

FEATURE FLAGS

 @zmerta

In traditional organizations IT is usually too slow to deliver new features as fast as business requires

Frequency of releases is low,
but risk of failure is high

It means...

We don't bring the Business Value
as fast as possible

Our Time-to-Market is high

We need a way to deliver new features
faster with less risk

FEATURE FLAGS

Feature Flags are the way to control
the full lifecycle of your features

Feature Flag is simply a switch
to **enable** or **disable** the feature

BASIC TYPES OF FEATURE FLAGS

- ▶ **Boolean**

two variations (**on/off**)

- ▶ **Multivariate**

multiple variations (**green/yellow/red/...**)

Feature Flags could be global,
but you can also target specific users

TARGETING USERS

- ▶ Attribute-Based Targeting
- ▶ Percentage-Based Targeting

TARGETING USERS: EXAMPLES

- ▶ Release a feature to your beta testers
- ▶ Release a feature to your VIP customers
- ▶ Release a feature to your customers living in Berlin
- ▶ Release a feature to 10% of your customers

Feature Flags allow you to control
who sees what and when

TYPICAL FLOW

- ▶ Plan the feature
- ▶ Build the feature and wrap it with a Feature Flag
- ▶ Deploy the feature enabling code
- ▶ Release the feature to small group of users
- ▶ Get feedback and analytics
- ▶ Release the feature to all customers or rollback

USE CASES

- ▶ Deploy feature when you want, release it when you are ready
- ▶ Control who and when will see the feature
- ▶ Hypothesis-driven development
- ▶ Releases are driven by the product and marketing
- ▶ A/B Testing
- ▶ Testing in production

QUESTIONS?