THE GUS PRINCIPLE
Converting complexity to simplicity.

Lonnie Standridge  Mark Mooney
Director of Development  Director of Software and Services
THE PROBLEM

Complexity  Disorganization  Confusion
THE SOLUTION

Know your Problem
Know your Tools
Execute
THREE QUESTIONS

Does it Look Good?  Does it make Sense?  Is it easy to Use?
THE PRINCIPLE

- Does it look……Good?
- Is it easy to……Use?
- Does it make……Sense?
IMPLEMENTING GUS

Three Principles  Easy to Memorize  Easy to Practice
GUS IN ACTION

Database

Architecture

Deployments
We’ve expanded GUS to all areas of development

Every new developer is trained with this practice

We have expanded the principle to other teams such as product and support

NBBI is looking at this principle for other areas of the organization
HOW IS THE TEAM USING THE GUS PRINCIPLE?

INDIVIDUAL TESTIMONIES

- “Familiar UI patterns and interaction design make a product more intuitive and easier to use” ~ UI/UX
- “Code must look good, be easy to use, and make sense” ~ Architecture
- “When creating stories or epics, I can use the principle of "does this make sense" to ensure that the goals are clear and realistic.” ~ Engineering
- “by focusing on the inspector and the need for the work planning process to make sense, we simplified the function of the page” ~ Product Team
- “I apply this principle when designing and organizing the infrastructure and CI/CD, and how each component interacts with each other” – DevOps Team
“When something looks good it is human nature to believe it is engineered better, will function better,”
“When a site looks good it creates a calmness to the user because they know it is well thought out and it won’t be a battle to use it”
### National Board - JRS Home

#### Today's Appointments

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<tr>
<th>Location Name</th>
<th>Address</th>
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<th>Equipment Count</th>
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<td>Princeton</td>
<td>NJ</td>
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1 to 1 of 1  Page 1 of 1

**INSPECTION WORKFLOW**

Here "Add Inspection" is a clear and quick way to navigate.
APPLICATION BEYOND SOFTWARE DEVELOPMENT

- Does it look……**G**ood?
- Is it easy to………**U**se?
- Does it make………**S**ense?
HOW DO I USE “GUS” AS AN INSPECTOR?

1. Do I leave my CO monitor in the car, going into an inspection?
2. Do I “work with” a customer that doesn’t want to open an inspection space?
WHY “GUS” MAY NOT BE USED

1. PRIDE
2. LEADERSHIP RELATIONSHIPS OR ATTACHEMENTS
3. PREVIOUSLY INVESTED MONEY OR TIME
4. OPTICS
5. ITS FAST AND APPEARS TO GET THE JOB DONE
6. JUMPING TO CONCLUSIONS BASED ON EMOTION OR UNCONSCIOUS BIAS
HOW TO IMPLEMENT THE “GUS” PRINCIPLE

1. HAVE SHORT AND LONG TERM GOALS
2. APPLY THE “GUS” PRINCIPLE TO EACH GOAL
3. AS SHORT-TERM OBJECTIVES ARE SET, ASK “GUS” QUESTIONS EACH TIME
4. DON’T SHOOT DOWN NEW IDEAS – USE THE “YES, AND” RESPONSE
THE “GUS” PRINCIPLE

THANK YOU!