

appfast

Simplicity. Delivered.

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Rocket Science? Mobility starts in the clouds!

There is a suite of changes that together
is about to change the web radically!

API

(Social networking)

Social software

Online/offline

Apps

Plug 'n' play web

Geolocation

Cloud computing

(Social media)

<http://www.w3.org/html/logo>

Internet of things

To play the new game we need one thing: Simplicity

- Is it possible to deliver simplicity while complexity increases day-by-day?
- Case: Develop 5 features vs 50 features

Simplicity must conquer many huge enemies and strong counterforces

- System development is mostly paid by the scope, i.e. number of features
- Customers think they have done a great deal when they manage to increase the number of features for the lowest possible cost!
- Employees love complexity. They think complexity will secure their positions. Complexity is Simplicity is viewed as a competitor.
- The big players such as Microsoft, Oracle, SAP etc are "all-in" on complexity; delivering three things: "More, more and more"

Examples

- [PrintFriendly](#)
- [Disqus](#)
- [Foursquare](#)
- [Jolicloud](#)
- [Mashape](#)
- [Janrain](#)
- [Dropbox](#)
- [Getglue](#)
- [Heroku](#)
- [Widgetbox](#)
- [Kodingen](#)
- ...and a thousand more

Based on the tag cloud elements on slide 3: How would you innovate...

- Trafikanten
- University hospital Oslo
- DnBNOR

Don't hesitate contacting me if you

- think I can help you with the masterthesis (projects and supervising)
- have any questions regarding this presentation

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