



SOFTWARE DEVELOPMENT CONFERENCE

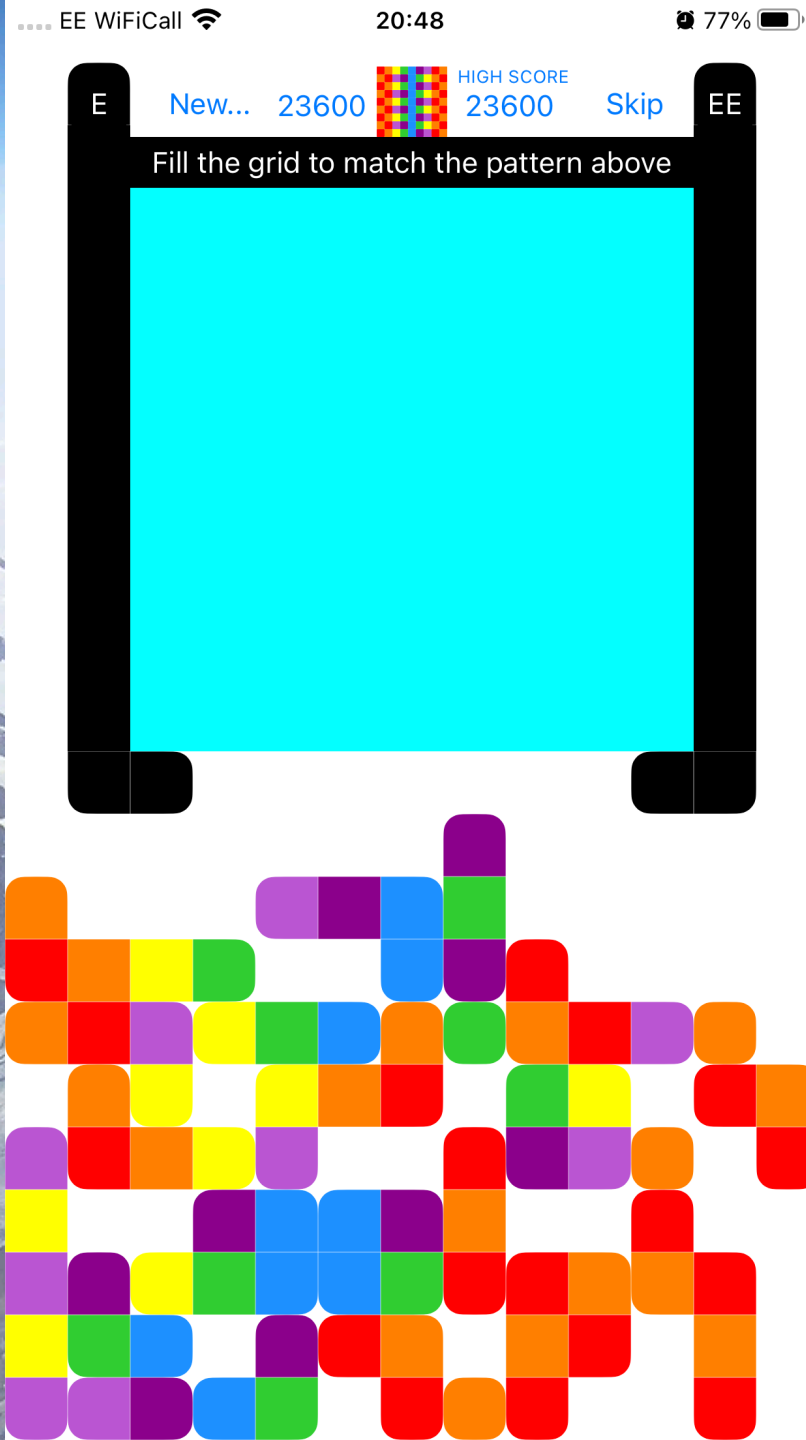
YOW! LONDON 2022



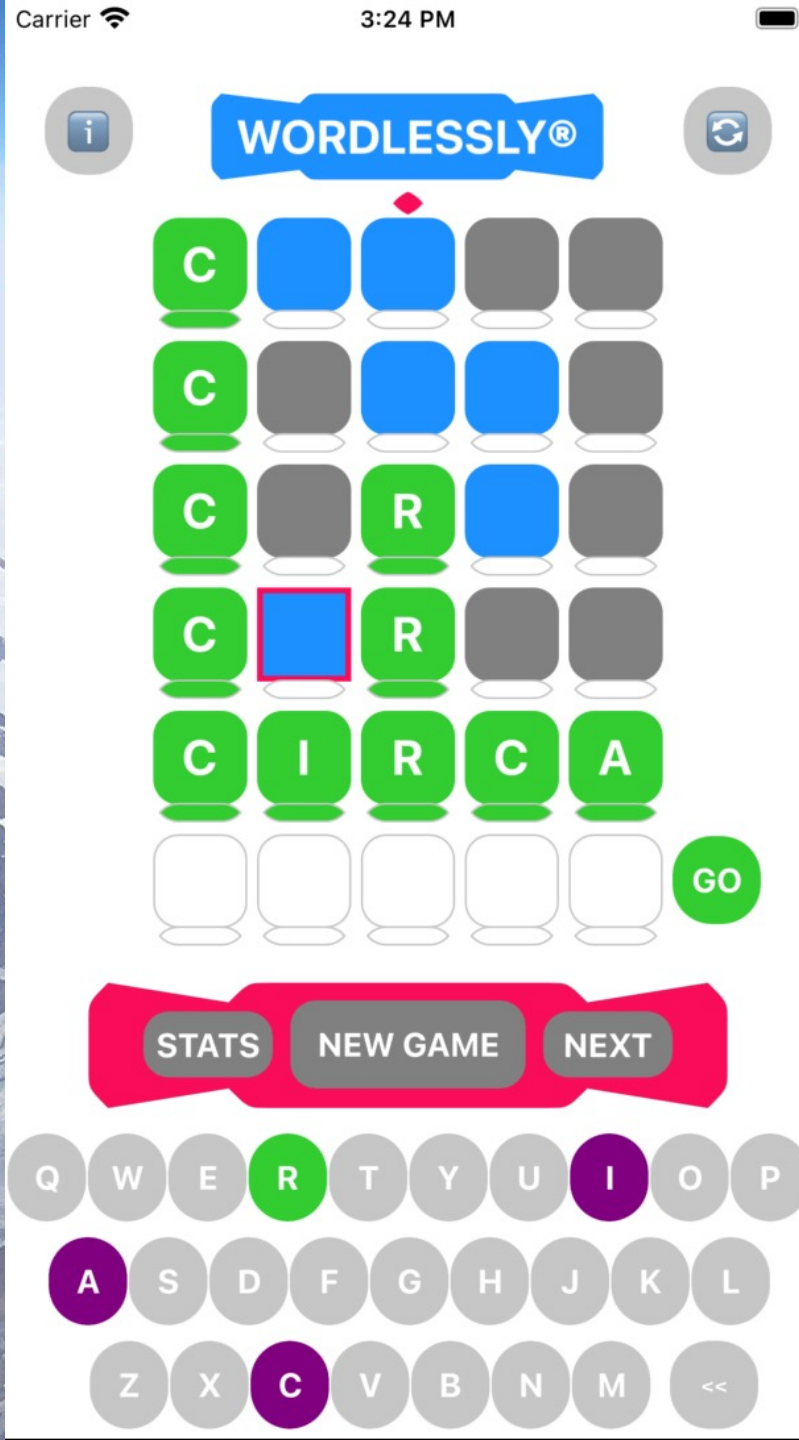
When software delivery goes wrong

Why app stores could make you sad

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<https://tinyurl.com/CSudbery-yow-22>

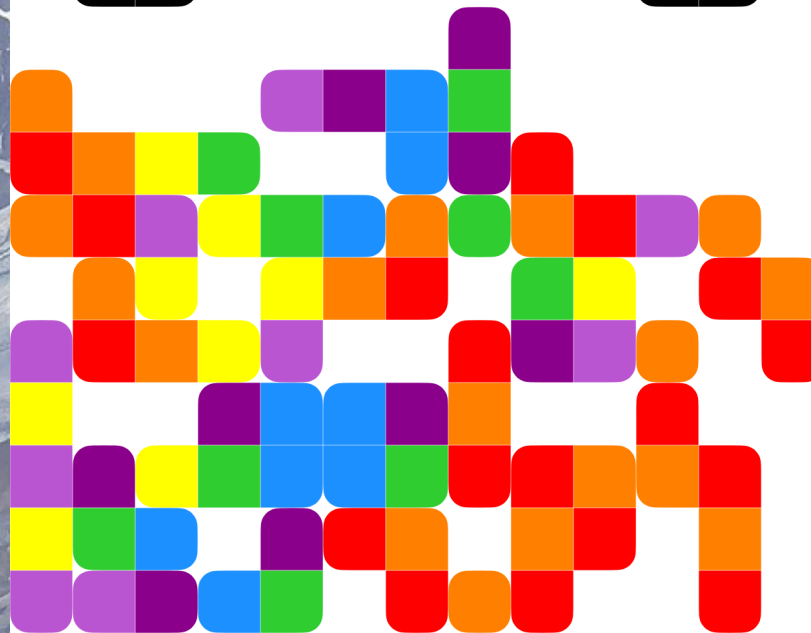
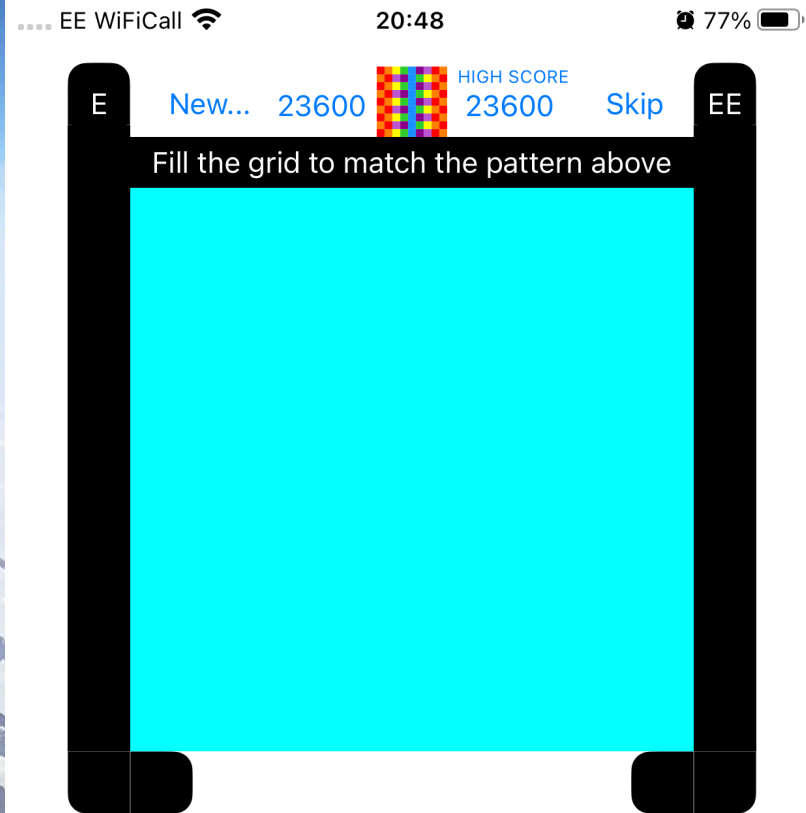


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<https://tinyurl.com/weirdle01-code>



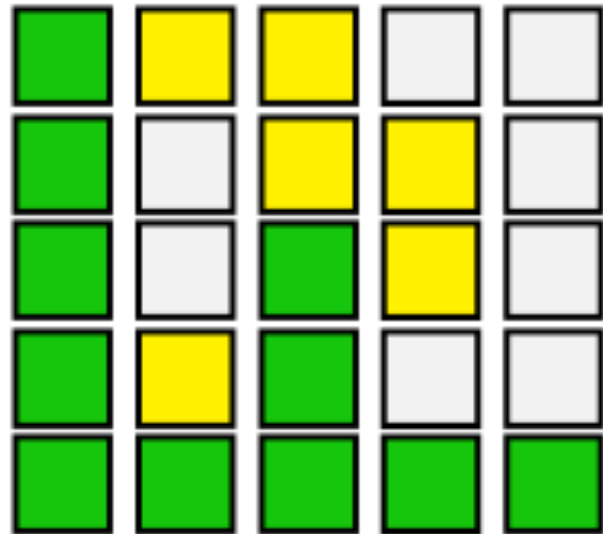
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The target word was CIRCA

Wordle 1977 5/6



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i

WORDLESSLY®

↺

C	A	R	V	E
C	H	A	R	M
C	O	R	A	L
C	A	R	D	Y
C	I	R	C	A

GO

STATS

NEW GAME

NEXT

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Photo by
Pixabay

Many More Much Smaller Steps – First Sketch

September 29, 2021 / 5 minutes of reading / [Muses](#), [Podcasts](#)

Part 1 of 5 in the series [Many Much More Smaller Steps](#)



Many More Much Smaller Steps - First Sketch | Anchor. #129

PawCast with GeePaw Hill • By GeePaw Hill • Sep 28, 2021



00:00

Support

Share

07:53

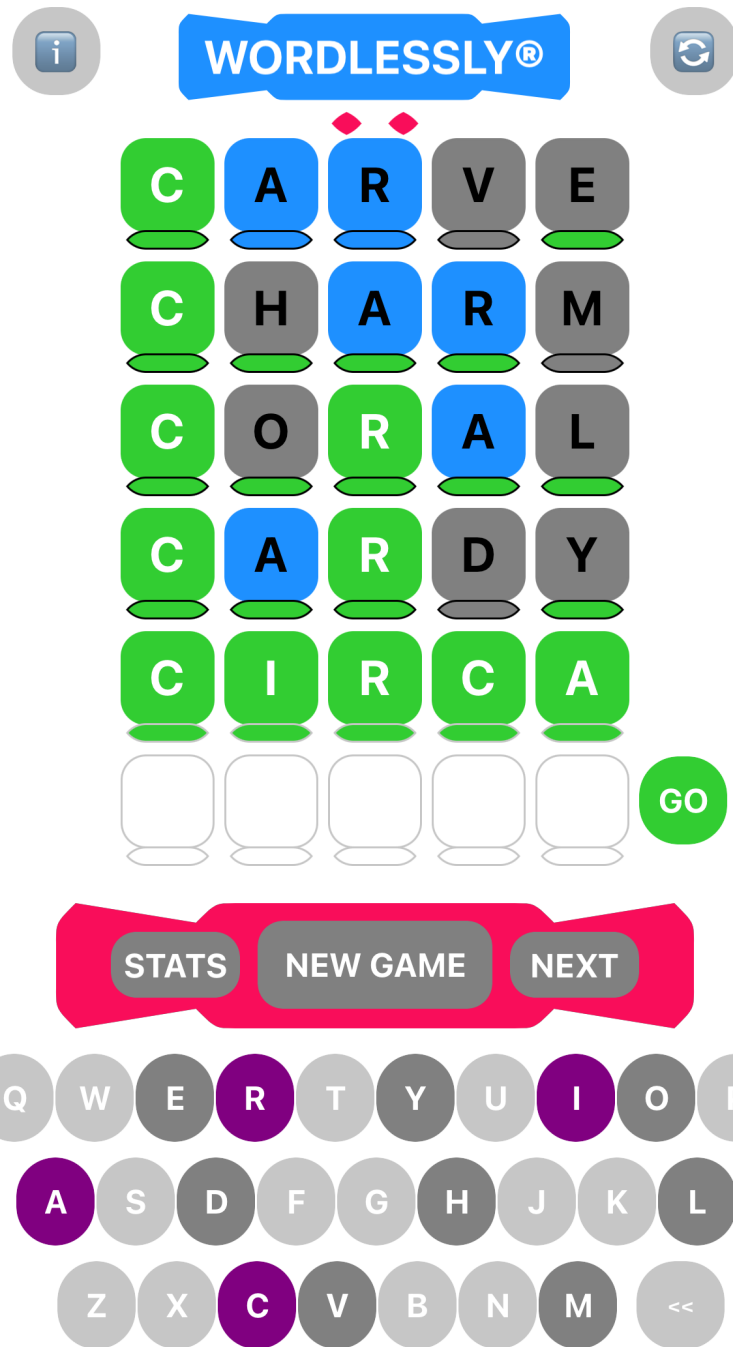
The first plank of my take on fixing the trade is MMMSS: If you want more value faster, take Many More Much Smaller Steps.

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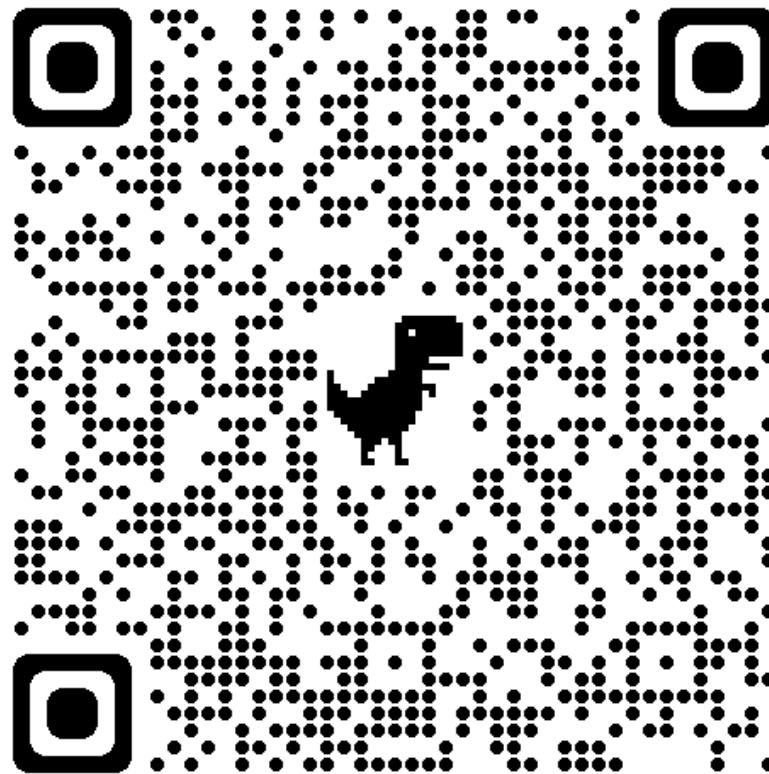
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<https://tinyurl.com/Wordlessly-beta>



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Tuesday, September 6th ▾



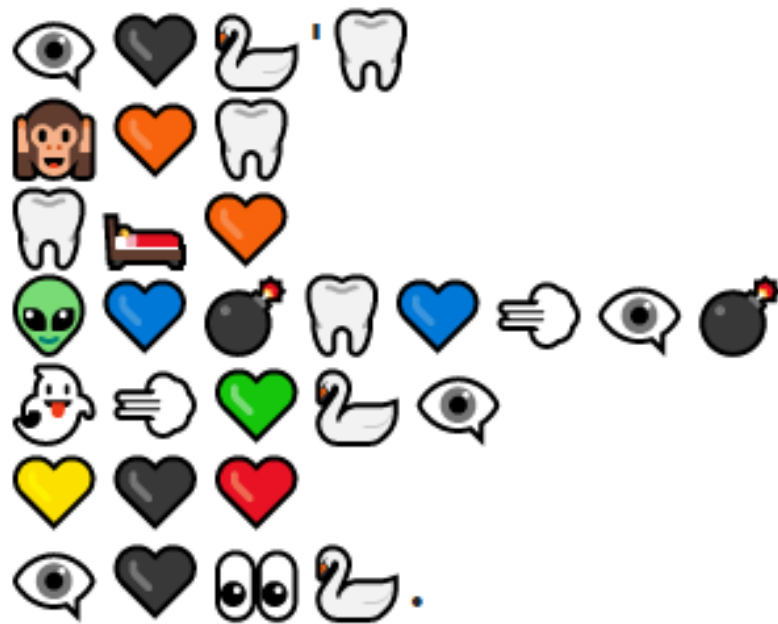
Clare Sudbery (she/her) 9:26 AM

Uh-oh. I've had an idea. I need saving from myself...

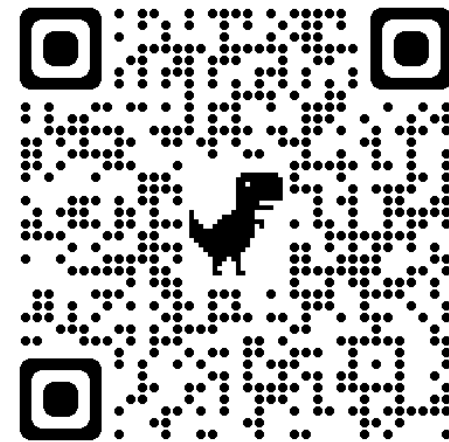
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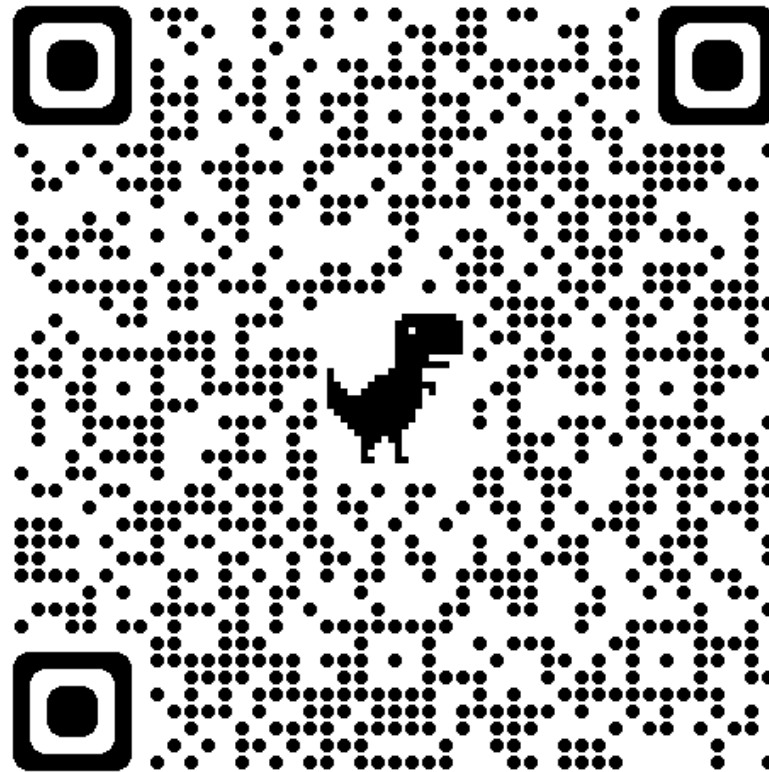
Quick link to this page:
<https://tinyurl.com/weirdle01>

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👁️ ❤️ 👁️ 🦢. down.

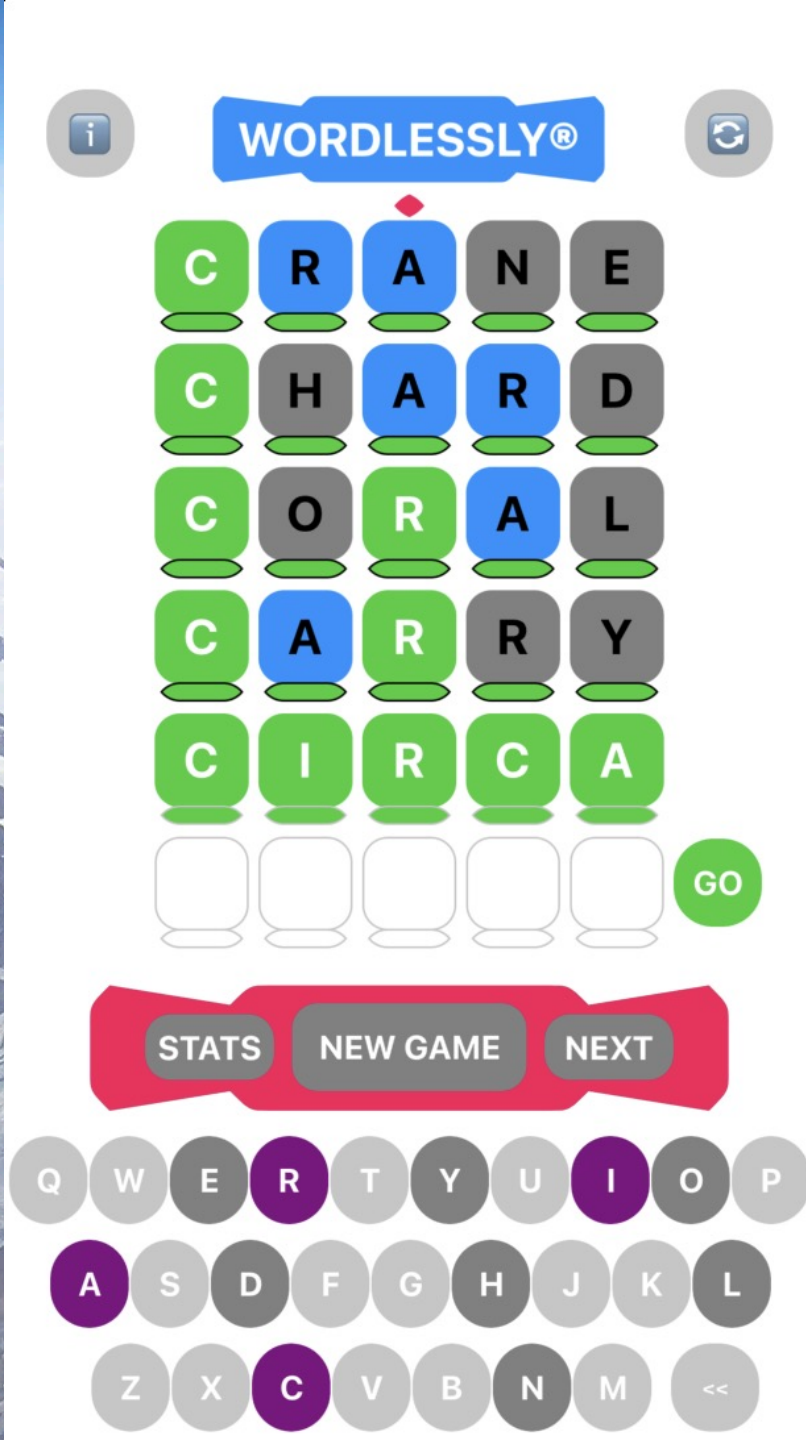
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SUMMARY

Walking skeleton
MVP (Min. Viable Product)
Pivot
Minimise risk (MMMSS)
TBD / CI

Testing
Innovation
Fart apps!
Sunk cost fallacy
User research
Collaboration

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tinyurl.com/making-tech-better

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THANK YOU, and...

Sudbery Software Engineering Ltd

Twitter: @claresudbery

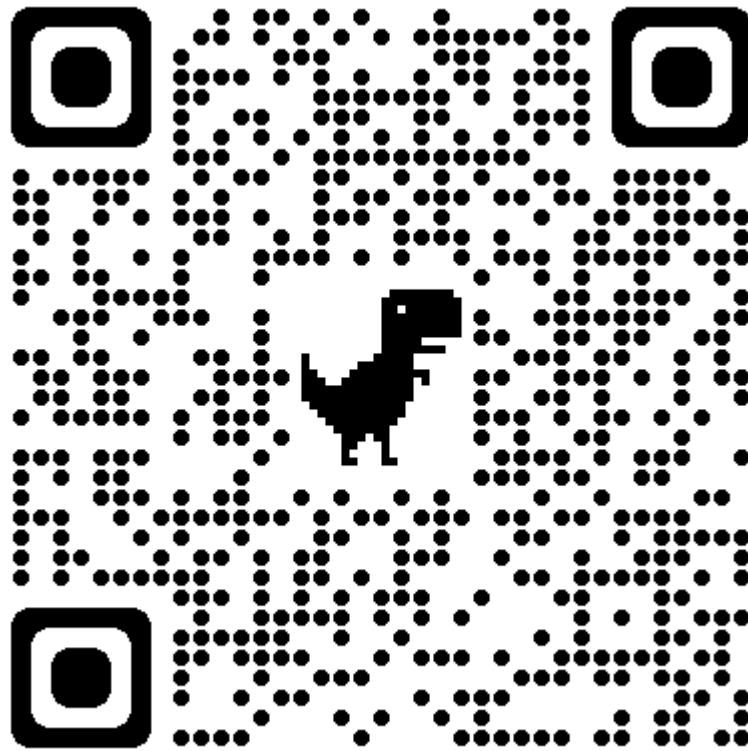
LinkedIn: [tinyurl.com/lin-csudbery](https://www.linkedin.com/company/lin-csudbery)

**O'Reilly: Trunk-based development
Software Cornwall, May/Jun '23**

All events: [tinyurl.com/csudbery-events](https://www.tinyurl.com/csudbery-events)

(NEXT SLIDE)

<https://tinyurl.com/CSudbery-yow-22>



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(NEXT SLIDE)



GOTO Guide App

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