



DIKU's 40th Anniversary

Useful software celebration day

30th September 2010

Building Useful Software

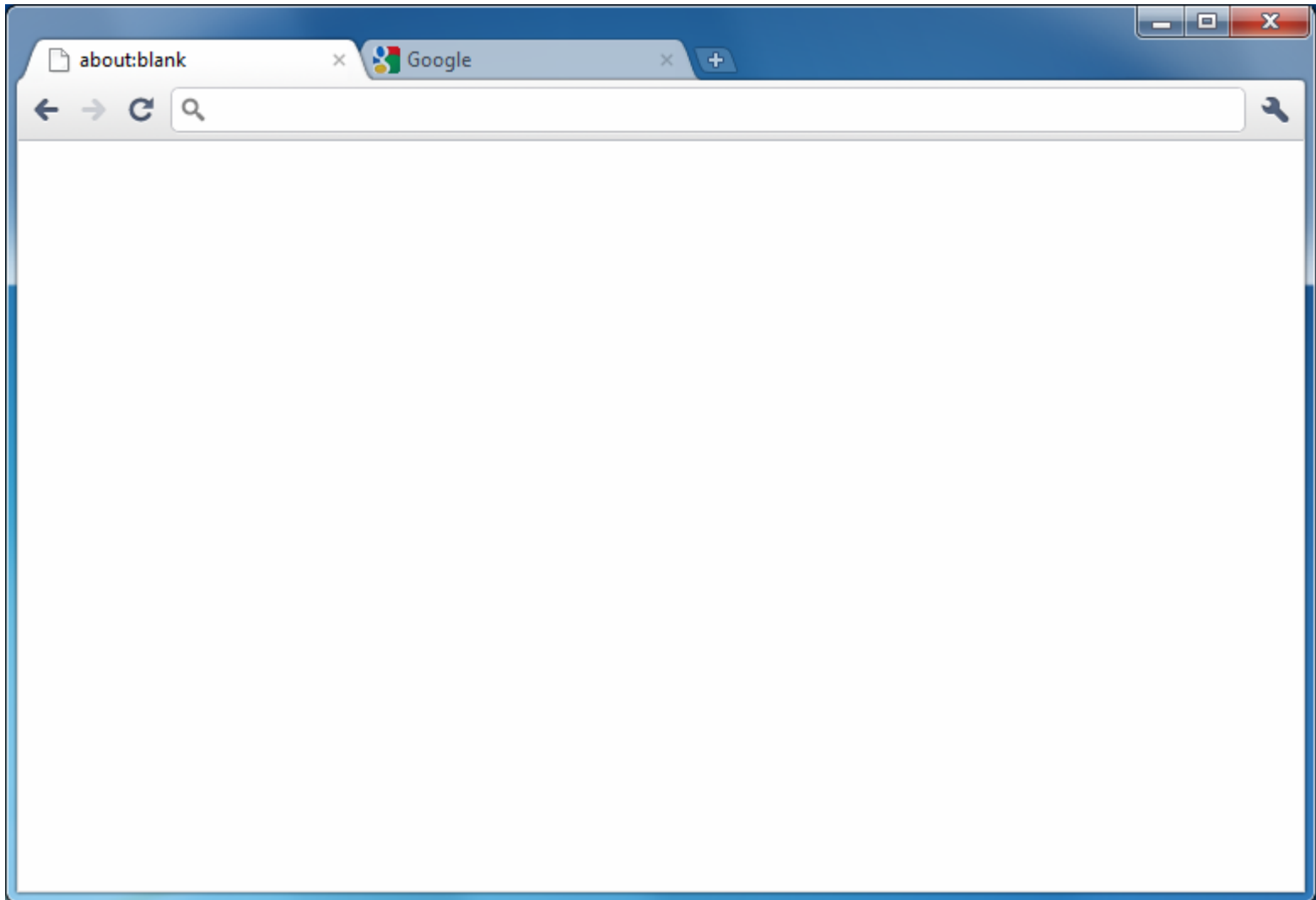
Lessons from the development of Google Chrome

Brian Rakowski, Director of Product Management, Google

Who needs another browser?




1. The best UI is no UI

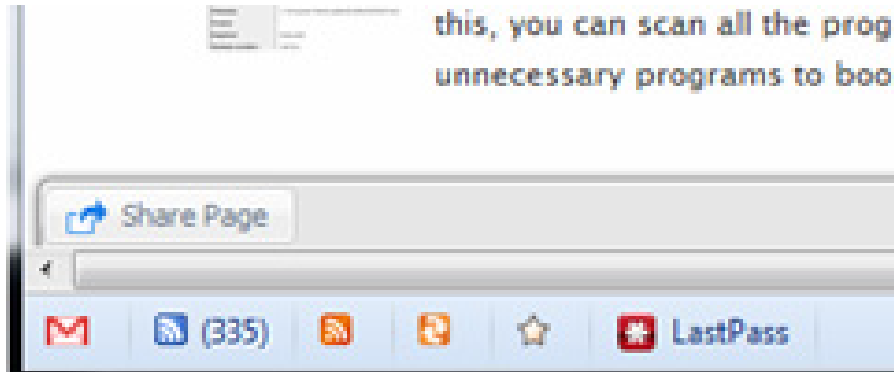


2. Design for power users without confusing novices



 Search images.google.com: København|

3. Talk less, try more



4. Good enough isn't good enough

```
chrome.exe --enable-autofill
```

choose shipping address (*indicates required field)

Ship your entire order to one address or split your order up and ship to multi

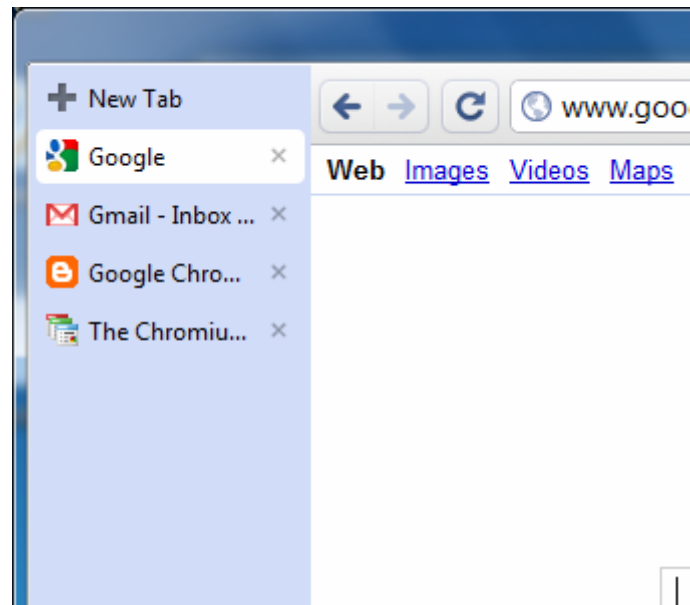
ship your entire order to one address

Select an address below.

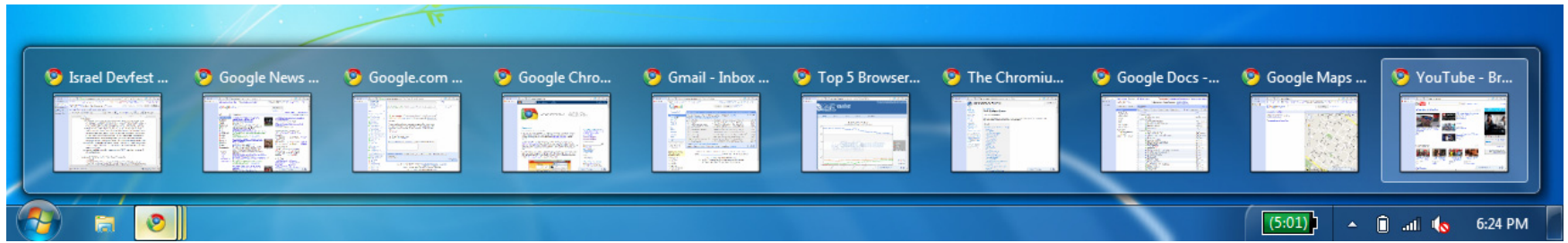
Add a new shipping address

* First Name:	<input type="text" value="b"/> Brian (Home;) Brian (Home; 2003) Brian (work;) Brian (work; 2003) AutoFill options...
* Last Name:	
* Address:	
* City:	<input type="text" value="Mountain View"/>
* State:	<input type="text" value="Select"/>
* ZipCode:	<input type="text" value="94043"/>
* Phone:	<input type="text" value="650"/> - <input type="text" value="650"/> - <input type="text" value="6502"/>

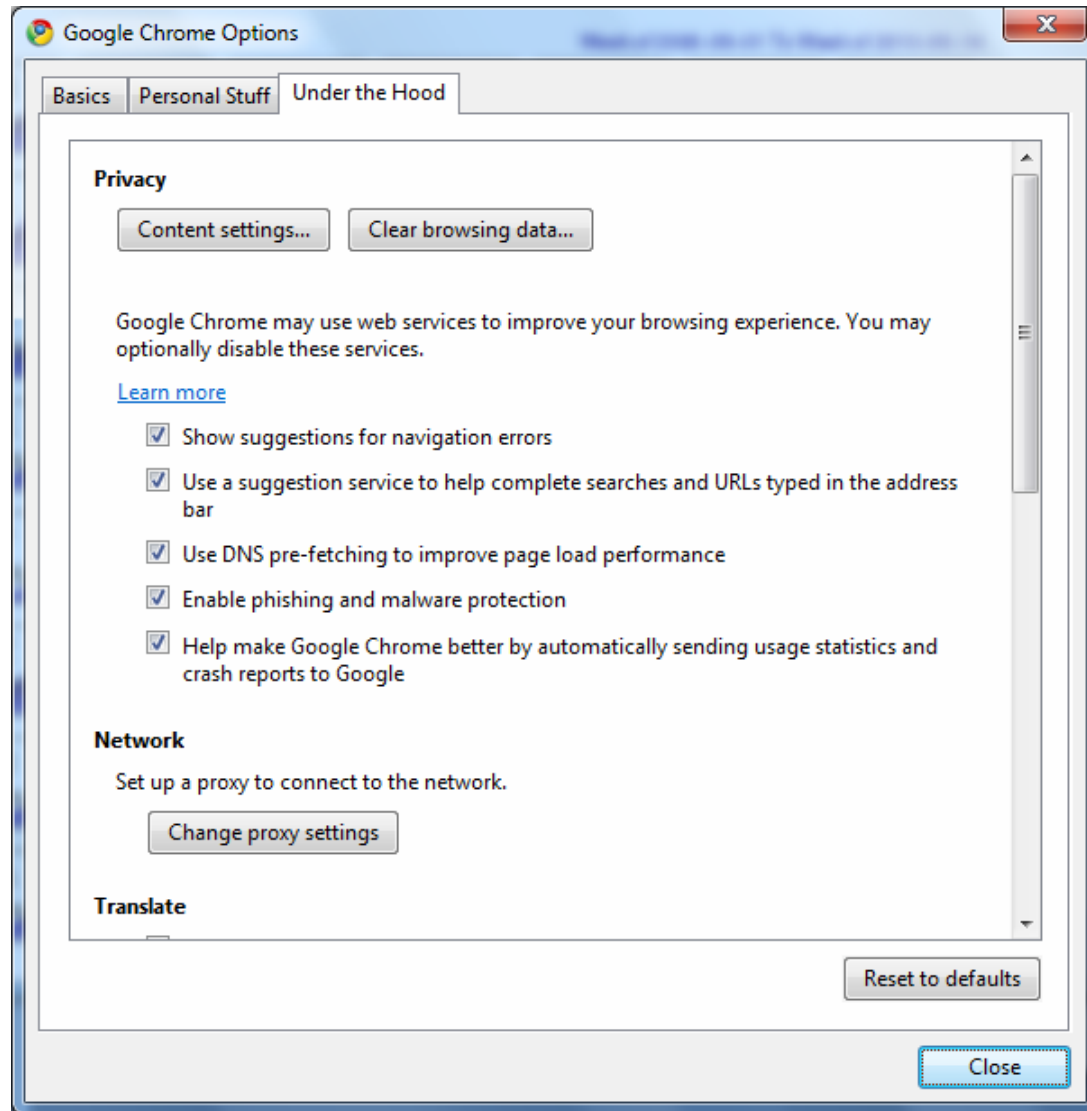
```
chrome.exe --enable-vertical-tabs
```



5. Removing a feature is harder than adding it



6. Preferences are the easy way out



7. Speed is always the best feature



7 Lessons we've learned

1. The best UI is no UI
2. Design for power users without confusing novices
3. Talk less, try more
4. Good enough isn't good enough
5. Removing a feature is harder than adding it
6. Preferences are the easy way out
7. Speed is always the best feature

Thank You!
