Appealing to Laziness and Impatience

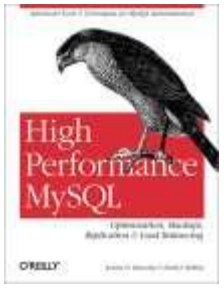
Jeremy Zawodny

Yahoo! Developer Network

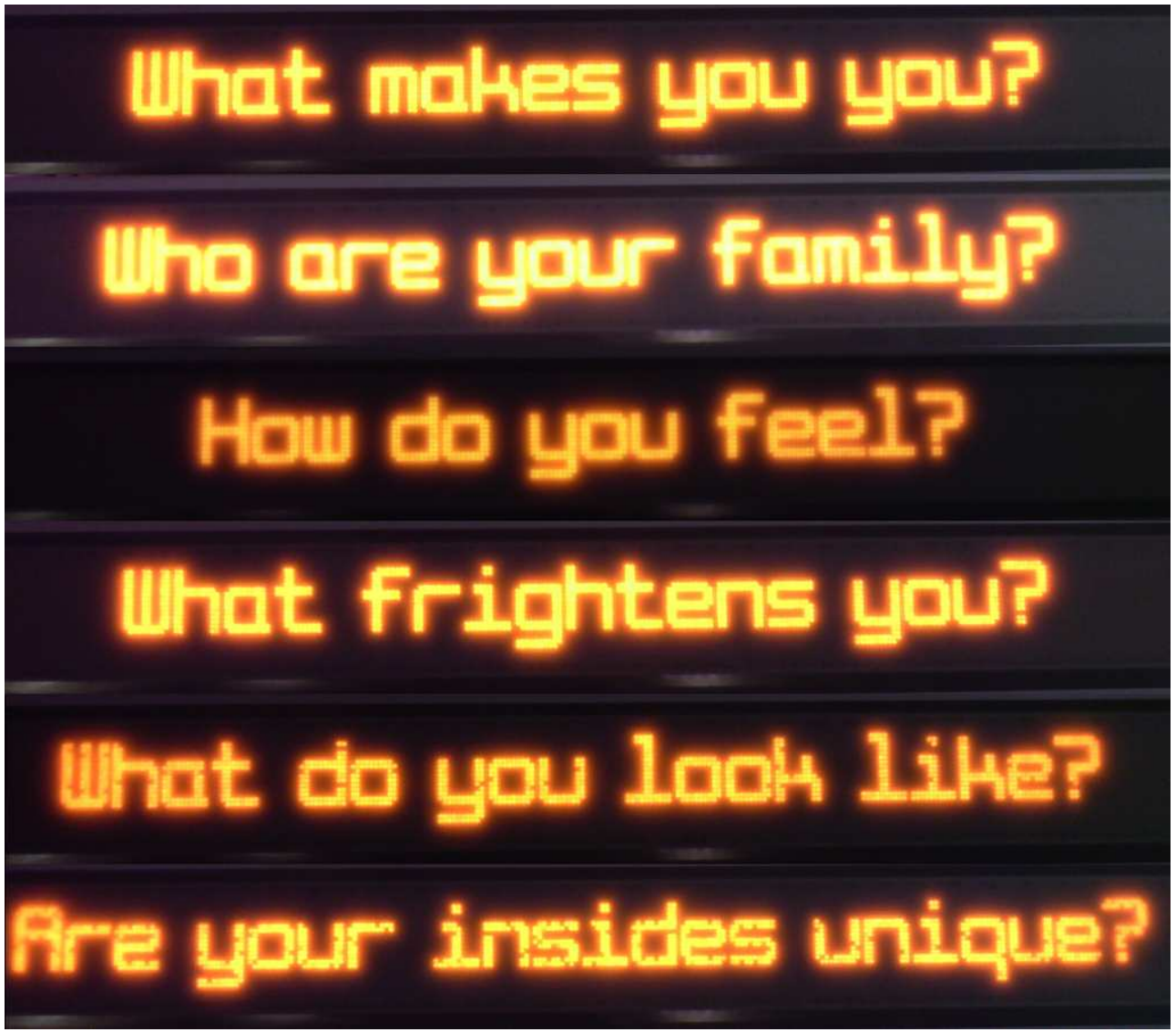
developer.yahoo.com

Who's Jeremy?

- Technical Evangelist
- 8+ Year Yahoo
  - Finance
  - Search, Developer Network
  - MySQL
- Author of High Performance MySQL
- Blogger
  - http://jeremy.zawodny.com/blog/



Who Are You?


What makes you you?
Who are your family?
How do you feel?
What frightens you?
What do you look like?
Are your insides unique?

What's YDN?

YAHOO! DEVELOPER NETWORK

find code

- **Get Started**
- Home
- About Us
- Developer Network Blog
- YDN Theater
- Frequently Asked Questions
- Support Communities
- Got Suggestions?
- **Developer Central**
- Java Developer Center
- JavaScript Developer Center
- Flash Developer Center
- ColdFusion Developer Center
- .NET Developer Center
- PHP Developer Center
- Python Developer Center
- Ruby Developer Center
- Silverlight Developer Center
- **Lessons and Libraries**
- Applications Gallery
- Browser Based Authentication
- Design Patterns
- Exceptional Performance
- Security Best Practices
- YUI - Yahoo! User Interface
- **Work With Us**

Latest News

Fire Eagle has landed

Fire Eagle is a system that brokers location information. It is designed to help users safely share information about their location with sites, services and people on the Internet.

fire eagle™ beta

Want to easily make your site react to a user's location? Or maybe you've found a way to capture someone's location and want to find cool things to plug it into?

Fire Eagle is currrently available by invitation only. Stay tuned for more information or join the Fire Eagle group.

YDN Theater

View all >>

Conference Conversations- ETech: David Orban, OpenSpime.com

Conference Conversations- ETech: Dale Dougherty, O'Reilly

Upcoming Events

View all >>

March 17, 2008
Mashup Camp 6 at Computer History Museum, Mountain View, California, United States

March 25, 2008
Hadoop Summit at Network Meeting Center, Santa Clara, California, United States

April 3, 2008
The Highland Fling 2008 - The browser and beyond at Symposium Hall, Edinburgh, Scotland, United Kingdom

April 4, 2008
Social Innovation Camp at The Young Foundation, London, United Kingdom

April 10, 2008
IA Summit 2008 at Hyatt Regency Hotel Miami, Miami, Florida,

Yahoo! Developer Network

- Founded in February 2005
  - Initially focused on Search APIs
  - Free, rate-limited REST interface
  - Initial focus on developer innovation
- Became company-wide
- We help add APIs to many services
- Documentation, support, community
- Open Hack Day

Yahoo! APIs (and more)

- Answers
- Finance
- HotJobs
- Local
- Mail ($$$)
- Maps
- Search / Advertising
- Shopping
- Travel
- Fire Eagle
- Utilities

- Del.icio.us
- Upcoming
- Flickr
- Messenger
- Widgets
- Live

- RSS
- JSON
- Serialized PHP
- XML

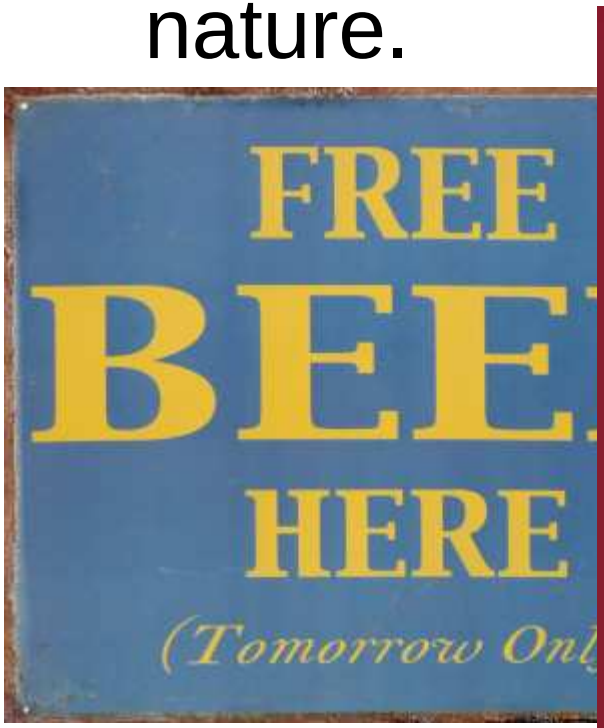
Problem

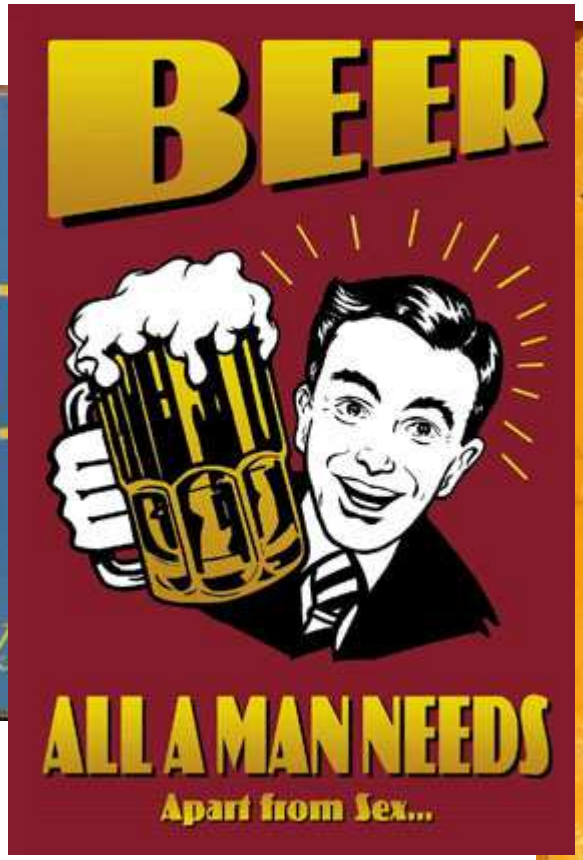
- In the business of developer programs, web services, and APIs we often focus a lot on the "ecosystem" and where the money goes. We hope to attract developers because they can earn money using our platforms or services.

- But what if your company doesn't [yet] have a thriving commercial ecosystem for developers to plug into?

Solution

- You just have to appeal to their true nature.





Developers Are

- Busy: too little time to learn
- Overly Optimistic (“This won’t take long”)
- Expected to know about new technologies
- **Lazy**: do the least work for most gain
- **Impatient**: want it now!

Good News

- Yahoo! Caters to Lazy and Impatient Developers!

BRAINS AT WORK: Teams at work

Hackers' Unconference

IT ADDA relives the frenzy and fun at the Yahoo! Open Hack Day Bangalore 2007 held over the weekend...

Sunayana Suresh
sunayana.suresh@mid-day.com

YAHOO! had its first Open Hack Day in Asia last weekend in Bangalore. Over 500 applications were received, out of which 200 were invited to the event, around 100 people turned up for the event, and 31 hacks were presented. The event, needless to say, was a big success, with some really cool products coming out.

Creative fest

David Filo, co-founder, Yahoo!, had flown down especially to see the event take place for the first time in India. "This Open Hack Day is to celebrate the creative impluse that comes in the programmers' mind. There isn't anything right or wrong, we just provide them many platforms and ask people to let their minds work on the impossible, as in this event, we feel nothing is impossible. Twenty four hours, they have to do anything they want," he says.

Filo also states an example of how an idea that emerged in the first Open Hack Day in Sunnyvale, California, is now a company. "The idea emerged when some people got together in the event. Today, a year later, it is a company in Sunnyvale. We in this event are just planting seeds. as for what emerges out of this event, ask the people here a year from now, and you might see some big companies," adds Filo.

Chris Heilmann, ethical hacker, who had flown down especially for the event, was very impressed by the quality of the hacks. "Let me say first of all that all the hacks were of a very high quality and the India hackers didn't fall into the trap of showing the classic Mash-Up of showing some information on a map and declaring it their hack," he says.

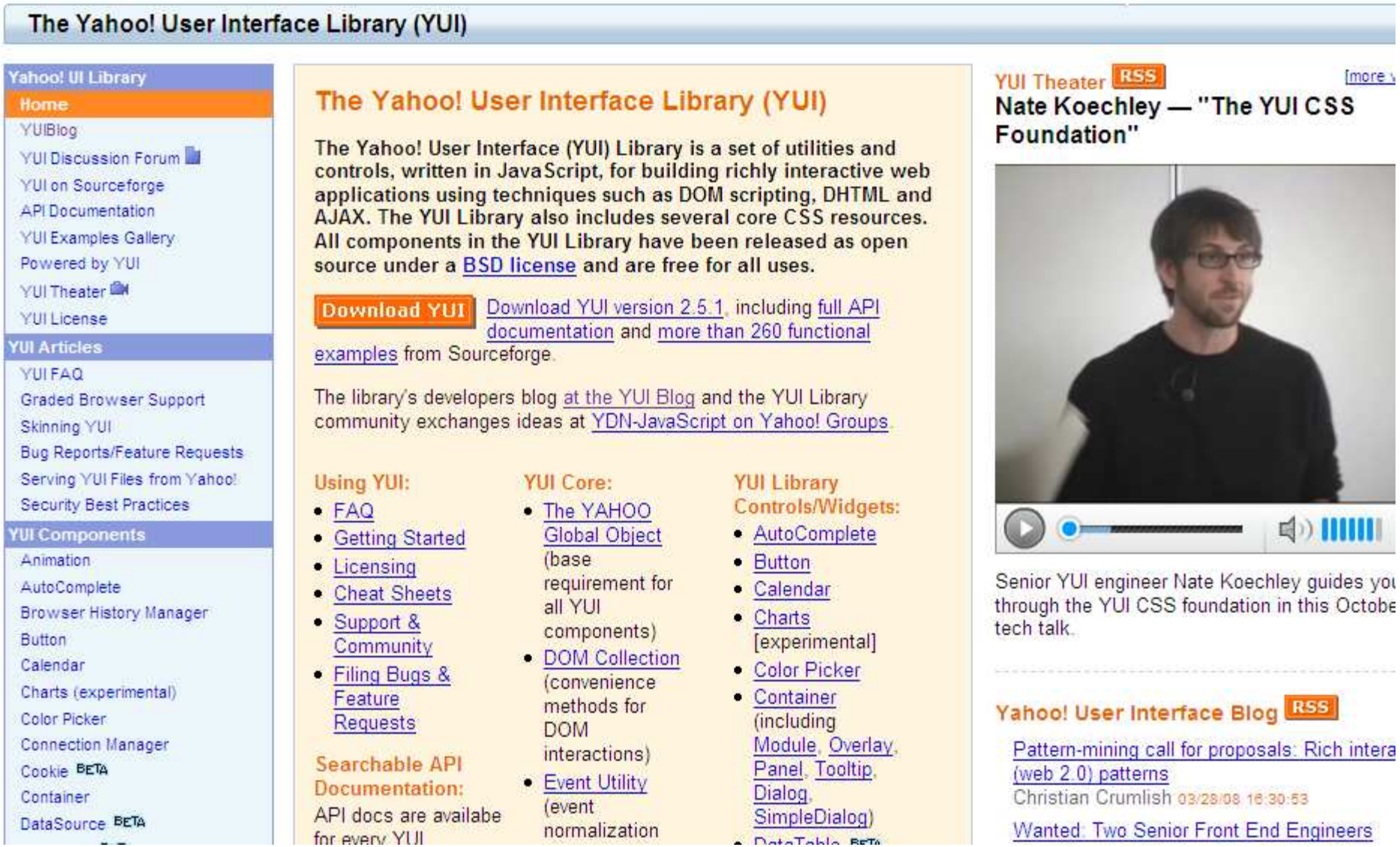
The big show

take the Yahoo! APIs and create something using them in 24 hours. In the end, we had 31 submitted hacks and each team or single hacker had his 90 seconds of fame presenting the hack on three massive screens to the whole assembled audience and the seven judges. The 24 hours had people lounging on bean bags, cracking their minds together and even head banging to some good rock and metal in the wee hours of Saturday morning. There was just one girl Shruti who stayed for the full 24 hours. "I really like the event and it was nice presenting our hack to the audience, as everyone appreciated every effort," she gushes.

Three Examples

- Yahoo! Interface Library (YUI)
- YSlow
- Hadoop

Yahoo! User Interface Library (YUI)



Yahoo! User Interface Library (YUI)

- Abstracts away browser differences
- Radically simplifies page layouts
- Includes dozens of tested components
  - Rich Text Editor
  - Auto-complete
  - Drag and Drop
  - TreeView
  - DataTable
  - ImageCropper

YUI (continued)

- Free
  - BSD License
  - SourceForge project
  - Hosted by Yahoo! (or downloadable)

YUI Quotes

- For beefier applications developed in a large collaborative team I'd pick YUI over anything. It's rigorous, solid, well documented and of excellent quality.
- I had heard lots of good things about [YUI]. It took me less than two hours to completely redo the layout, and the the end result was a better design, less custom CSS and better browser portability. I am a convert.

YUI Quotes

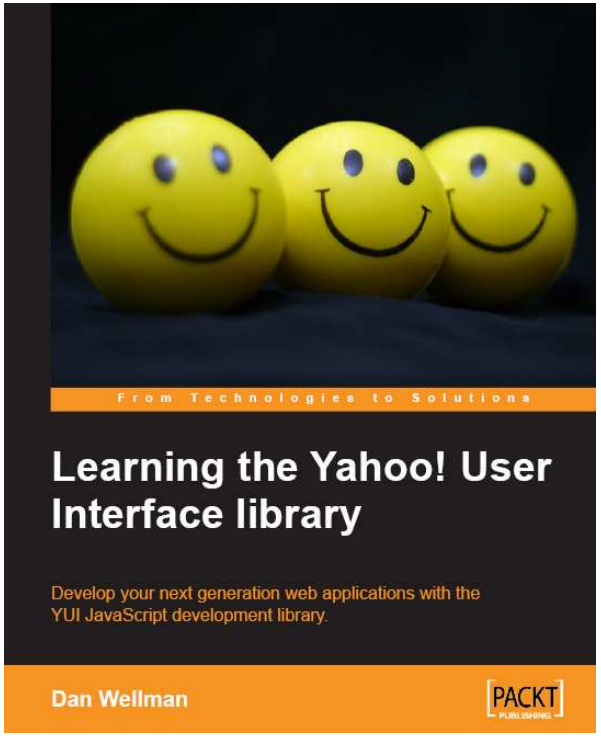
- I’ve been using the YUI components heavily and they are oh-so-pleasant to use. They really take over the low-level work and let you concentrate on the important stuff.
- YUI fulfills the promise of a platform for the web. It not only makes straight the crooked road of browser support and bugs, it also provides an excellent, free, and open platform to develop your next web app upon.

YUI Stats

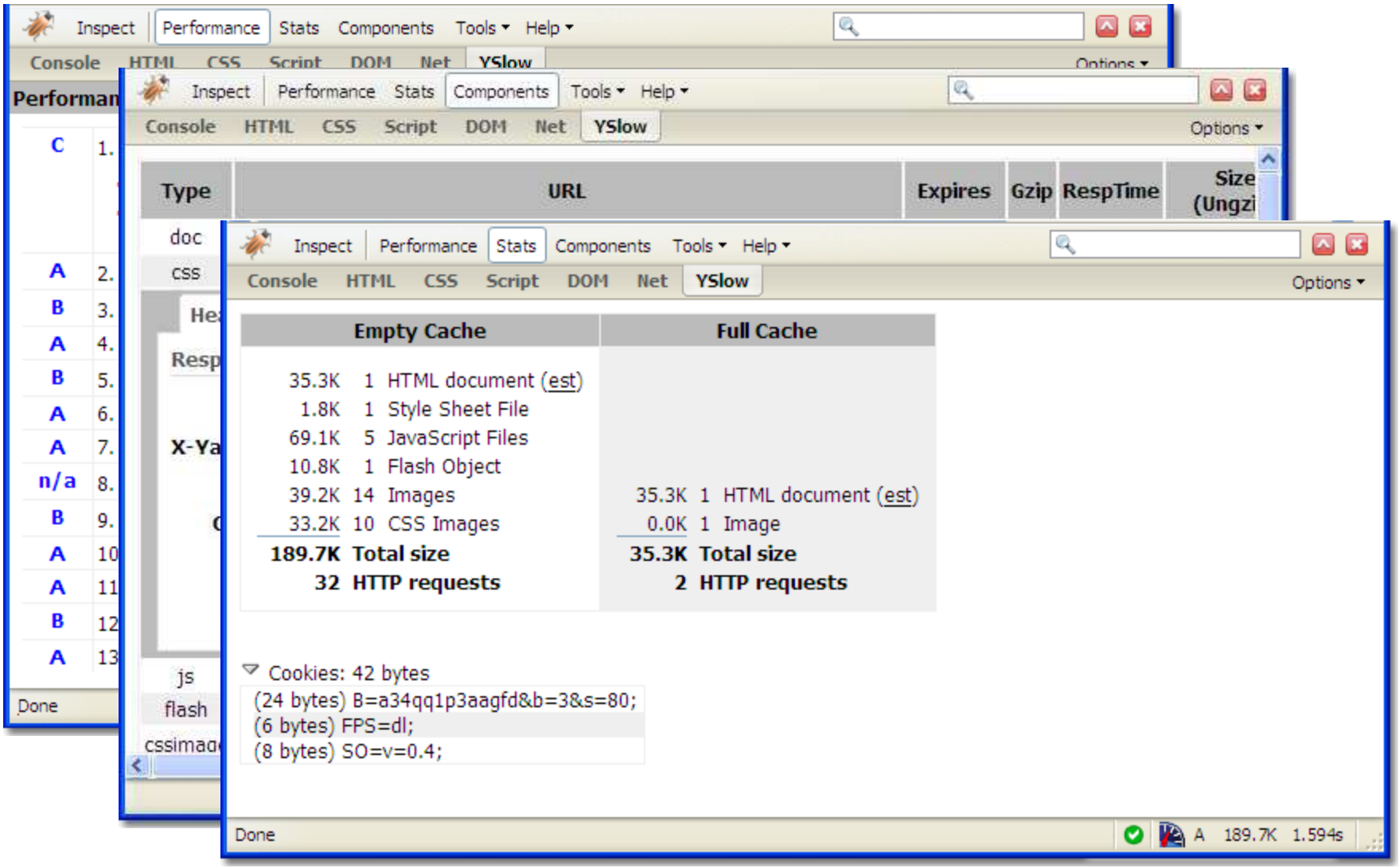
- ~2 years old
- 9,000+ community members
- 1+ billion weekly files served
- 650,000+ source package downloads
- 2 million pageviews/month on YUI site
- 20,000+ YUI blog subscribers

YUI Users (just a few)

- LinkedIn
- Snoop Dogg (really!)
- Newspond
- Ernst & Young
- vBulletin
- Walmart
- Huffington Post
- MarketWatch
- LowerMyBills



YSlow


Inspect
Performance
Stats
Components
Tools
Help
Console
HTML
CSS
Script
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Options
Type
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Expires
Gzip
RespTime
Size (Ungzi
doc
css
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flash
Empty Cache
Full Cache
35.3K 1 HTML document (est)
1.8K 1 Style Sheet File
69.1K 5 JavaScript Files
10.8K 1 Flash Object
39.2K 14 Images
33.2K 10 CSS Images
189.7K Total size
32 HTTP requests
35.3K 1 HTML document (est)
0.0K 1 Image
35.3K Total size
2 HTTP requests
Cookies: 42 bytes
(24 bytes) B=a34qq1p3aagfd&b=3&s=80;
(6 bytes) FPS=dl;
(8 bytes) SO=v=0.4;
Done
A 189.7K 1.594s

YSlow & Exceptional Performance

Exceptional Performance

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- **Work With Us**
  - Get an Application ID
  - Merchant Solutions

Performance | YSlow | Blog | Group | Feedback

Exceptional Performance

Yahoo!'s Exceptional Performance team evangelizes best practices for improving web performance. They conduct research, build tools, write articles and blogs, and speak at conferences. Their best practices center around the rules for high performance web sites.

News and Events

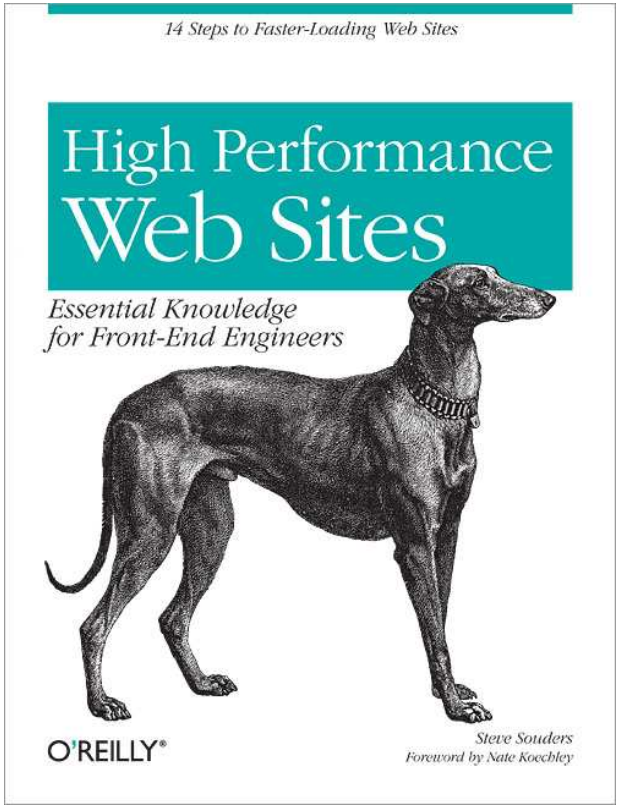
- Nov 29-30 CSDN-Dr.Dobbs Software Development 2.0 Conference, Beijing, Tenni Theurer is speaking on High Performance Web Sites
- Oct 24-26 The Ajax Experience, Boston, Tenni Theurer is speaking on Performance Analysis with YSlow for Firebug
- Oct 15-16 - Widget Summit, San Francisco, Steve is talking about High Performance Widgets
- Oct 3-5 - Future of Web Apps, London, Steve Souders is speaking on High Performance Websites
- Sept 27-29 - Women and Technology Summit, Santa Clara, Tenni Theurer and Nelly Yusupova speak on Getting Custom: What Web Designers Know
- Sept 23-26 - AJAXWorld Conference & Expo, Santa Clara, Tenni Theurer is speaking on Yahoo! Performance Research and Case Studies
- Sept 8 - Rich Web Experience, San Jose, Steve Souders and Tenni Theurer lead a workshop on High Performance Web Sites
- August 27 - Steve Souders (Chief Performance Yahoo!) and Joseph Smarr (Plaxo's Chief Platform Architect) reprise their talks from OSCON. See them now on YUI Theater.

High Performance Videos

Yahoo! performance chief Steve Souders joined with Plaxo's Chief Platform Architect Joseph Smarr to reprise a couple of talks they gave at OSCON this year. These presentations are now available on YUI Theater.

High Performance Web Sites
by Steve Souders,

YSlow & Exceptional Performance



Apache Hadoop

- Open Source Implementation of MapReduce and GFS
- Yahoo! has largest production cluster

- Several core team members, committers, and contributors on staff
- Hosted the first Hadoop Summit
- Used by Amazon, Facebook, Rapleaf, Powerset and dozens of others

In Summary

- Developers are lazy and impatient
- If you cannot help them make money
  - Give them your tools
  - Share your expertise
  - Build a community
  - Let them have fun!

Resources

- YUI
  - http://developer.yahoo.com/yui/
  - http://yuiblog.com/
- YSlow
  - http://developer.yahoo.com/yslow/
- Hadoop
  - http://hadoop.apache.org/core/
  - http://developer.yahoo.com/blogs/hadoop/

Questions?