

A dimly lit conference room with an audience of people sleeping at a long table. The room has large windows with blinds in the background. The audience members are dressed in business attire. One man in the foreground is leaning back with his eyes closed, and another man in the background is resting his head on his hands. The overall atmosphere is one of boredom or fatigue.

10 Tips for Presenters

Justin Miller • Mapbox

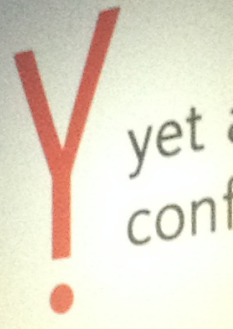
Intro & Background

- Mobile lead at Mapbox
- Combo iOS dev, strategy & developer outreach
- I've spoken a *lot*



Can Be Combined!

- Use OSM for the base layer
- Custom (or not) worldwide map
- Use alpha-transparent overlays for details



A close-up photograph of a white cotton fabric, showing the individual fibers and their texture. The fibers are white and appear to be made of cotton. They are arranged in a regular, repeating pattern. The background is a light brown or tan color, which is the surface of the fabric. The text "10 Tips" is overlaid in the center of the image.

10 Tips

1: Starting Out

- Smaller meetups
- Or even screencasts!
- Work up to larger meetups
- Use as opportunities for research
 - But don't underestimate the time commitment

2: Introductions & Context

- Where you work and/or what you do
- Experience basis in subject matter
- Lay out a roadmap
- Tell how to reach you
 - Ending/thanks slide

3: Depth & Info Density

- Use bullet points, but try to limit to 3(ish)
- Decide upfront:
 - Narrow, but deep
 - Wide, but shallow
- Try the one-sentence rule for slides
- Stick to & count on 1 minute per slide



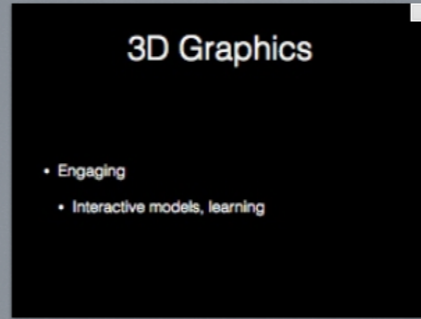
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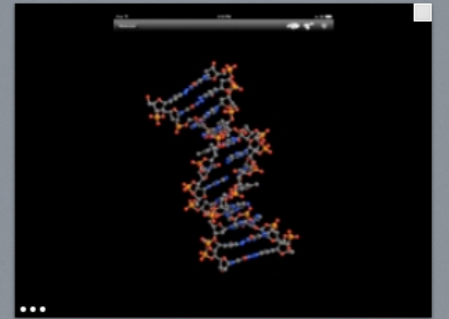
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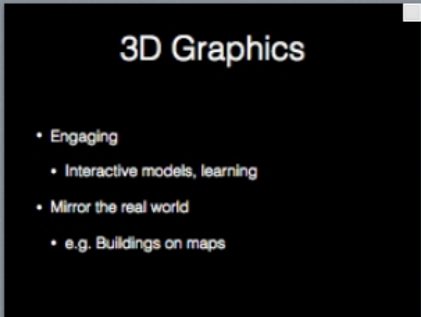
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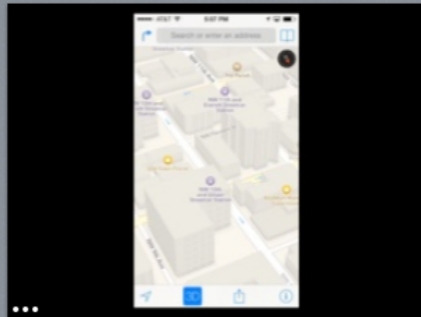
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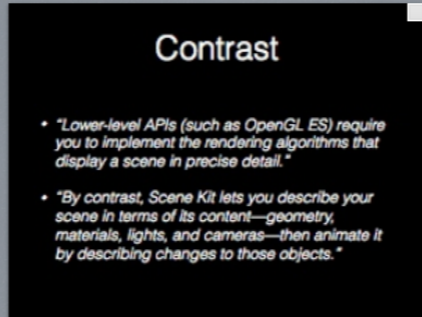
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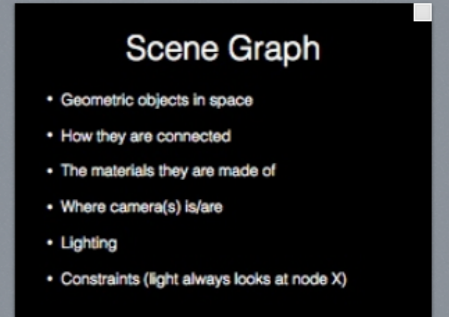
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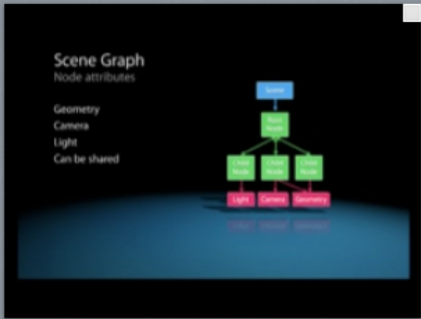
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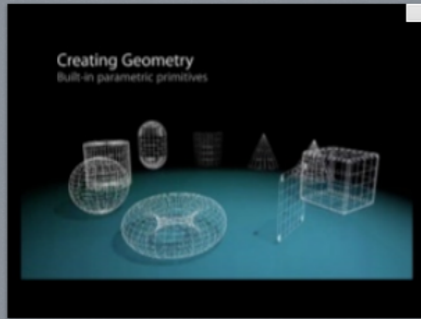
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High DPI & Retina Displays in the Eye of the Cartographer

Justin Miller • MapBox



NACIS 2013 Annual Meeting - Portland, Oregon

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Introduction

- Background in programming
- Not in cartography
- MapBox overview
 - Cartographic tools & online map hosting
 - Build the toolsets for iPhone & iPad

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Perspective

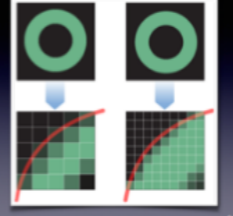
- More about the medium than the message
- Practical realities of web/mobile mapping
- Awareness of a trend that is on the rise

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DPI & PPI

- Dots per inch & pixels per inch
- Refers to RGB pixels, not sub-pixels
- Historical computer screens
 - Mac: 72 PPI
 - Windows: 96 PPI

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Normal Displays

HDTV	42"	~50 PPI
MacBook	13"	114 PPI
Kindle	6"	167 PPI
iPhone	3.5"	163 PPI

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Retina Displays

iPhone 4	3.5"	326 PPI
iPad 3	10"	264 PPI
MacBook Pro	15"	220 PPI

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Usage

- iPhone 4: first weekend sales of 1.7M
- iPhone 4S: first day preorders of 1M
- iPad 3: first weekend sales of 3M
- iPhone 5: first weekend sales of 5M
- Total iOS devices: 400M
- I.e. probably not going away anytime soon

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High-Level Effects

- Sharp, crisp imagery & text
- 2x pixel density horizontally & vertically
- 4x pixel count for same physical size
- Increased legibility of smaller features

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Lower-Level Effects

- Map tile count increased by 4x
- Impacts network & render performance
- Absolute image size decreases 1/4x
- Impacts coverage for given zoom level
- Designing for multi-scale cartography
- Vectors are still a programmer's realm

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Cartographic Effects

- Map tile size effectively reduced by 1/4x
- Legibility problems for fine details
- More potential for multi-scale cartography

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Decent Solution

- Double tile size to 512px
- Results in blurry, but legible, text & imagery
- Merely a stopgap

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Better Solution

- Larger text, lines, and markers
- Pros
 - Legibility & clarity
- Cons
 - Requires duplication of effort
 - Requires runtime detection & logic

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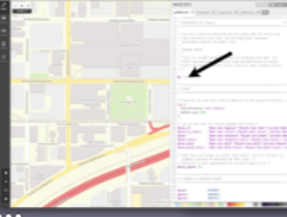
Solution Details

- Variable(s) representing scale factor
- Two copies of image assets
- JavaScript for web



```
if (window.devicePixelRatio == undefined)
```
- Cocoa for iOS


```
if ([[UIScreen mainScreen] scale] == 1.0)
```

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Conclusion

- High DPI (and beyond) is here to stay
- Maps can and will look better
- Practical implications for existing maps
- Stopgaps are available
- Properly addressing requires (re-)design

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Thank You!

- Twitter: @incanus77 and @MapBox
- Email: justin@mopbox.com
- Blog: <http://mopbox.com/blog>
- Code: <http://github.com/mopbox>
- Find me later!



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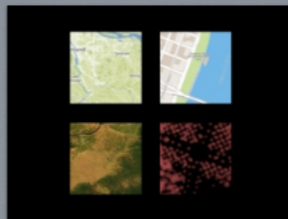
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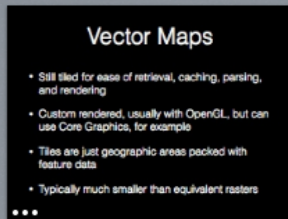
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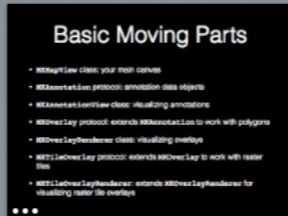
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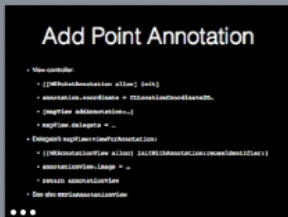
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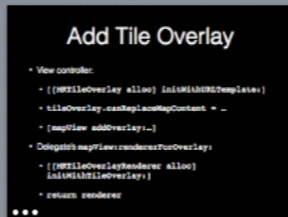
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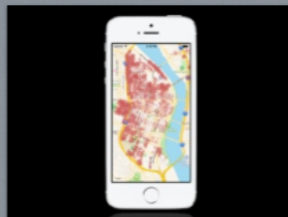
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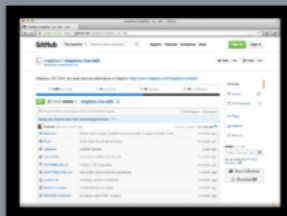
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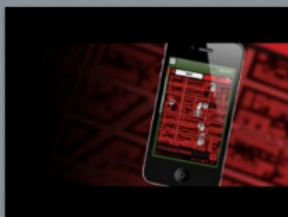
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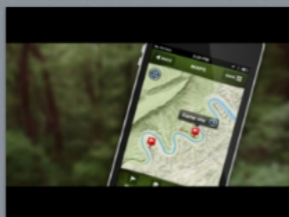
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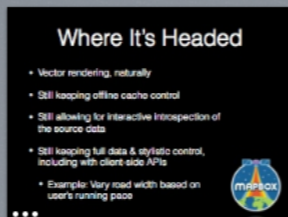
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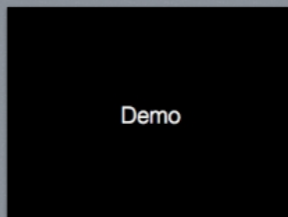
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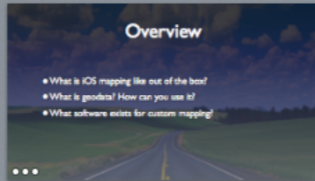
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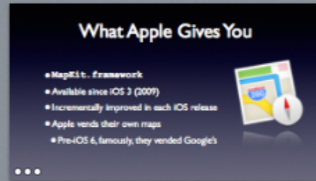
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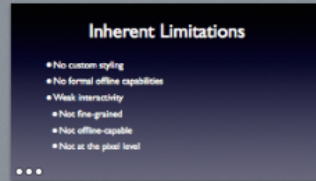
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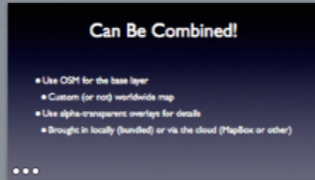
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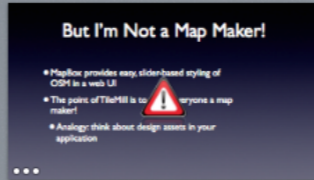
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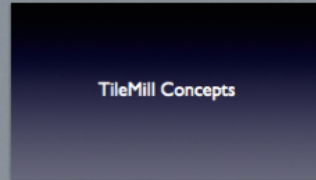
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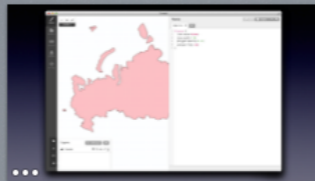
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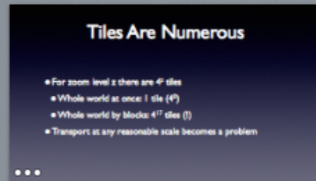
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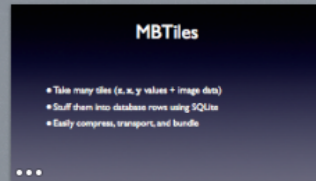
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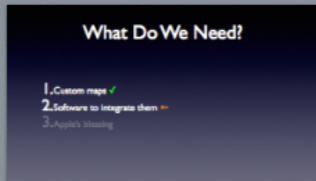
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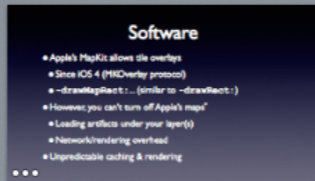
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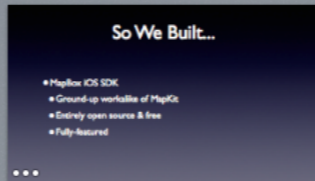
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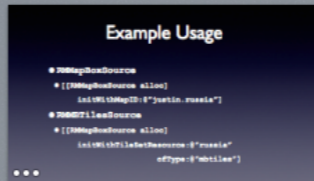
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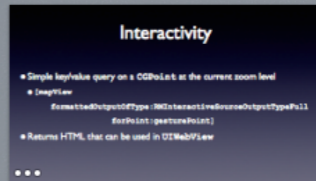
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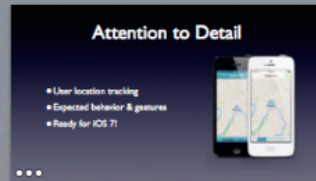
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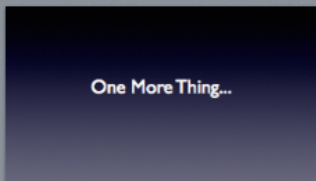
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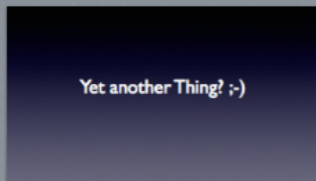
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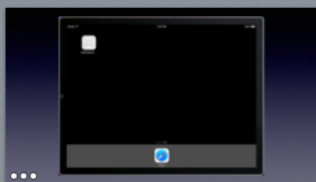
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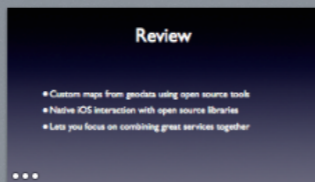
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"Lifestyle Business" Is Not A Dirty Word

Justin Miller @jcmiller77

1

"Lifestyle Business"

"A lifestyle business is a business that is set up and run by its founder primarily with the aim of achieving a particular level of income and/or time, or to provide a foundation from which to enjoy a particular lifestyle."

Wikipedia

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developmentSEED

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MapBox

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Code Sorcery Workshop

- Consulting & coaching
- Mac apps
- Pretty much every thought I'd been...

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Long, long ago...

- Visited and increasing startups
- All < 20 people, some starting as small as 3
- All are > 20 years successful
- But always left wanting more

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Negative Drivers

- Limited earning potential
- Strenuous work environment
- Feeling of little control over business direction
- Not leading a particularly balanced lifestyle

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Positive Drivers

- Wanted to realize potential of interest & working from anywhere
- Constantly searching for business ideas that matched with things I wanted to see change in the world
- Was not finding fulfilling work: multidisciplinary, varied, personalized

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Then What?

- Quit job
- 2.???
- 3.Profit

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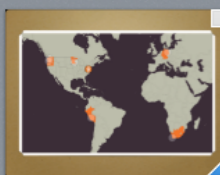
The Long Haul

- I've been working alone for five years now
- Getting out of the house - coffee, white noise
- Getting too late - meetings, drinkups
- Getting social - Twitter
- Comfortable home space to off to
- Taking opportunities to travel

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Asynchronous Comms

- Religiously use the internet ("285")
- Ring for each other
- Sometimes name around into a public blog
- Internal "short bus" (think private Twitter)
- Upcoming events, birthdays, vacations, etc.
- Email is a dead zone

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Realtime

- Chat rooms
- Occasional screen Skype calls
- I'm in DC every other month for a week
- "The Hour"

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Building Soft Skills

"It has been suggested that in a number of professions soft skills may be more important over the long term than occupational skills."

The legal profession is one example where the ability to deal with people effectively and positively, more than their more occupational skills, can determine the professional success of a lawyer."

Wikipedia

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Proactive Communication

- Email racks. Write a necessary offer the phone.
- Startups are a great way to share progress.
- Don't write a book. It's not going to stick.
- Prototypes, screenshots, demos
- "One-estate but screenshots"
- Convey excitement

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Setting Perceived Value

- As in software pricing, your time is worth whatever you can get for it
- This regular (party) room
- Also ok to raise if re-engaging after some time
- Stay up on market values, then divide it out

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Marketing Yourself

- Getting out there - meetings, conferences
- Good enough to change? Good enough to present
- Think about stuff you've figured out
- Even if this is simple - "repackage the existing"

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Keep Clients Happy

- Keep them coming back
- Thank you notes, holiday cards
- Personal relationships
- Dream: "I want to find a way to work with you (again)"

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Self Improvement

- Books, audiobook, meetup
- Presenting, helps connect & sales skills
- Know the tea code - use the "advantage box"
- Reach beyond tech entrepreneurs
- Paul Hawkins, Barbara Winsor, Mark Henricks

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Staying Profitable

- Know the tax code
- Stay lean
- Office, equipment, assistant, conferences
- Multiple Profit Centers

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Multiple Profit Centers

- Making a Living Without a Job by Barbara Winsor
- Multiple vs. single sources of income
- "Change flexibility and a stockpile of untaxed ideas"
- "Investment portfolio"

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Diversify

- Think beyond "that thing you do"
- "If you want to put yourself on the map, publish your own map." - Ashleigh Brilliant
- "The idea itself is just the tip of the iceberg. The iceberg is your life. Don't worry about anyone stealing your idea, because they can't steal your life." - Paul Hawkins

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Clients As Businesses

- Startup/shutdown overhead
- Time vs. money
- Individuality profitable?
- Potential frustration

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Aside: Product Business

- Pretty tried-and-true route: consulting firm, then grow products
- I found it too time-intensive to drive business
- I ditched the inability to get away from support
- My products are niche

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Balancing Time

- Number of billable hours
- When you're done, you're done
- Set it up in a way that has an on/off switch
- Came from previous job carrying a pager
- Milieu D'Arbo Consulting by Alan Winsor "emphasize results, not action"

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"It's been a long time since there was a direct correlation with the number of hours you work and the success you enjoy."

- DKSI

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"It's a lot easier to deal with your lack of success when you can attribute it to saying other people just work harder."

- DKSI

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"It also works if you're already having reasonable success and you want a life elsewhere. You can change your career in the career hours you put in and then not feel so bad about giving up everything else."

- DKSI

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Just try it.

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Personal Time Balance

- Stable time, not increasing, maintaining it for its own sake
- 2010 probably took two months off total
- Two three years
- Lived in Spain, changed seats, traveled to Denmark, Japan, Malaysia, France, and Germany
- 100% business, half personal

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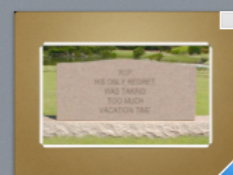
To Grow or Not To Grow?

- Don't take on people unless you want to be a manager
- Exception: trusted, married-minded partner
- Make sure you're ready - really tough one to reverse

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Pulling the Trigger Again

- Aside from continuing maintenance of my products - which is difficult - I've left the business
- Highly personal decision
- High respect for work & business
- Subject matter interest
- Sense of opportunity in the venue

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Business In A Business

- Applies to any remote work, really
- Up to you to stay in the loop & be communicative
- We rely on "Commander's Intent"

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Commander's Intent

- Clearly defined goal or mission
- Define acceptable time parameters
- "Subordinate" leaders execute order independently
- Given, to a large extent, planning initiative & freedom in execution

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Conclusion

- Working alone
- Building soft skills
- Staying profitable
- Staying balanced
- Leaving it

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I'm a firm believer that our fortunes in life are closely bound to entrepreneurship skills, whether we're self-employed or choose to work for someone else.

-Tom Clark

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Questions?

- Contact & more info
- @jcmiller77 & <http://jcmillercorner.com>
- <http://developmentseed.org>
- <http://mapbox.com>

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4: Narrative Arc

- Tell a story
- Or better yet, make the audience a character
 - Example apps or usage are good for this
- Set & manage expectations
 - Have an overview, midway break, and recap

5: Material

- Know the material
 - This helps with nervousness
 - Easier to ad lib between prepared parts
- Everyone has something to teach
 - Talk about how you learned
- Rehearse!

6: Humor

- Make sure *everyone* gets the reference
- Don't be offensive (when in doubt, leave it out)
- Don't try too hard
- It's more about levity and flow than showing off
 - It's not open mic night

7: Examples

- Prepare screenshots & video captures
- Give something to take away
 - Start a code repository
 - Post a slides PDF
 - Use short links (TinyURL, Bitly, is.gd, custom)

8: Physicality

- Posture, podiums, and roaming
- Good starting point:
 - Meetups in dark rooms :-)
- If you wander, keep it in check
- Watch for noisy or distracting accessories

9: Equipment

- Bring a presentation device or know what's there
- Practice on your device
 - Keynote, et al. have a rehearsal mode
- Bring dongles, remotes, and other accessories
- Quit apps & turn off Notification Center
- Know about mic situation

10: Live Demos

- Try to avoid them
- Set proper expectations
 - Especially with code demos
- Learn from WWDC & prepare snippets
- Or pre-record a screencast to narrate



You are not connected to the Internet ?

This page can't be displayed because your computer is currently offline.

Network Diagnostics can help you solve network connection problems.

[Network Diagnostics...](#)

10.1: Internet

- Don't
- If you do, have a fallback
- Don't

Thank You!

- Slides: tinyurl.com/10TipsPDX
- Feel free to reach out
 - justin@mapbox.com
 - [@incanus77](https://twitter.com/incanus77)