

Users....

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First Impressions

- Sinking the hook (studies)
 - Accomplish something → Supporter for life
 - Many fail and wander off silently
 - Some get access and never use it
- Positive, Directed, Early Experience is Crucial
 - Directed tutorials
 - Interactive introduction
 - Mentoring a project

Support

- Respond to as much as possible
 - Again: positive experience
- Use incident tracking
 - Support staff collaboration
 - Tracking problems
 - Analysis
- Many channels, Easy contacts
 - E-mail, IRC, ticket system, 1-click reporting

Classes

- Basic Focus Shift
 - Research is collaborative
 - Classes are competitive
- Classes require (technical)
 - Information hiding
 - Forensics
- TA's: Excellent “sink the hook” users!

Curriculum

- Outreach
 - Summer Programs
 - Events (Capture the flag)
 - Excited Instructors
- Gathering points
 - Collaboration Systems
 - Exchange Points
- Reach Outside Design Community