

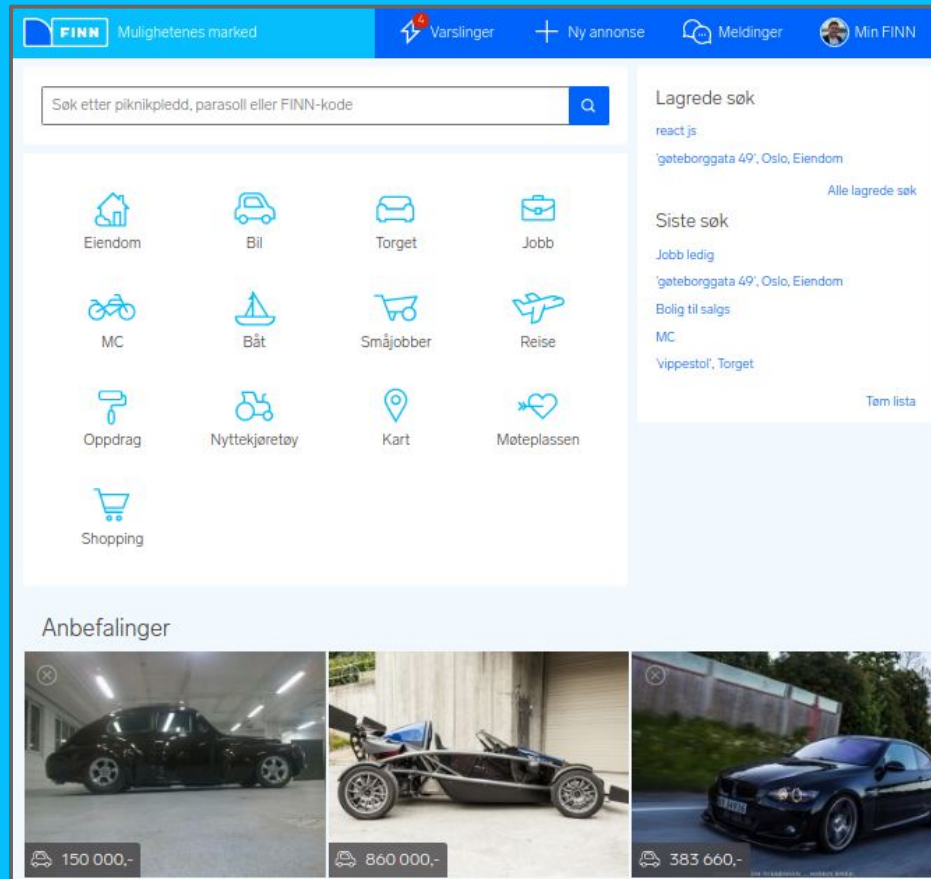
A/B-testing med Unleash

Open source, multi-plattform rammeverk for feature toggles og eksperimentering

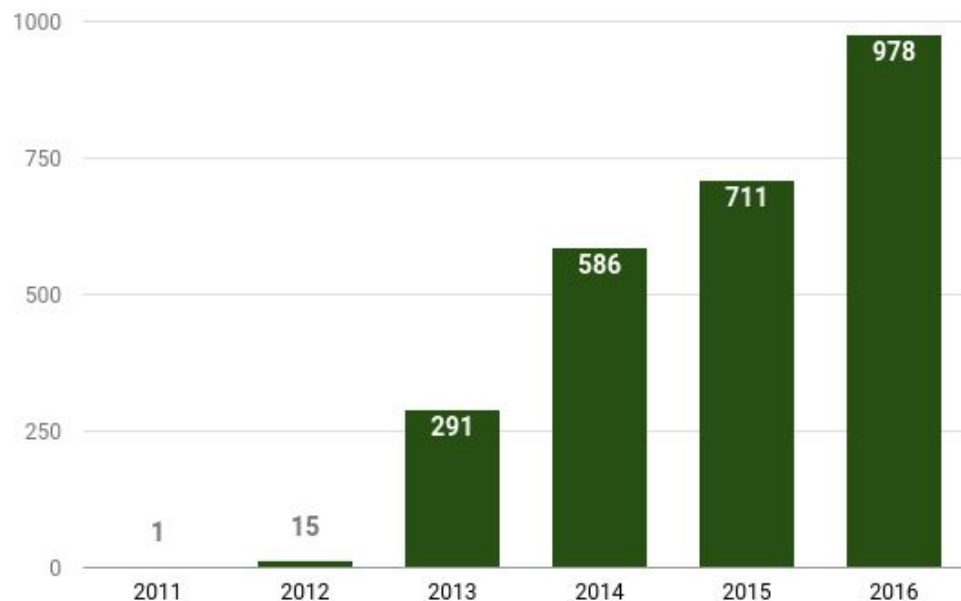


FINN.no er stort og komplekst

- Etablert i 1998
- 60 millioner daglige sidevisninger
- 350 mikrotjenester
- 120 utviklere
- 1000+ utrullinger til prod hver uke



Økning i antall utrullinger i produksjon



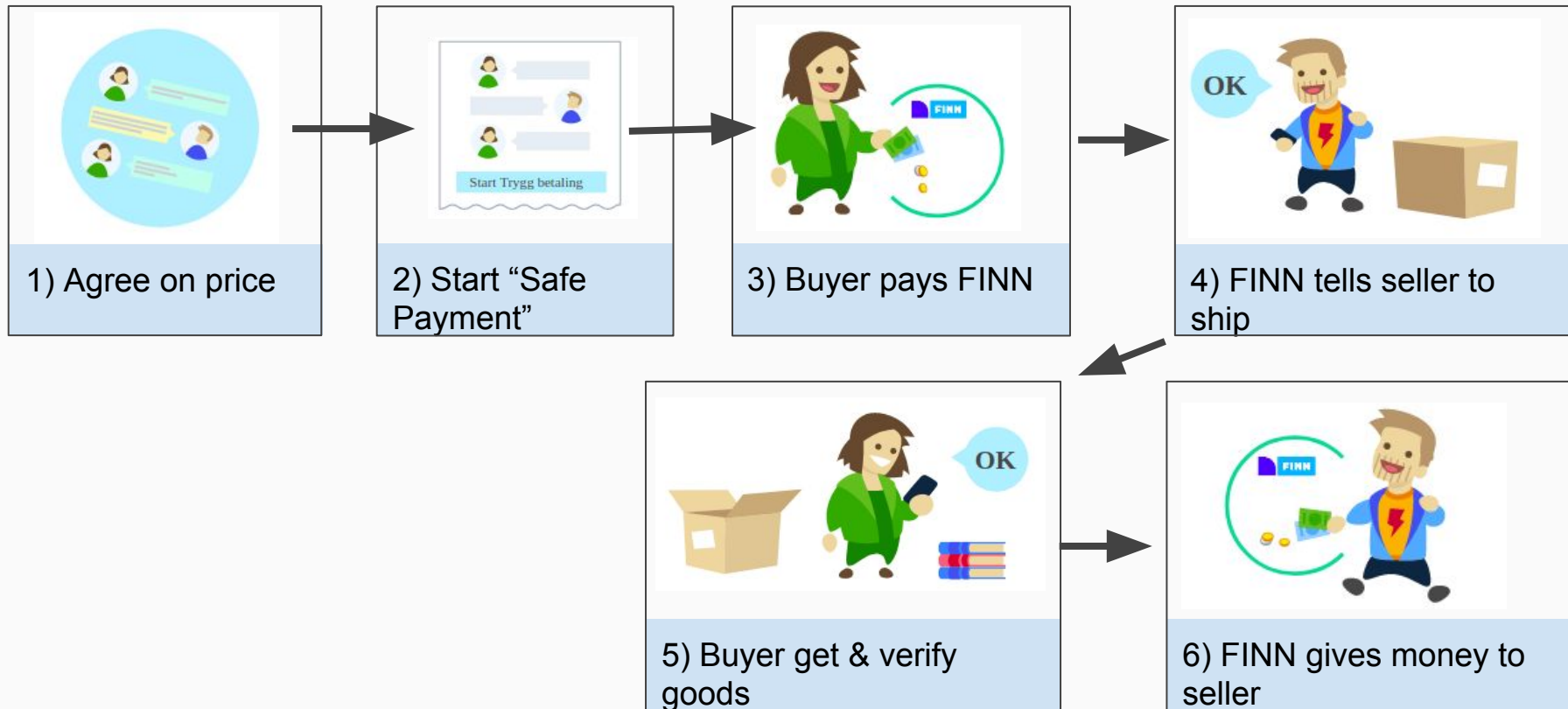
Feature toggles er en viktig del av løsningen

A photograph of a large, industrial control panel, likely for a machine or system. The panel is made of metal and features a dense array of buttons and switches. The top section has several rows of small, round buttons, some of which are illuminated. Below these are larger, rectangular buttons with labels. The bottom section has a row of green buttons and a few larger, circular buttons. A prominent red warning sign with a white circle and a diagonal line is affixed to the panel, reading "No unauthorised person may operate this machine". The panel is mounted on a metal frame, and the background shows a brick wall and some industrial equipment.

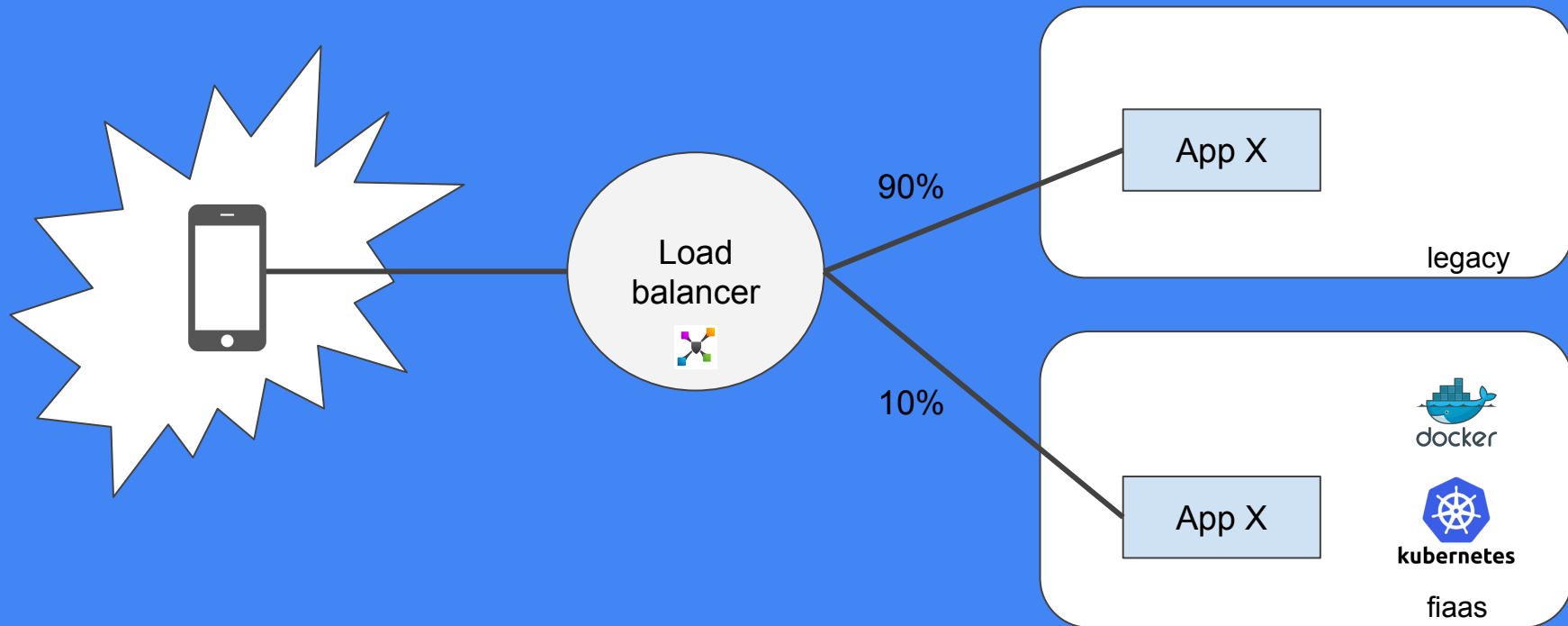


decouple **deployment** of code
from
release of features

Det lar oss gradvis rulle ut nye produkter



Migrere sømløst til ny infrastruktur



Teste effekten av forbedringer vi gjør

Bil / Biler i Norge 66 867 treff.

Lagre søk

Sorter på Publisert

Q Sø

Merke

- ☐ Audi (5 122)
- ☐ BMW (6 353)
- ☐ Citroen (1 361)
- ☐ Ford (4 005)
- ☐ Honda (1 095)
- ☐ Hyundai (1 121)
- ☐ Kia (1 004)
- ☐ Mazda (1 116)
- ☐ Mercedes-Benz (5 372)
- ☐ Mitsubishi (1 800)

Betalt plassering Rolvsøy

Toyota RAV4 Toyota R4 Vanguard. Navigasjon. RYGGKAMERA. 2012 123 000 km 188 660,-

Privat • To hjulsett

Roa

Volkswagen Passat 2.0TDI 140Hk Stv HIGHLINE/Klima/H-Feste 2007 170 000 km 59 990,-

Autocenteret Sport AS
Annet bilutvalg • To hjulsett • Servicehistorikk

Rolvøy

Subaru Forester 2.0 Diesel 147 Hk DAB radio 4X4 Hengerfeste, EU- 2010 142 000 km 139 660,-

Invest-Auto AS
Annet bilutvalg • To hjulsett • Servicehistorikk

Kontroll

Torget 136 549 treff.

Lagre søk

Sorter på Mest relevant

Q Sø

Kategori

< Alle kategorier

Fritid, hobby og underholdning

Billetter og reiser (3 446)

Brettspill og bordspill (2 929)

Bøker og blader (62 489)

Håndarbeid (4 593)

Mat og drikke (1 912)

Modellbyggesett og modeller (1 800)

Musikkinstrumenter (12 235)

Betalt plassering

14 000,-

Nittedal

Mesa Boogie Lonestar Special med Flightcase

Fyllingsdalen 2 m siden

Husstell med gode gamle oppskrifter kr 75,-

75,-

QuickBUILD Telt 3 X 3 METER

3 400,-

Larvik 3 t siden

Quick-up PRO Telt. Partytelt. Easy up messe. NORGE. SMARTLAGER NORGE AS

Variant

Mer kontroll (kort fortalt)

- Allows us to **test** a new feature on a limited group
- **Verify** that the new feature solves real user problems
- Lightning fast **rollback** if problems are detected
- **Iterate** the new feature to make it better

(Test, Verify, Rollback, Iterate...)

```
if (unleash.isEnabled("AwesomeFeature")) {  
    // some new magic  
} else {  
    // old boring stuff  
}
```



Feature Toggles



Search
mfinn



Last hour ▾

By strategies ▾



mfinn.bapSearchResultsInscreenTracking

Inscreen tracking for ads in BAP search results

gradualRolloutRandom

userWithId



mfinn.frontendTrackJs

Enable trackjs

userWithId

gradualRolloutSessionId



mfinn.lettingsSwiftcourtLink

Swiftcourt link on lettings

userWithId

default



mfinn.newnewfrontsearch

New front search field for mfinn

betaUser

userWithId



mfinn.reply-times.display

Display a user's reply time based on activity from the Messaging ...

userWithId

gradualRolloutAbTesting



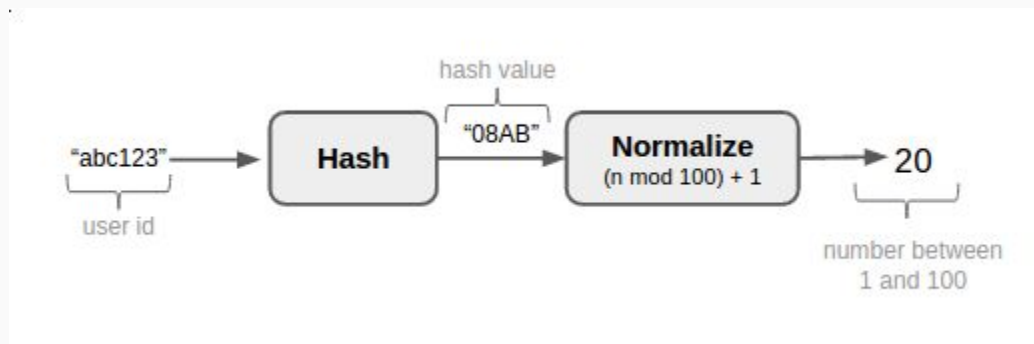
mfinn.ShowUserFeedbackForm

Whether to show the user feedback form in bap ad pages

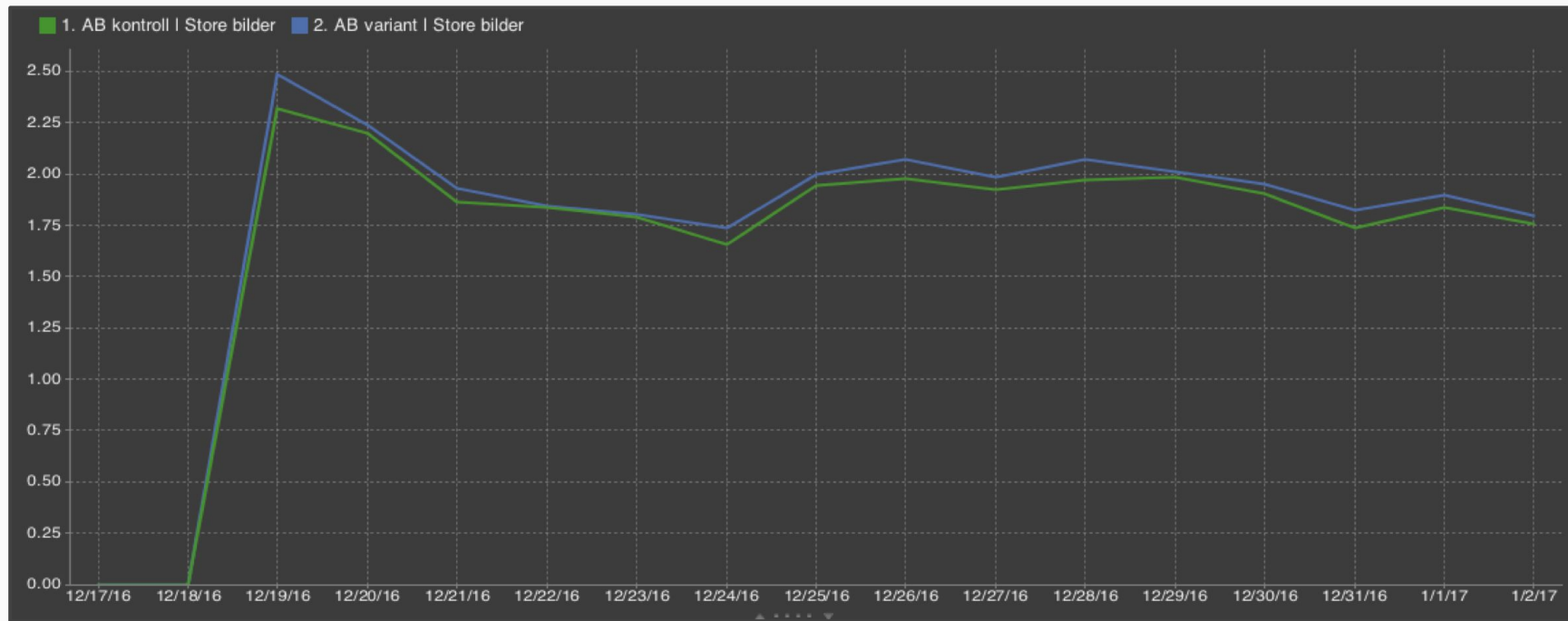
gradualRolloutAbTesting

userWithId

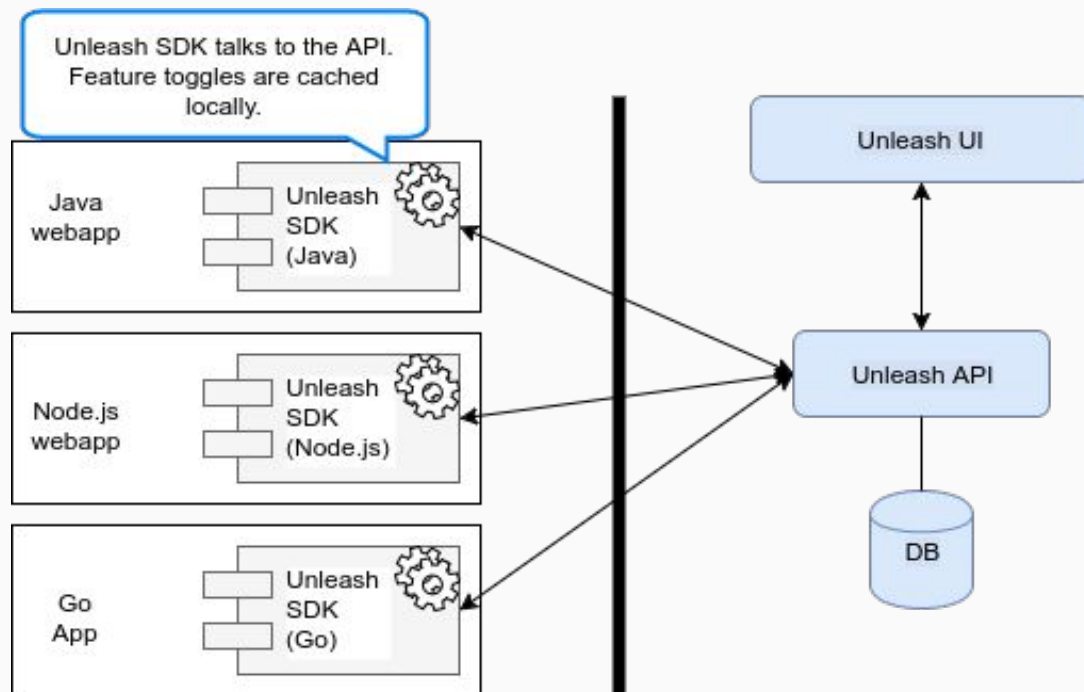
Tilfeldig (og sticky) fordeling av brukere



Fritt valg av tracking og analytics-løsning



System Overview

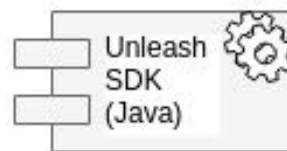


Native apps (iOS & Android)

Native app request status of relevant toggles at startup and in the background. It will provide unleash context (userId, sessionId, deviceId, appVersion etc)



unleash-native-proxy



Unleash API



Unleash UI



Kort oppsummert

Feature toggles framework

- All toggles in one dashboard
- Extensible model

Multi-platform

- Official SDKs for Java, Node.js and Go
- (Contributors working on a PHP and Python SDKs)

Open Source

- <https://github.com/Unleash>

Status og retning

Unleash 3.0

- Authentication support
- Lots minor fixes

A/B testing strategies

- Current implementations is not shared outside FINN
- We are looking into generalize it

**Unleash vokste fra
grasrota i FINN**



Folk som bruker Unleash i dag

- FINN.no
- Prisjakt.no
- VG Next
- Blocket.se
- NAV
- NRK Super

Prøv det selv

- Kildekode
 - <https://github.com/Unleash/unleash>
- Blogpost
 - <http://bytes.schibsted.com/unleash-features-gradually/>
- Spør meg
 - vegard.sandvold@finn.no