The General Value Proposition

The values that derive from end-users participating
in application-building as first-class citizens, such as:

- Engagement
- Coupling of the artifacts to real needs
- Tight design feedback

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I've been working on simplification for 60 years, but I never was comfortable saying that this technology could be the basis of a viable business model, because I couldn't articulate a credible *Value Proposition*.
Now that's changed. Here is a generic statement of the value proposition.
Getting more specific, I see both a medium-term and a long-term value proposition, which I'll show in the next two slides.

The Medium-term Value Proposition: Prototyping

What Happens	**Domain-driven design:** Domain experts and developers on the design team collaborate fully as builders of working prototypes.
The Benefits	Closer and more specific communication: • **shortens the design cycle** • **increases accuracy of the design** • **enhances engagement of the client organization**

2

The medium-term value proposition shown here says we can use this technology to bind together the two skill sets in the prototyping work of a Domain-Driven Design team—developers and domain experts—so that everyone collaborates in building the prototype.
Whether you view prototype-building as part of requirement discovery, or confidence building, or communicating with the client, is not my point. ***If*** you see the need to build a prototype this will improve the process.

The Longer-term Value Proposition: Open-source Software

What Happens	**The software economy:** The open-source software applications economy broadens into two parts as non-programming **end-users become full-fledged builders**.
The Benefits	• Apps in general: **The economy of consumer and business applications becomes broader, more diverse, and more responsive to end-user needs.** • Business apps: **IT that understands how to use the benefits of open source becomes more responsive as domain experts are fully integrated into the development process.**

The longer term value proposition is a transformation of open-source practices to include end-users alongside developers.

The open-source economy will be partitioned in parallel with the way applications are partitioned, with developers building gateway components that anybody can wire up into full applications.

Open-source practices have built a parallel economy to the proprietary software economy; I see end users joining the open-source game and enlarging it.