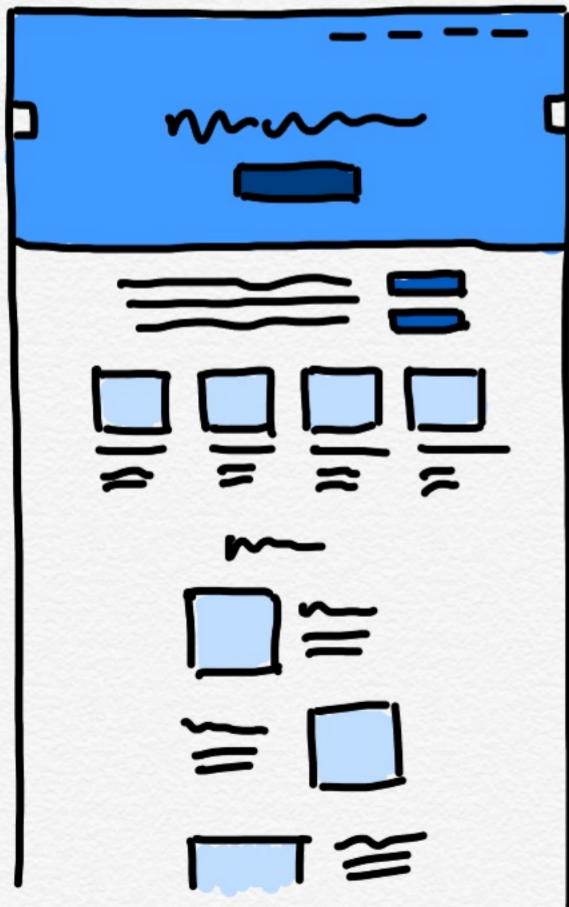
WE NEED RECURRING REVENUE

HOSTING

Retainer

PRODUCTIZATION

CAPTURE EXISTING WORK & EXPERTISE
SERVE CURRENT COMMUNITY



LESSONS LEARNED

- CLEARER COMMUNICATION
- ADDED FEATURES
- GOT THE TEAM ON BOARD



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BRUTE-FORCING CUSTOMER ACQUISITION WITH COLD EMAIL

CHARLES PERRY @DazeEnd



RelaNet

metakite SOFTWARE



Release Notes



CONTENT MARKETING



ADVERTISING

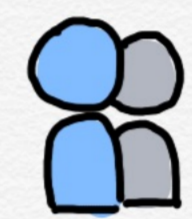
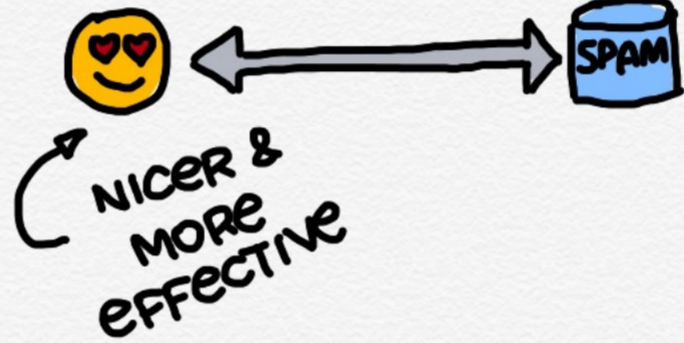


COLD EMAIL



EFFECTIVE EMAILS

- 1 RELEVANT
- 2 GENUINE
- 3 PERSONAL



KNOW YOUR AUDIENCE

1 BUILD A LIST



TARGET YOUR AUDIENCE



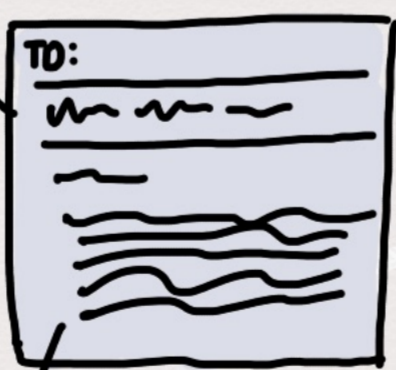
CHECK GOV'T RESOURCES SUCH AS LICENSING

built with.com

upwork HIRE SOMEONE TO HELP W/ LIST

2 COMPOSE EMAIL

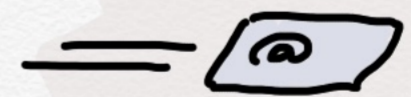
ONE JOB: OPEN EMAIL



MULTIPLE BODIES

3 SEND EMAIL

MAXBULK MAILER



ONE-AT-A-TIME

~~BCC~~ (with skull and crossbones)

Text SEND EMAIL THAT LOOKS LIKE EMAIL



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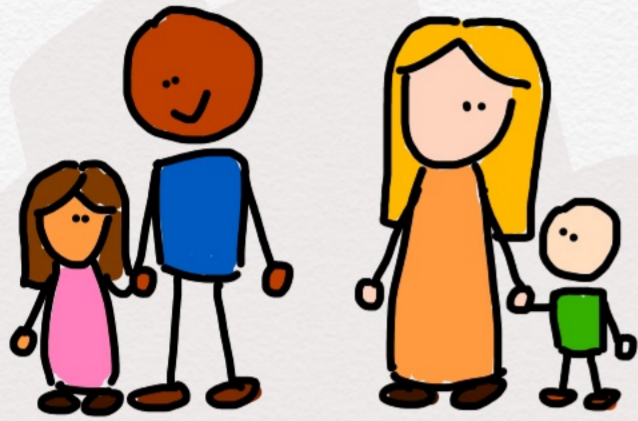
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PARTNERSHIP PANEL: MAKING MARRIAGE AND BUSINESS WORK

NATALIE & ANTHONY ARMENDARIZ

JAMIE LANDSMAN (& IAN)

CHRIS & NATALIE NAGELE



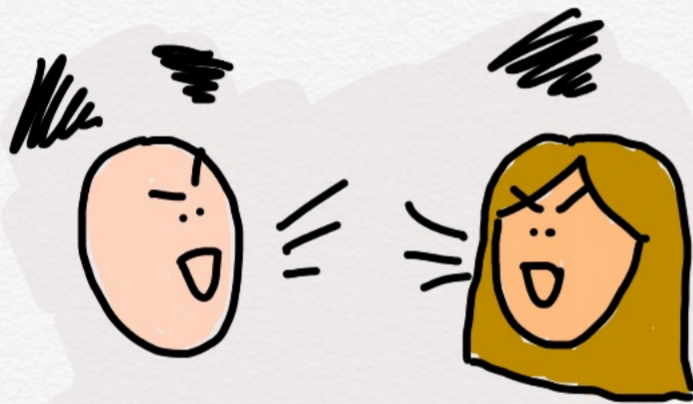
OFTEN WHEN WORKING TOGETHER, THE FAMILY WORK GETS SHARED

OUTSOURCE

WORK PROFESSIONALLY AS WELL AS DOMESTICALLY WHERE SENSIBLE



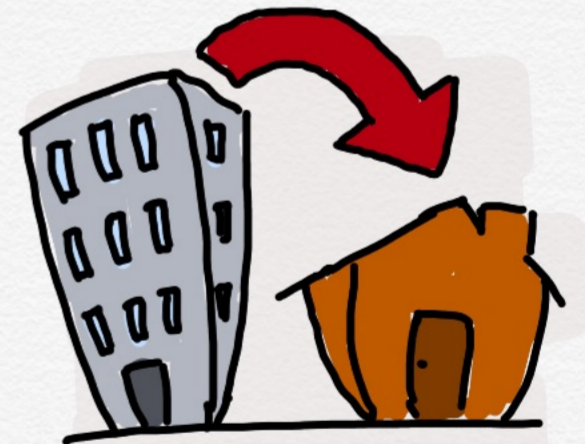
REALLY HELPFUL AND VALUABLE FOR CHILDREN TO SEE MOM IN IMPORTANT ROLES



HAVE TO PROTECT THE COMPANY FROM ANY EMOTIONAL FIGHTS - WILL STILL HAVE THE BUSINESS FIGHTS



WORK CONVERSATIONS NATURALLY COME HOME



HARDER CHALLENGE: NOT BRINGING WORK PROBLEMS HOME



IF THE RIGHT SITUATION CAME UP FOR THE TEAM AN EXIT COULD HAPPEN TOGETHER

CO-FOUNDERS → C.E.O. C.T.O.

TRANSFORMATIVE EXPERIENCE TO SPECIFY & CLARIFY ROLES AND AREAS OF RESPONSIBILITY



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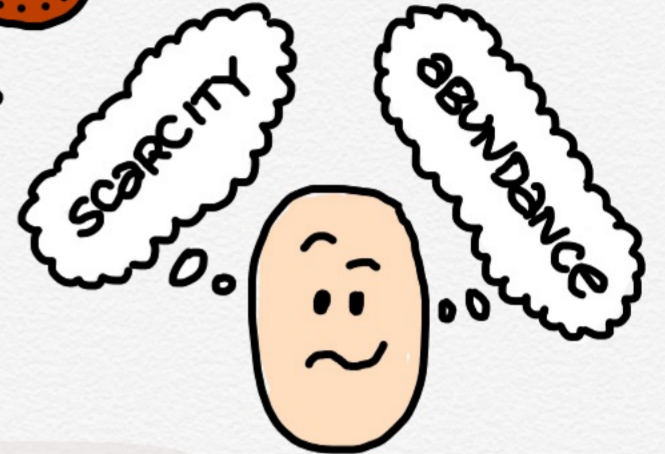
BUILDING A RELIABLE BUSINESS DEVELOPMENT PROCESS

JOE RINALDI @JoeRinaldi

SALES

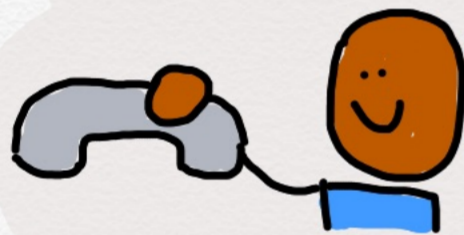
TYPICALLY AN AWKWARD TOPIC

"MOST AGENCIES ARE 2-3 MONTHS AWAY FROM GOING OUT OF BUSINESS"



1 SINCERITY

ALWAYS OFFER VALUE IN THE SALES PROCESS



SMILE AS YOU HANG UP

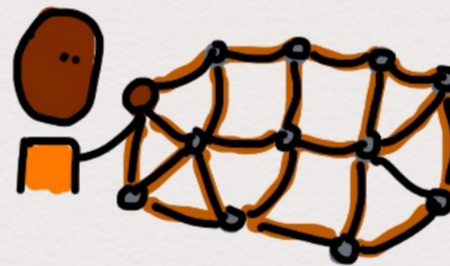
Recency Basis ^{US\$?! ↖}

MAKE REFERRALS EASY

2 INTENTIONALITY



VS

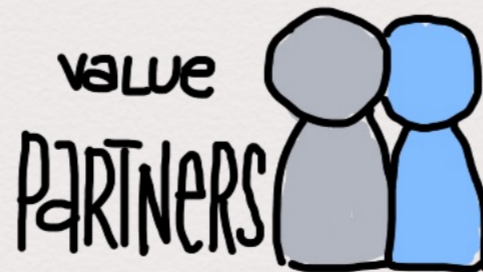


BEFORE STARTING A PROJECT, WRITE THE ANNOUNCEMENT YOU WOULD RELEASE

3 SUSTAINABILITY



THINK IN 2-3 MONTH CHUNKS



VALUE PARTNERS

DIVERSIFY

THE SALES FUNNEL



MAKE REGULAR CLIENT WELL VISITS



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SO YOU'RE THE TECH LEAD? NOW WHAT?

ERYN O'NEIL
@eryno

TECH LEAD

CODE QUALITY *SCOPE CREEP*

MAKE GOOD SOFTWARE WITH A TEAM

OWN THE TECHNICAL VISION OF THE PROJECT

CAN LOOK DIFFERENT IN DIFFERENT SETTINGS

WHAT | HOW | WHEN

1

FACILITATE

HELP YOUR TEAM DO THEIR JOBS

- REMOVE ROADBLOCKS
- ANTICIPATE NEEDS



BURNDOWNS

2

ADVOCATE

KEEP THE BIG PICTURE IN MIND



WRITE DOWN EVERYTHING

WE JUST DECIDED _____
FOR REASONS _____

3

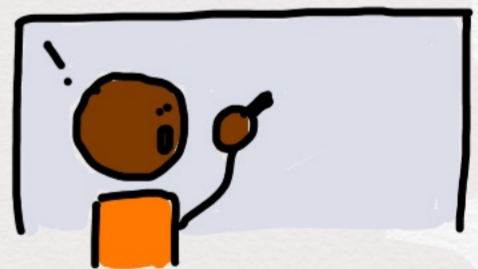
MOTIVATE



ATTITUDE

YOU SET THE TONE

CAN YOU WHITEBOARD YOUR PLAN FOR ME?



PASSIVE-AGGRESSIVE WHITEBOARDING

RISK START WHERE IT'S SCARIEST

DEFINE **DONE**

MAKER vs MANAGER SCHEDULE

DATA

I DON'T KNOW!
BUT I WILL FIND OUT.

BE THE ENEMY

EVERYBODY WANTS TO WRITE REUSABLE CODE BUT NO ONE WANTS TO REUSE ANYONE ELSE'S CODE



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APR 27 SKETCHNOTES BY @SKETCHNOTABLE

ONLINE, BUT ALONE: A CASE FOR IN-PERSON COMMUNITIES

CAT JOHNSON

@CatJohnson



ETHEL BUD

COMMUNITY WAS KEY

LONELINESS =  x 15/day

HAS A SEVERE EFFECT ON OUR HEALTH

WORK FRIENDS

ARE NOW OUR ONLY FRIENDS



BENNET

WHAT DO YOU WANT?



WORKING FROM HOME CAN BE HARD

CO WORKING

IS NOT ABOUT SPACE BUT COMMUNITY

ACCOUNTABILITY
RESOURCES
FRIENDSHIP

"Make cool stuff"

AMAZING COMMUNITY MEMBER WHO PASSED AWAY AND BROUGHT EVERYONE TOGETHER

COMMUNITY

HOW IS YOUR IN-PERSON COMMUNITY?

CHECK YO MATE

START CONVERSATIONS AND REMOVE STIGMA FROM MENTAL ILLNESS



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APR 27 SKETCHNOTES BY @SKETCHNOTABLE

THE PSYCHOLOGY OF FAKE NEWS (AND WHAT TECH CAN DO ABOUT IT)

CECY CORREA
@cecy correa

THIS VIDEO HAS BEEN MODIFIED FROM ITS ORIGINAL FORMAT



THE MOST IMPORTANT THING I CAN DO RIGHT NOW IS TO PLAY GOLF

Project Voco



30-60s of audio GIVES ALL SOUNDS FOR ENGLISH

SELECTIVE FEED
BLOCK OR MUTE
LINK PREVIEW
CLICK BAIT

ARE YOU GLAD

WE PREPARE TO BE INFURIATED



Yellow Journalism

SYSTEM 1

INTUITIVE · FAST

beliefs

SYSTEM 2

ANALYTICAL · SLOW

HOW WELL DO YOU KNOW BIKES?

8



5



INFORMATION WITH WHICH WE

AGREE

DISAGREE

TECH

IS IT OUR FAULT?

Yes

WE NEED TO TALK AND THINK MORE ABOUT ETHICS & RESPONSIBILITY

6x

MORE LIKELY TO SHARE FAKE NEWS





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INDIE MICROBLOGGING

MANTON REECE
@manton(2)

@manton
#897

TWITTER
ROCKS
(2009)



I TWITTER

THIRD-PARTY
DEVELOPERS

BLOG

THIS IS WHAT
WILL OUTLAST
NETWORK
FADS

WORSE



BETTER

medium.com/@you

you.tumblr.com

you.com

MICRO BLOG POSTS

LIKE TWEETS BUT OWNED
BY YOU NOT THE NETWORK

jsonfeed.org



Micro.blog

RSS/JSON Feed
MICROPUB
MICROFORMATS
WEBMENTION
WEBSUB

Instagram

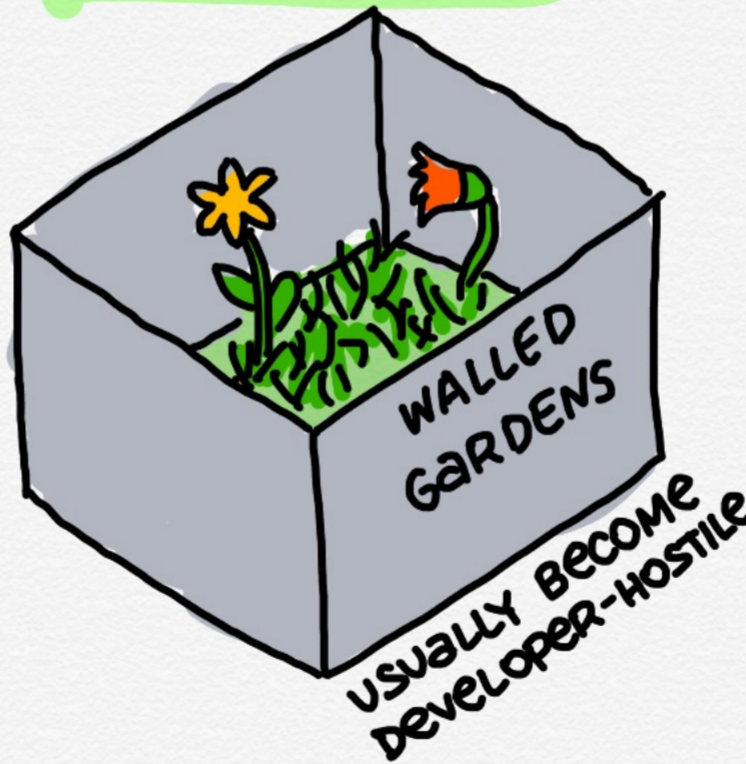
LESSONS



SQUARE PHOTOS
ENCOURAGE MORE
THOUGHT



ORIGINALITY
REQUIRES EFFORT



POST • OWN • ENGAGE



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DESIGNING DIVERSITY AND INCLUSION

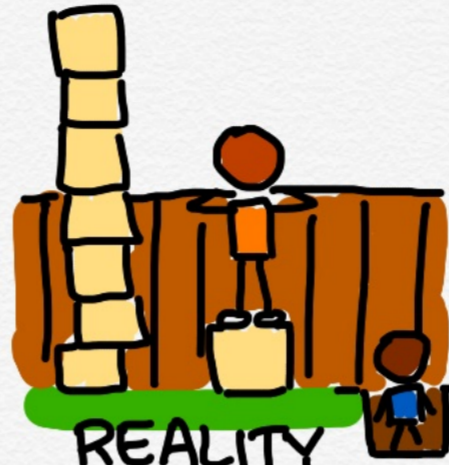
SAMEERA KAPILA @samkap



EQUALITY



EQUITY



REALITY

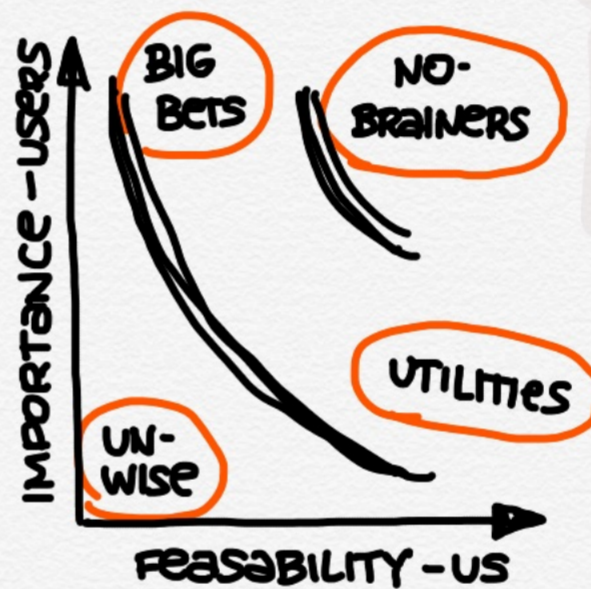
DEBUG THE

GAP

- REPRESENTATION
- EDUCATION
- MERITOCRACY
- MENTORSHIP

STORYBOARDING

USE THIS PROCESS TO PLAN HOW TO HANDLE INCIDENTS THAT MIGHT ARISE



DESIGN FOR WORST CASE SCENARIOS

USE YOUR SKILLS

FIND WAYS TO BUILD THINGS THAT MATTER

BE AN ALLY

~~"IT'S A JOKE"~~

Seek to learn from others

CULTURE FIT

→ LIKE-MINDED

CODE OF CONDUCT IS NECESSARY BUT INSUFFICIENT



GUYS
GET A SWEAR JAR

SHINE THEORY

REFLECT BACK SOMEONE'S IDEA ALONG WITH THEIR NAME