

# You Can Fool All of the People All of the Time

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*Engineering Manager, Google Chicago*

PyCon  
The Ides of March, 2008





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# High Level



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# Three Good Reasons to Lie to Your Users



Perception is  
9/10 of the Law

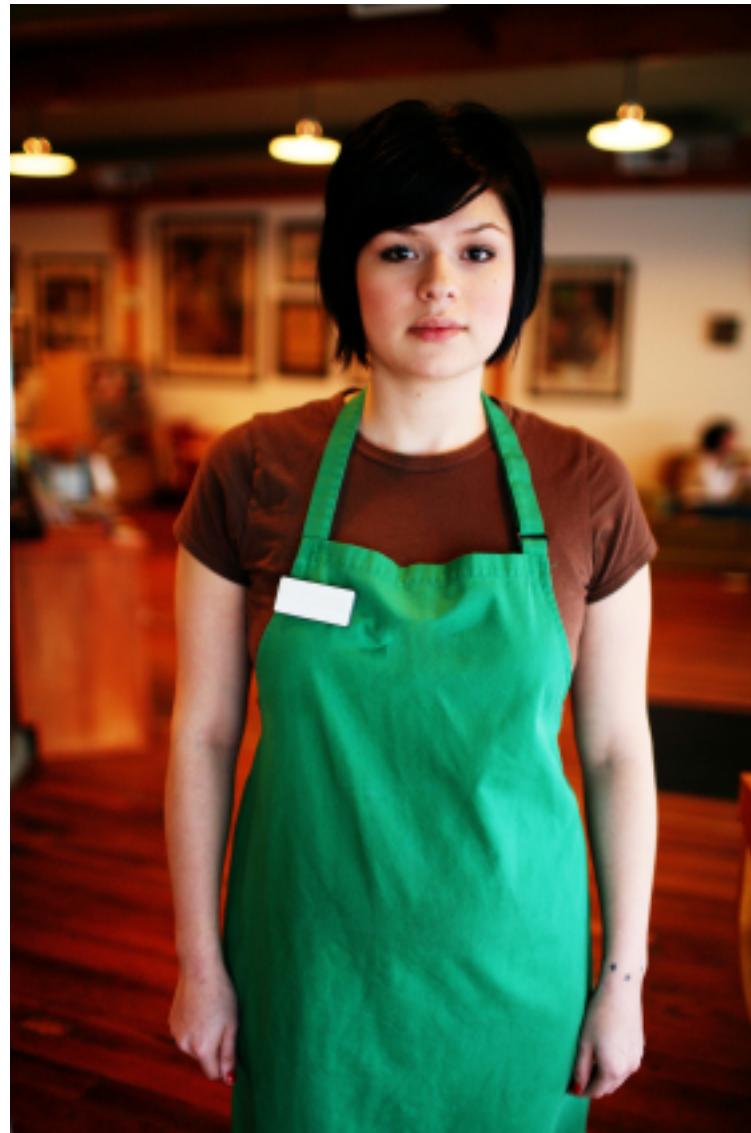
So



# Customer Service

## Csv





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# Marketing

## Mktg







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# Respect



# Trust



# Truth

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# Truth

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# Lying

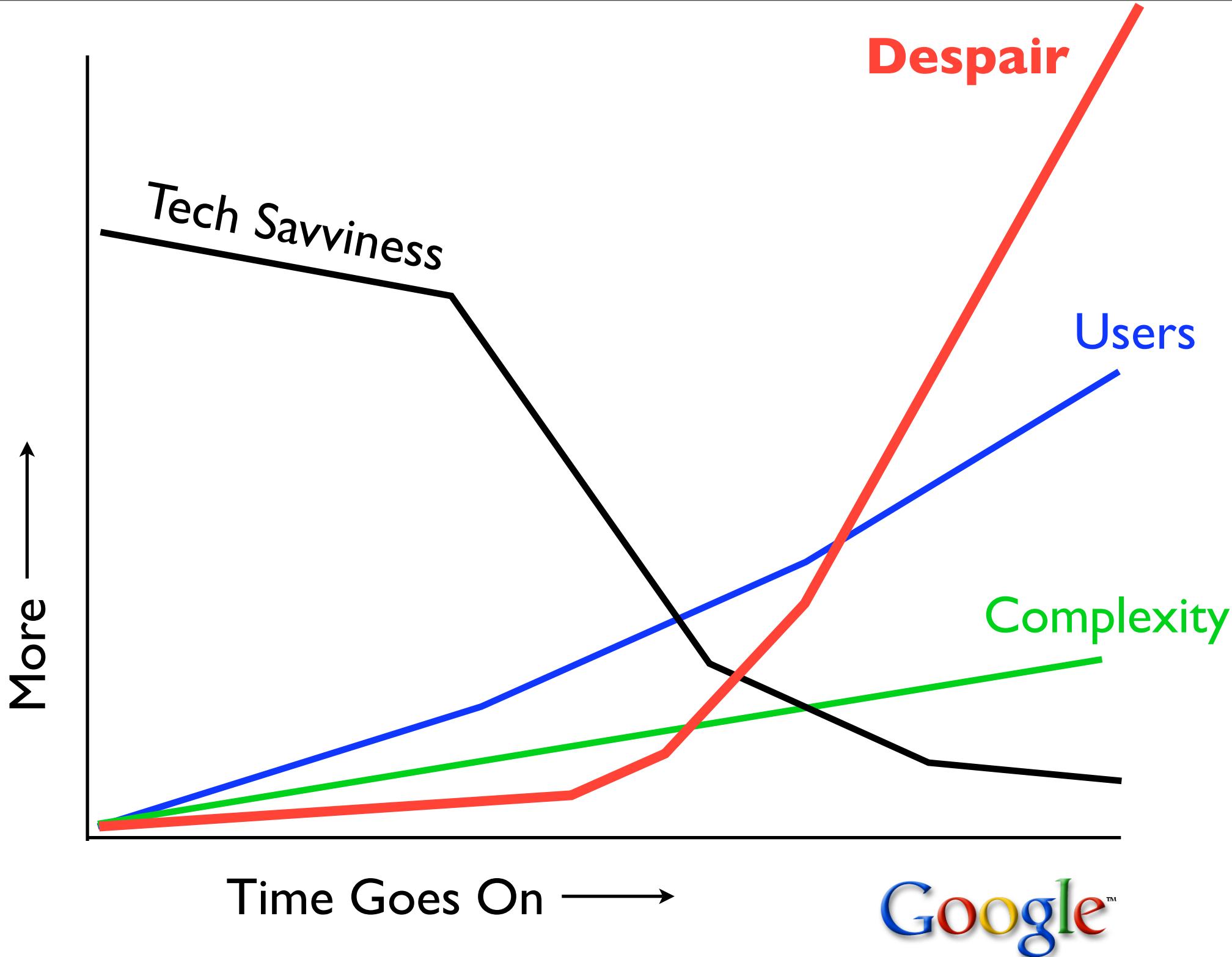




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# Additive





# Not Doomed



# Really Hard



## 上海風味涼碟 Cold Dish and Appetizers

1.五香烤子魚 Five-Spice Fried Fish	\$ 5.95
2.上海煙魚 Smoked Fish	\$ 5.95
3.新風鰻香魚 Cold Eel	\$ 5.95
4.蓮油海賀 Jelly Fish	\$ 5.95
5.鮑汁醉雞 Wine Chicken	\$ 5.95
6.上海三黃燉半鴨 Shanghai Style Steamed Chicken	\$ 8.95
7.本幫醬鴨 Five-Spice Stewed Duck	\$ 4.95
金陵鹽水鴨 Salted Duck	\$ 4.95
五香牛內 Beef Shank w/Five-Spice Sauce	\$ 5.95
鎮江水晶肴肉 Marinated Jelly Pork Zhen Jiang Style	\$ 5.95
香幹馬蘭頭 Bean Cured w/Ma Lan Vegetable or Bean Curd w/ Boltonia Indica	\$ 4.95
8.喜烤夫 Fried Puff Bean Curd w/ Black Mushroom	\$ 4.95
式素鵝 Vegetarian Goose	\$ 4.95
香素雞 SuJi w/ Five-Spice Sauce	\$ 4.95
筍腐竹 The Stir-fried Tofu w/ Cilantro	\$ 4.95
針拌青菜 Dried Mustard w/ Crispy Vegetable	\$ 3.95
香海帶 Cold Seaweed Salad	\$ 3.95
蛋豆腐 Preserved Egg with Tofu	\$ 3.95
瓜毛豆 Crispy Pickle w/ Chili Bean Source	\$ 4.95
幹毛豆 Soy Bean w/ Dry Radishes	\$ 3.95
粉皮 Chicken with Mung Bean Pasta	\$ 3.95
順風耳 Pig's Ear w/ Five-Spice Sauce	\$ 3.95
腰花 Chilled Kidney Flower Mix	\$ 5.95
門腔 Pig's Tongue	\$ 5.95
黃泥螺 Salted Sea Shell	\$ 5.95
肚雜 Pig Stomach Strip in Sesame Source	\$ 4.95

## 砂鍋、湯 Soup

魚頭 Fish Head Casserole (Red & White)	Seasonal
沙鍋 Assorted Casserole	\$ 12.95
老鴨湯 Home Special Duck Soup	\$ 14.95
子頭 Braised Meat Ball	\$ 8.95
純雞 Chicken & WonTon Casserole	\$ 11.95
少鍋 Salted Pork w/ Bamboo Shoot Casserole	\$ 10.95
魚湯 Carp Fish & Turnip Soup	\$ 10.95

## 上海風味涼碟 Cold Dish and Appetizers

108.二筋一炒鍋 Two Kinds Bean Curd Casserole	\$ 9.95
109.齊菜魚粒羹 Fish & Green Leaf Soup	\$ 6.95
110.宋嫂魚羹 Special Fish Soup	\$ 6.95
111.蹄菜魚片湯 Fish & Plant-Brasenia Soup	\$ 6.95
112.火腿烏尖冬瓜湯 Winter Melon Soup With Ham & Bamboo Shoot	\$ 6.95
113.窩頭餛飩湯 Won Ton Soup	\$ 6.95
114.海鮮豆腐羹 Mixed Seafood w/ Bean Curd Soup	\$ 5.95
115.雞茸玉米羹 Chicken Corn Soup	\$ 5.95
116.酸辣湯 Hot and Sour Soup	\$ 5.95
117.雞片鍋巴湯 Chicken Sizzling Rice Soup	\$ 5.95
118.菠菜豆腐湯 Spinach Tofu Soup	\$ 4.95

## 上海經典回顧

### ShangHai Traditional Dishes

201.雪菜扣肉 Braised Pork w/ Preserved Mustard Green	\$ 7.95
202.紅燒肉 煙蛋 Pork with Egg	\$ 8.95
203.葱烤大排 Braised Spare Ribs w/ Green Onion	\$ 8.95
204.糖醋小排 Spare Ribs House Style	\$ 8.95
205.三鮮蹄筋 Three Leg tendons with Pork Tendon	\$ 9.95
206.東坡肉 Dong Po Side Pork	\$ 10.95
207.紅燒圓蹄 Pork Knuckle in Soy Sauce	\$ 11.95
208.黃魚 Yellow Fish	\$ 9.95
209.帶魚 Fried & Stewed Hair Tailin Hovse	Seasonal
210.糟溜魚片 Stir Fired Fish Fillet w/Wine Sauce	\$ 9.95
211.紅燒劃水 Braised Fish Tail	\$ 10.95
212.紅燒肚臍 Fish Fillet With Brown Sauce	\$ 10.95
213.葱烤鮮魚 Crucian Carp W/Onion Sauce	\$ 10.95
214.栗子燶鱈筒 Eel with Chestnut in Clay Pot	Seasonal
215.香酥八寶鴨 Eight Fortune Stuffed Whole Duck (Steamed)	\$ 25.95
216.京葱扒鴨 Mandarin Roast Duck w/ Green Onion	\$ 22.95
217.叫化全雞 Jiao Hua Chicken (Please allow 24 hours for preparation)	\$ 20.95

## 秀麗江南

### Jiang Nan Reminiscent Dishes

301.水晶蝦仁 Sauted shrimp	\$ 10.95
302.青瓜炒蝦仁 Cucumber & Prawn Stir-Fried	\$ 10.95
303.幹燒大蝦 Fried Prawn in Tomato Sauce	\$ 10.95
304.濃湯鮮蝦增粉皮 Fresh Prawn and Mung Bean Pasta Cooked in Gravy	\$ 8.95
305.蠻油鱈絲 Sauted Eel	\$ 8.95
306.蝦爆鱈 Sauted Shrimp And Eel	\$ 9.95
307.雪菜墨魚羹 Cuttlefish w/ Pothered Mustard	\$ 8.95
308.香茜墨魚片 Squid w/ Cilantro	\$ 8.95
309.脆瓜魚片 Fish Slice w/ Pickle	\$ 8.95
310.魚米之鄉 Ground Fish Stir-Fried	\$ 7.95
311.油醬大蟹 Crab in Soy Bean Sauce	Seasonal
312.豆漿大蟹 Crab in Chili Bean Sauce	Seasonal
313.西湖醋魚 West Lake Fish in Vinegar	Seasonal
314.滬式明爐魚 Shanghai Style Fish	\$ 12.95
315.糯米棕香肉 Pork With Sticky Rice	\$ 9.95
316.百葉結燒 Braised Pork w/ Bean Curd	\$ 7.95
317.肉炒蝦腰 Sauted Shrimp with Pork Kidney	\$ 9.95
318.揚州煮幹絲 Bean Curd with Chicken & Ham	\$ 8.95
319.毛豆燂素雞 Soy Bean with Tofu Cake	\$ 6.95
320.江南鹹珍香 Salty Fish and Salty Pork Combination	\$ 8.95
321.一品鍋巴 Combination Seafood Sizzling Rice Tomato Souce	\$ 9.95
322.清炒腰花 Jade Kidney Flowers	\$ 8.95
323.尖椒肚絲 Pig Stomach Strip w/ Spicy Pepper	\$ 7.95
324.筍條小方燂 Braised Pork w/ Liver Moss	\$ 7.95
325.紅燒腐皮包 Pork Wrapped w/ Cabbage Stir-fried Tofu	\$ 7.95
326.八寶辣醬 Spare Ribs with Garlic	\$ 7.95
327.茭白三絲 Jiao Bai w/ Green Pepper & Pork	\$ 7.95
328.九黃香幹肉絲 Shredded Pork w/ Bean Curd & Leek	\$ 7.95
329.筍尖香幹肉絲 Dry Bean Curd with Shredded Pork	\$ 6.95
330.酸菜筍尖肉絲 Dry Pickle with Shredded Pork	\$ 6.95

## 熱浪湯湯

401.鍋仔三參 Three Ginseng Soup	\$ 10.95
402.鍋仔黃魚湯 Salted Vegetable with Yellow Fish Soup	\$ 8.95
403.酸菜羊肉鍋仔 Pickle Lamb Soup in Hot Pot	\$ 8.95
404.南肉春筍鍋仔 Salty Pork with Bamboo Shoot in Hot Pot	\$ 8.95
405.牛腩鍋仔 Cabbage / Beef Stew Hot Pot	\$ 8.95
406.海參蹄筋煲 Pork Tendon w/ Sea-Cucumber in Clay Pot	\$ 11.95
407.雙冬羊肉煲 Lamb w/Bamboo & Dried Mushroom in Clay Pot	\$ 10.95
408.三鮮竹笙煲 Chicken w/Prawn and Bamboo Shoot in Clay Pot	\$ 8.95
409.咖喱粉絲蟹煲 Crab Meat with Green Bean Noodle Pot	\$ 8.95
410.三蝦豆腐煲 Prawn and Tofu in Clay Pot	\$ 7.95
411.京葱牛筋煲 Beef Tendon with Chinese Chive	\$ 7.95

**Artichoke hearts,**  
cooked in a vegetable and herb consommé,  
with beer textures, clarified juice and a nuance of coffee

**Broken chicken egg,**  
with a Roncal cheese creamy broth and a chives oil

**Roast vine tomato stuffed with baby squids,**  
with a black risotto and fresh cream

**Veal muzzle confit,**  
on a bed of crispy thyme bread crumbs, perfumed with garlic  
and spring onion tears

**Rosemary "sand" with a mint custard,**  
flavoured with Kafir lime and ginger icecream

**A cold juice of dark cacao,**  
with frozen milk and anis infusion, and almond crunchy leaves





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# Trust



# Hard Problem

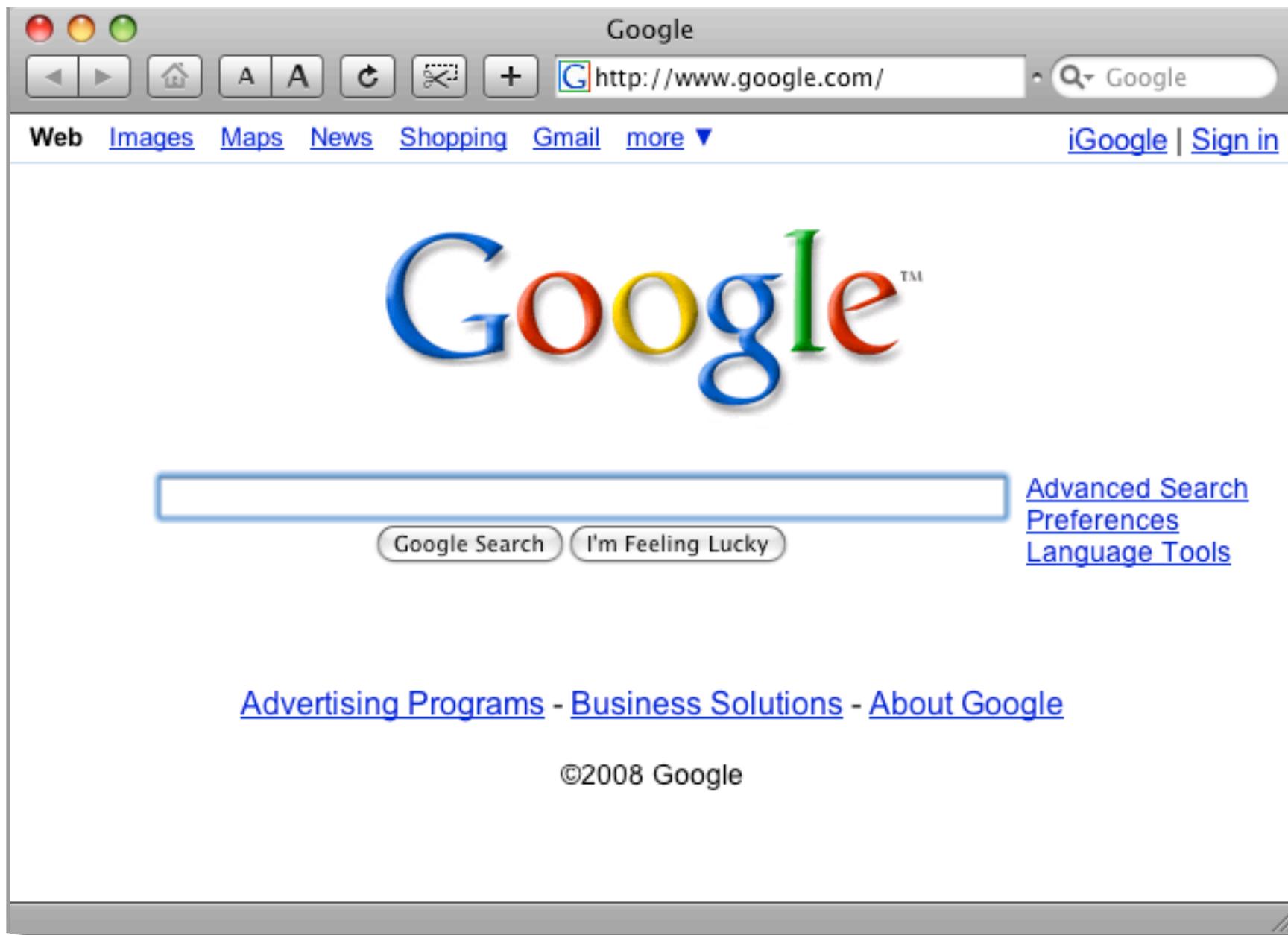
# Now What?



First,

Keep It Simple

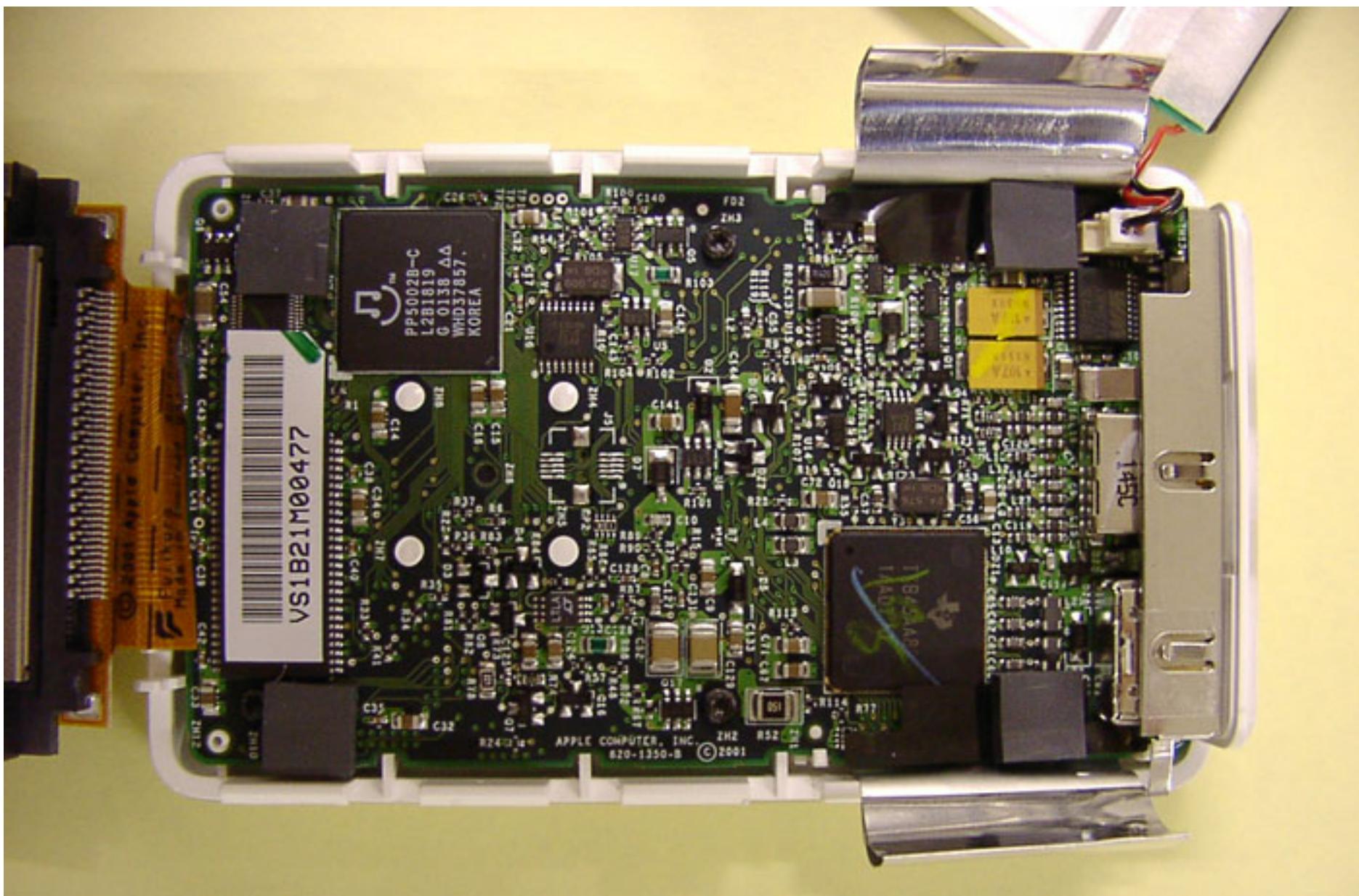




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I shall  
attend the

Opening Ceremony and a concert by "Werner Bros", 16 June	/person(s)	incl. in congress fee
Accompanying person tour, 16 June 40 EUR	/person(s)	EUR _____
City Reception hosted by the City of Jyväskylä, 17 June	/person(s)	incl. in congress fee
Alvar Aalto-excursion, 18 June 60 EUR	/person(s)	EUR _____
Closing Ceremony and Finnish evening, 19 June	/person(s)	incl. in congress fee
Closing Ceremony and Finnish evening for acc. person 50 EUR	/person(s)	EUR _____

#### 4. HOTEL DEPOSIT

All the hotels request a deposit of one night's room rate in advance. Deposit is to be paid at the time of the registration. The room rates are listed below in the accommodation section.

EUR \_\_\_\_\_

**TOTAL EUR** \_\_\_\_\_

#### 5. PAYMENT

*(No cheques or bank drafts are accepted.)*

All fees must be paid in euros (EUR) by using one of the following means:

1) By money transfer to the following bank account: *(Please fill in the account number IN FULL.)*

Bank: Tampereen Seudun Osuuspankki, P.O.Box 30, 33101 Tampere, Finland (with OKO Bank, Helsinki, Finland)

Account holder: European Music Therapy Congress      Reference: "Music Therapy" and your name

Swift address: OKOYFIHH    IBAN: number: FI8657300820231963 (for money transfers from EU-countries only)

Account number: 573008-2231963

*(Please attach a copy of the receipt to the registration form.)*

The obligatory CVV /CVC number is stated on the signature space on the back of the credit card (the last 3 numbers).

2) By one of the following credit cards:

VISA  MasterCard  EUROCARD

Card Number: | | | | | | | | | | | | | | | | | | | | Expiry date: | | | | CVV/CVC Number: | | |

Name of the cardholder: \_\_\_\_\_ Cardholder's signature: \_\_\_\_\_

#### 6. ACCOMMODATION

*(Accommodation should be paid direct to the hotel.)*

*(Hotels do not send invoices abroad.)*

**Scandic Hotel Jyväskylä Cumulus Jyväskylä**

**Finlandia Hotel Alba**

**Hotel Milton**

**Summer Hotel Amis**

Single	110 EUR <input type="checkbox"/>	Single	102 EUR <input type="checkbox"/>	Single	74 EUR <input type="checkbox"/>	Single	65 EUR <input type="checkbox"/>	Single	45 EUR <input type="checkbox"/>
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Double	134 EUR <input type="checkbox"/>	Double	122 EUR <input type="checkbox"/>	Double	90 EUR <input type="checkbox"/>	Double	85 EUR <input type="checkbox"/>	Double	60 EUR <input type="checkbox"/>
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<b>Summer Hotel Rentukka</b>	Triple 69 EUR <input type="checkbox"/>								
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Single 37 EUR

Date of arrival: \_\_\_\_\_

Double 52 EUR

Date of departure: \_\_\_\_\_

Late arrival, after 6 p.m.

Triple 60 EUR

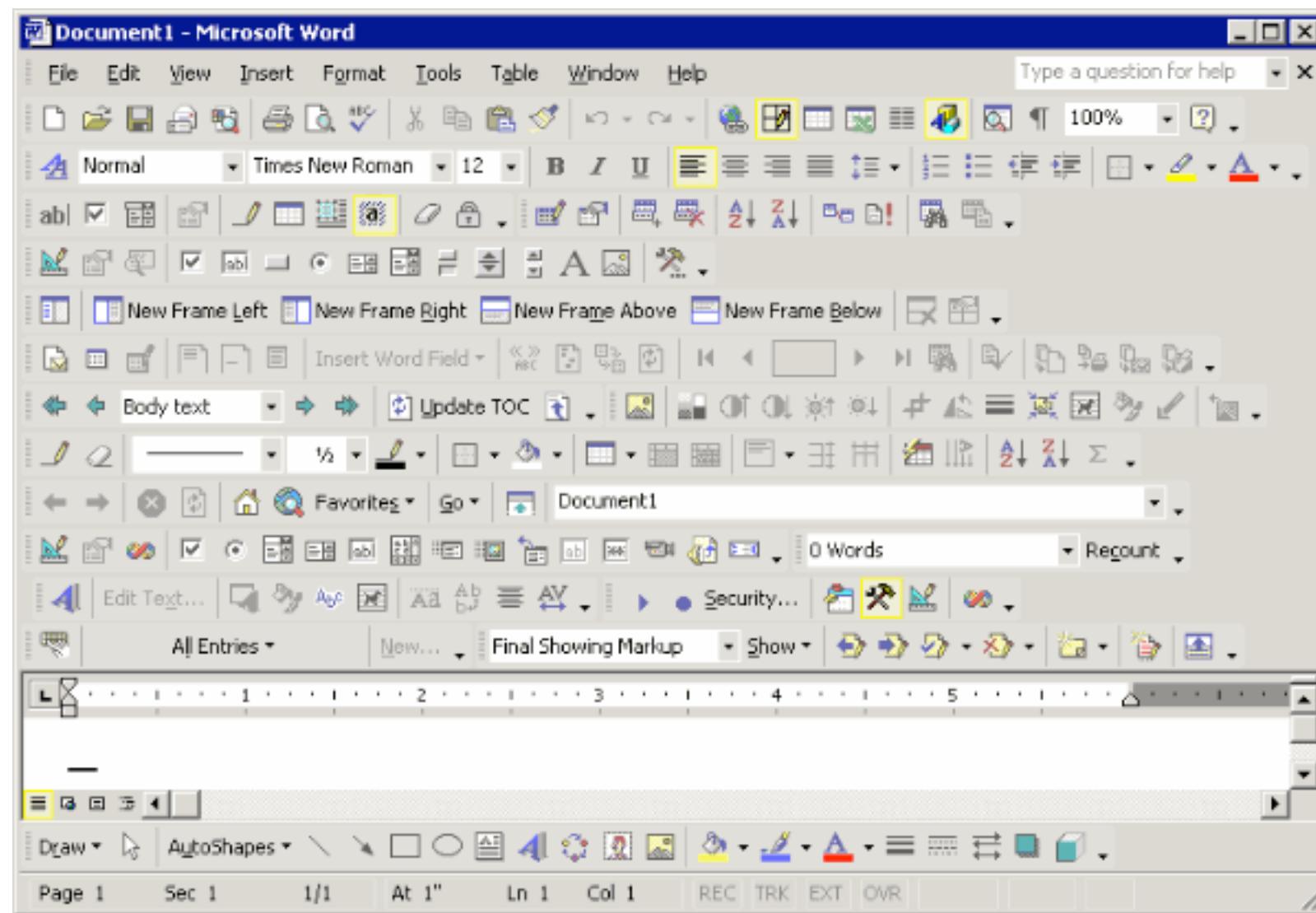
Quad 76 EUR Share room with: \_\_\_\_\_

plans@tripit.com



Second,  
Don't Be Lazy

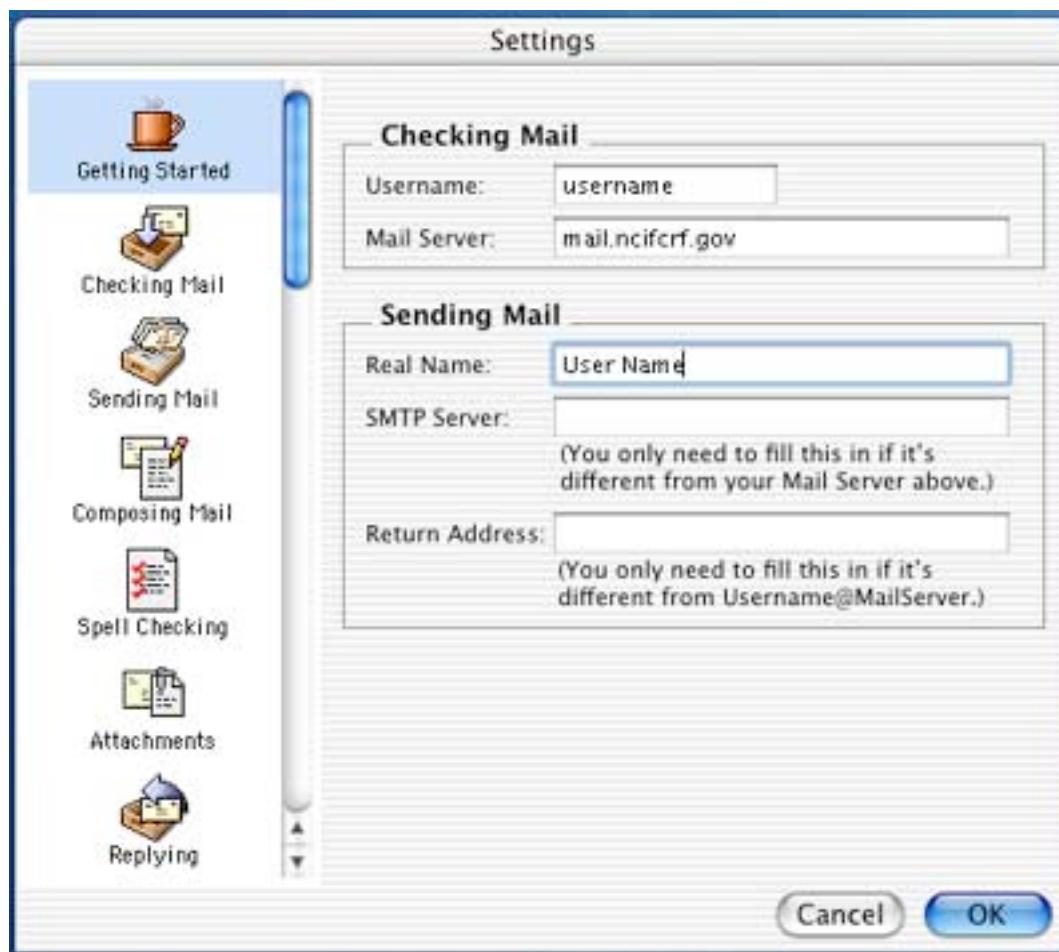




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“Enter letters and numbers only.  
Do not enter spaces, dashes or  
other special characters.”

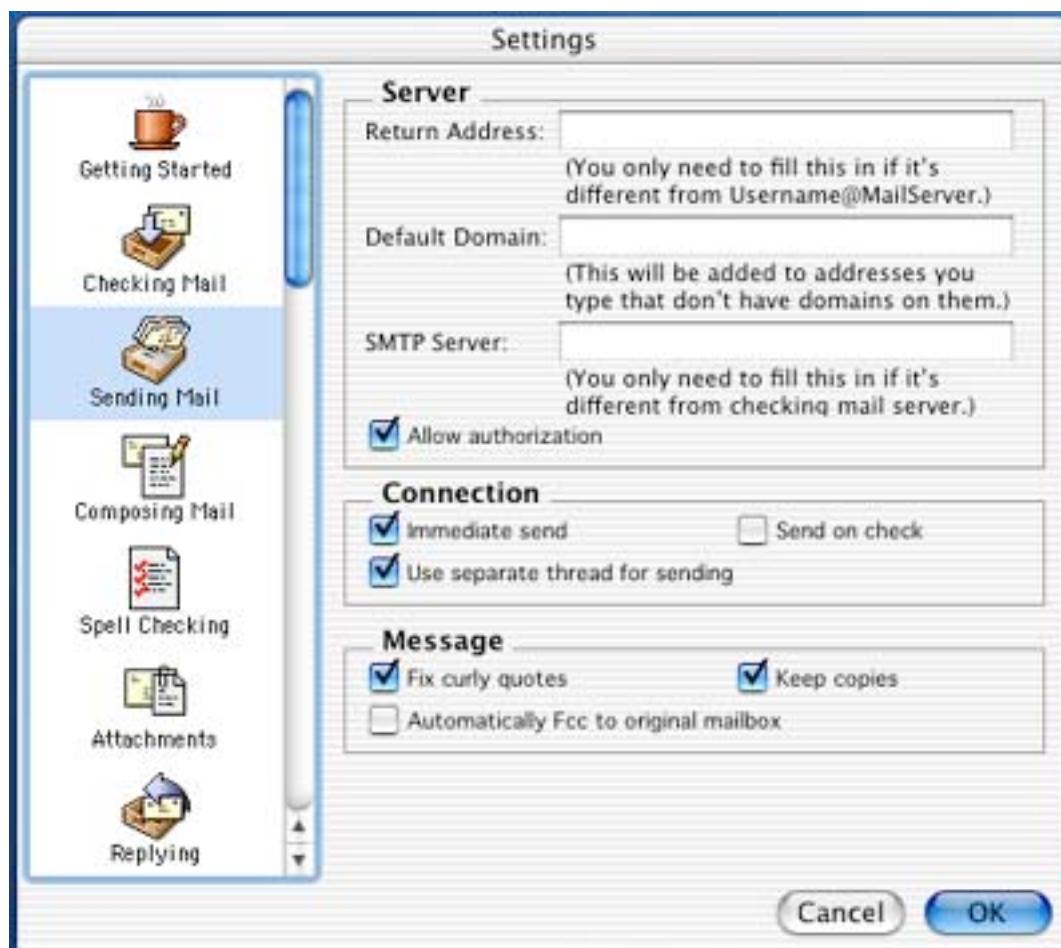
 -  -  -   
Eat Flaming Death



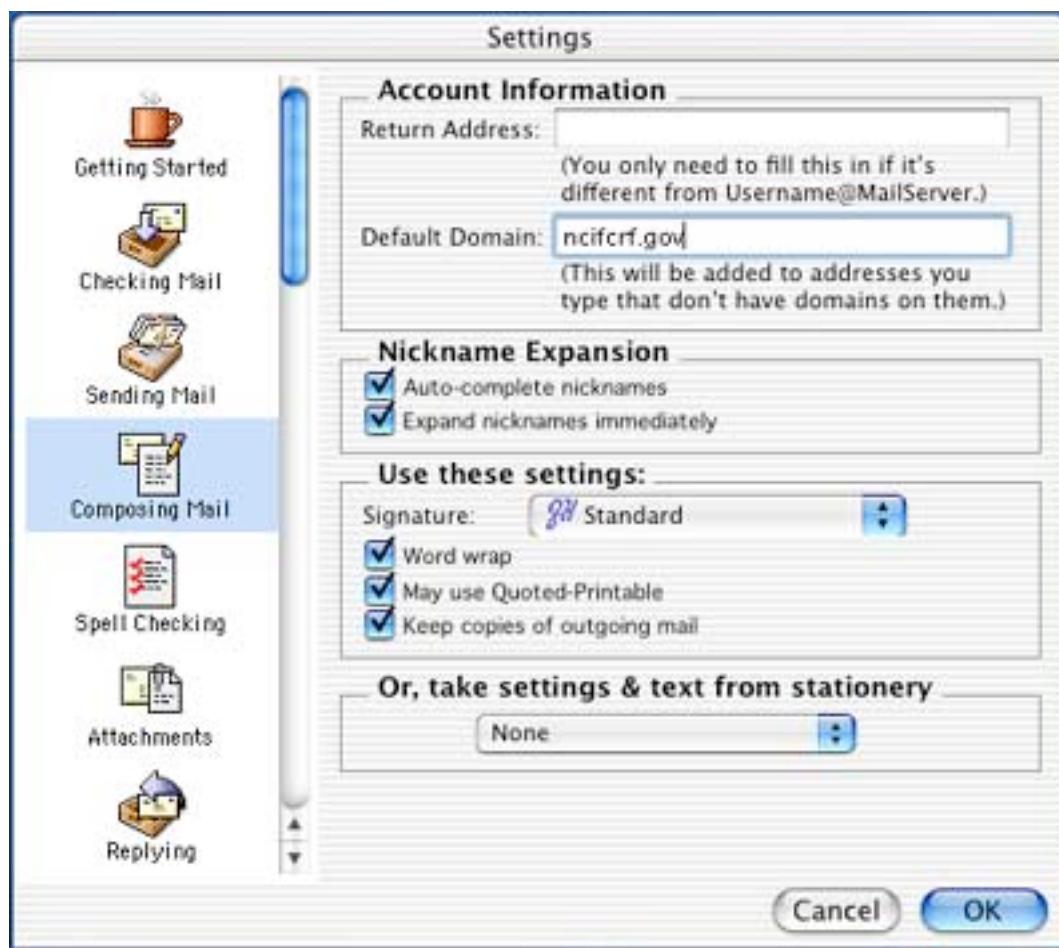
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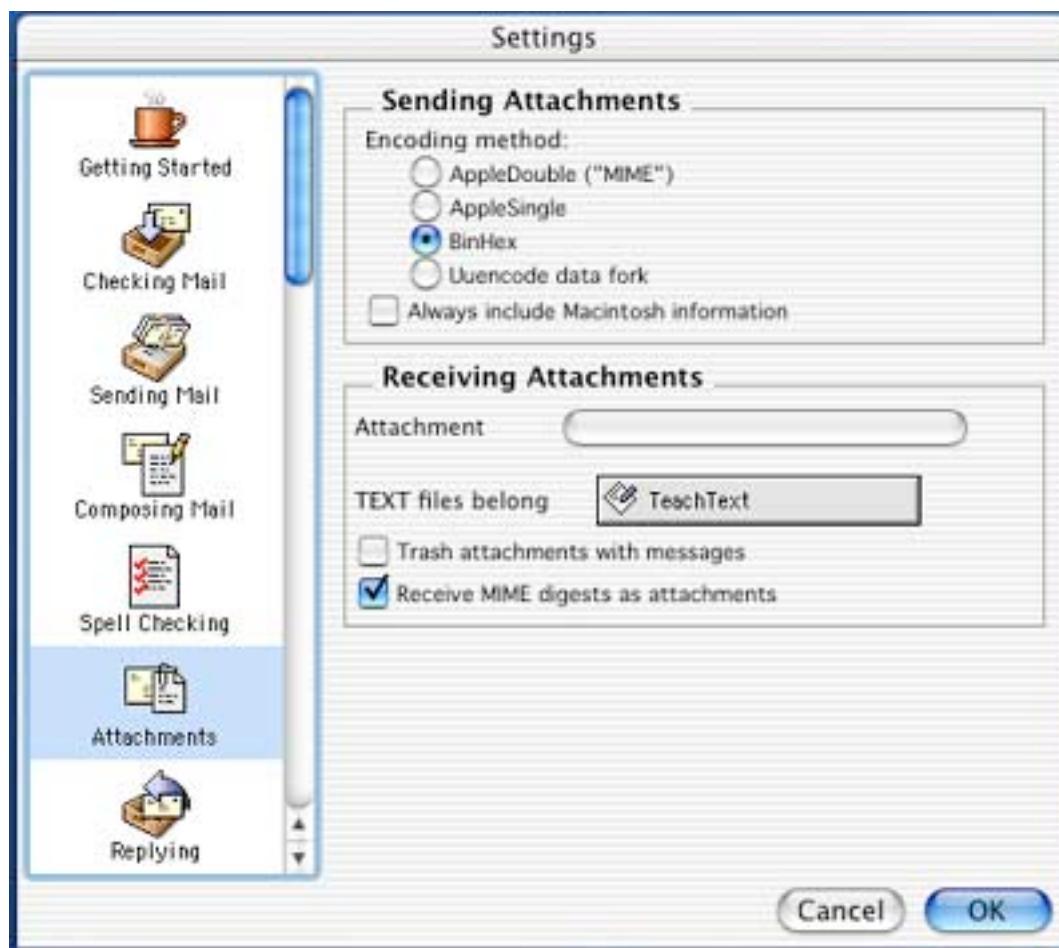
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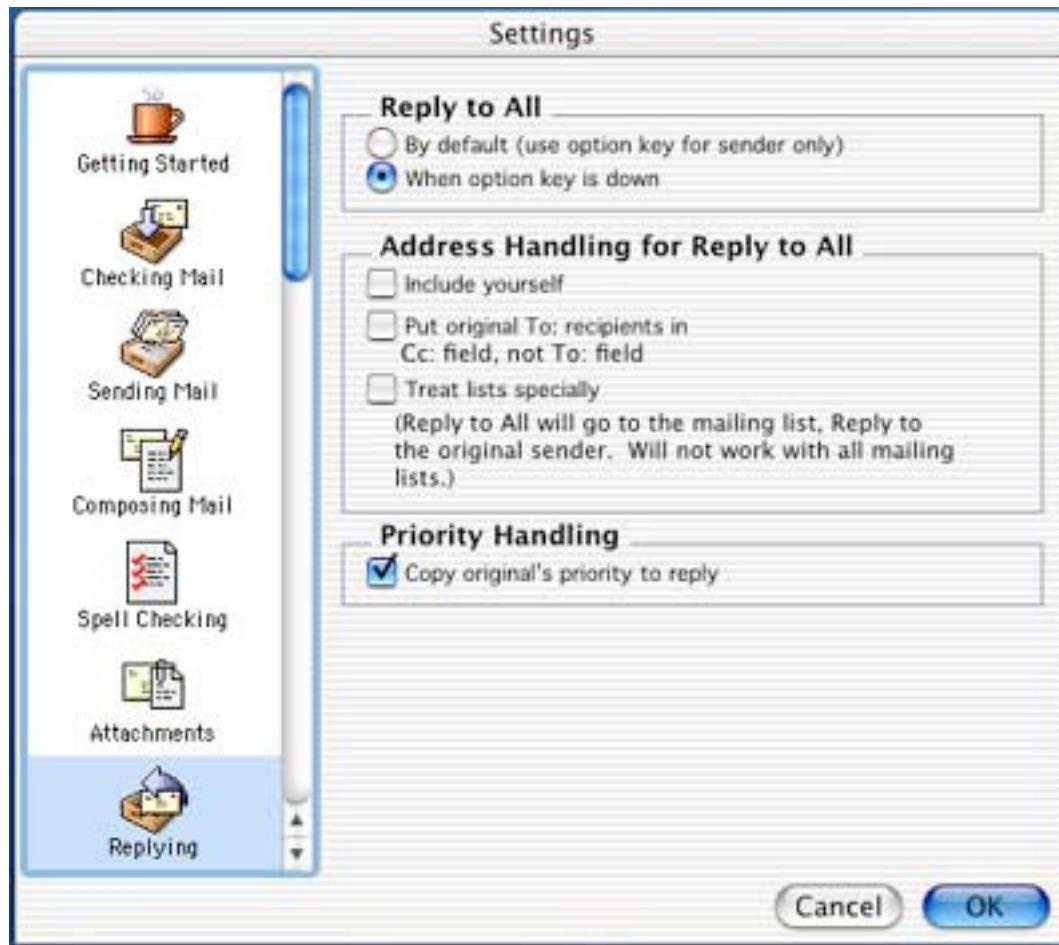
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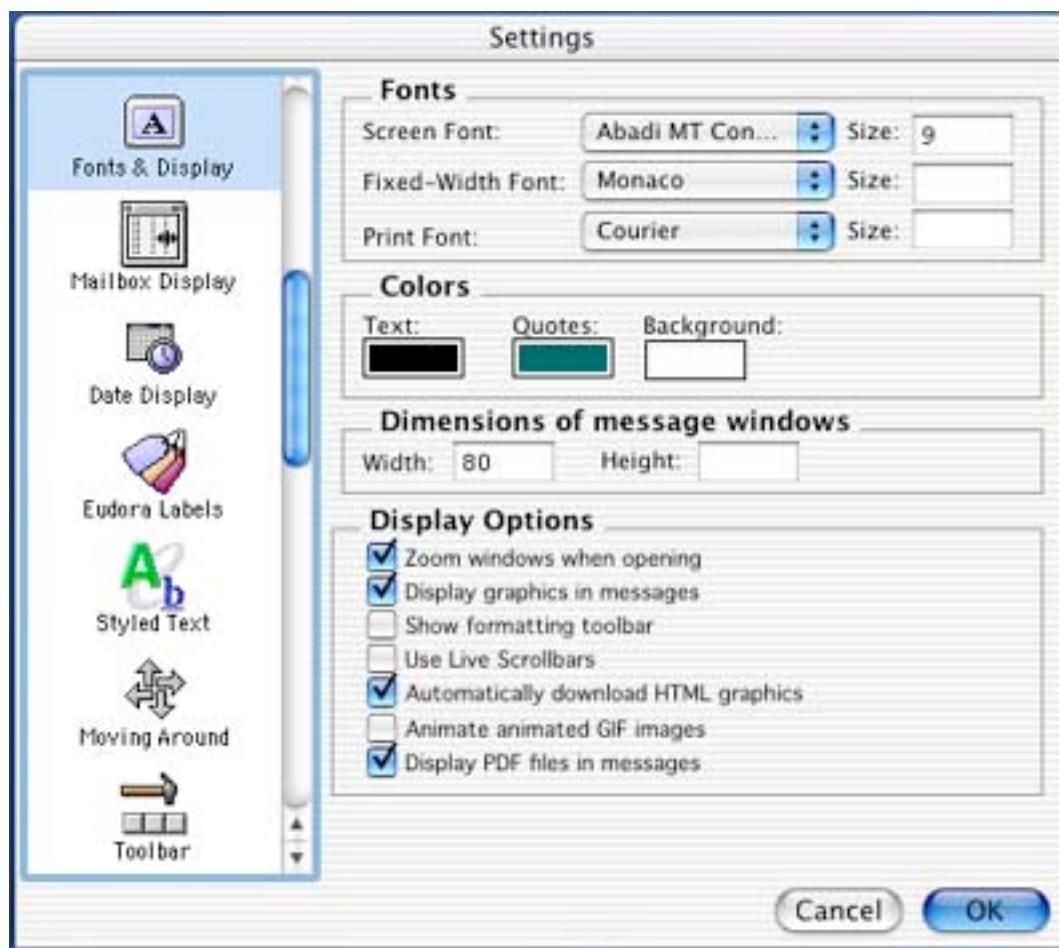
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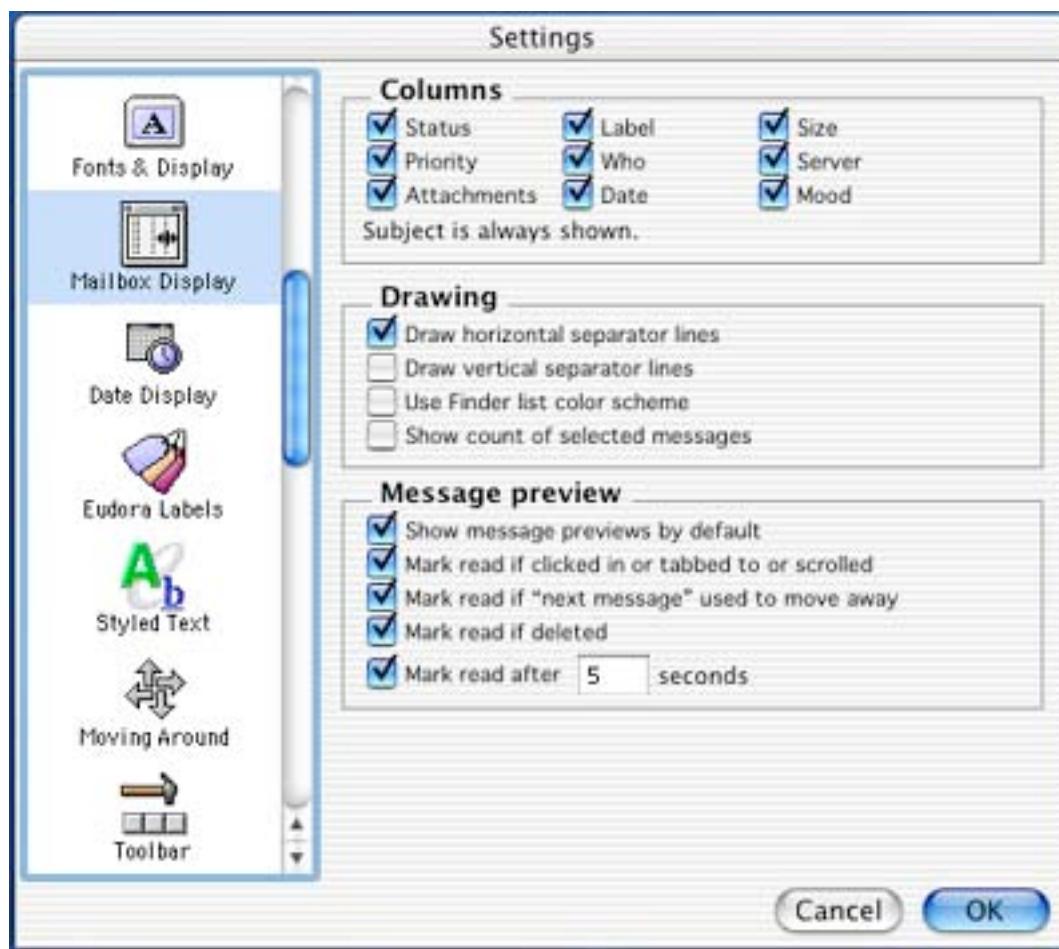
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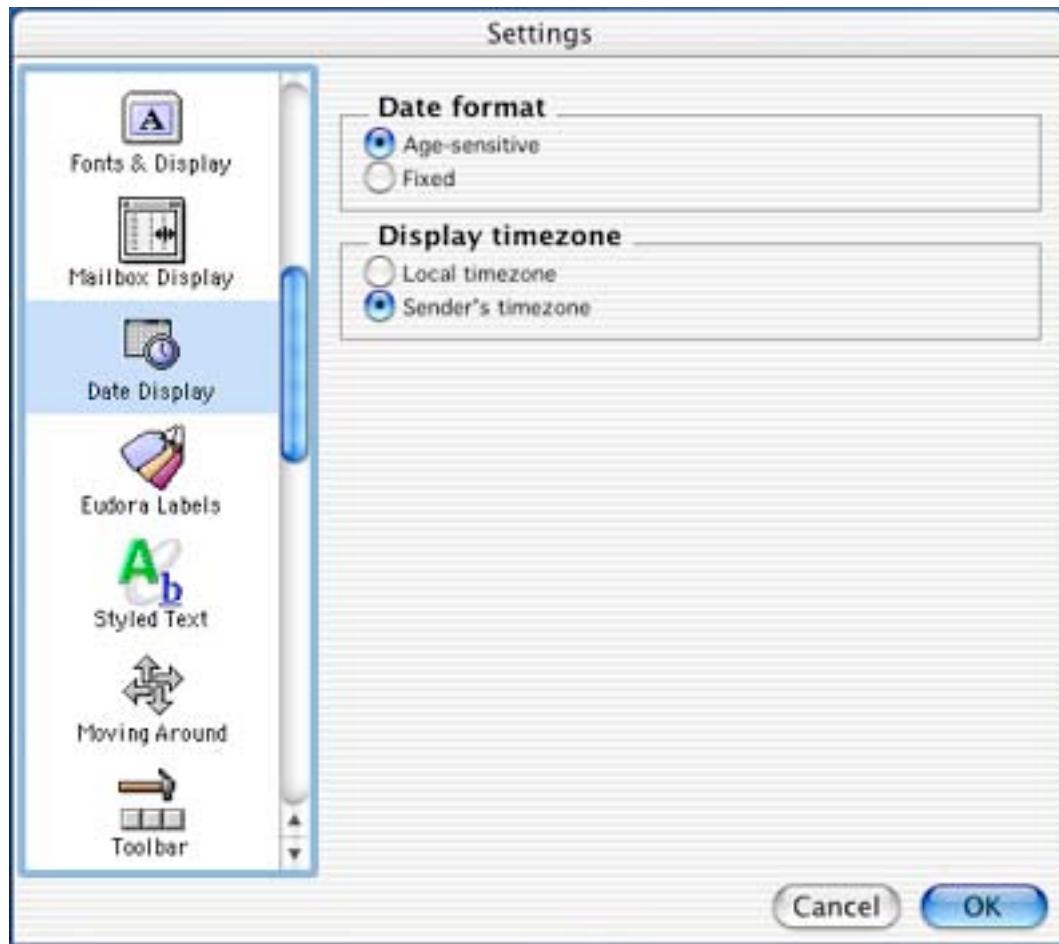
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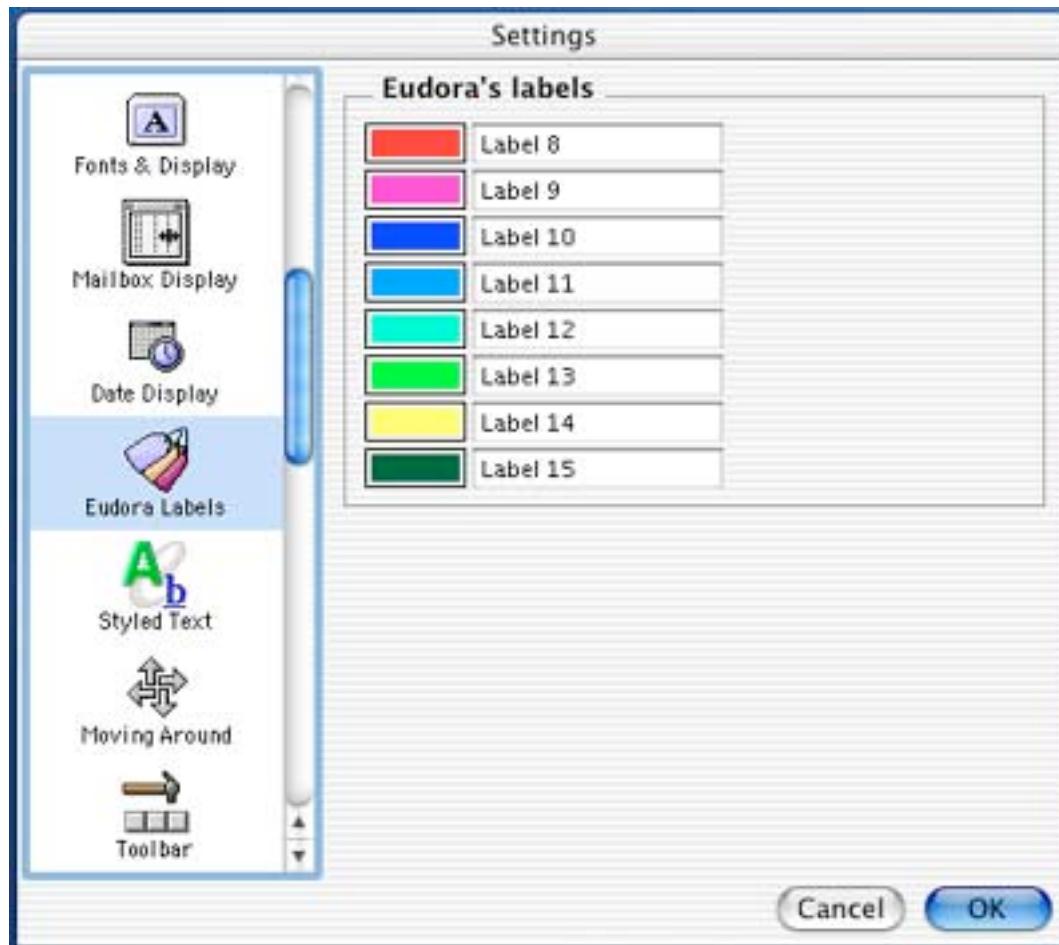
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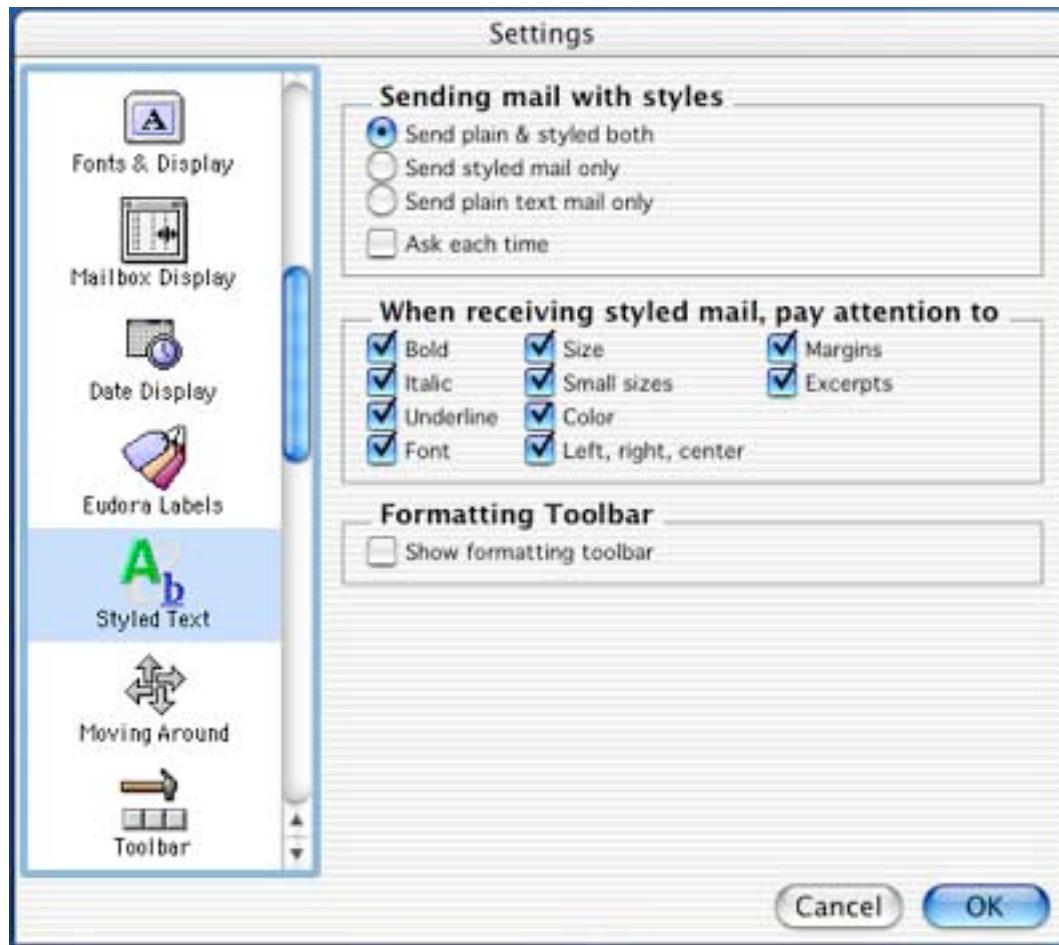
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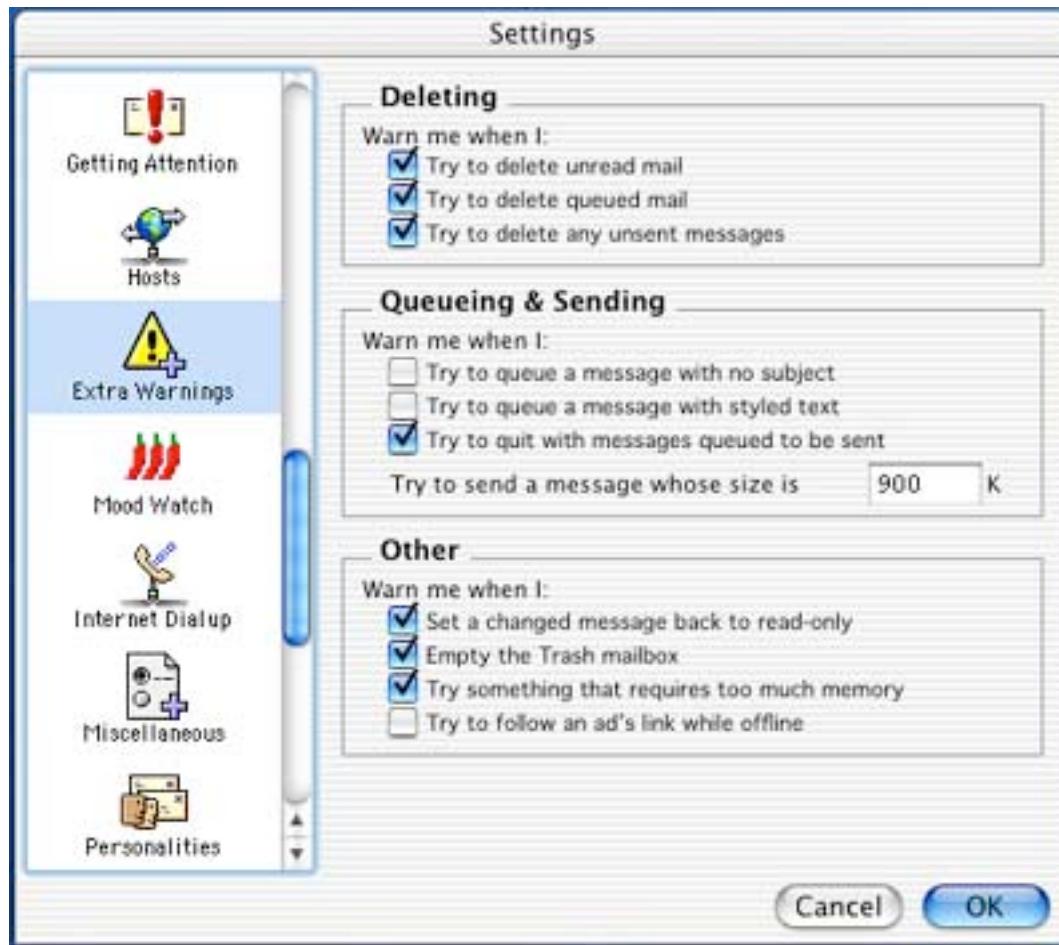
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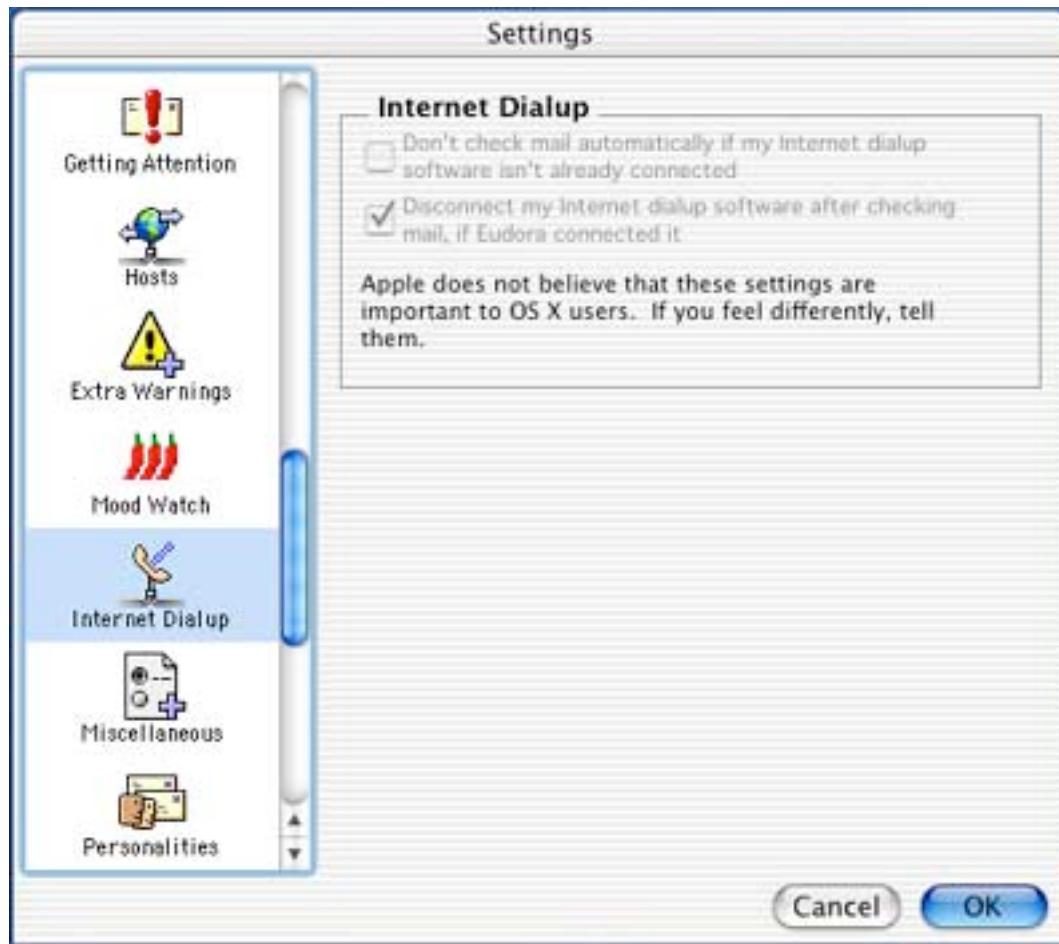
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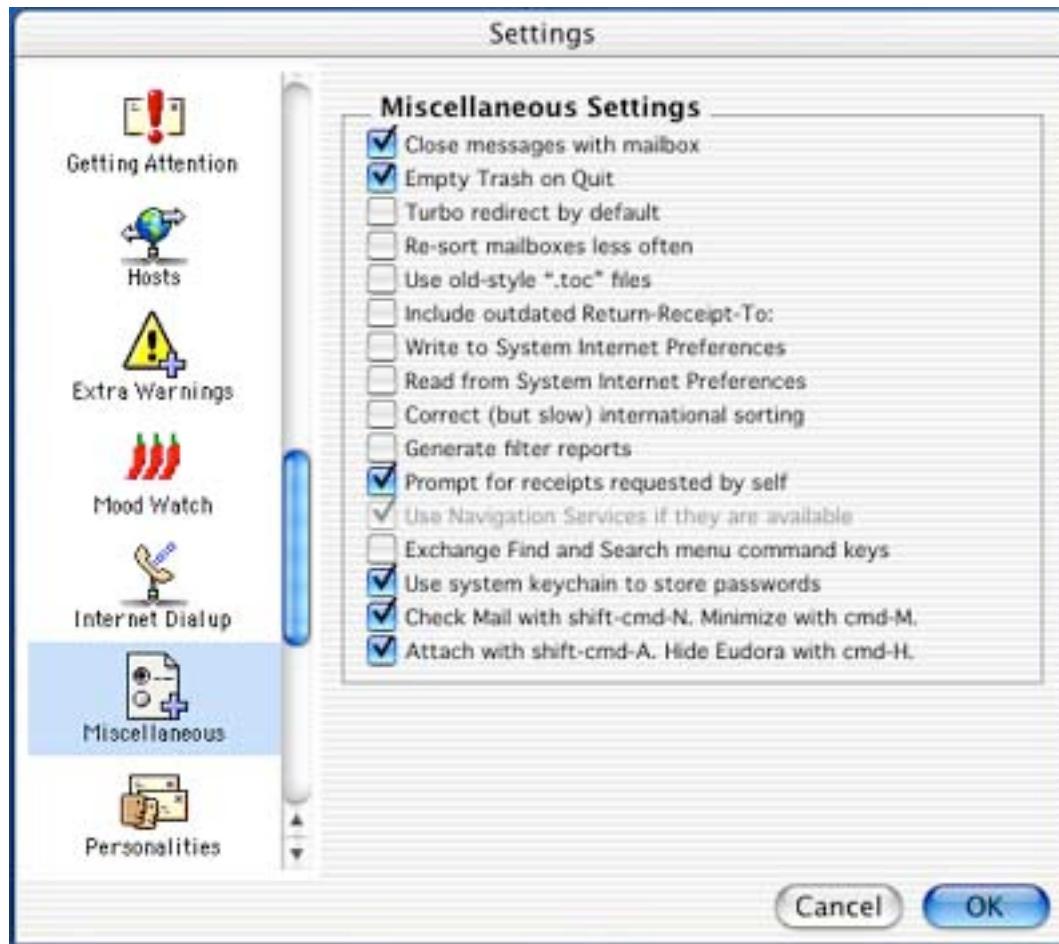
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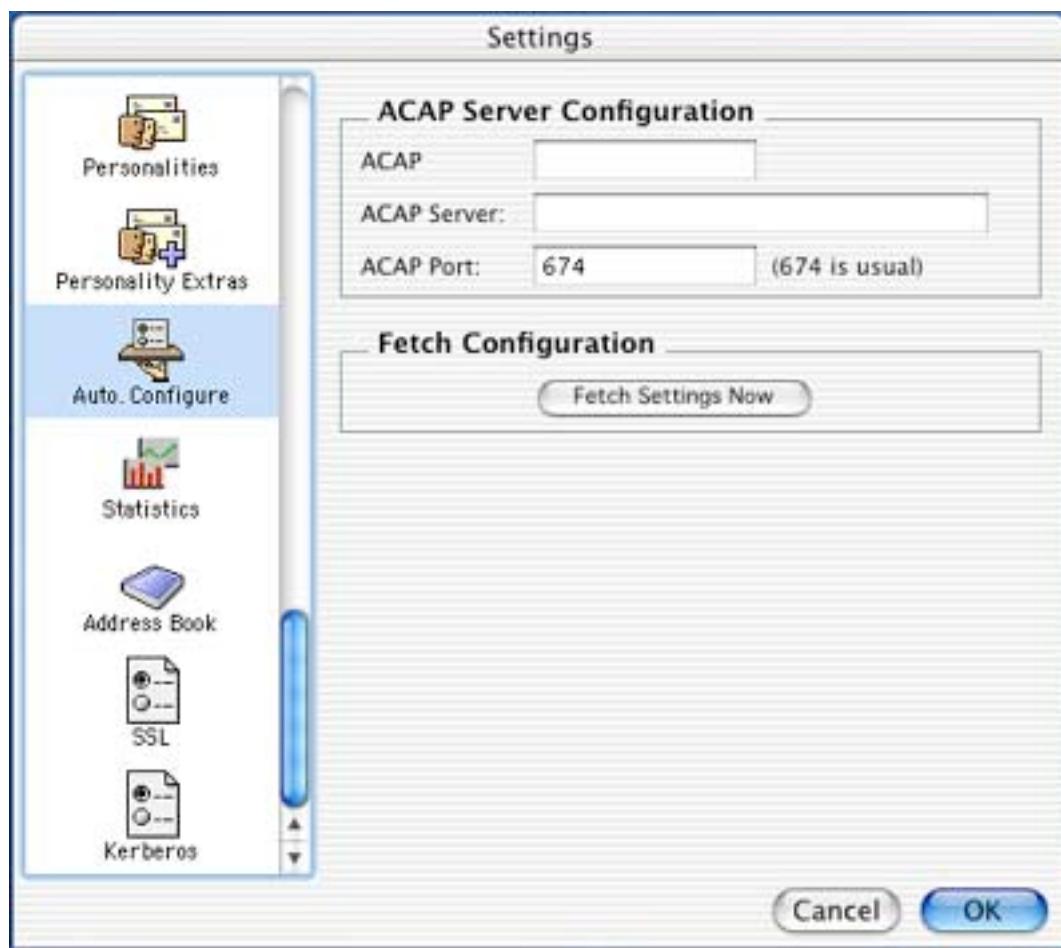
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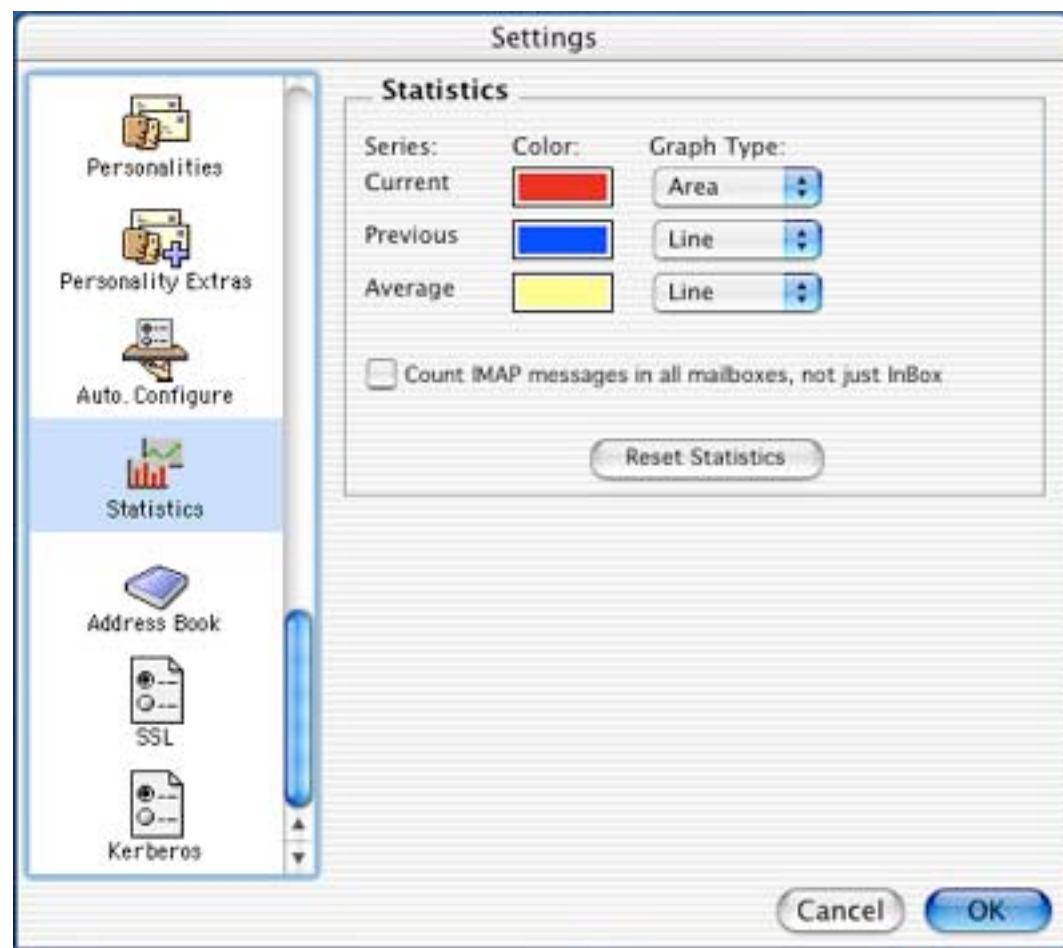
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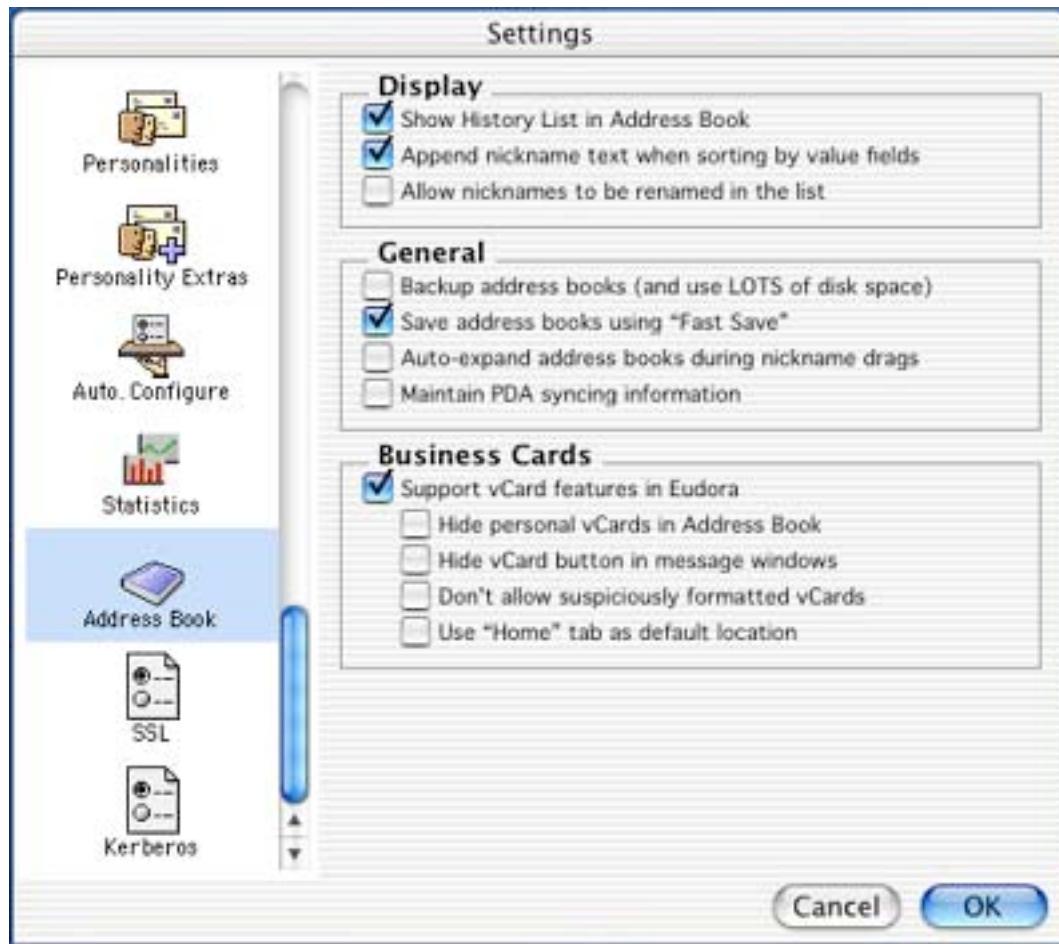
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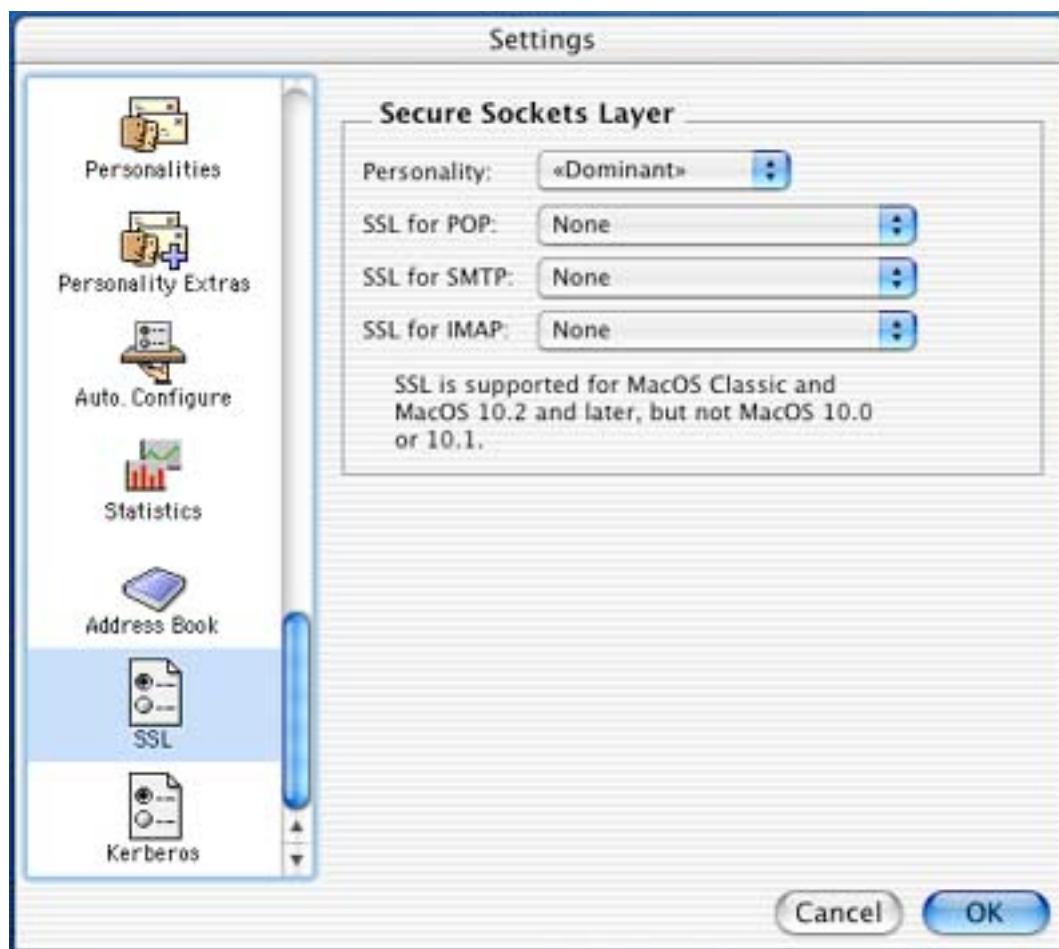
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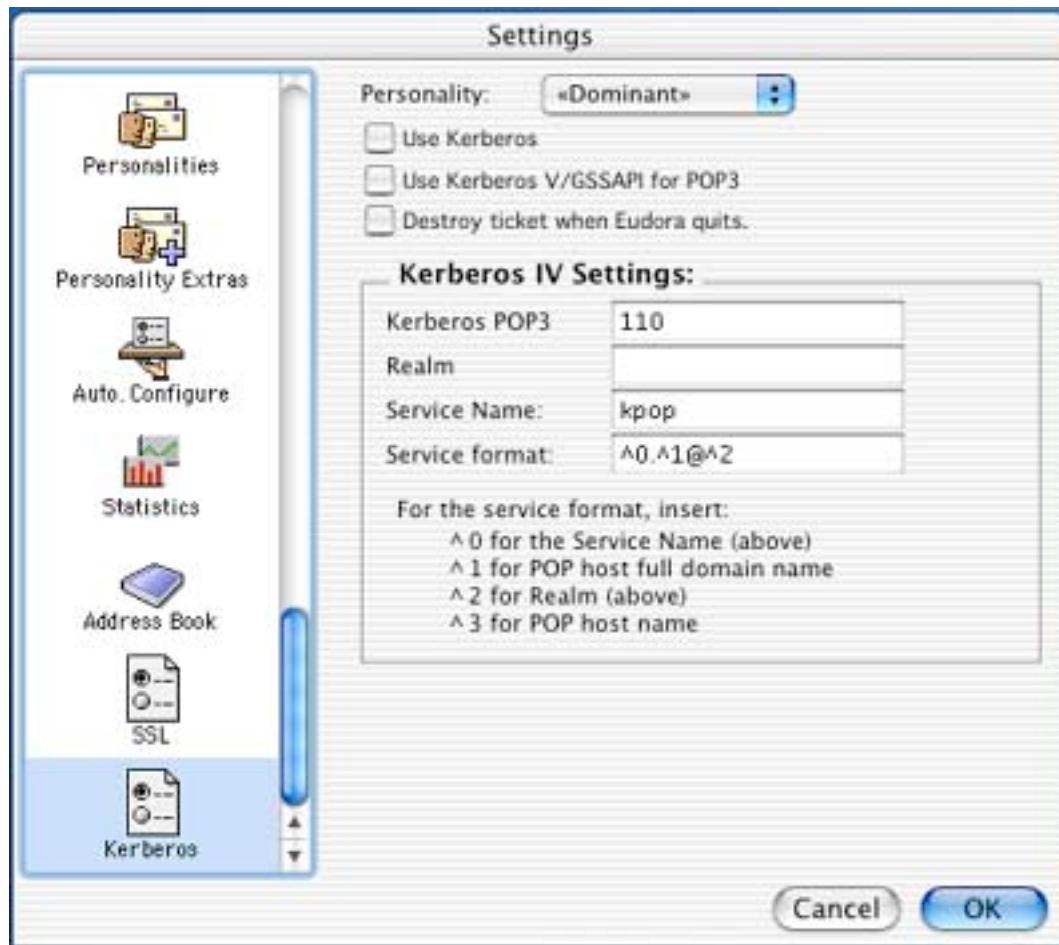
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Oh. My. God.



# Hate



Third,

Put Users First





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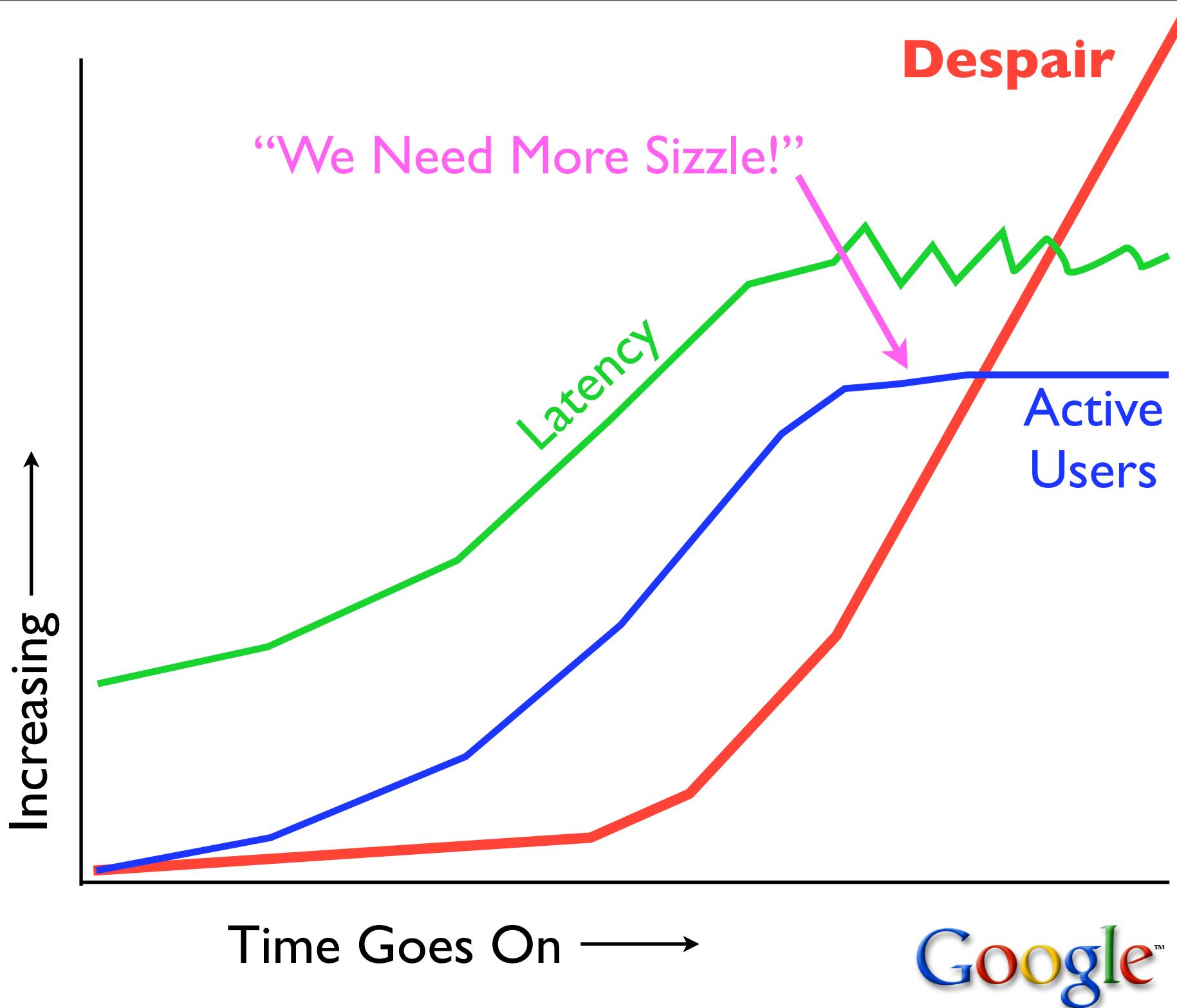
# Listen



“Do what I want,  
not what I say”

Fourth,  
Speed Matters





1,000,000 users

  x  
20 requests/day

  x  
500 milliseconds

  x  
365 days

---

116 years

Stop Killing  
Your Users



So



Keep It Simple

Don't Be Lazy

Put Users First

Speed Matters









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