



How We Scaled App Development My First Six-Month at Wayfair

SWIFTFEST Boston | 2019

#scalingapp

About Me



Arnaud Lucas

Director of Engineering
Native Apps, End-User Services, and Physical Retail

At Wayfair since September 2018

alucas1@wayfair.com

<https://www.linkedin.com/in/lucasarn/>

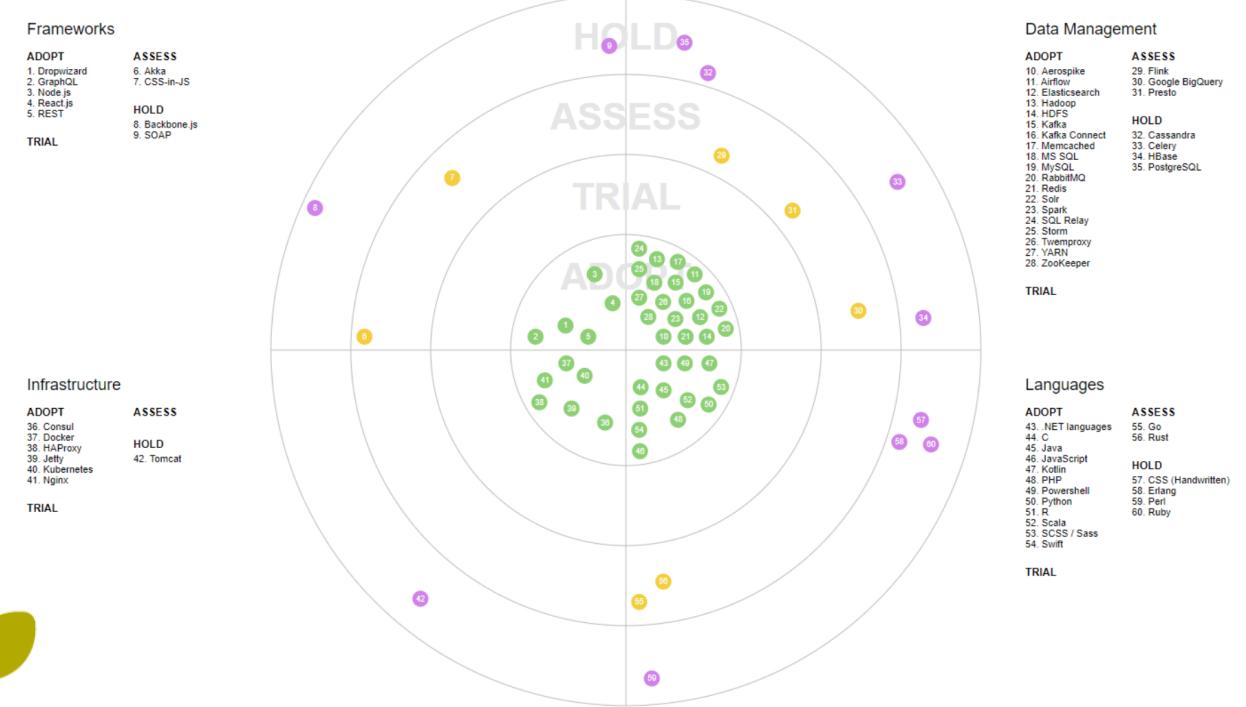
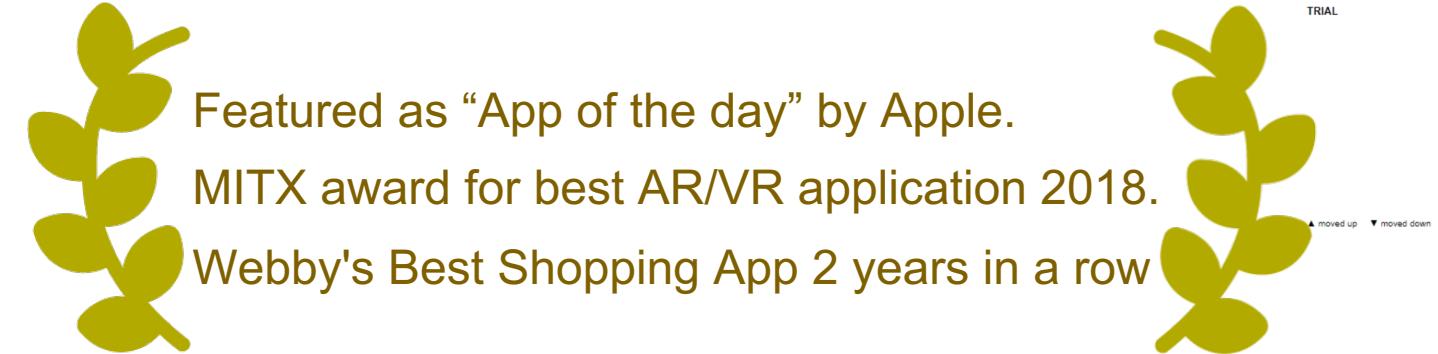
Wayfair and Native Apps

**Wayfair is one of the largest technology employers in Boston.
More than 2,300 engineers and data scientists.**

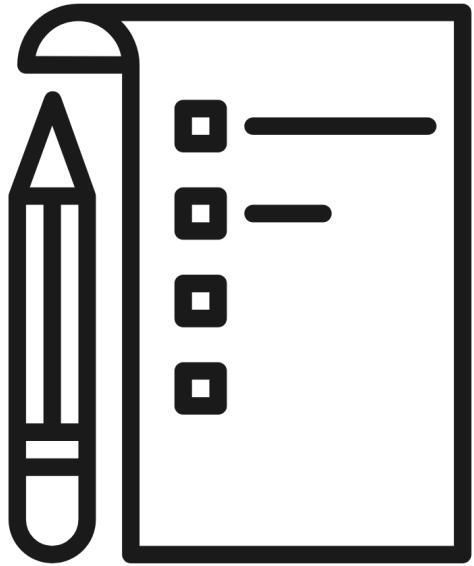
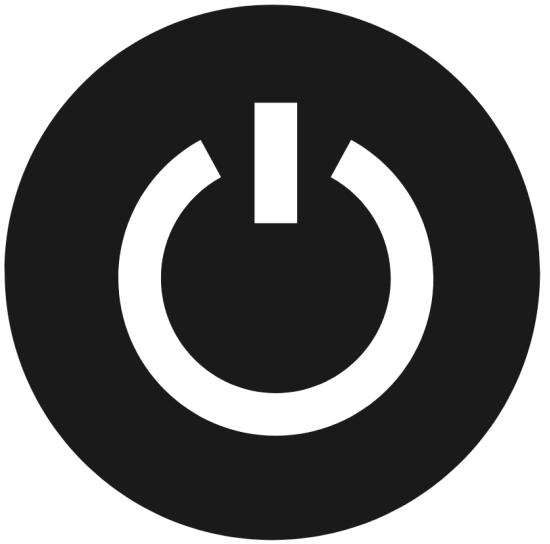
In 2018, 13 million app downloads to a cumulative app downloads of 31 million.

Native App represents roughly 20% of gross Wayfair.com revenue and is growing.

Many native app developers and hiring.



Getting Started

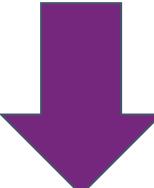


Money and Appiness



Scaling Challenges

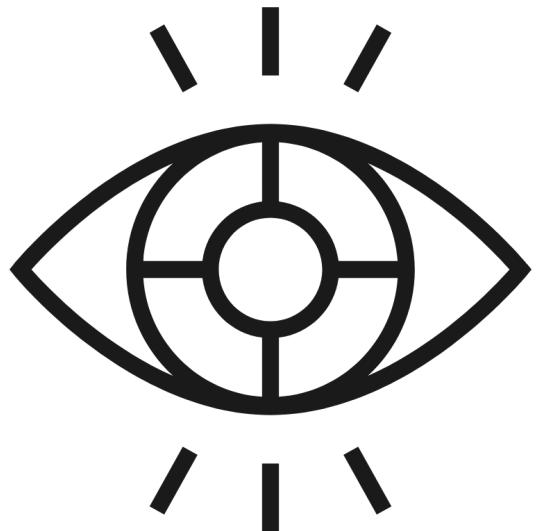


- Centralized
 - Separate iOS and Android teams
 - Imbalanced
- 
- Coordination and Ownership
 - Platform Support and Scaling
 - Product



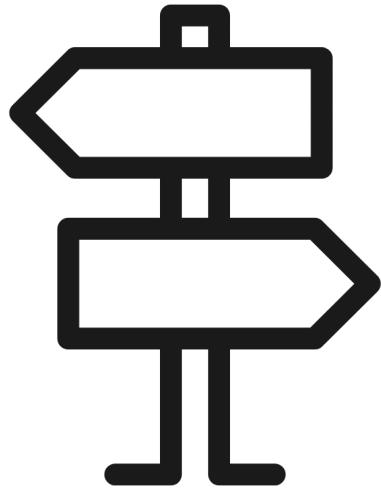
“ Any organization that designs software will inevitably produce a design whose structure is a copy of the organization's communication structure. ”

(as inspired by Conway's Law)



The “1-Pager”

Guiding Principles



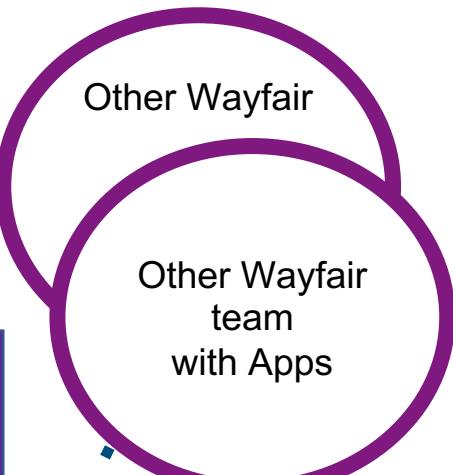
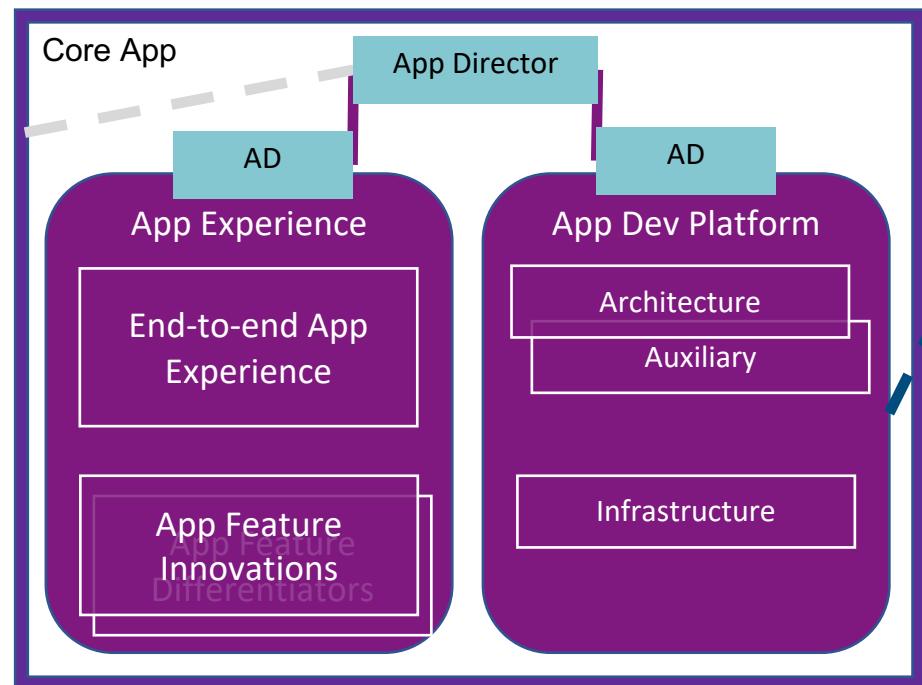
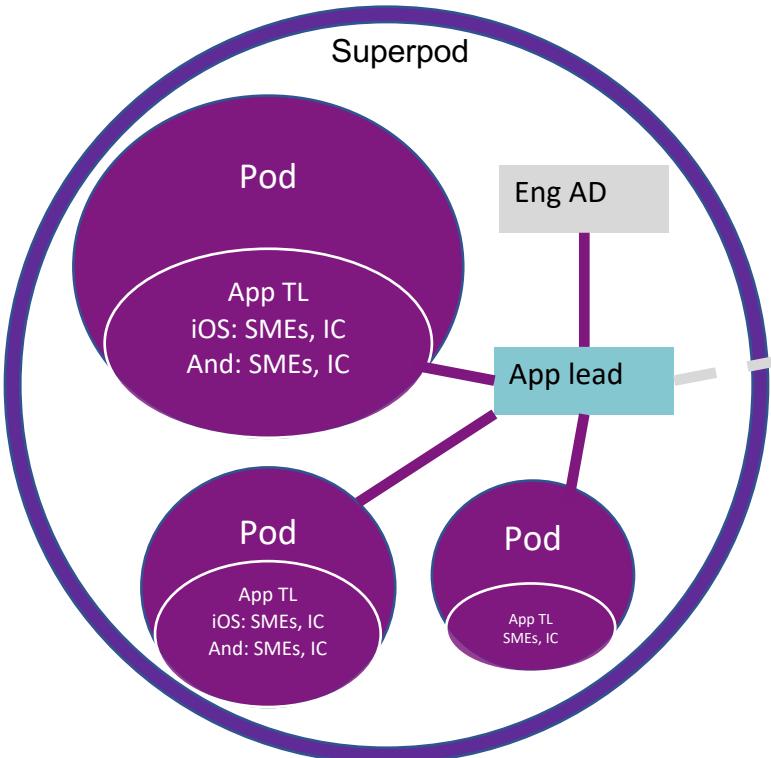
1. Own customer problems and solutions
2. Maintain centralized platform teams
3. From feature parity to job parity
4. Anyone should be able to work on any part of the codebase
5. Need some technical specialization
6. Support App development across Wayfair

Four Questions to

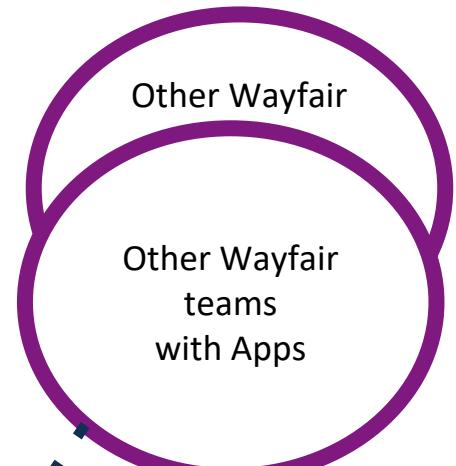
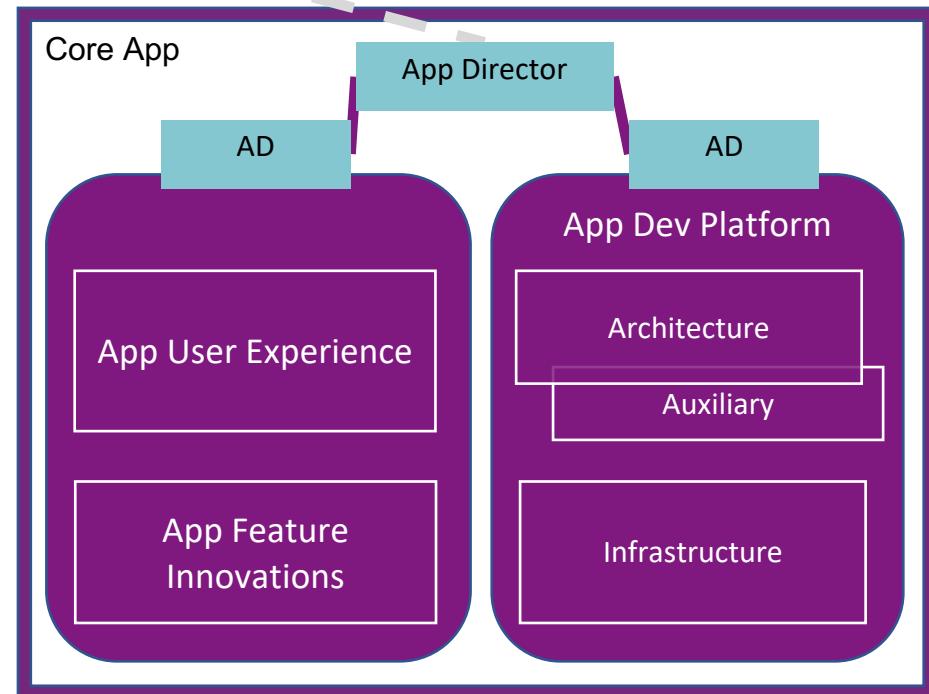
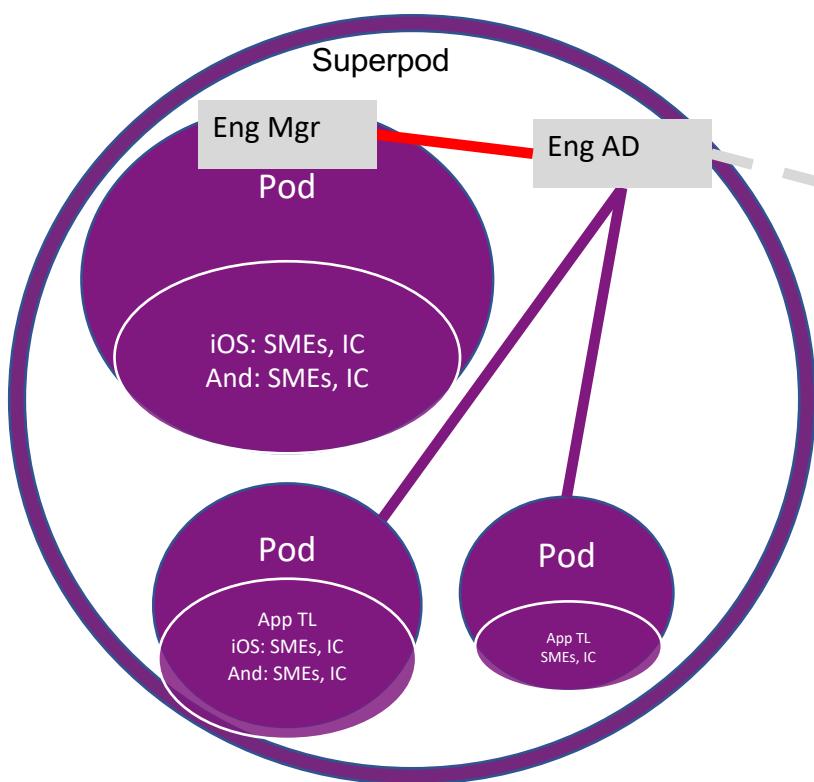
1. Reduce duplication
2. Work together
3. App as a platform
4. Native apps across Wayfair



Step 1



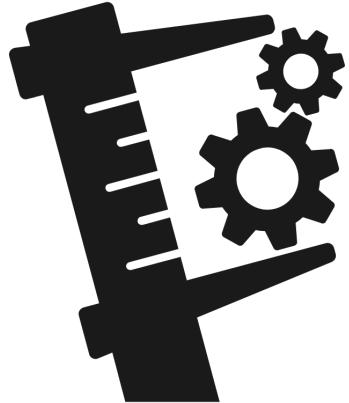
Steps 2, 3



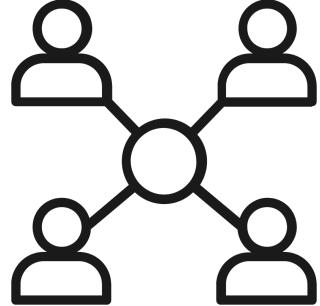
Our Implementation



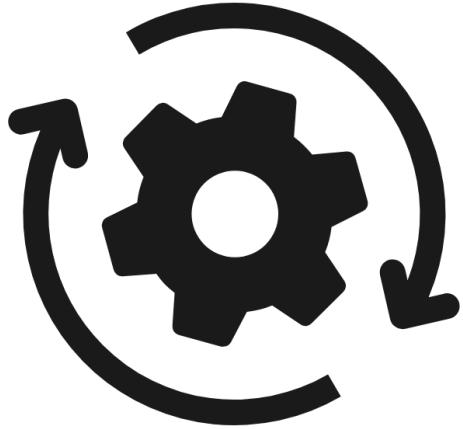
Monitoring



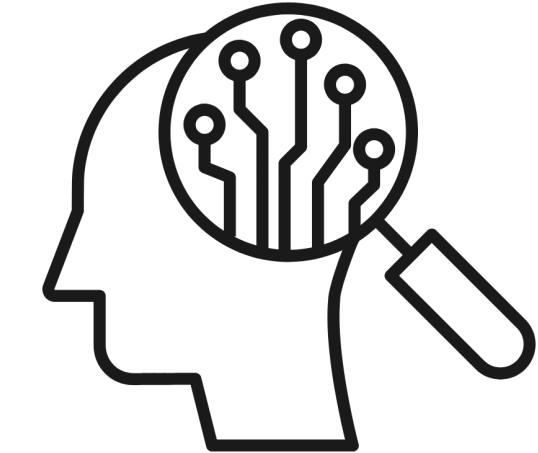
Expectations



Collaborations

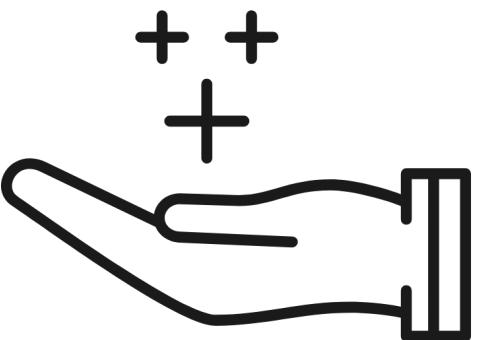


Processes



Iterations

Benefits



Stay Tuned!



