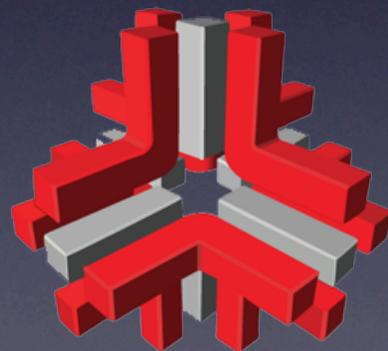


November 2011
Joshua Kerievsky
Industrial Logic, Inc.
Twitter: @JoshuaKerievsky
#SufficientDesign

Sufficient Design



industrial
logic



ThereFixedIt.com



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What
Is

Sufficient
Design?



Build It
Right!

Ship It
Fast!





What Is **Best**?

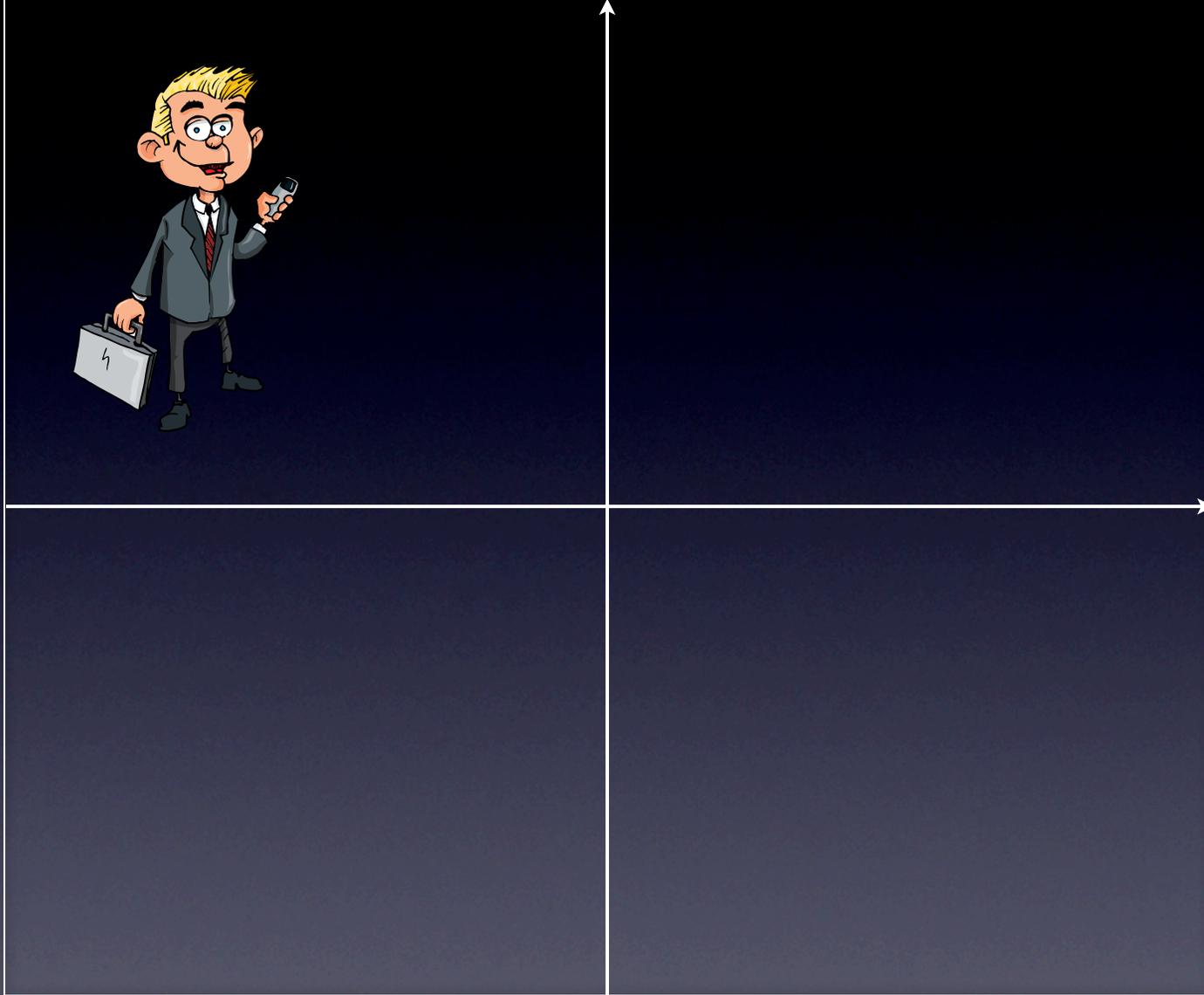


Build It
Right!

Ship It
Fast!



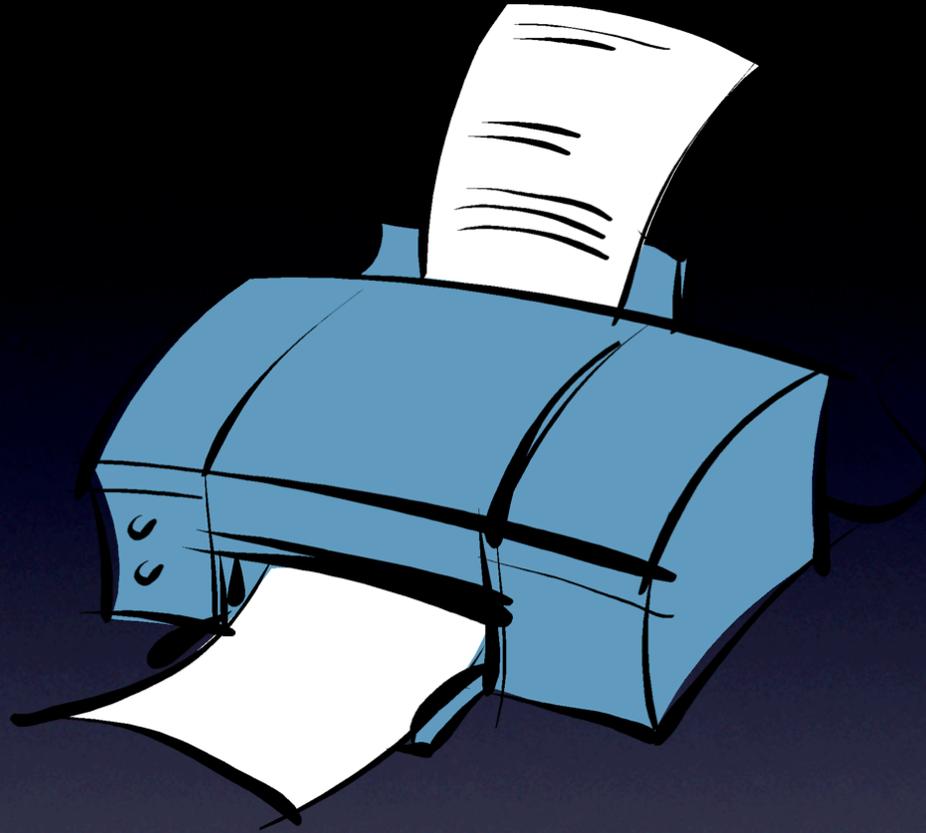
Fast



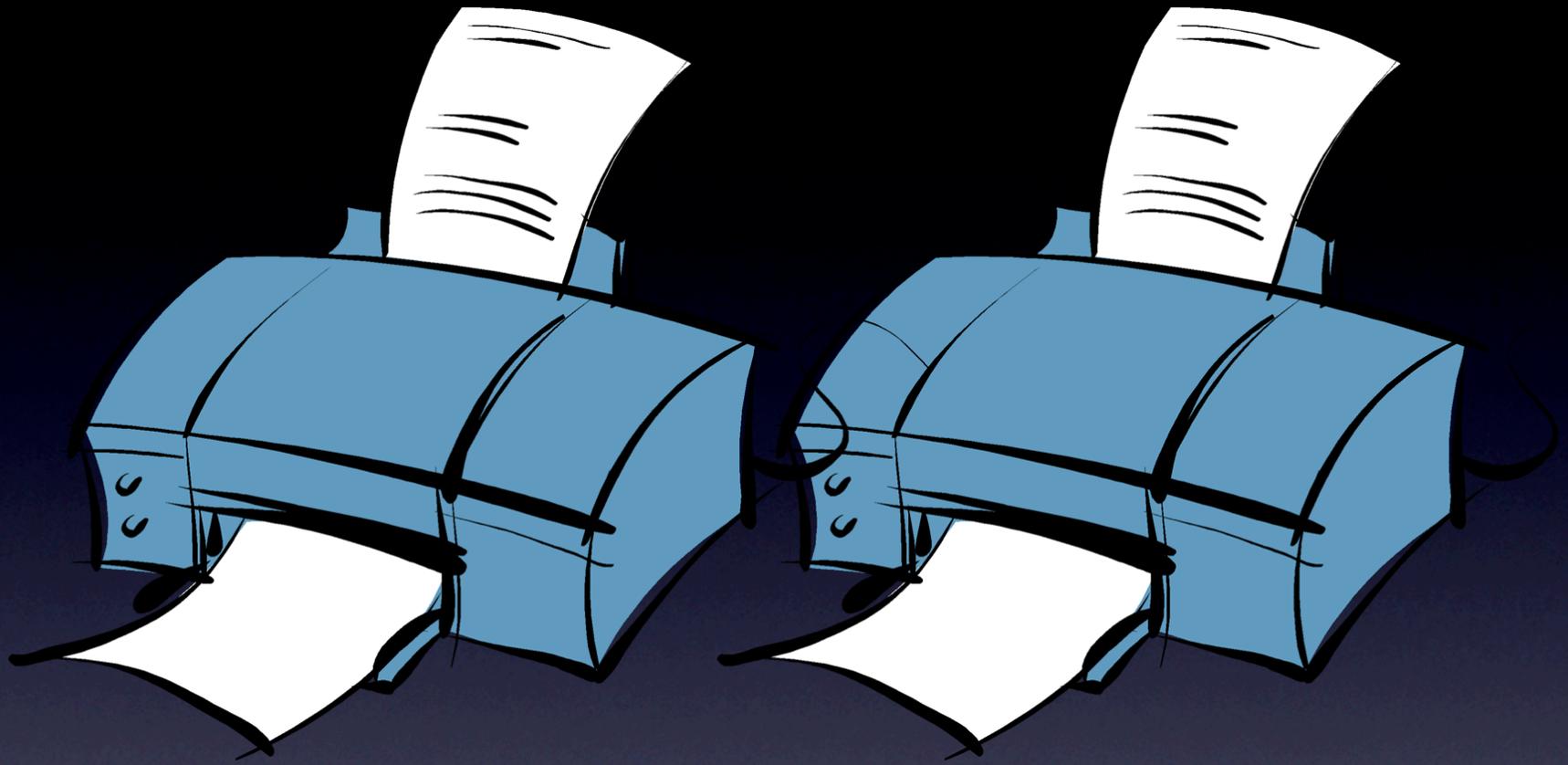
Dirty

Clean

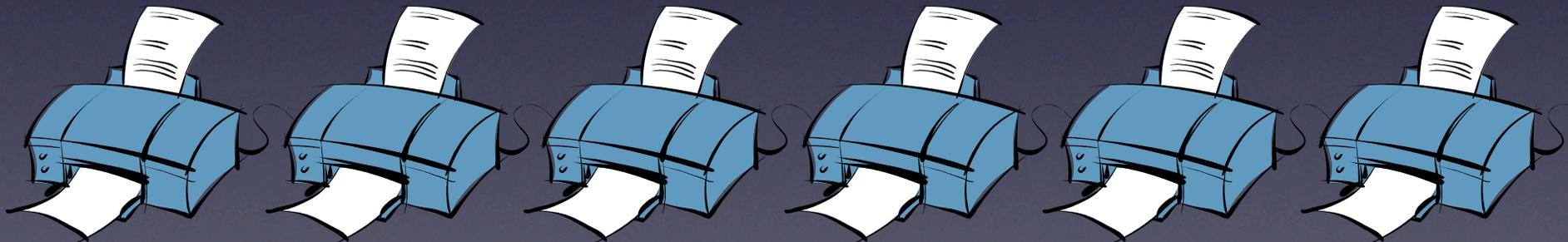
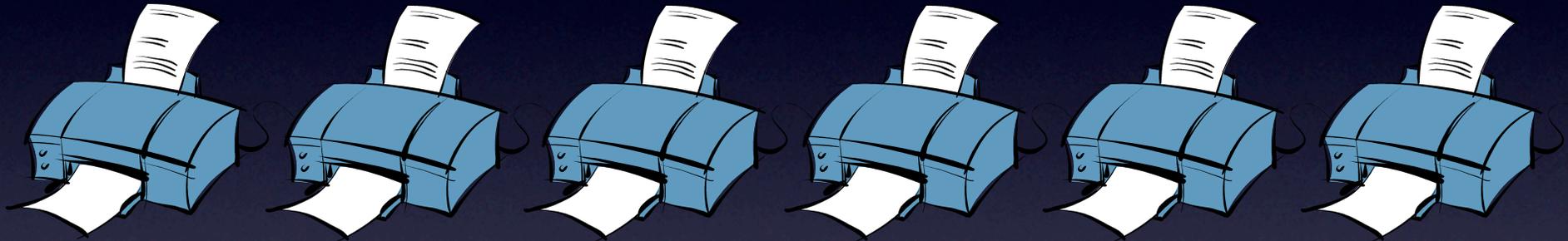
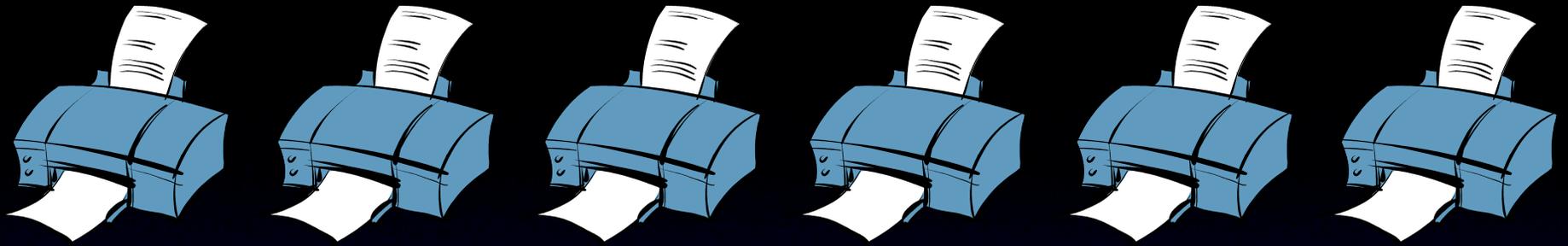
Slow



2 Million Lines of Code



4 Million Lines of Code



5.X Development Deathcycle



1.0 Release



2.0 Release



3.0 Release

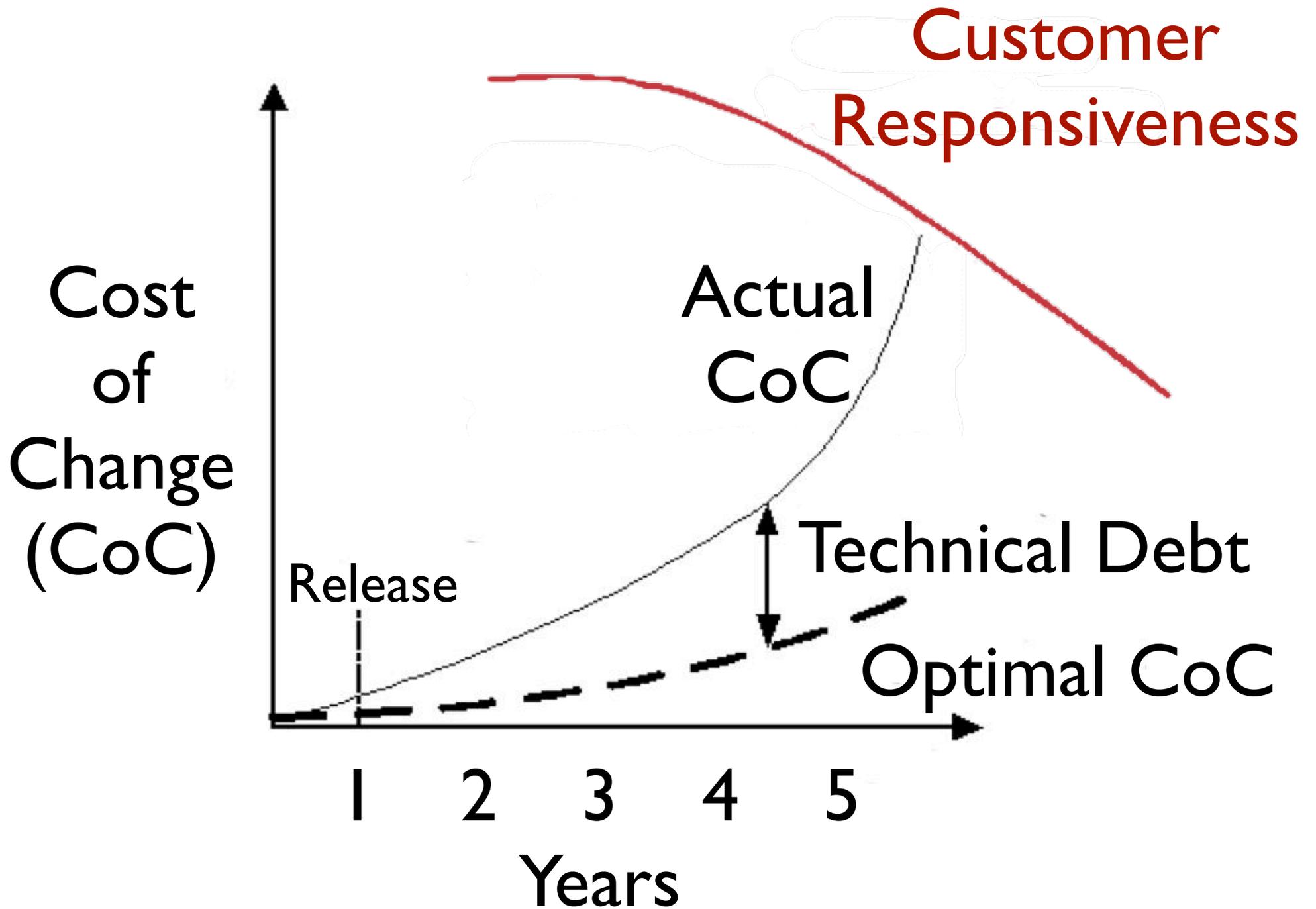


4.0 Release



5.0 Release





Fast

Dirty

Clean

Slow





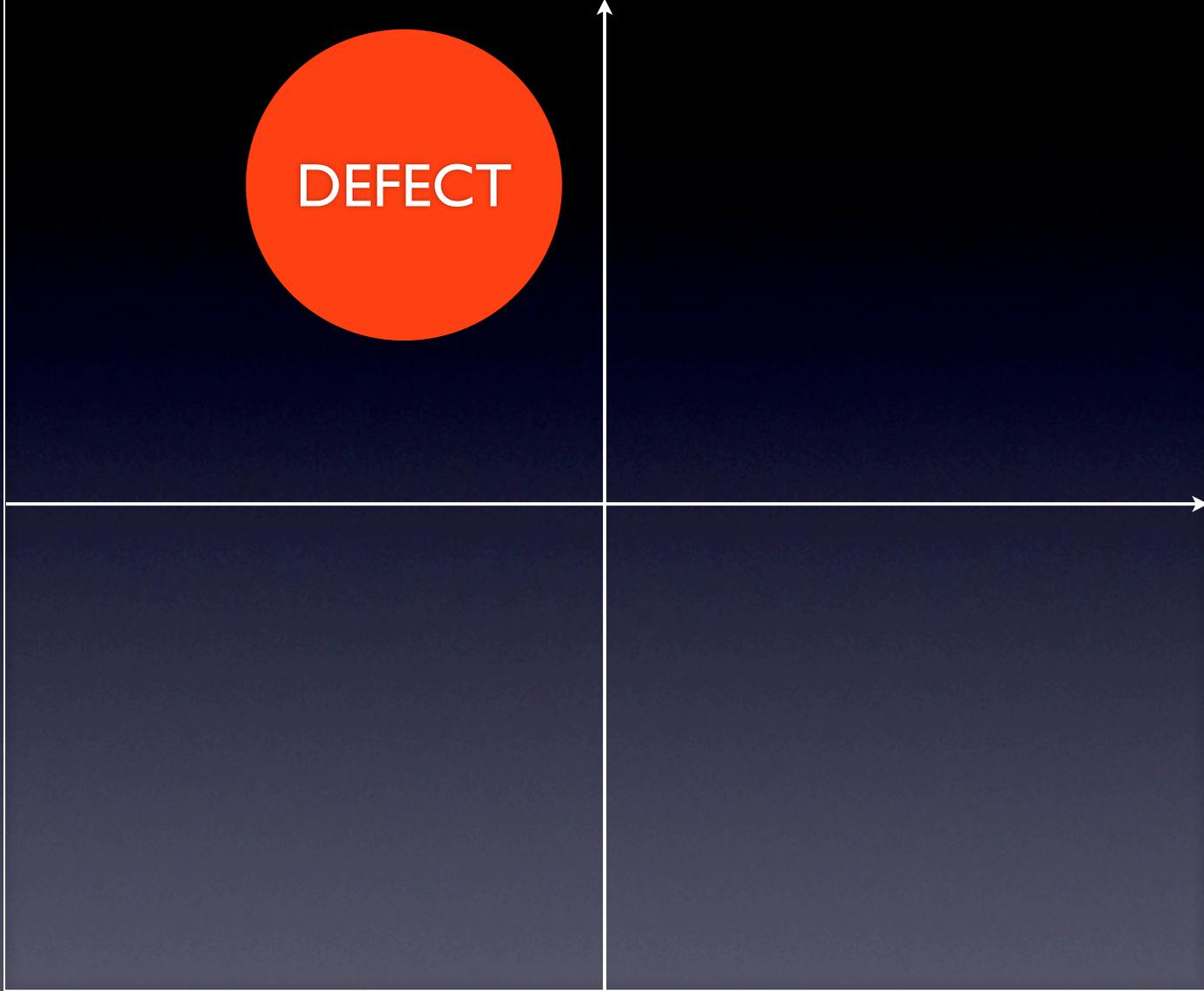
Fast

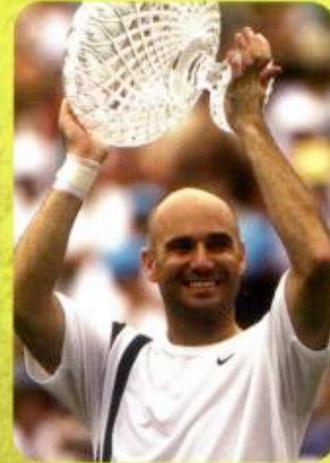
DEFECT

Dirty

Clean

Slow





WINNING UGLY



**Brad Gilbert
& Steve Jamison**

With a new Foreword by
Andy Murray

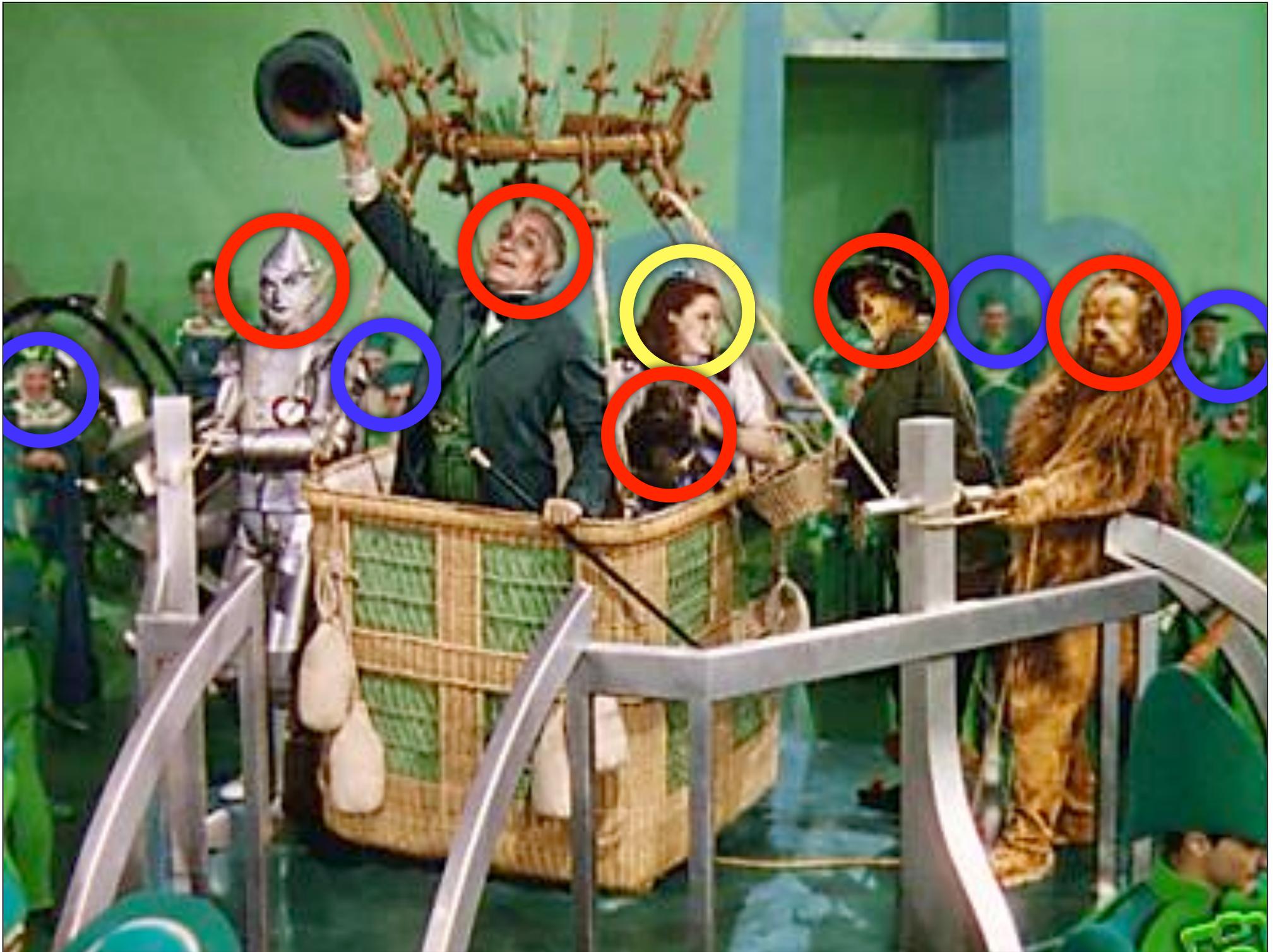
In 1994, Gilbert helped a struggling Agassi skyrocket from No. 32 to **No. 1 in the world** within one year;



...the pair stayed
together for
eight years and
six Grand Slam
victories.

HIGH ROI

HIGH
ROI





Value



Low

High

Demand



Low

High

Delivery



Slow

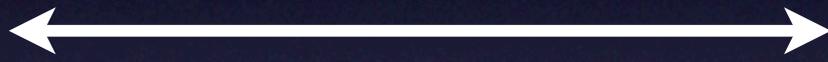
Fast

Design



Complex Simple

Debt



Low High

Development



Assembled Crafted











Sufficient Design Case Studies









Free Wheelchair Mission

TRANSFORMING LIVES THROUGH THE GIFT OF MOBILITY

[INSIDE FWM](#)

[THE CHAIR](#)

[THE STORIES](#)

[MEDIA](#)

[GET INVOLVED](#)

[DONATE](#)



FWM's worldwide network of distribution partners can target beneficiaries in over 77 countries. [Map of Distribution . . .](#)

1 2 3 4 5 6 7 8 11



[CLICK ON THE](#)

[in pr](#)

[SA](#)
[Free](#)
[CHE](#)
[Sat](#)
[Casino](#)

*Churches...
Christmas
Starts now!*

matching
Gift Challenge

\$59.20
Can Change
a Life

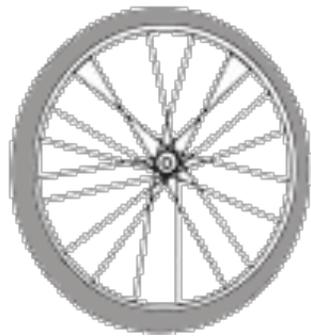
Prosthetic Research in Ecuador To Treat Millions of People



*"Without this chair,
I would not have
any way to function"*
-Wagner



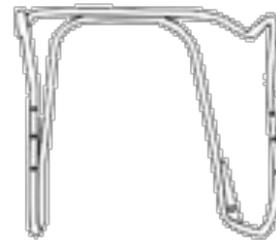
Cheap
Patio
Furniture



Tough,
Durable
Bike Tire



Tough
Cheap
Castors



Steel Frame
Cheaply
Produced



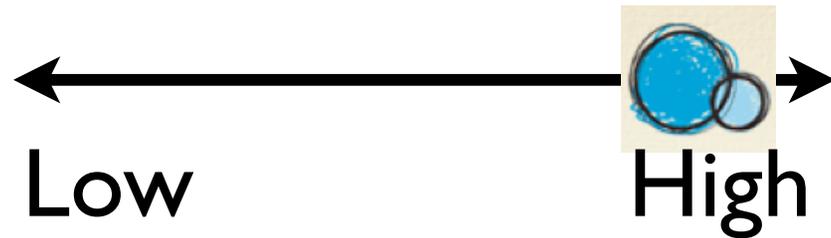
Simple
Parts +
Assembly



Value



Demand



Delivery



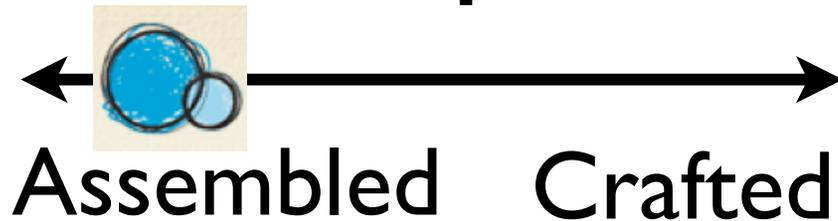
Design



Debt



Development







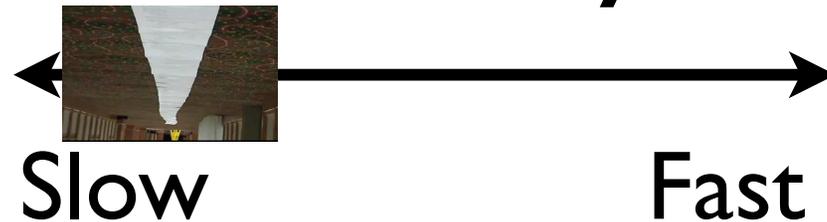
Value



Demand



Delivery



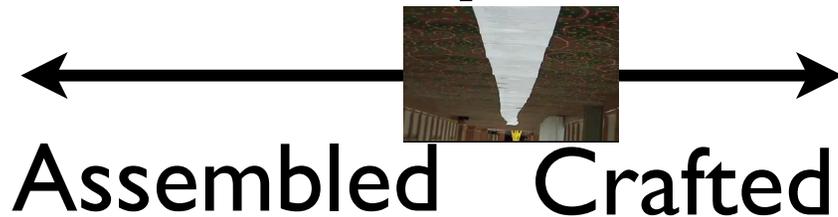
Design



Debt



Development



The
Wiki Way
Quick Collaboration on the Web



- Create content on the Web using a standard browser
- Build Internet communities through self-organizing and organic growth of content
- Support idea-keeping for the connected community
- Leverage your searchable notes with resources only a click away

Bo Leuf
Ward Cunningham



Quick Collaboration on the Web



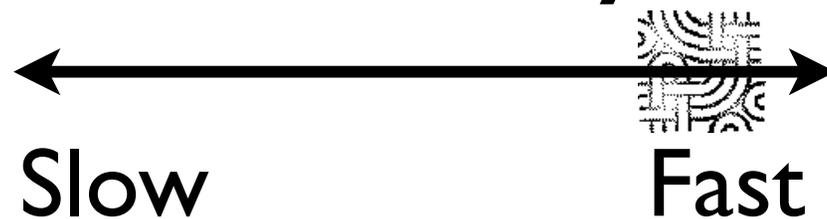
Value



Demand



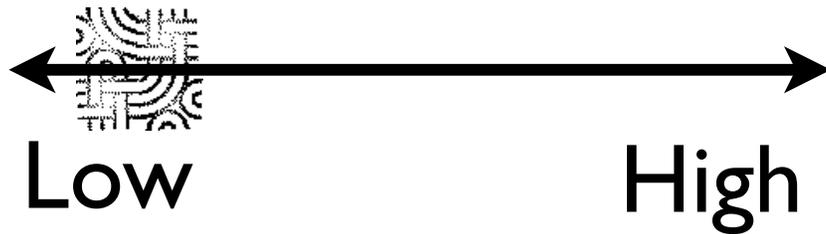
Delivery



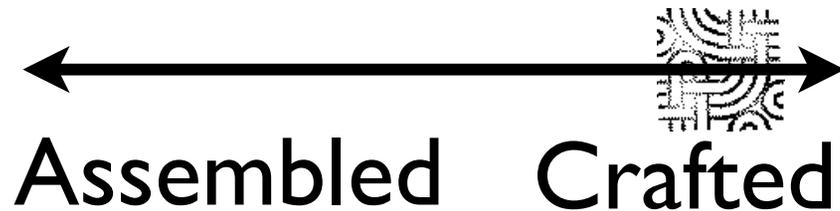
Design

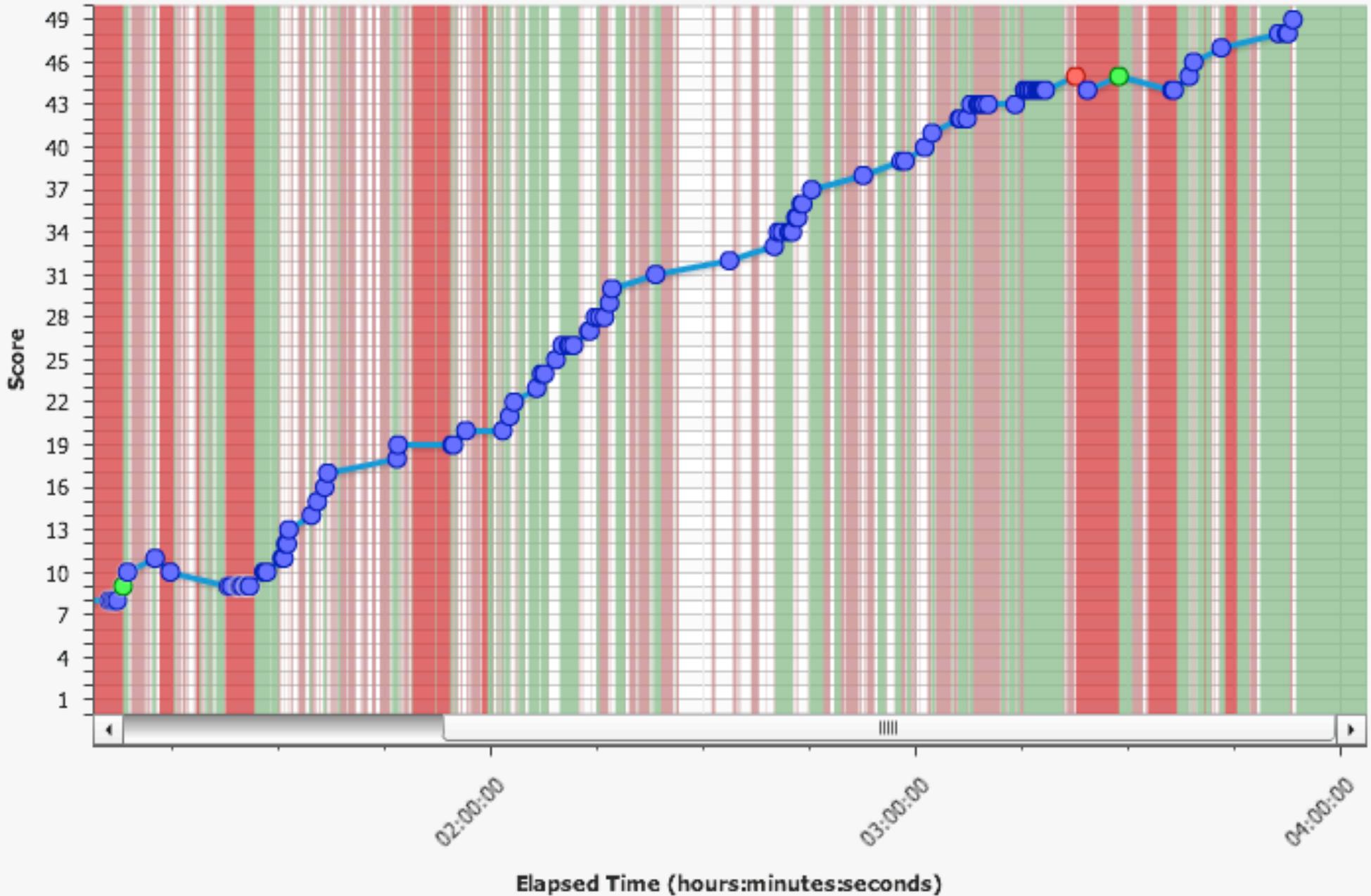
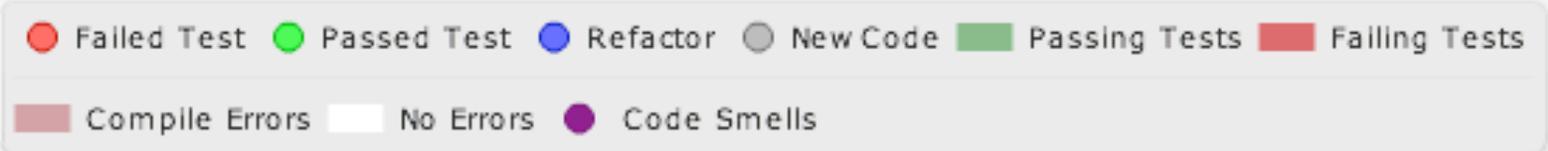


Debt



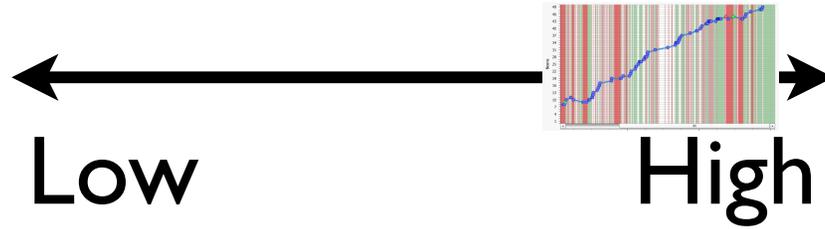
Development



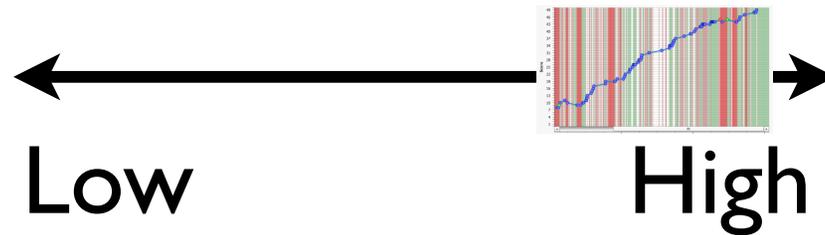




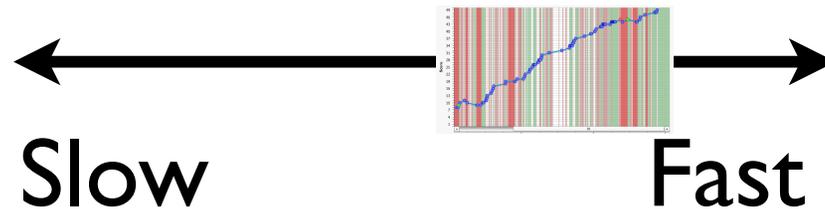
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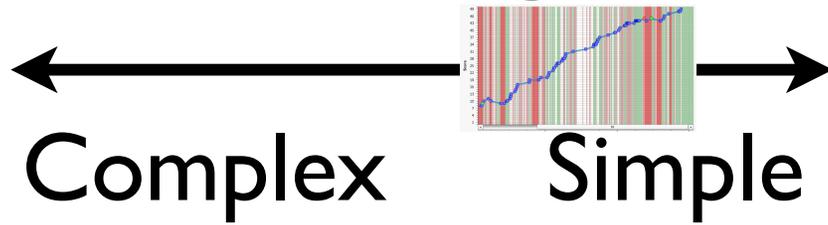
Demand



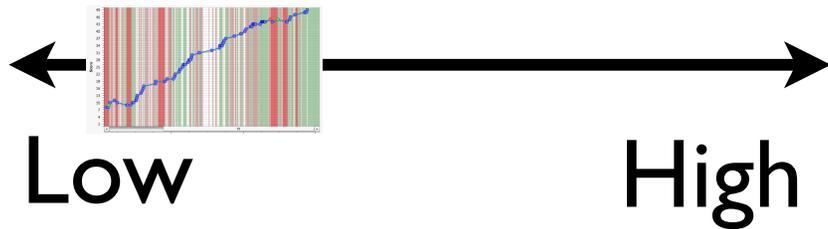
Delivery



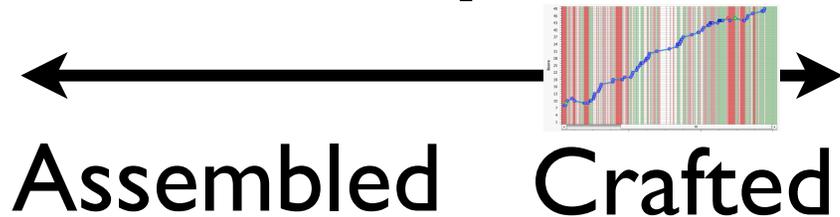
Design



Debt



Development



freeset






JUTE BAGS

WHERE
FAIR TRADE
BRINGS
FREEDOM



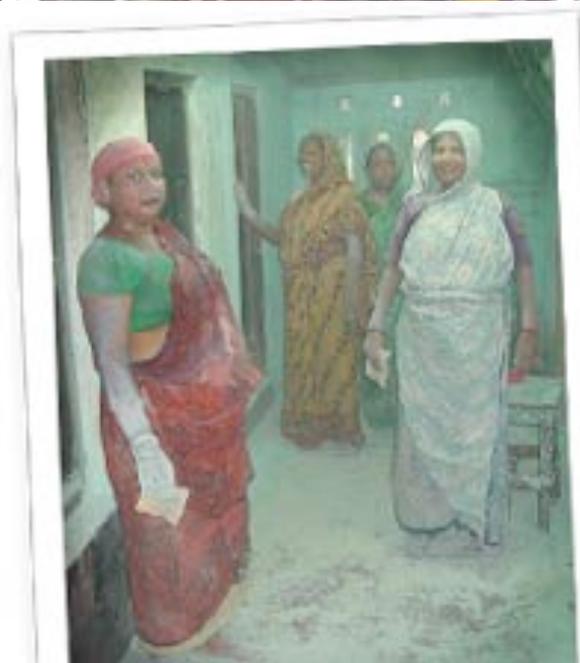

Fair
trade





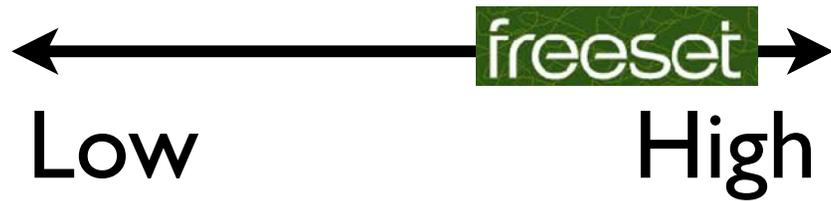

ECO-FRIENDLY

WHERE
FAIR TRADE
BRINGS
FREEDOM



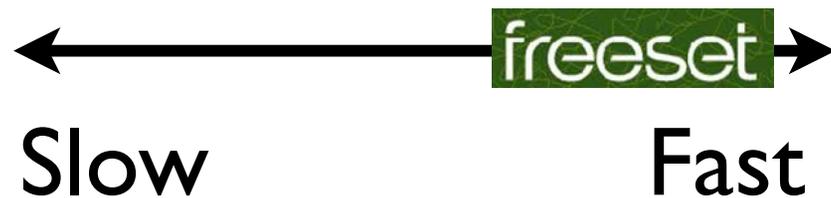
Value



Demand



Delivery



Design



Debt



Development



Sketch



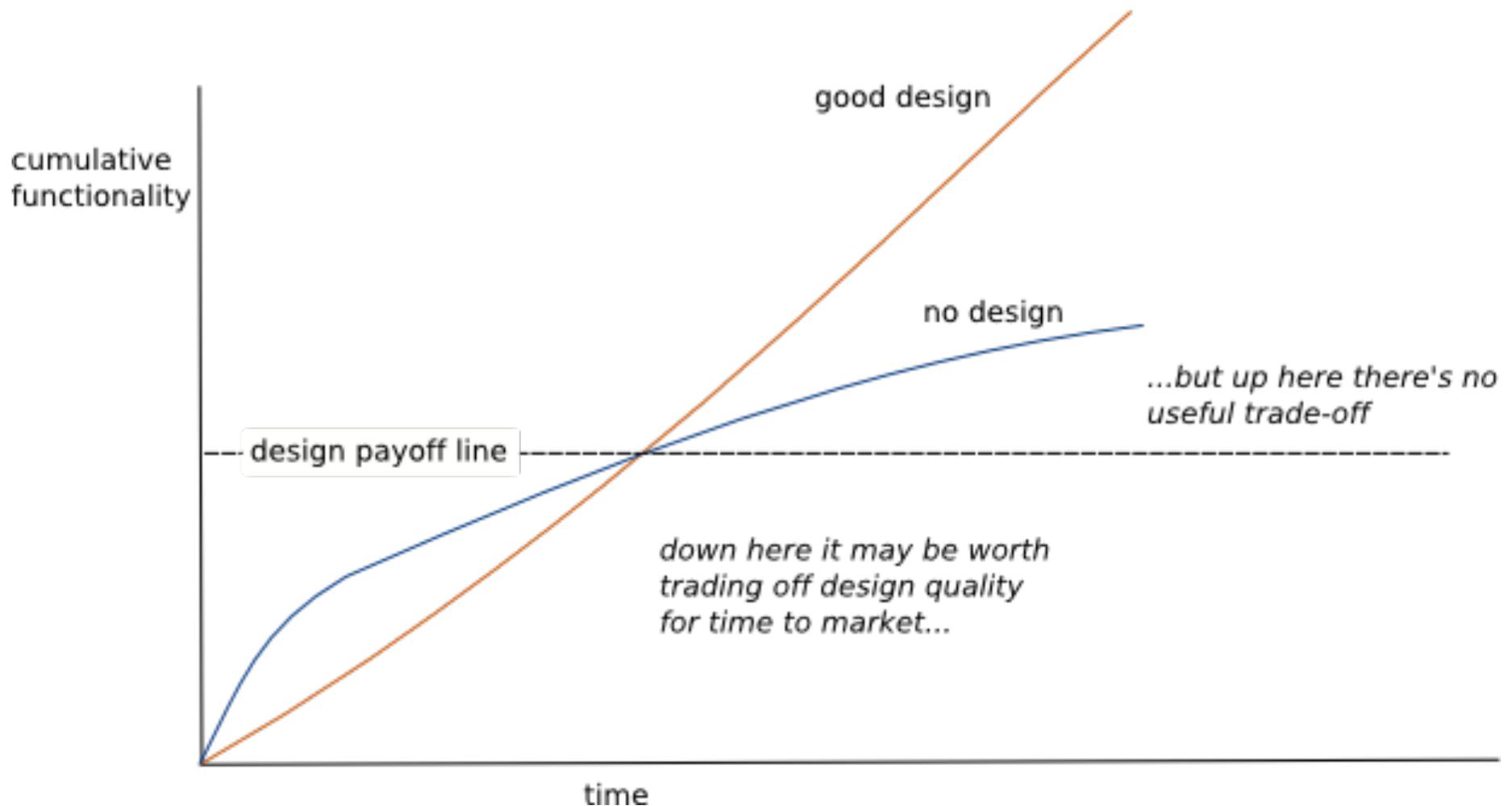
Craft



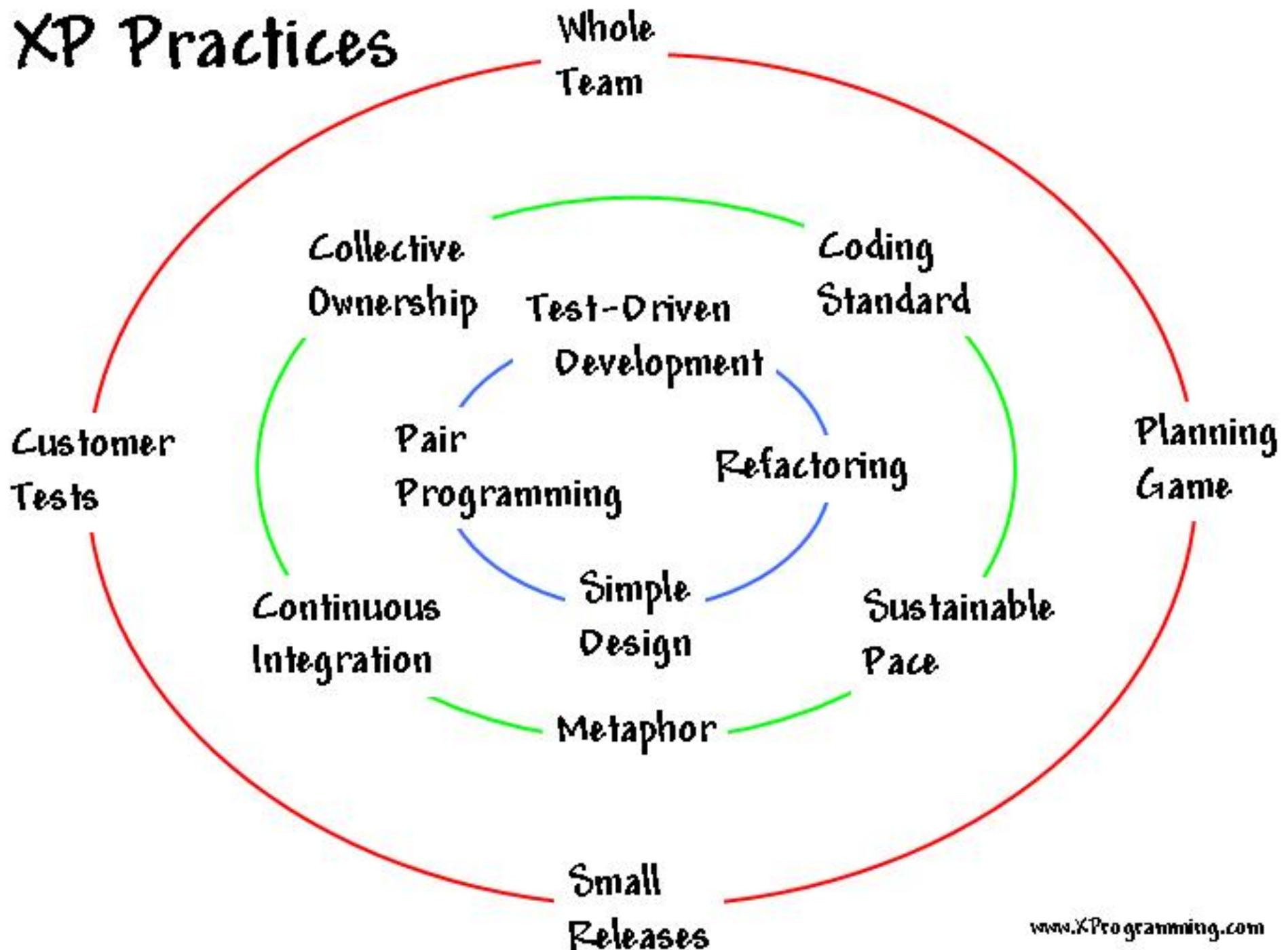
Refine



Fowler's Design Payoff Line



XP Practices



“Good Enough” involves
rational choices, not
compulsive behavior.

-James Bach,
Good Enough Quality

Sufficient Design may
be **Excellent** to **Poor**
design based on the
CONTEXT at hand.

Good Enough has
nothing to do
with mediocrity.

-James Bach,
Good Enough Quality

“Our goal is to achieve
an **acceptable level**
of risk.”

-James Bach,
The Challenge of
“Good Enough” Software

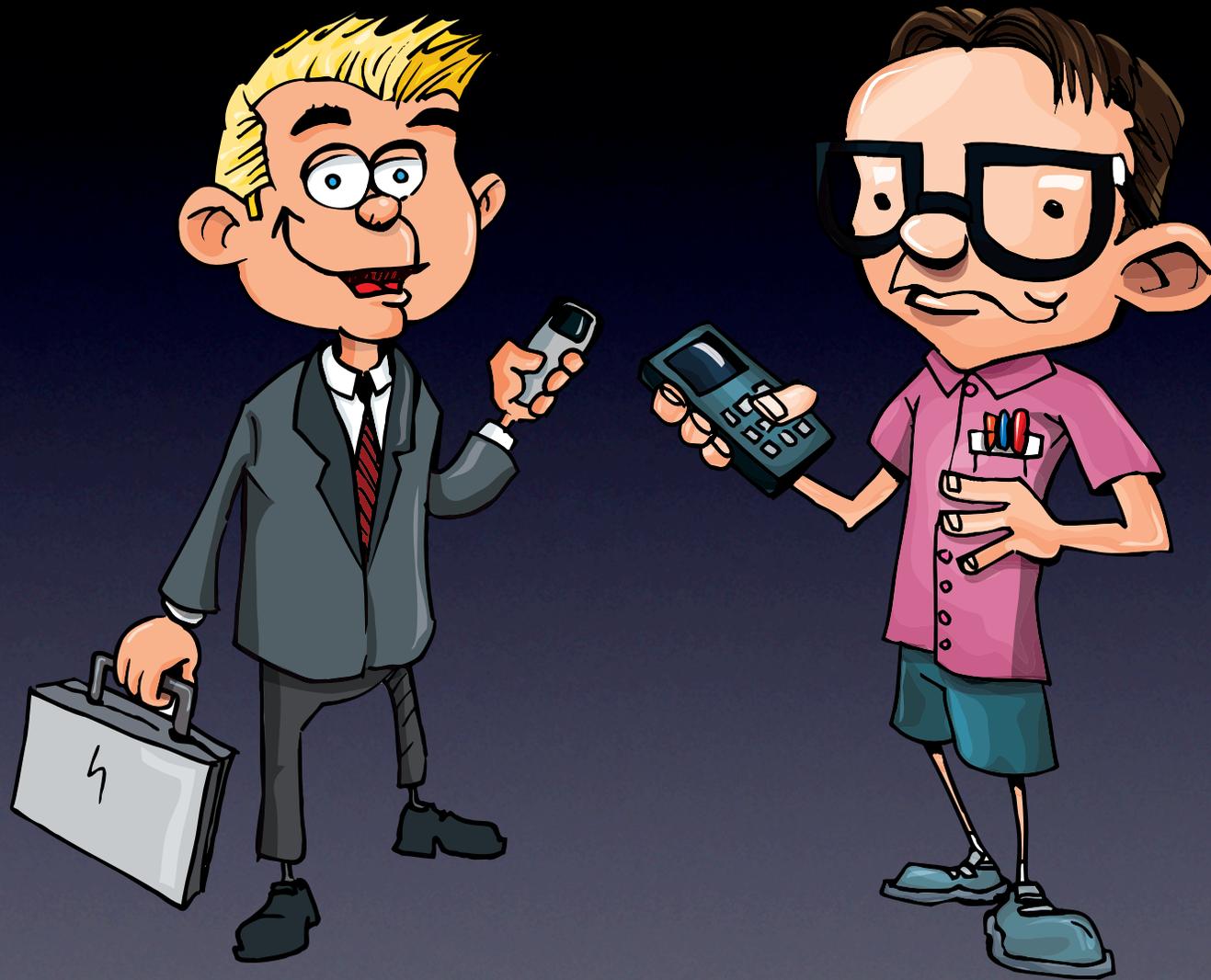
The Pragmatic Programmer



from journeyman
to master

Andrew Hunt
David Thomas





Thank You!

Bibliography

- The Challenge of Good Enough Software, James Bach (www.satisfice.com/articles/gooden2.pdf)
- Good Enough Quality, James Bach (www.satisfice.com/articles/good_enough_quality.pdf)
- Good Enough Never Is (Or Is It?), Eric Ries (<http://www.startuplessonslearned.com/2010/09/good-enough-never-is-or-is-it.html>)