CROSSING THE CHASM TOGETHER

Jono Bacon
______ will be the year of the Linux desktop.
ica writes

"Linuxworld Australia has an interview with Linus Torvalds about the current state of the Linux desktop and where it will go this year among other things. Also discussed are topics such as hardware support, the SCO issue, and whether or not he will be moving to Australia."
To try or install Ubuntu from a USB disk, it needs to be set up as a startup disk.

Source disc image (.iso) or CD:

<table>
<thead>
<tr>
<th>Image</th>
<th>OS Version</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>/cdrom</td>
<td>Ubuntu 8.10</td>
<td>698.8 MB</td>
</tr>
</tbody>
</table>

Please insert a CD or select ‘Other...’

USB disk to use:

<table>
<thead>
<tr>
<th>Device</th>
<th>Label</th>
<th>Capacity</th>
<th>Free Space</th>
</tr>
</thead>
</table>

Please insert an USB stick.

When starting up from this disk, documents and settings will be:

- Stored in reserved extra space
  - How much: [ ]
  - 0.0 B

- Discarded on shutdown, unless you save them elsewhere

[Quit] [Make Startup Disk]
We need to challenge ourselves.
the ubuntu project
the **Ubuntu** project

**product**
Our philosophy

Our work is driven by a belief that software should be free and accessible to all.

We believe that every computer user:

- Should have the freedom to download, run, copy, distribute, study, share, change and improve their software for any purpose, without paying licensing fees.
- Should be able to use their software in the language of their choice.
- Should be able to use all software regardless of disability.
- Our philosophy is reflected in the software we produce, the way we distribute it and our licensing terms, too - Ubuntu Licence Policy.

Install Ubuntu and you can rest assured that all our software meets these ideals. Plus, we are continually working to ensure that every piece of software you could possibly need is available under a licence that gives you those freedoms.

Free software

Ubuntu software is free. Always was, always will be. Free software gives everyone the freedom to use it however they want and share with whoever they like. This freedom has huge benefits. At one end of the spectrum it enables the Ubuntu community to grow and share its
From the creators of Cars, Up and Toy Story 3 comes a new Pixar classic for the entire family. Star racecar Lightning McQueen (Owen Wilson) and the incomparable tow truck Mater (Larry the Cable Guy) take their friendship to exciting new places when they head overseas to compete in the first-ever World Grand Prix to determine the world's fastest car. But the road to the championship is filled with plenty of potholes, detours and hilarious surprises when Mater gets caught up in an intriguing adventure of his own: international espionage! Experience all the fast-paced fun with an "all-car" cast – plus enjoy the
project product
We need to challenge ourselves.
project  product
IDENTIFYING THE ON-RAMP

DEVELOPING KNOWLEDGE

DETERMINING CONTRIBUTIONS

GROWING KUDOS
velocity and transparency
powerful user experiences

design → development → quality
exploring new audiences
visibility
The Armstrong Contradiction
The Armstrong Contradiction

“when a seeming force for good and human progression turns around and bites you in the ass in a visible and public way, thus biting other motivated individuals in the ass too”.
some people are just assholes.
focus on clarity and contributions, not ambiguity and arguments.
endless opportunity
USABILITY TESTING

SAN LORENZO F