

“It’s Just Naming Things”



@VaughnVernon

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assertTrue

If you are not concerned about naming and other language benefits, you are probably only shipping apps, not products.

Programmer vs *Modeler*

It's NOT just naming things.

It's business value in explicit expressions.

Business value transcends stories/features.

Recent Experience



Vaughn Vernon
@VaughnVernon



Some naming errors: (1) poor naming; (2) correct naming but not renaming after learning, with or without logic changes; (3) thoughtlessly not naming a concept at all.

I've run into all recently and in all cases initially mislead. In the case of #3 it took hours to understand
1/3

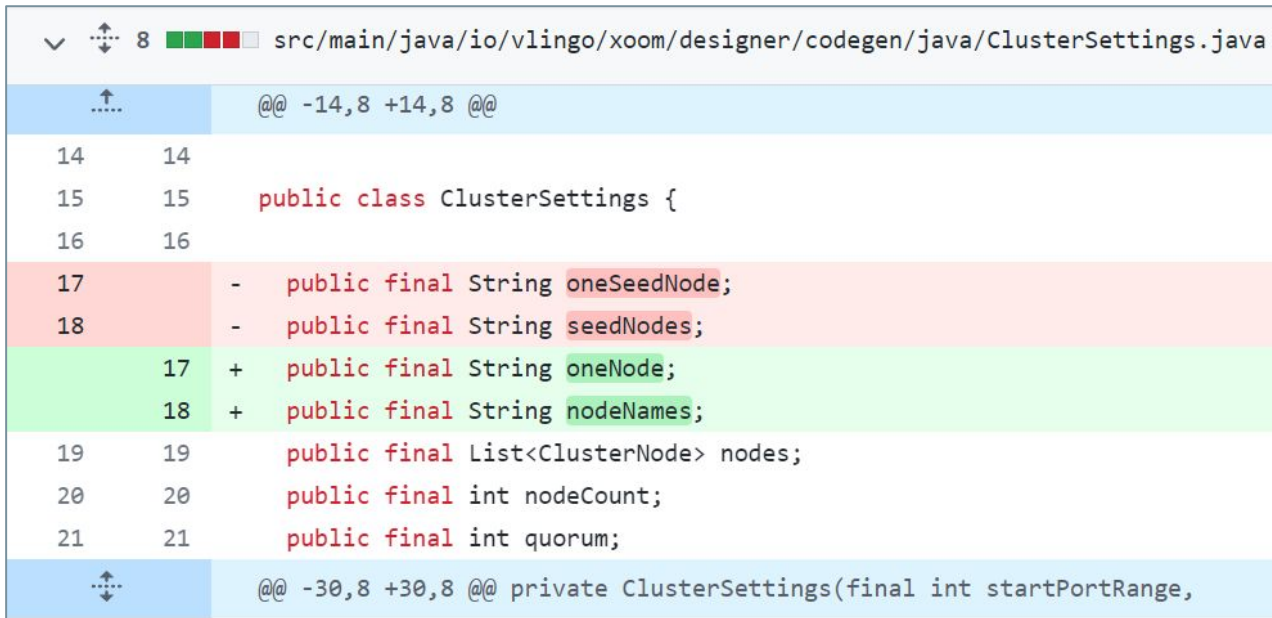
11:40 AM · Jul 5, 2022 · Twitter Web App

Recent Example

`function` `initEnc()`

We did better with C's symbol names of 7-character uniqueness.

Even in Technical Domains



```
src/main/java/io/vlingo/xoom/designer/codegen/java/ClusterSettings.java

@@ -14,8 +14,8 @@
14      14
15      15      public class ClusterSettings {
16      16
17      - public final String oneSeedNode;
18      - public final String seedNodes;
17      + public final String oneNode;
18      + public final String nodeNames;
19      19      public final List<ClusterNode> nodes;
20      20      public final int nodeCount;
21      21      public final int quorum;

@@ -30,8 +30,8 @@ private ClusterSettings(final int startPortRange,
```

The design changed.

Even in Tests(!)

29	+	
30	+	boolean clientOpenedPort;
23	31	
24	32	try {
25	-	new URL("http://127.0.0.1:19090").openConnection().connect();
33	+	new URL(serverURL).openConnection().connect();
34	+	
35	+	clientOpenedPort = true;
36	+	
26	37	} catch (IOException e) {
27	-	fail("Server did not open port 19090:" + e.getMessage());
38	+	clientOpenedPort = false;
28	39	}
40	+	
41	+	assertTrue("Client should be able to open server port: " + serverPort, clientOpenedPort);
29	42	}

Being explicit expresses context.

Misaligned Incentives



On Dialogue



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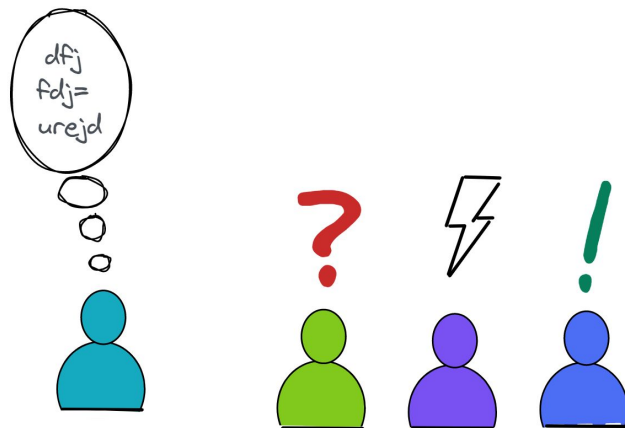
Valuable Communication Is Hard

Comprehension: Every word is backed by personal experience

Objectives: Win-Lose vs Win-Win

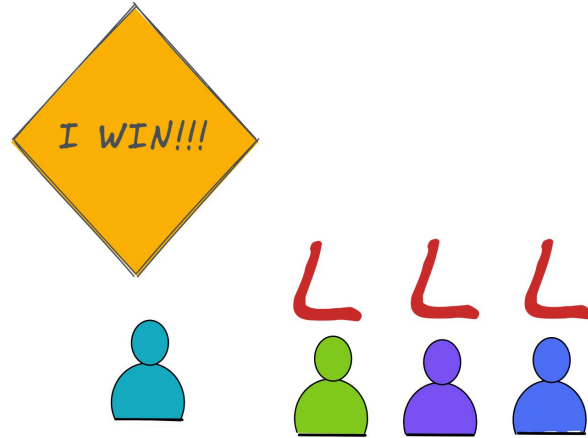
Authority: I have experience and know best

Comprehension



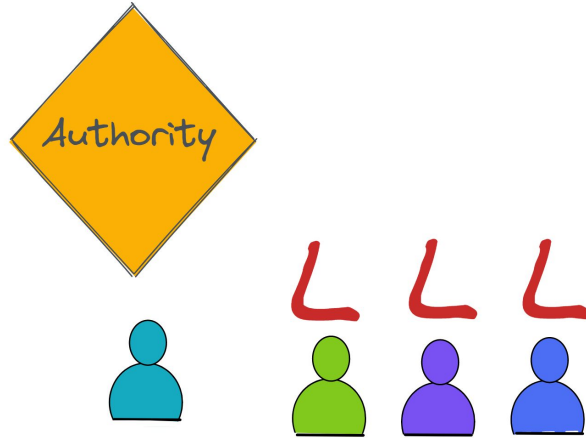
Every word is backed by personal experience; internal meaning

Objective



Win-Lose vs Win-Win

Authority



Some people like to win conversations.

Three Kinds...

Communication

Discussion

Dialogue

Communication

To make common

Convey explicit instructions or directions

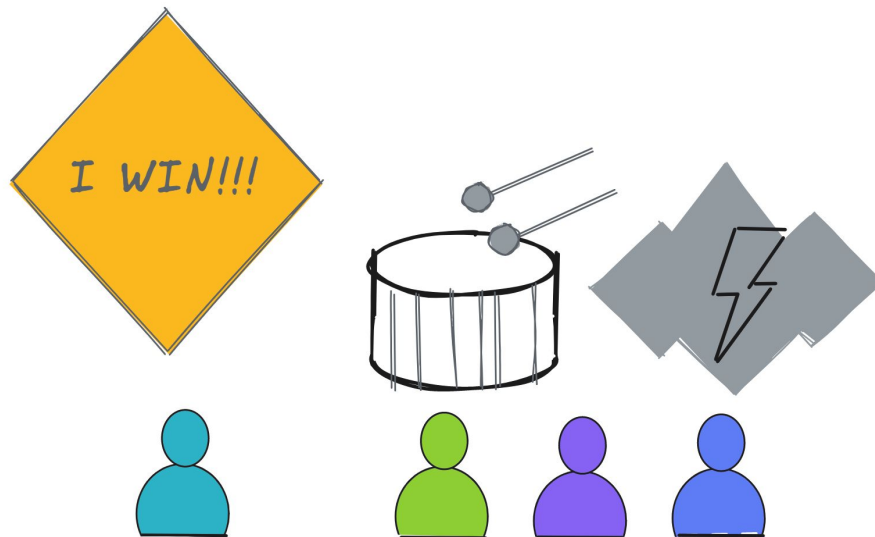
Command and Control

It's not enough to discover something new

Discussion

Same root as percussion and concussion

I win, you lose



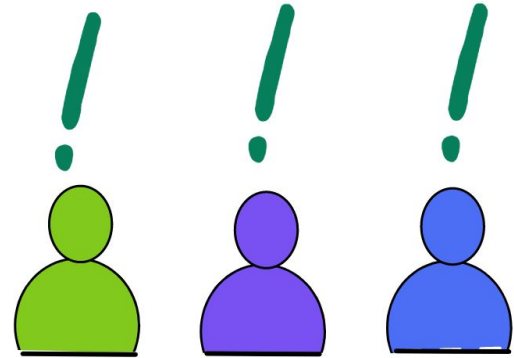
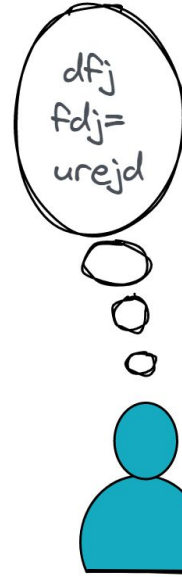
Dialogue

Primarily involves a group; 2+

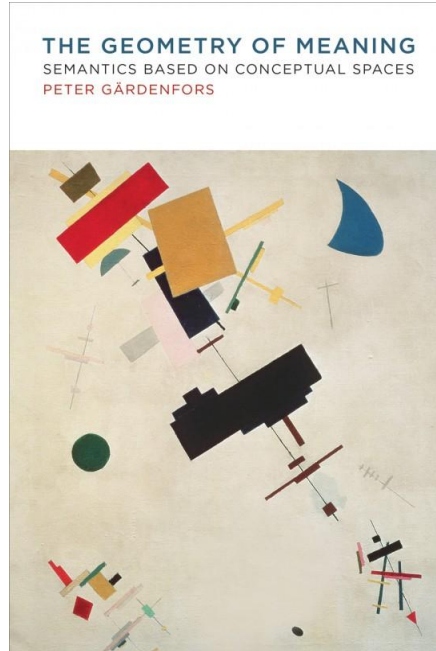
Passing words

Stream of meaning

Discover new ideas



Conceptual Spaces



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Agents

Agents, Patients, and Events

Agents generate force vectors on patients that cause result vectors.

Patients

Agents, Patients, and Events

Agents generate force vectors on patients that in turn cause events.

Events

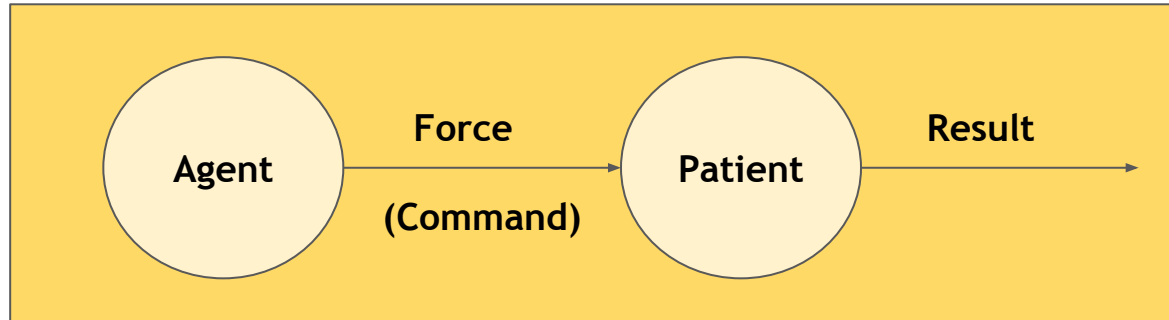
Agents, Patients, and Events

Events are modeled in conceptual spaces,
have semantics, and can be categorized.

Event

Agent Exerts Force on Patient Causing Result

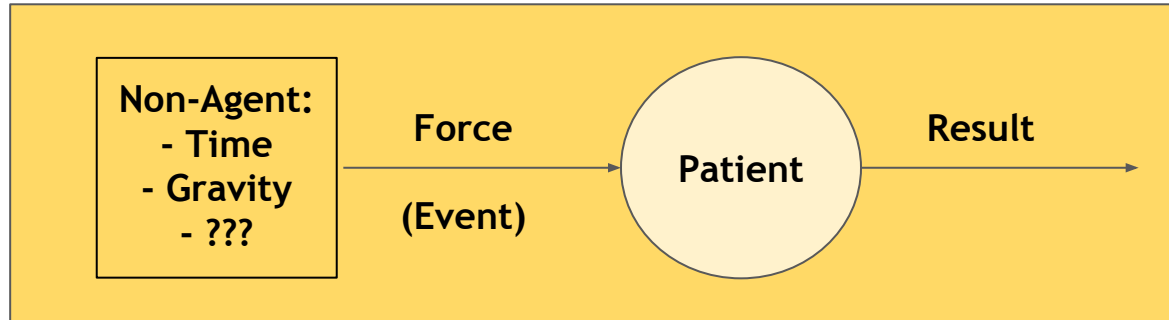
Event



Event

Non-Agent Exerts Force on Patient Causing Result

Event



Aligning Incentives

Conway's First Axiom: Reward flexibility.

OKR: Objectives and Key Results

- Strategic initiatives

KPI: Key Performance Indicators

- Day-to-day business

“Oh, you mean this really matters?”

Systems Thinking and Design

Three Challenges:

- Business Architecture
- Social Architecture
- Technical Architecture

Business Architecture

Is multidisciplinary

Vision & Strategy

Communication

Capabilities

Products: Data & Software

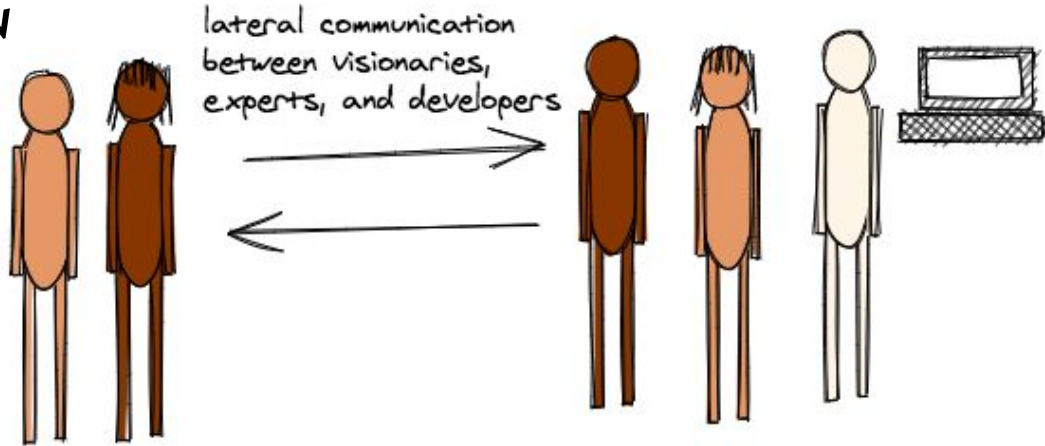
Value Streams

Executive Buy-in and Appropriate Funding



Business Architecture

Conway's Law

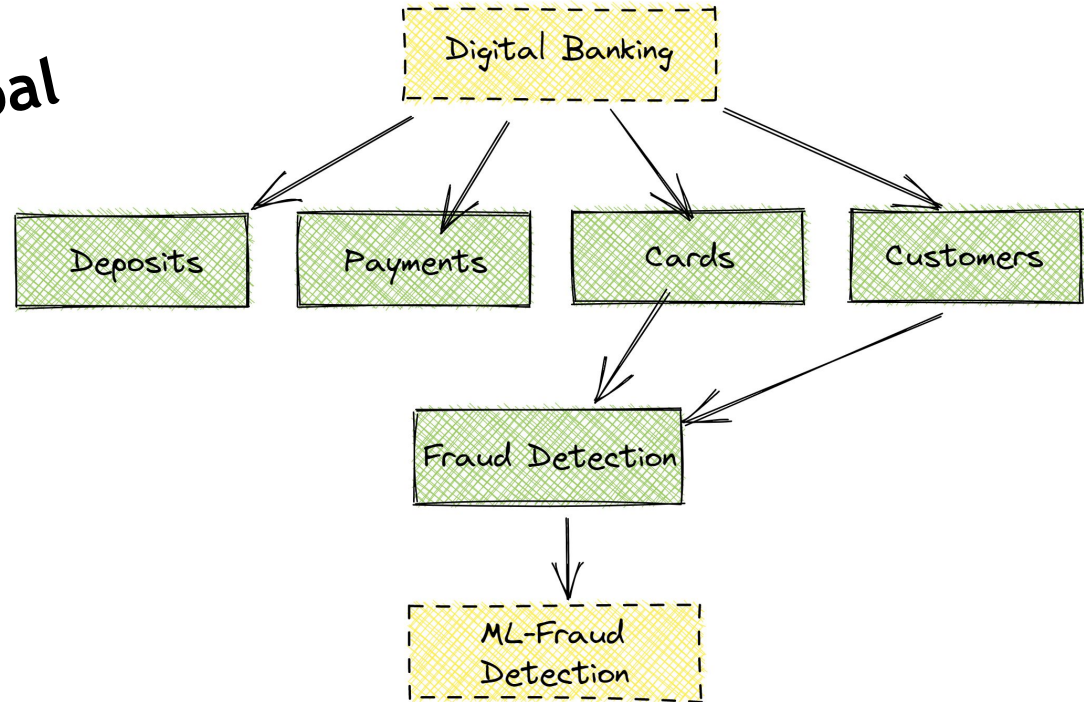


Communicating mental models
can be successful

Business Architecture

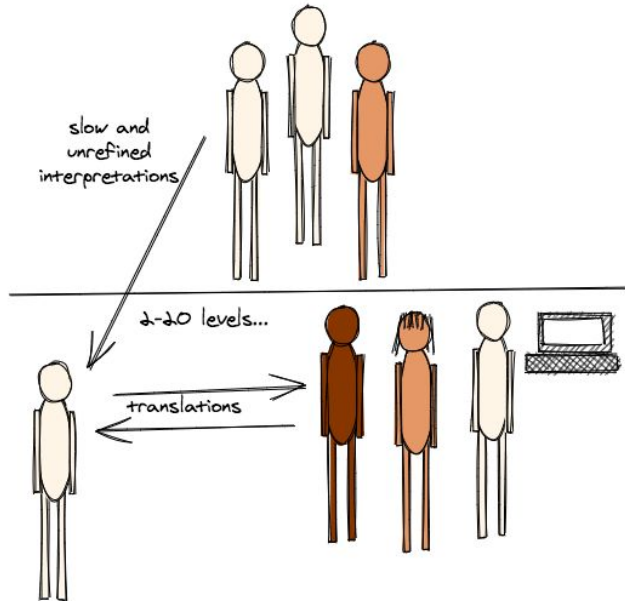
Communicated models
are reflected in
chosen boundaries

Goal

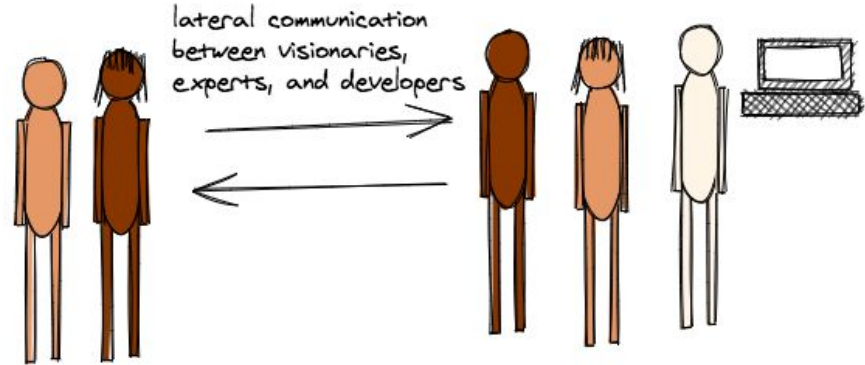


Social Architecture

1 Team



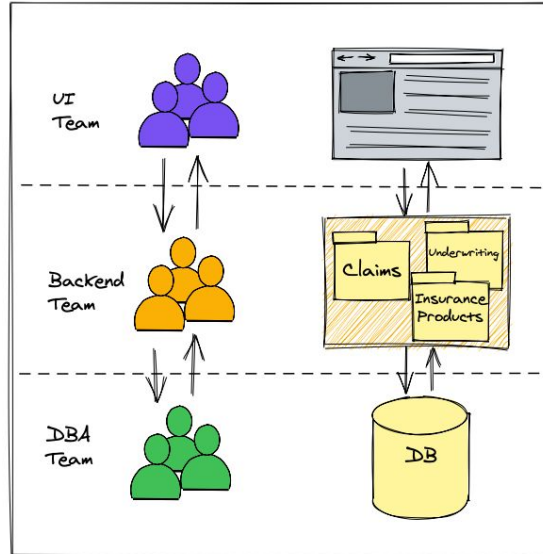
1 Team



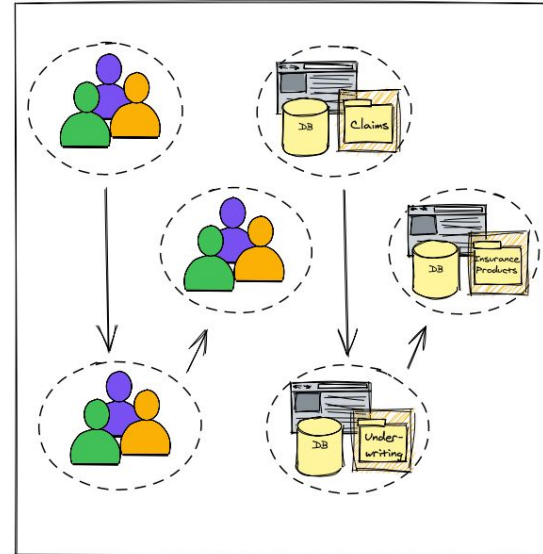
Loudest and longest talkers
damage both structures

Social Architecture

3 Teams

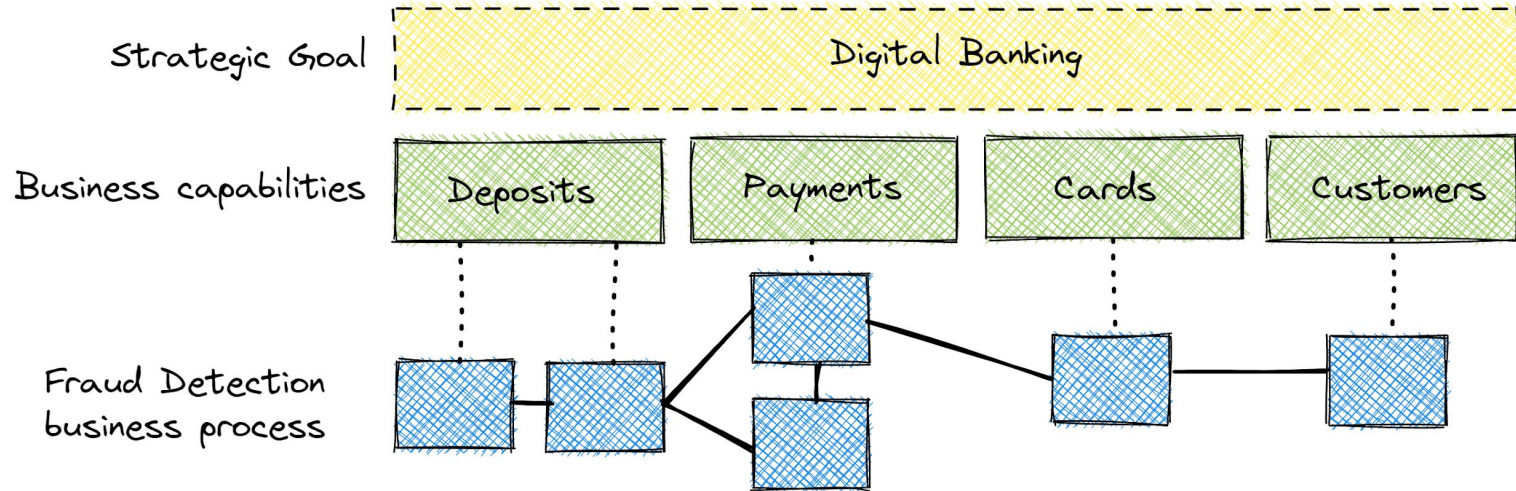


3 Teams



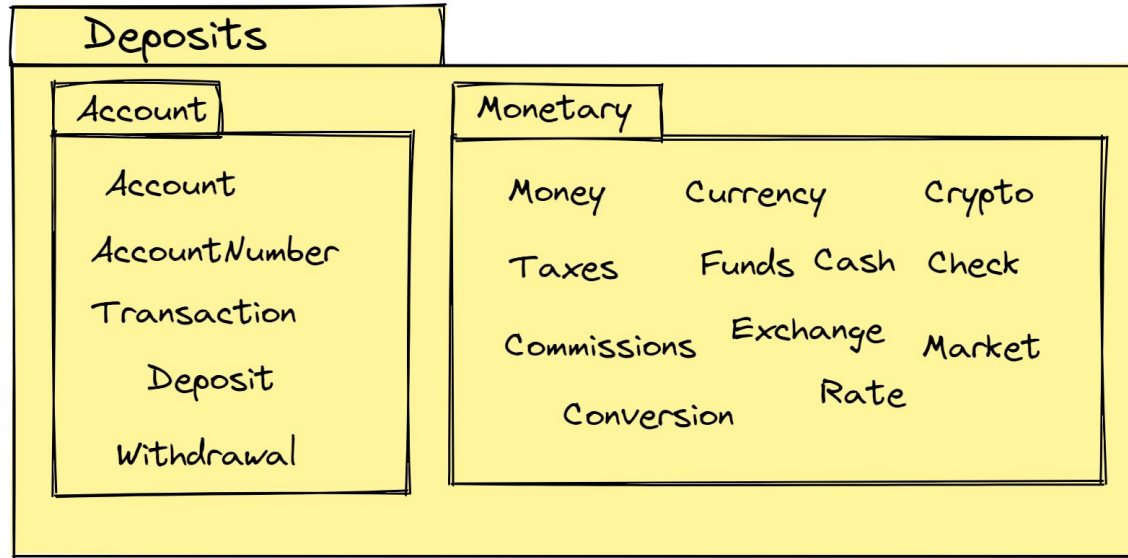
Technical Architecture

Capability is What
Process is How



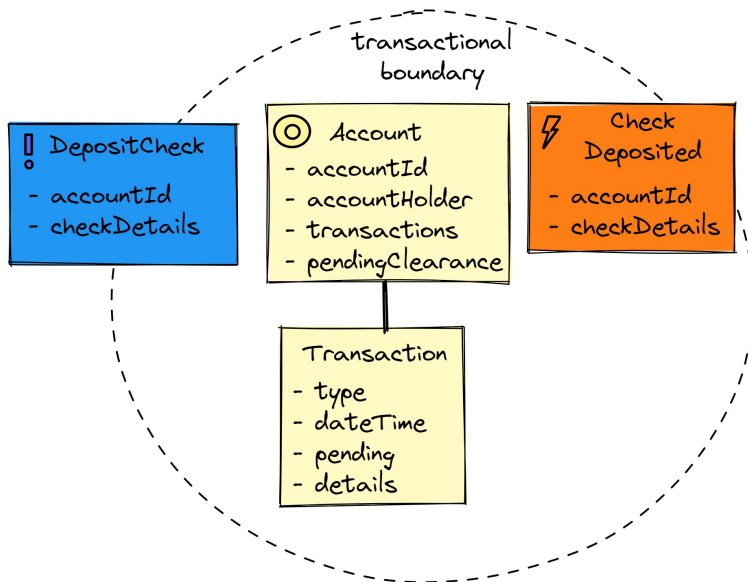
Technical Architecture

Modules



Technical Architecture

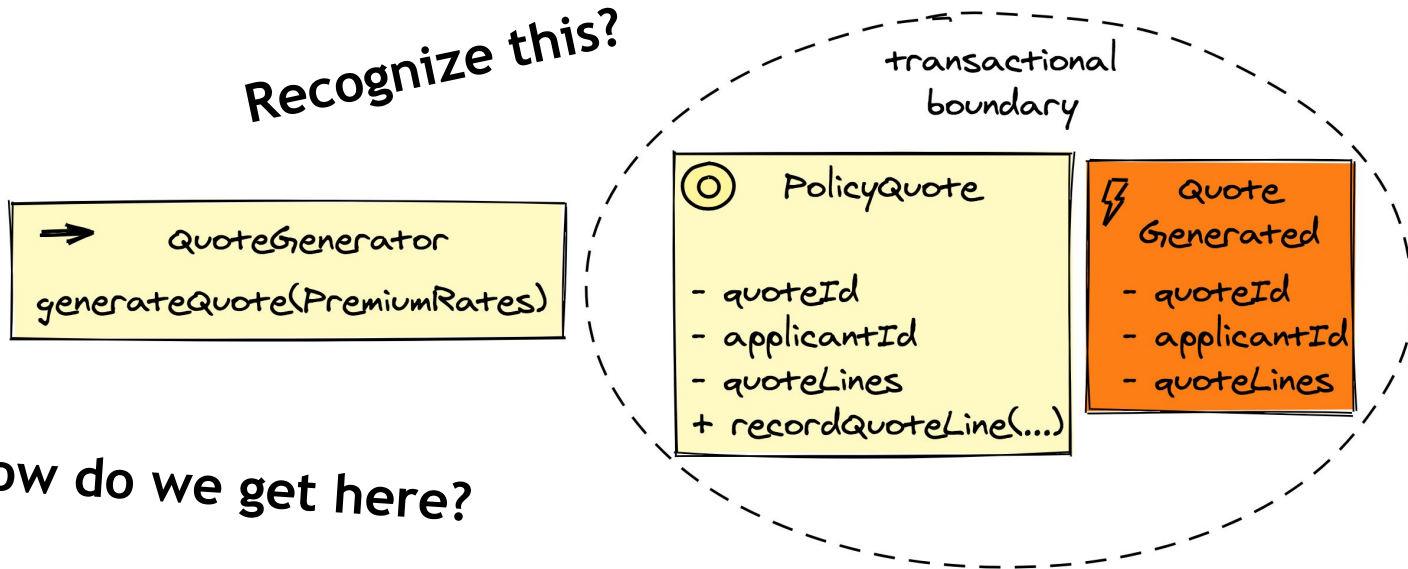
Command > Aggregate (Entity) > Event



Technical Architecture

Service & Aggregate

Recognize this?



How do we get here?

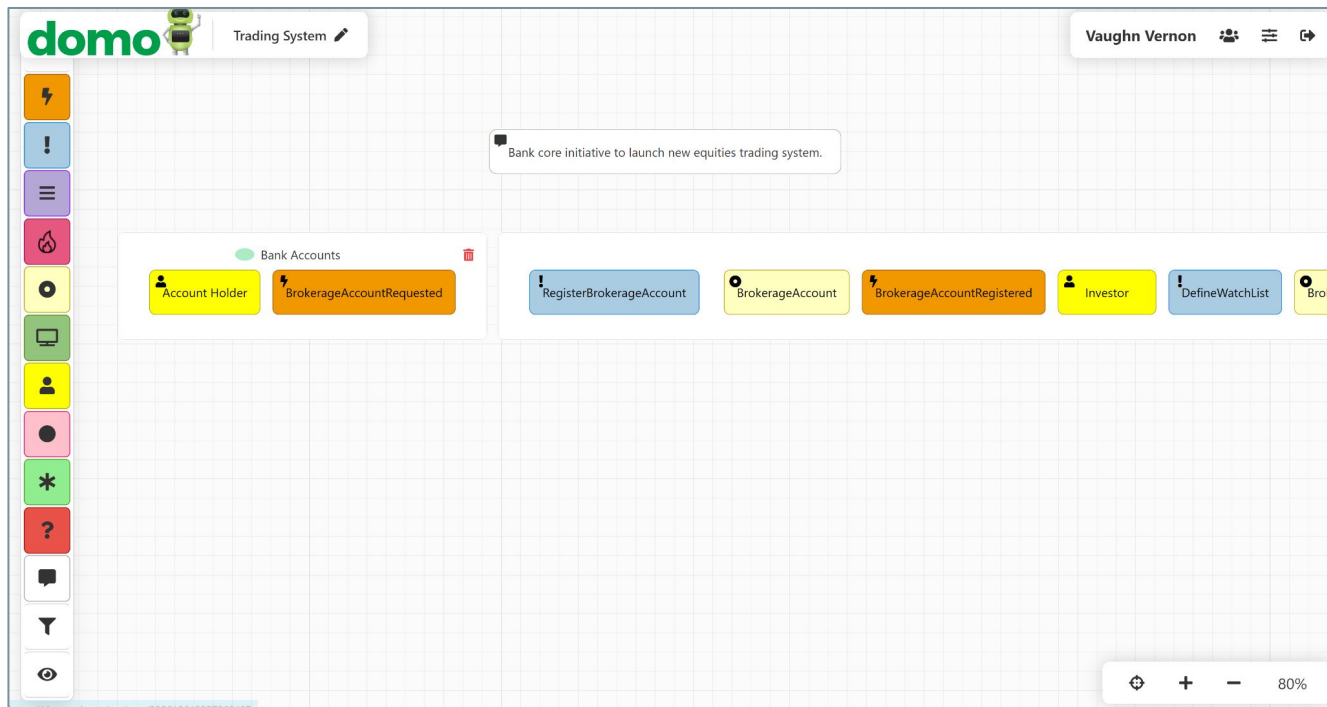
Business Architecture Meets Technical Architecture

```
public Tuple<Deposit, List<DomainEvent>> DepositCheck(Check check)
{
    var deposit = Deposit.With(this, check);

    var checkDeposited = CheckDeposited.As(deposit);

    return Tuple.With(deposit, checkDeposited);
}
```

Domo: EventStorming & DDD



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Books & Signature Series

