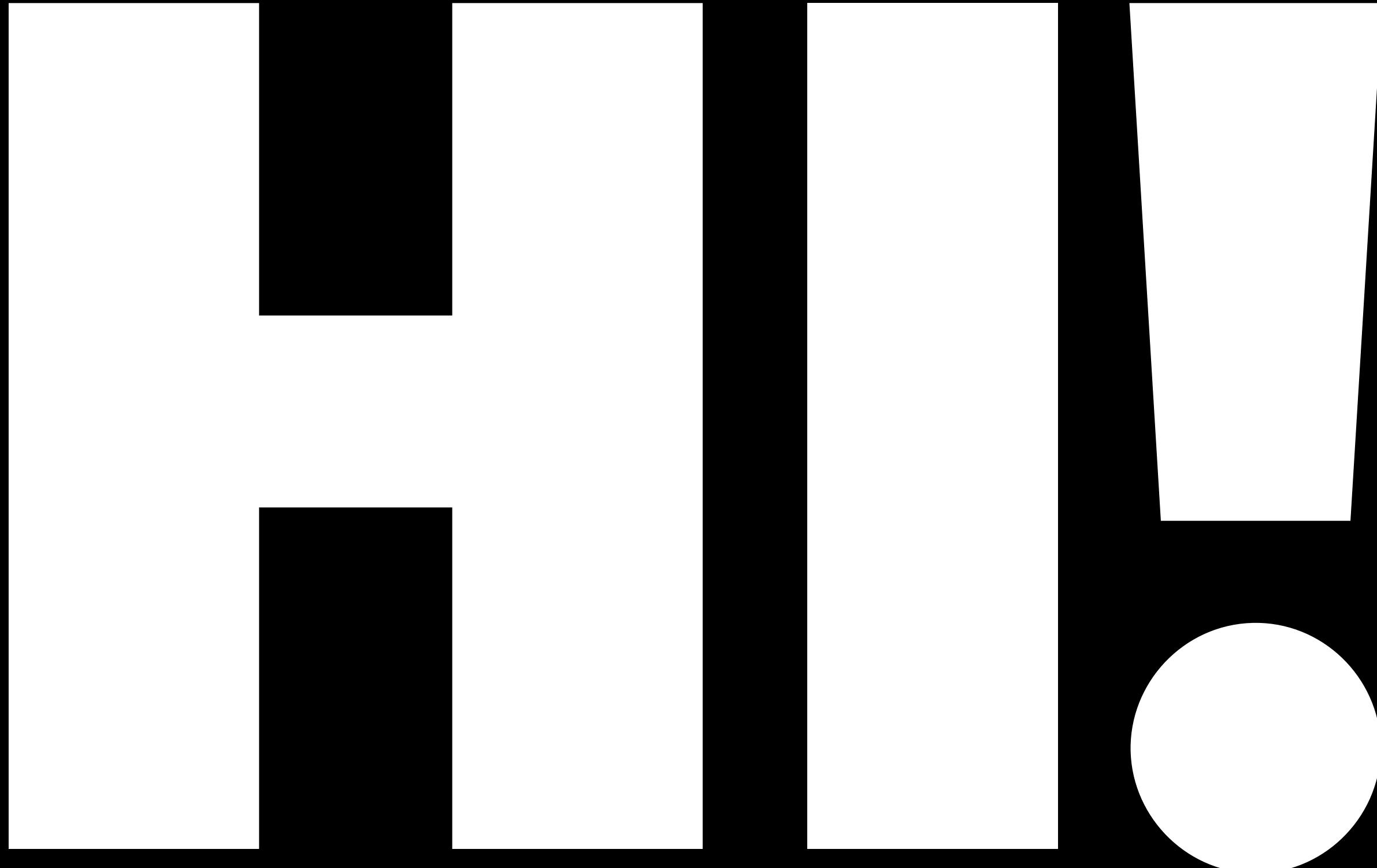


How I learned
to <3 Ember



I'm Ju



You can find me as **@arkh4m**

I'm Italian 🇮🇹

MAMMA BUTTA LA PASTA

I live in London 





I work at **AlphaSights**
We're in London and New York
And we're *huuuge* Ruby & Ember fans

I'm addicted to rock climbing!



Me

I'm here to tell a story

A long time ago in a galaxy far,
far away....

I was a PhD student working on
packet filtering in high speed networks

Friend: "Hey, wanna join our Rails shop?"

Me: "OK"

PROBLEM

I knew nothing about web development.

So I started studying Ruby 

But that wasn't enough, so I studied **Rails**

But that wasn't enough, so I studied **OOP**

But that wasn't enough, so I studied **TDD**

And I was **happy**

I was really enjoying myself doing what every
backend Ruby developer loves to do

**BUT THEN
CAME THE
JAVASCRIPT**

So I learned *jQuery*

And it was **great**

Then I learned *BackboneJS*

And it was **amazing**

Then I learned MarionetteJS

And it was **fantastic**

Then I learned *BatmanJS*

And it was very **clever**

Then I learned *AngularJS*

And it was **revolutionary**

But I still wasn't **happy**



A9. The most advanced chip ever

The most vivid Retina display ever

TouchID faster and better than ever

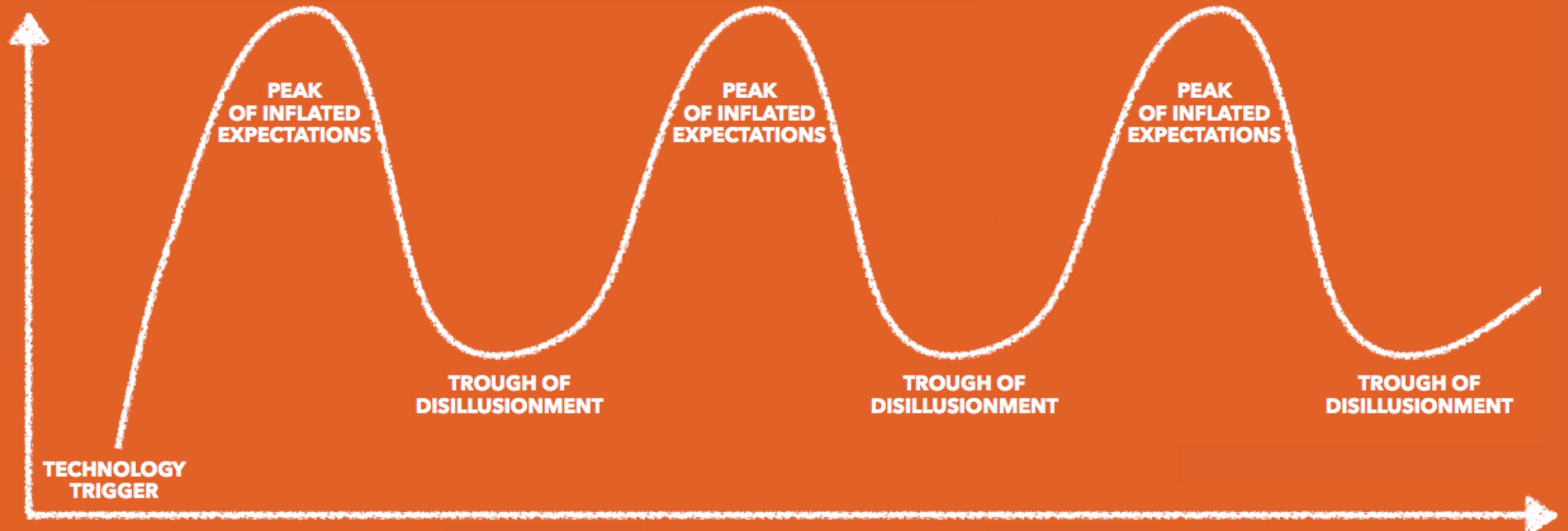
3D Touch lets you do more than ever

The most powerful 4-inch phone ever

iOS 9 is smarter and more essential than ever

The 27-inch iMac is faster and more powerful than ever

HYPE FATIGUE



*When everything is
revolutionary, probably
nothing really is*

– Albert Einstein

I was pretty deep into
The Pit of JavaScript Disillusionment

But I had my Ruby, my OOP and my TDD

So everything was good!

But one day..

*We're going to rebuild
this Rails app in Ember!*

Initially I wasn't *really* excited



But then I start poking around...

"This looks nice and familiar..."

15 minutes later...



Even though I thought I knew Rails and JS,
Ember looked like something completely different

And I wasn't a *huge* fan because
it was doing **too many things**

K

SSS

Keep It Simple, Stupid

***Simple is better than
complex***

– The Zen of Python

***Write programs that do
one thing and do it well***

– Doug McIlroy

***Why do you have to go
and make things so
complicated?***

– Avril Lavigne

2 years later...

Now I love Ember :)

I can do everything!

So what changed?

The Gmail test

*I have to rebuild Gmail.
How would I do it?*

Gmail ▾



Refresh

More ▾

1–50 of 71,462



It ▾



COMPOSE

Inbox

Starred

Important

Chats

Sent Mail

Drafts

All Mail

Spam (9)

Trash

Circles

alphasights

jobs

readme

reply

More ▾



Ju



Alessandra Cannata



Chiara martorelli



Fabrizio Monti



Federico Parodi



Filippo Gangi Dino



francesco capra



Giovanni Messina

- | | | | | | |
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| <input type="checkbox"/> | | <input type="checkbox"/> | 'LinkedIn, Tennison (2) | alphasights Software, here's your PIN - No sure what happens here. Any idea? On Saturday, March 26, 2016, 'LinkedIn Security' via | 5:38 pm |
| <input type="checkbox"/> | | <input type="checkbox"/> | PagerDuty | alphasights [PagerDuty] Damon Aw Has Invited You to PagerDuty - Hi Ju Liu, Damon Aw has asked you to join your organization's PagerDuty a | 4:09 pm |
| <input type="checkbox"/> | | <input type="checkbox"/> | CloudMailin | alphasights [alphasights] Your CloudMailin Daily Update for 4e2b695e5a3d60ea7c64@cloudmailin.net - Your Daily CloudMailin Report for 26 M | 11:09 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | Johannes Koch (2) | alphasights Alarm went off - I was there, false alarm - the wind tricked us.. Happy Easter everyone! On 26 Mar 2016, at 13:39, | 10:58 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | Honeybadger Notifications | alphasights [Dragon/production] Error - Error: Uncaught TypeError: Cannot read property 'state' of undefined Error detected in: Dra | View error ↗ 9:30 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | Basecamp (AlphaSights) | alphasights Basecamp (AlphaSights): Here's the latest activity - AlphaSights Here's the latest activity across everything Since 9am on Friday, Ma | 5:02 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | Papertrail | alphasights [alphasights] Heroku app "quiet-beach-81467" logging stopped - Hello, Your Papertrail service for "quiet-beach-81467" has reached | 4:20 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | Papertrail | alphasights [alphasights] Heroku app "executive-notifications" bonus log data transfer note - Hello, Thanks for activating Papertrail's Heroku add | 4:15 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | Papertrail | alphasights [alphasights] Heroku app "quiet-beach-81467" log data transfer notification - Hello, Your Papertrail service for "quiet-beach-81467" h | 1:56 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | » Godfrey Chan | This week in Rails: Cables, Mailers, Floats, and More! - View in your browser Business Todd here with your weekly briefing of all the goings-on in | 12:30 am |
| <input type="checkbox"/> | | <input type="checkbox"/> | AlphaSights | alphasights End of Day Call Quality Summary for 2016-03-25 - Call Quality Summary for 2016-03-25 Call Count by Quality Good: 112 Bad: 9 As | Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | » Duolingo | Daily Spanish reminder email - Daily Spanish Reminder Hi Ju Liu, keep the owl happy! Learning a language requires practice every day | Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | EmberConf Team | Inbox EmberConf is nearly here! Final reminders inside. - Everything you need to know for next week! View this email in your browser It's almos | Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | CircleCI Builds | alphasights [Build] Fixed: alphasights/pistachio on master / #19993 (00de345) - Fixed build report alphasights/pistachio #19993 branch master c | Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | CircleCI Builds | alphasights [Build] Failed: alphasights/pistachio on master / #19992 (00de345) - Uh-oh, some tests failed. Build alphasights/pistachio #19992 Br | Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | CircleCI Builds | alphasights [Build] Failed: alphasights/pistachio on master / #19990 (00de345) - Uh-oh, some tests failed. Build alphasights/pistachio #19990 Br | Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Will Raxworthy (4) | Re: [pistachio] Update Checklist Items query type (#4302) - Merged #4302. — You are receiving this because you wer | View Pull Request ↗ Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Abraham Petrillo (15) | Re: [pistachio] Add project_id as additional argument for GraphQL Interactions query (#... - Merged #4310. — You are | View Pull Request ↗ Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Peter Wong | alphasights Cancelled Event: Global Batman Handoff @ Fri 29 Apr 2016 11:00 - 11:30 (ju.liu@alphasig... - This event has been cancelled and re | 31 Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Peter Wong | alphasights Cancelled Event: Global Batman Handoff @ Fri 22 Apr 2016 11:00 - 11:30 (ju.liu@alphasig... - This event has been cancelled and re | 31 Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Steve Aragon | Re: [phoenix] Add unused argument to interaction queries (#1119) - Merged #1119. — You are receiving this because | View Pull Request ↗ Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Eventbrite | Your Tickets for Community Dinner & Drinks at EmberConf - Eventbrite Find events My Tickets Hi Ju, this is your order confirmation for Communi | ✉ Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Steve Aragon | Re: [pistachio] GraphQL Interactions: add fields unused argument, prospect_id and candi... - Merged #4328. — You ar | View Pull Request ↗ Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | GitHub | [GitHub] Subscribed to alphasights/nohemis_designs notifications - Hey there, we're just writing to let you know that you've been automatically su | Mar 25 |
| <input type="checkbox"/> | | <input type="checkbox"/> | Peter Wong | alphasights Invitation: Global Batman Handoff @ Weekly from 11:00 to 11:30 on Friday (ju.liu@alphas... - more details » Global Batman Handof | 31 Mar 25 |

I couldn't figure out a way to do it
by keeping it simple...

***Simple is better than
complex***

– The Zen of Python

***But complex is better
than complicated***

– The Zen of Python

A framework for creating ambitious web applications

```
npm install -g ember-cli  
ember new my-app
```

[More downloads](#)[!\[\]\(d0945ee9d75045997a0a44b28c8e5c04_img.jpg\) Follow @emberjs](#)

MORE PRODUCTIVE OUT OF THE BOX.

An ambitious application solves a **real** problem

And as we know, reality is full of complexity

*Everything should be
made as simple as
possible, but not simpler*

– Albert Einstein

So I stopped using 'simplicity' as an excuse :)

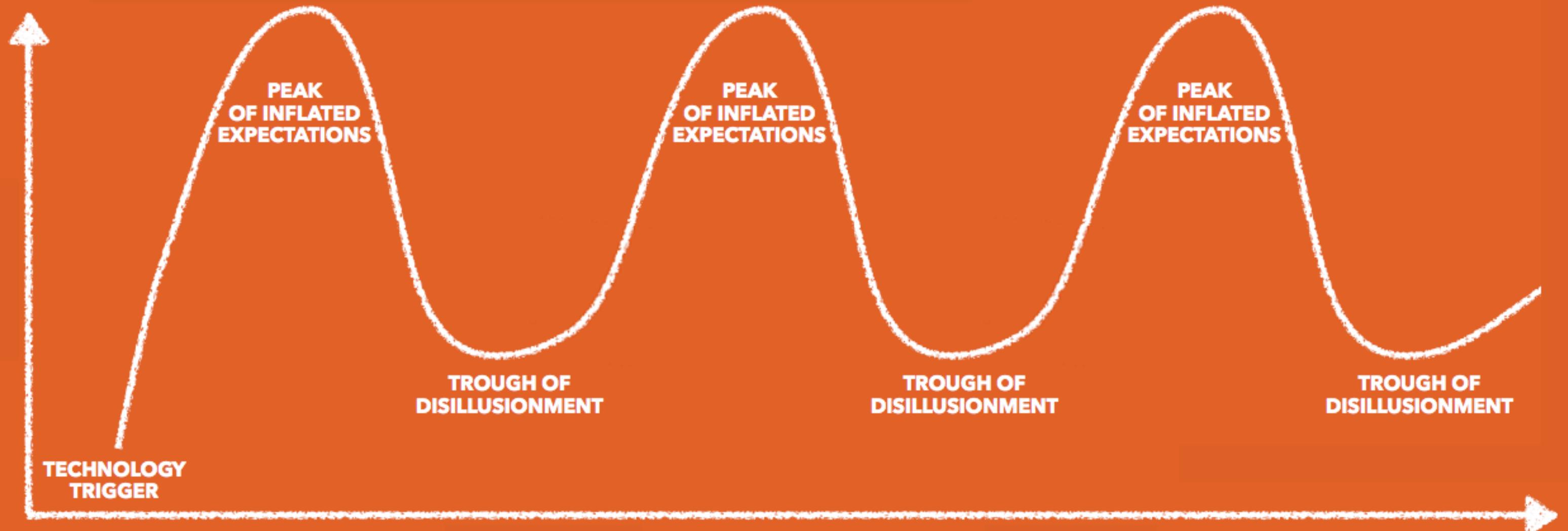
Also, I found out why I wasn't enjoying myself in JS

It wasn't the syntax

It wasn't handling state

It wasn't handling async

But the **revolution at any cost**



Second System Syndrome

*We need to rebuild this
from scratch*

*It's going to be easier,
faster, more expressive*

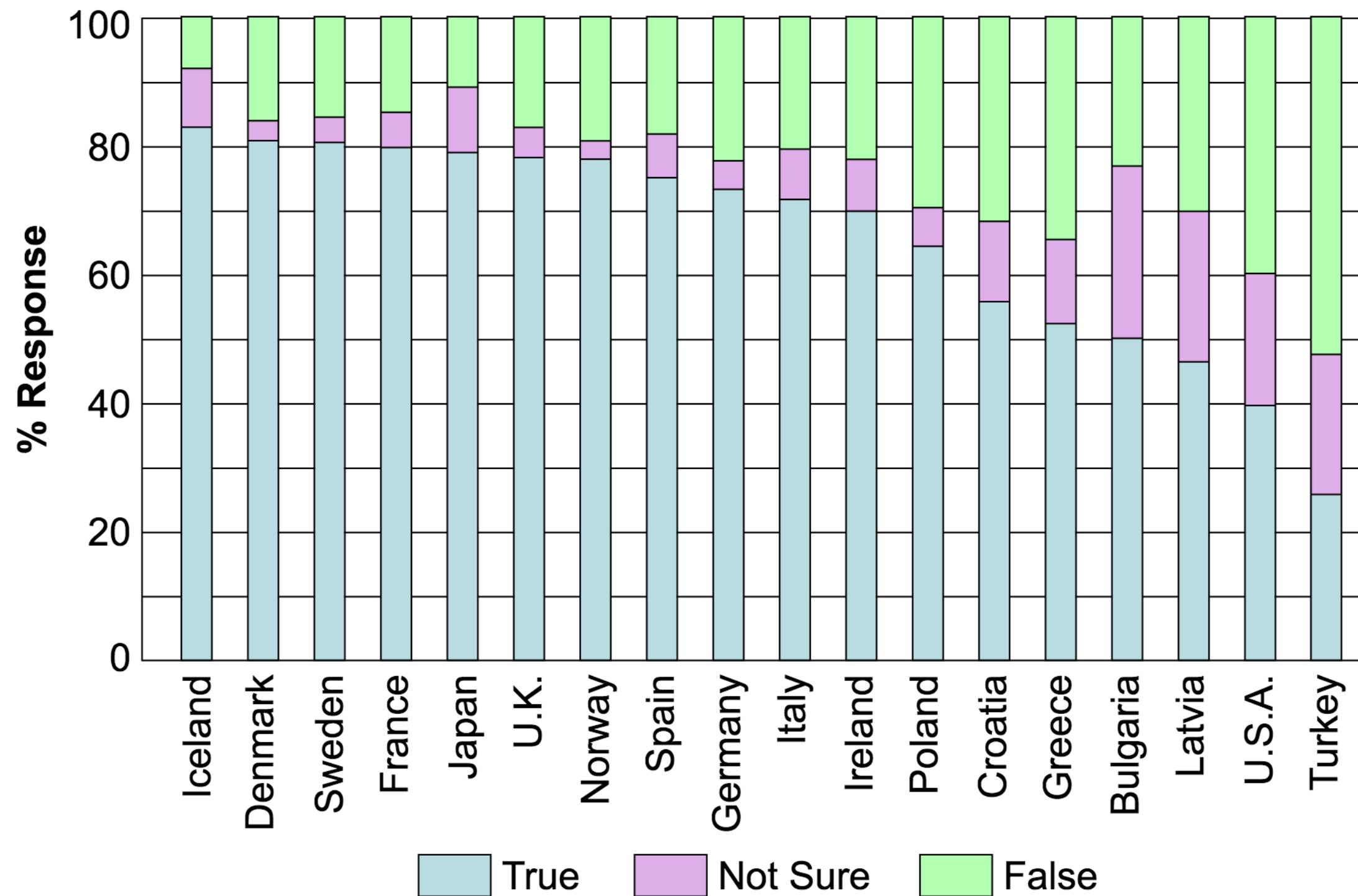
*But it's not gonna be
backwards compatible*

- Perl 5 -> Perl 6
- Python 2 -> Python 3
- Angular 1 -> Angular 2

**intelligent
design**

*I have the perfect plan,
now let's build it*

Response to the Statement, "Human Beings, as We Know Them, Developed from Earlier Species of Animals"



Natura non facit saltus

– Linnaeus, 1751

**Stability
without
Stagnation**

*Eventually all the good
ideas will end up in Ember*

— wycats

When I was learning Ember,
I was learning a piece of software.

But the truth is,
there are many pieces of software around.

***This is my framework.
There are many like it, but
this one is mine.***

– Full Metal Jacket

But what I learned to love is much more than a
framework

It's a frame of **mind**

It's having a truly **open source** process

It's thinking about backwards compatibility

It's embracing **continuous mutation**
over short lived revolutions

Don't be a Creationist.

Learn to love Ember!

Thank you!



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engineering.alphasights.com