



Michael Dowden

(he/him)

Presents

Go Live

Releasing software to your users



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Diamond

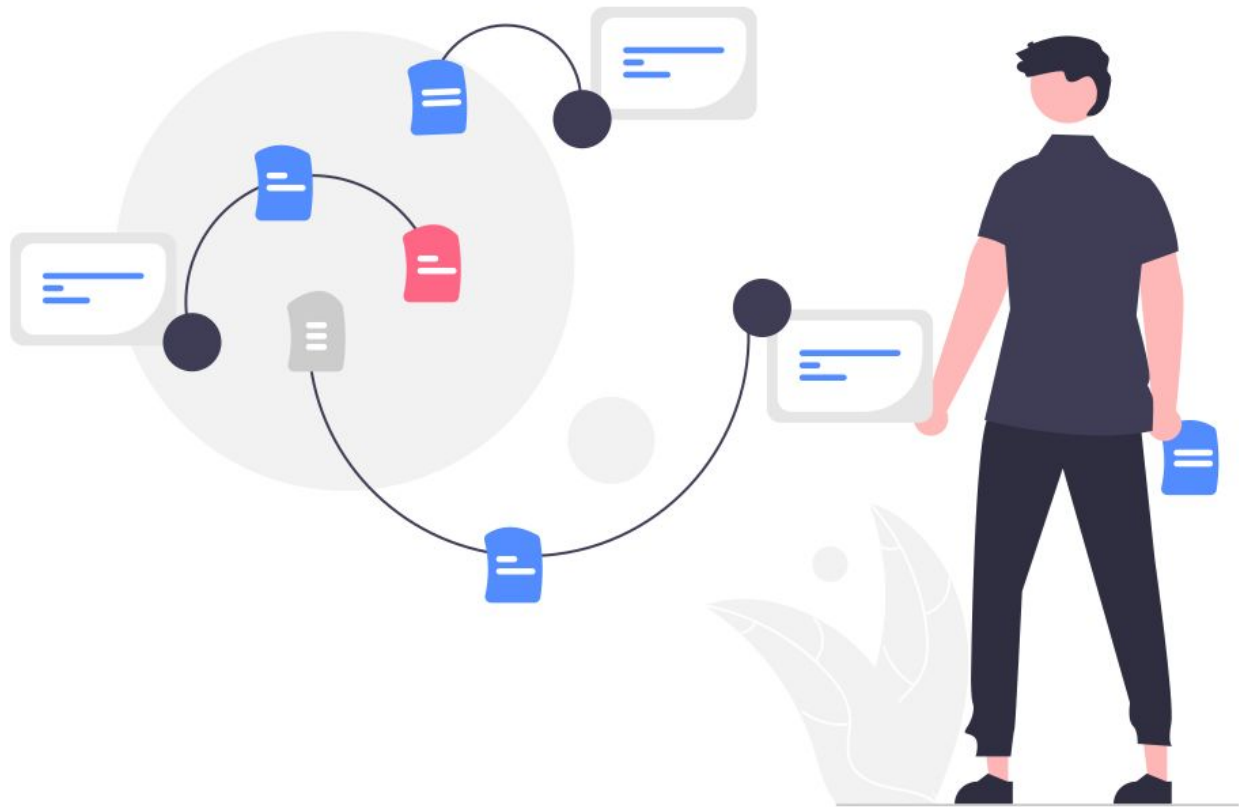


Gold



Silver







Software Development

Processes

- Design
- Write Code
- Test
- Maintain

Tools

- Source control
- Compilers
- Editors
- Frameworks



DevOps

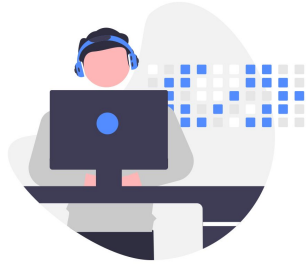
Processes

- Plan
- Test
- Deploy
- Observe

Tools

- CI/CD
- Observability & Monitoring
- Testing Frameworks

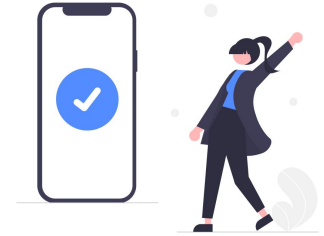
Time?



Coding

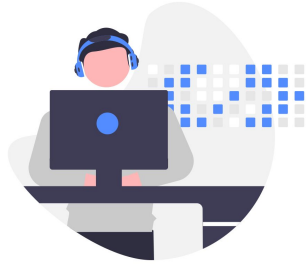


Delivery



Customer

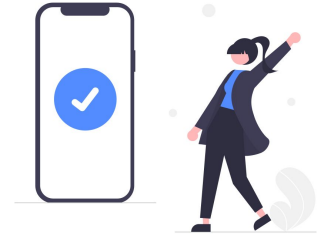
Business Value?



Coding

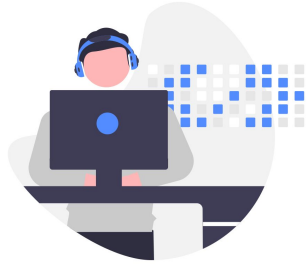


Delivery



Success

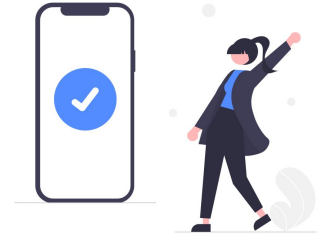
Customer Value?



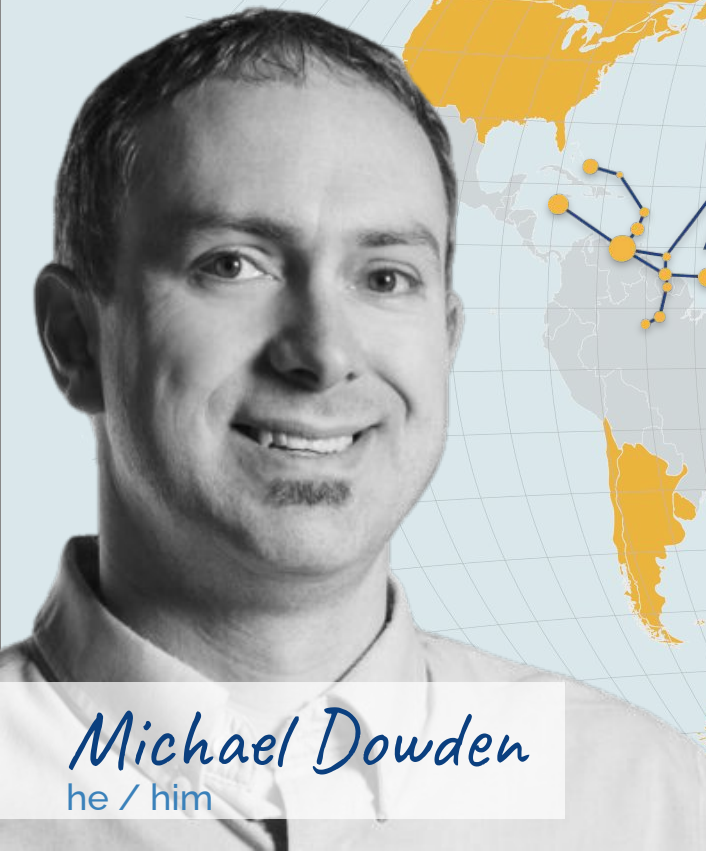
Coding



Delivery



Success



Michael Dowden
he / him



**Architecting
CSS**

The Programmer's Guide to Effective
Stylesheets

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**Approachable
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Planning for Success

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Programming Languages

ABC++



inredo





Processes

Development

- Design
- Write Code
- Test
- Maintain

DevOps

- Plan
- Test
- Deploy
- Observe

SDLC

1. Planning

Requirements, Analysis,
Design

2. Implementation

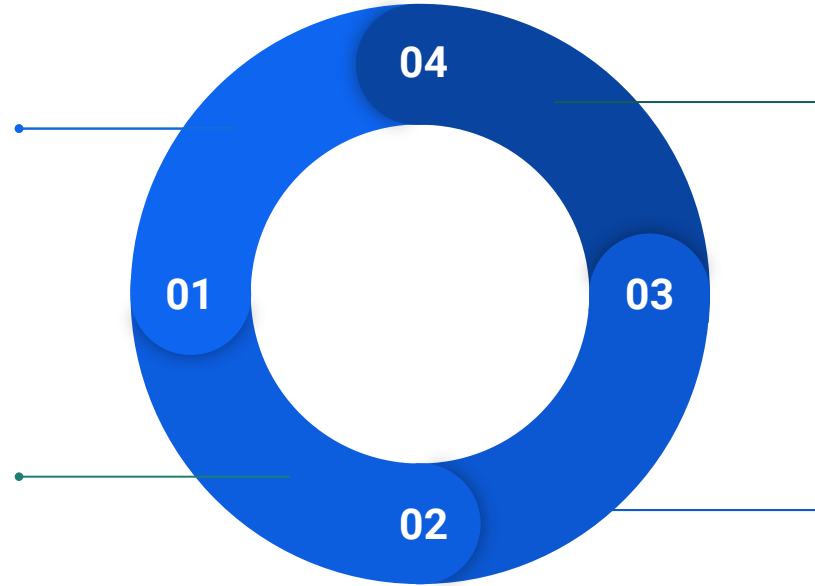
Coding

4. Deploy & Maintain

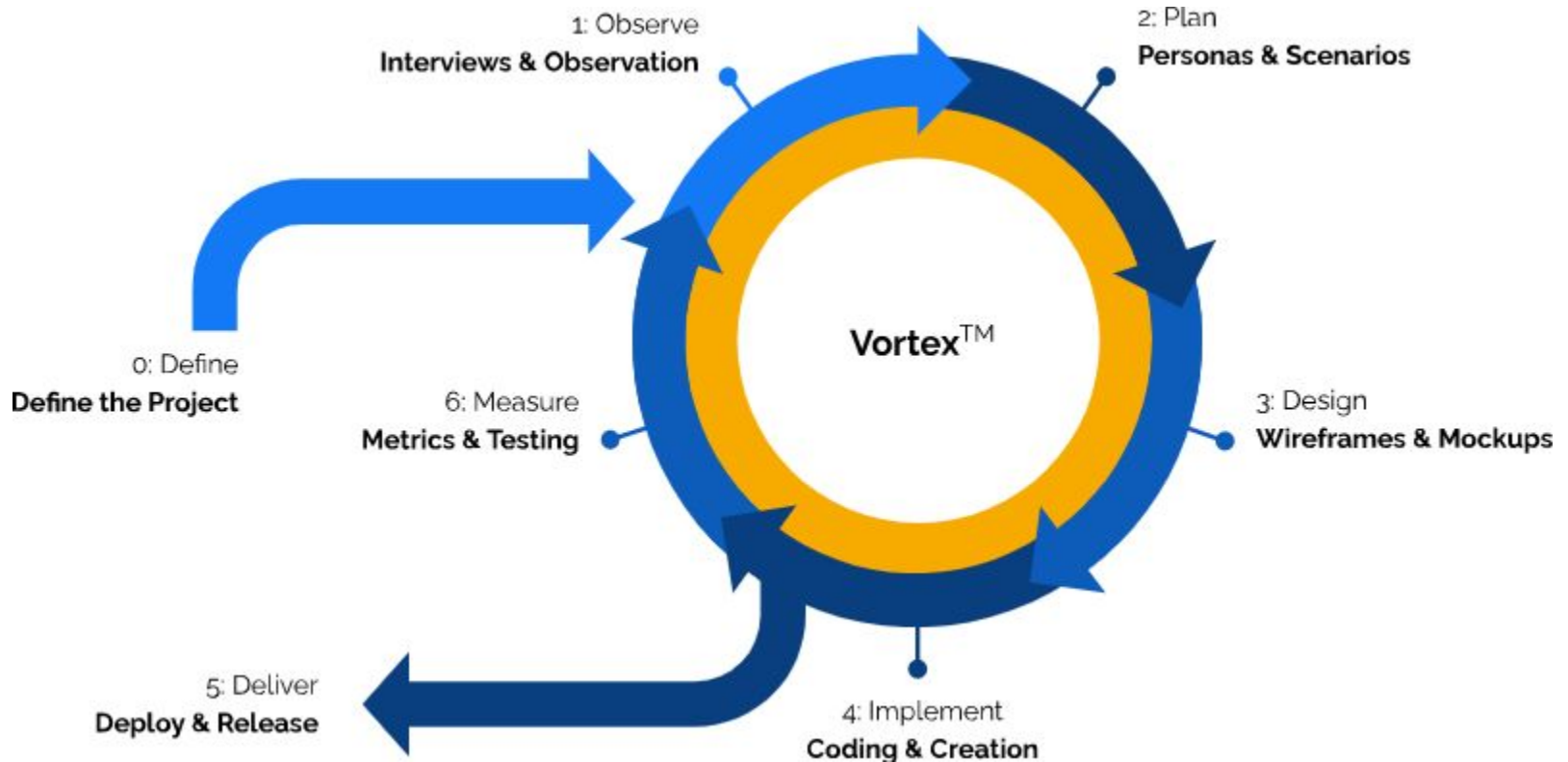
Release code, monitor for
issues or user behavior

3. Testing

Validation & QA



Vortex (a UX process)



A decorative geometric pattern on the left side of the slide, consisting of a series of interconnected lines and dots forming a complex, abstract shape.

Deploy !== Release



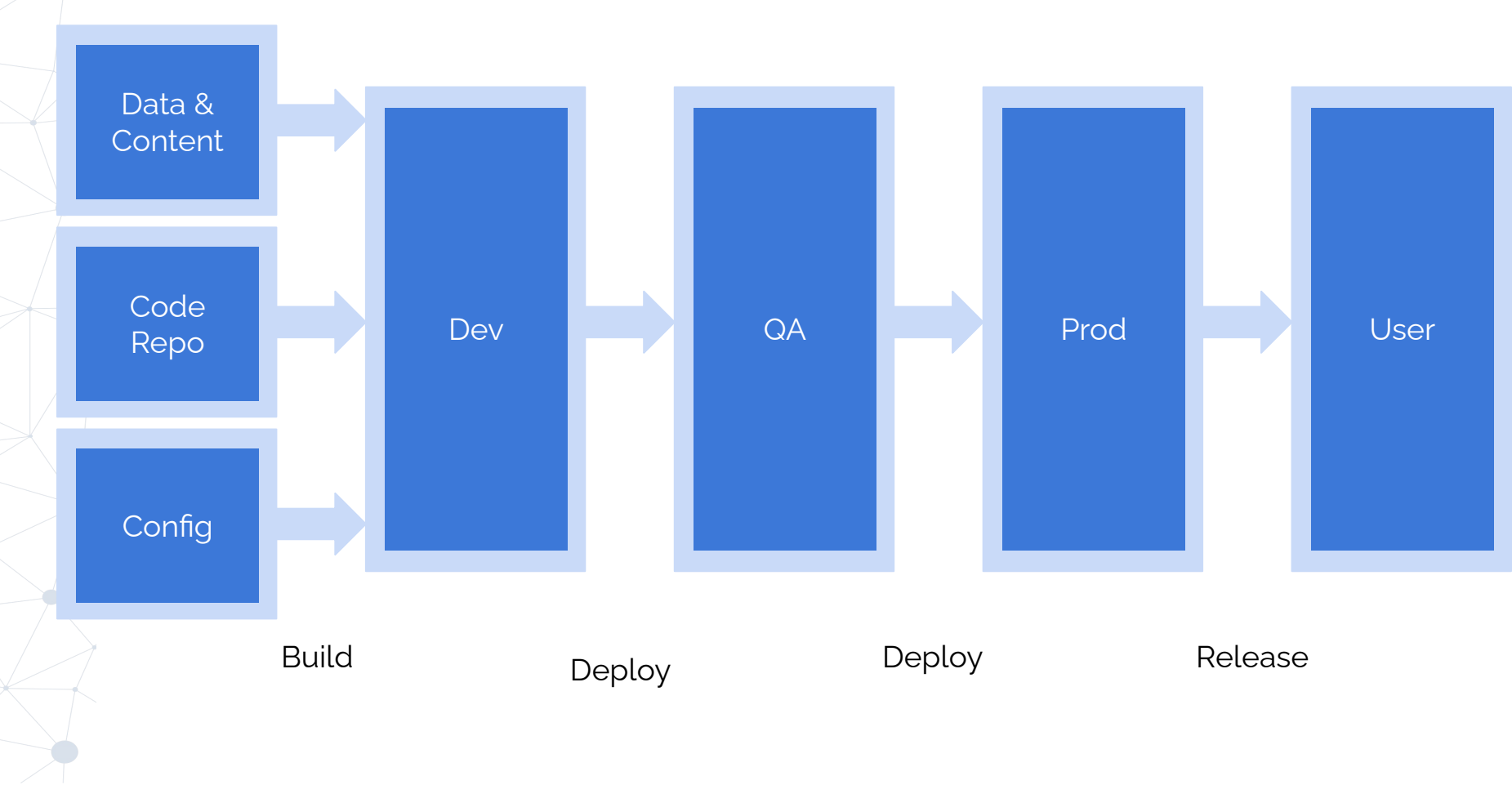
Software Deployment

1. Moving a specific code version from one environment to another
2. Replacing the code version previously running in that environment
3. Running the code in that environment



Software Release

1. Performing bug fixes in user-facing code
2. Making new software features available to users





Release Without Deploy?

1. Content & data fixes (content management system, database)
2. Configuration changes
3. Enable feature flag



Risk

- Deploying code without releasing it should have near-zero risk
- Releasing code without testing it is very risky
- Unexpectedly releasing code is very risky
- Promising a fix / feature and not delivering (missing scope / timeline)
- Delivering the wrong feature (not what is needed)



Mitigation

- Test for code isolation (doesn't impact other code unexpectedly)
- Automated regression and performance testing
- User acceptance testing of releases
- Separation of Deployment and Release



Release UX



Principles

- User-centric (consider the user's needs and context)
- Consistent (avoid surprises)
- User control (allow the user to choose options rather than testing them)
- Accessible
- Usable (learnable, discoverable, memorable, efficient)



Distribution

- Physical media (CDs, flash drives, hard drives, pre-installed)
- On-demand downloads
- App store or managed update channel
- Software as a Service



Context

- Time-sensitive activity (payroll, taxes)
- Scheduling (uses the service at a specific time or season)
- Disability (permanent or situational)
- Infrequent use (always learning for the first time)



When/how to release to users?

It Depends



Strategies

A decorative geometric pattern on the left side of the slide, consisting of a series of interconnected lines and dots forming a complex, abstract shape.

Deploy !== Release



Strategy

Canary Test

(and Beta, Pilot, etc)



Strategy

Blue/Green Deployment



Strategy

Service Mesh



Strategy

Feature Flags



Strategy

A/B Testing

(split/bucket testing)



Progressive Delivery

Tenets

1. Release progressions (Canary → Beta → All Users)
2. Progressive responsibility

Tools

1. Service Mesh
2. Feature Management



Summary

- Deploy != Release
- Deployment is a DevOps Activity
- Release is a UX Activity
-supported by DevOps
- Leverage one or more strategies to isolate release from deploy
- Release decisions should always consider the user

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Reach out to discuss:

- ❖ Software Development
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Architecting CSS

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Resources

- <https://launchdarkly.com/blog/what-is-progressive-delivery-all-about/>
- <https://redmonk.com/jgovernor/2018/08/06/towards-progressive-delivery/>
- <https://www.uxdesigninstitute.com/blog/ux-design-principles/>
- <https://launchdarkly.com/blog/guide-what-is-a-software-release/>