### This is us.

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#### "Success" = doing what works

#### Doing what works

### Process (errors)



#### 2002 = company founded

#### 2005 = first front-end dev

#### 2006 = first web designer

# Get your idea out; Put perfection behind you.



## "Not everything worth doing is worth doing well"

— Tom West

000	RJ's User Page – Last.fm	
	🖎 http://web.archive.org/web/20060129114948/http://www.last.fm/user/RJ 🕓	• Q- Inquisitor
lost-fm <sub>Search</sub> (2)	Image: New regime in the second se	Usemame: Password: Login nt Sign up   Forgot your password?
🕄 RJ		U
Start Radio (1 station)	Overview Charts Journal Groups Friends Neighbours Tags	
	Recent Tracks	What you get when you sign up: Personal music profile
	1 Groovenik - Never want to feel that way     18:29, 27 January 2006	Your own music charts
	C 2 Groovenik - Never want to feel that way 18:17, 27 January 2006	<ul> <li>Friends and neighbours</li> <li>Audioscrobbler plugin</li> </ul>
	3         Anthrax - C11 H17 N2 O2 S Na         13:16, 27 January 2006	<ul> <li>Discussion groups and forums</li> </ul>
	4 John Coltrane - Jupiter 13:12, 27 January 2006	<ul> <li>Thousands of radio tracks</li> <li>Your own music journal</li> </ul>
	5         Elvis Presley - My Heart Cries For You         13:02, 27 January 2006	Album art and artist stats
	6         Led Zeppelin - Good Times Bad Times         13:01, 27 January 2006	<ul> <li>A pony</li> </ul>
Richard Jones	7         Elvis Costello - Scarlet Tide         12:58, 27 January 2006	Sign up now
Last.fm Staff Registered on Nov 20, 2002	8         Eminem - Hailie's Song         12:24, 23 January 2006	Take the tour
Last seen: 2 days ago	9 Slipknot - SUR FACING 12:18, 23 January 2006	
23 years old / Male United Kingdom	10 Led Zeppelin - Good Times Bad Times     12:15, 23 January 2006	Neighbours
United Kingdom Tracks played: 34774 Posts: 533 (view history)	Recent Journals	<ul> <li>audioscrobbler</li> <li>woland25</li> </ul>
About me:	Scrobbled Christmas Top 100     Tuesday, 27 December at 11:34 (2 comments)	☑ Iso_S ☑ vinylconcert
Official Last.fm News	R&D: Track sequence analysis results     Sunday, 11 December at 16:22 ( <u>15 comments</u> )	Saraed
Be sure to check out	New chartimage thing rocks :)     Friday, 9 December at 00:55 (4 comments)	ramiesmoris
Audioscrobbler.net for the latest data and webservices.	More journal entries	More neighbours
Watch out soon for our new weekly chart addition that picks out the fasters risers and fallers.	Weekly Top Artists Sunday Jan 15 - Sunday Jan 22	

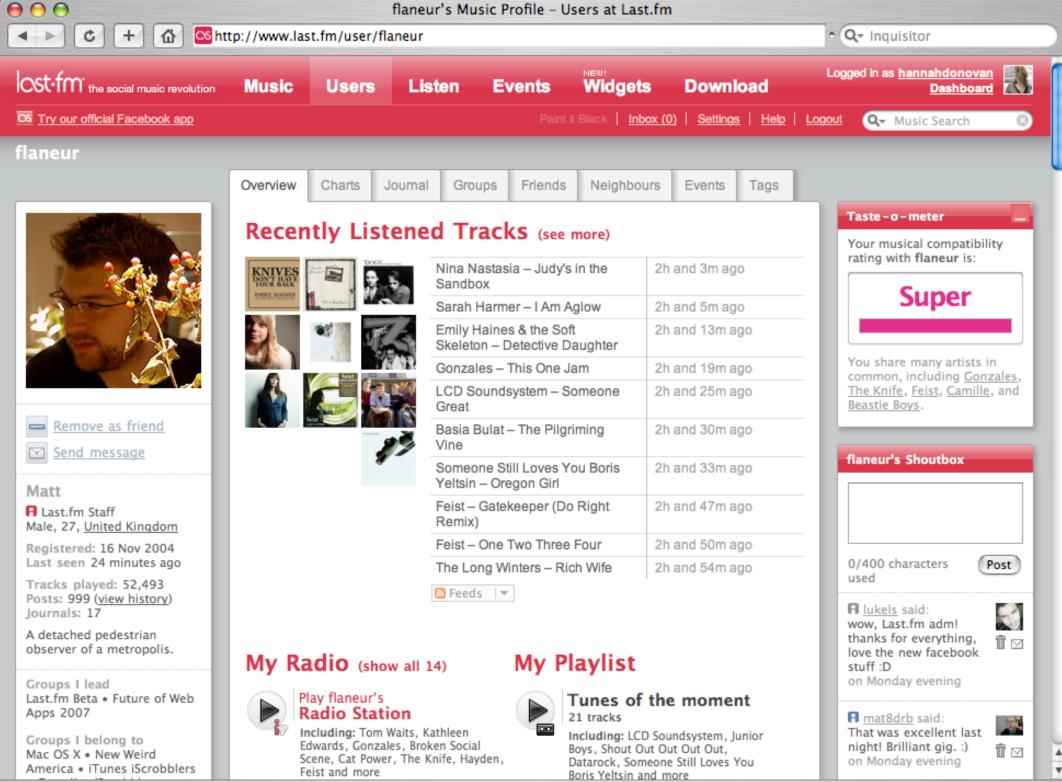
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Display a menu

See which artists are gaining

1 Arctic Monkeys

4 7



## "skin" "styling"

### Form follows function.

#### Form ever follows function.



## 2. Don't release new visuals without new functionality.

## 3. Designers and developers work on the same team.

#### 4. Do the hard stuff first. Use iterations.

#### i18n (Internationalisation)

#### 5. Use broad brushstrokes.

#### Beta access: hannah@last.fm