Start small and scale up. It’s easier to grow than to shrink.

Be There (Immediate), Be Useful(Relevant), Be Quick(Frictionless)

Reachability Matters

Speed Matters

Bundle.min.js

Transpilling = Translating to old language

Minify = Clean and Lean

This is “free”

What really is MVC?

Good organization:

* src
  + CSS
  + JS
  + views
  + tests
* dist
  + index.html
  + bundle.min.js
* package.json
* node\_modules
* README