Embedded development

The role of an involved community in social software design

Development models

- **The waterfall**
- **Open source**

Unintended consequences

We never know the requirements

Adaptive design

Design:

The discovery of requirements
by a process of making

Social software

- **Knowledge of requirements decreases**
  - **Side-effect social software**

EVNT .org

EVNT .org

- **One system**
- **Media arts in London**
- **Tracks conversations**
- **No data yet**
- **Needs to be automatic**
- **Unknown requirements**

Grow the system

The 5 step plan

Ecosystem design is the design of self-sustaining circuits

Flows of data

Conversations as gift economy

The gift as code

Iterative development and Flickr

5 steps

- **Prototype release**
- **Technical engagement**
- **Iterative development**
- **Wider community engagement**
- **Release**

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