



Welcome to the Arrange > Groups laboratory. This session is essentially going to be a developer meeting about developer meetings and about anything else that falls into the domain and the potential of FileMaker community.

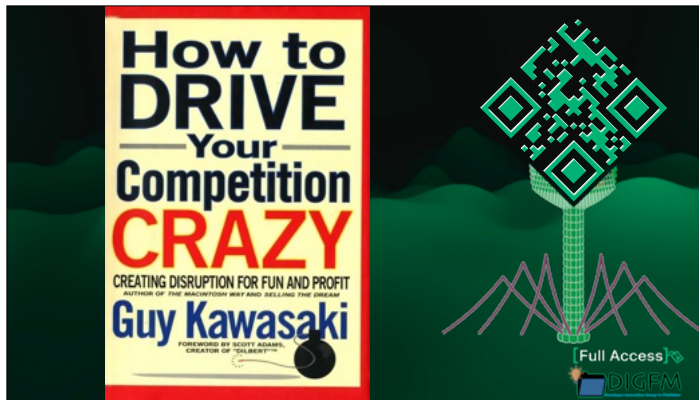


In May 2020, DIGFM had this presentation from the Claris COVID-19 Response Team. On one hand we sadly watched in-person developer meetings dissolve, but, on the other hand, it was inspiring to see Claris and partners coming together to provide resources to assist beleaguered healthcare, education, disaster response, and non-profits. Of course, this discussion we're going to have is inspired by the worst and the best of outcomes since that outbreak, which is why I want kick off the conversation with a risky experiment, as if we were a conspiracy of mad scientists designing lab viruses and of social engineers trying to *maximize* the

spread of those viruses into the population. I think the strategies involved make a good metaphor—despite how evil it sounds. But why explore such an evil exercise?



...Well, someone who is fabulously famous for being good, says... “ ” ... In other words, it’s good to gain an understanding of how harmful things work as long as we only use our powers for good.



Another inspiration is the first marketing evangelist. Not Claris' Rick Kalman, but Guy Kawasaki from Macintosh's 1984 era. "How to Drive Your Competition Crazy" is the only book I read by Guy, and I only ever had to apply it as an in-house developer. Lots of fun and creative ways to approach competition in there, which inspire me to come up with fun and creative ways to do all kinds of things. Now the first section in there is to "Lay the Groundwork", which is to know yourself, your customer, and your enemy. Coincidentally, I organized this presentation the same way before I went back and peeked at the book.

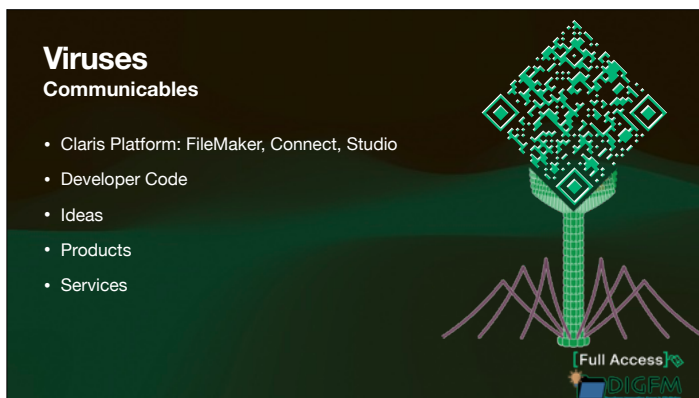


So, **as a community**, let's get to **know ourselves** in a different light. Imagine, if you will, that you've been called to gather at a conference of "Mad Scientists, virologists, epidemiologists, and immunologists", not to slow the spread of viruses but to *design* viruses with maximum epidemic potential, and to engineer society to spread those viruses as quickly and as widespread as possible. Put on your mad scientist personas for at least the next seven slides—and even longer if you find out this works for you. You should know that at DIGFM Dr. Naud, **[BUILD]** Dr. Robert Naud, **[BUILD]** has been playing along with our mad scientist persona for a couple years

already. [Is Dr. Naud on the line?]
This makes a ripe opportunity for us to introduce our panel of “scientists” heading up this discussion and to find out what kind of scientists we have in the room. Who do we have on the panel?... Let’s survey the audience. Raise for all that apply...

[BUILDS] “...Partners”

(By the way, from here on out I’m trying to list a range of the topics and issues we’ll be discussing. All the super geniuses here can memorize them all, but the rest of us can take a few notes) [or just download these slides or the PDF from the Full Access session detail or the Claris Community announcement for this session.]



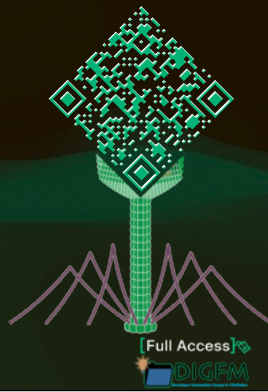
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Now, as an extension of getting to know this gathering of mad scientists, we have 5 kinds of viruses we’re all designing for the purpose of spreading into the community, the communicables. Here are the 5 communicable agents... (I think anything else we could specify here would only be specific strains of these five infectious agents.)

Virology

Viral properties to aid in transmission

- Transmission routes and vectors
- Incubation periods and latency
- Host ranges
- Bodily function and behavior modifications
 - Cold and flu symptoms
 - Toxoplasma gondii in mice
- Others?



So, if we're going to define our deliverables as viruses we want to spread, let's review our "virology...."

1. Transmission routes and vectors.

Body fluids, residues, airborne particles, bites. But how do our designed viruses transmit?

2. Time between exposure to an infectious disease and the appearance of symptoms; ability to lie dormant. What allows short incubation? Long? Which is better? [Both.] Examples.

3. Host ranges. E.g. If a virus only infects green-eyed red-haired, females, it's not going to find many opportunities to infect another host. Examples: Mac/Windows. iOS but not Android. "What is viral to users is a killer application. What is viral to a developer is a killer application's code." Examples?

4. **[BUILDS]** Causes the host to nasal drip, sneeze, cough, etc.

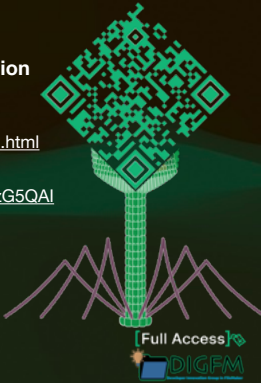
Toxoplasmosis. Examples? [Peer sharing to server]

5. Others? (Not meant to be comprehensive, just a warmup exercise to think virally.)

Virology

Example properties aiding viral transmission

- Transfer Files for FileMaker Go
help.claris.com/en/go-help/content/transfer-files.html
- Peer-to-Peer Sharing with FileMaker Go
community.claris.com/en/s/idea/0870H000000fzG5QAI



[Full Access] 

I want to share a couple more examples of what it's like to think of FileMaker as a viral application.

1. Imagine you have a killer FileMaker app. It does something many of your peers wish they could do, but instead of sending them to some site where they have to download something and figure what to do with it, you send it to them directly, which prompts them to download FileMaker Go, and suddenly they can use the same app you're using and they've been infected by the FileMaker platform, opening them up to several secondary infections by other FileMaker apps, and perhaps they'll catch the developer bug themselves. (That's the way I remember it working. I tested recently and iOS didn't prompt to get Go.)
2. Sharing apps is one thing, but sharing data is another. It's what makes applications interactive between devices and people. From simple contact sharing to online gaming, from communications to social media. Peer sharing can't compete with servers, except where servers are unavailable or where you need an instant ad hoc data sharing solution. This would allow you to gather and share data with teams in sprints in remote fields, off the grid, without elaborate satellite solutions etc. These kinds of apps could multiply the utility of FileMaker Go on iOS devices, which is the kind of vitality we should hope for. Imagine if FileMaker were so indispensable for multiple apps and data sharing, it just came with iOS by default.

Populations

Communities

- Existing Users
- Existing Developers
- Forums / Discussion Lists
- User/Developer Meetups
- Conferences
- New Prospects...



We covered getting to know ourselves and the potential virality of our infectious agents. Now, as Kawasaki suggested, let's get know our customers, or the populations or communities we hope to infect with our viruses...

[BUILDS] Conferences and Meetups and have a lot in common...

Populations

Communities

- New Prospects
 - New Customers / End-Users
 - New Developers
 - Students of educational institutions

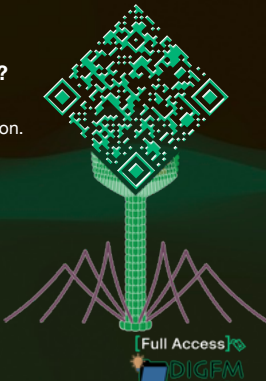


Under prospects we have... **[BUILD to students]** Having been a student and working in higher education, I think students are a special target. They don't really know what they want to do with their lives until they get infected by something special that latches on to them, so they are especially susceptible to new ideas and tools that have a low learning curve with impressive results. Are these categories representative of all the populations we target?

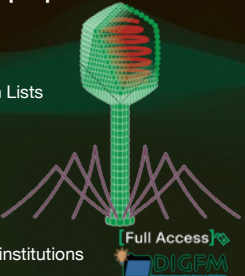
Immunology

What makes people resistant to infection?

- Already having a healthy system prevents infection.
- Already having had a bad bout with a virus increases resistance or fear.



If we know ourselves and our products, and we know our customers, then the last of the groundwork is knowing our enemy. In the field of virology the biggest enemy of infection is “Immunology...”

Viruses Communicables	Populations Communities	Immunity What makes people resistant?
• Platform • Code • Ideas • Products • Services	• Existing Users • Existing Developers • Social Media / Discussion Lists • User/Developer Meetups • Conferences • New Prospects • New Users/Customers • New Developers • Students of educational institutions	

So this epidemiological discussion has all these players, which I can leave up on the screen or put back on the screen if we want them as a reference. The conversation should center around community-based **solutions** to help us achieve our ends as epidemically as possible. You can download these slides or the PDF from the *Full Access* session detail or the Claris Community announcement for this session using that QR code.