TECH BANKRUPTCY

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DO IT QUICKLY
OR
DO IT WELL?

MOVE FAST
& BREAK THINGS

FINDING MARKET FIT

REVERSE-ENGINEERING BAD TECHNICAL DECISIONS

WHAT ARE WE TALKING ABOUT HERE?

THE PRODUCT

THE HACKATHON

THE PIVOT

ENTER PROBLEMS OF SCALE

TOO MANY INTERNAL USERS

NO LONGER A SMALL TRUSTED TEAM

IT'S SLOW / TIMING OUT

"THE BROWSER CAN'T RENDER THAT MANY MESSAGES, BUT THE API DOESN'T HAVE PAGINATION"

IT'S SLOW / TIMING OUT

"JUST GIVE ME ALL THE DATA VIA API"

IT'S SLOW / TIMING OUT

"THE BACKEND TEAM IS BUSY, LET'S JUST REUSE THIS MEANINGLESS FIELD FOR MEANINGFUL SIGNALS"

IT'S SLOW / TIMING OUT

"REALTIME CHAT IS DIFFICULT, LET'S JUST REFRESH EVERYTHING EVERY TIME THERE'S A CHANGE"

IT'S SLOW / TIMING OUT

"WE DON'T HAVE PROFILE IMAGE THUMBNAILS"

IT'S SLOW / TIMING OUT

"WHY IS EVERYTHING DOWN?"

WHO DID THAT?? (1)

"WE DON'T KNOW WHO SENT THE USER A MESSAGE FULL OF PROFANITY"

WHO DID THAT?? (2)

"WE DON'T KNOW WHO MOVED A BUNCH OF USERS
FROM ONE CONCIERGE TO ANOTHER."

API IMPLEMENTATION 101

RULES FOR BUILDING AN API

PAGINATE EARLY AND OFTEN

AVOID DEEP RESPONSES

NEVER COMBINE LISTS WITH DEEP RESPONSES

SORT AND FILTER EARLY

DO AUTHENTICATION WELL

AUTHENTICATION (1)

USER MANAGEMENT CONSOLE

AUTHENTICATION (2)

APP USERS != CLIENT-FACING PERSONAS

1 USER : MANY PERSONAS

1 PERSONA : MANY USERS?

AUTHENTICATION (3)

AUDIT LOG FOR ALL
DESTRUCTIVE OPERATIONS

THERE'S A FINE LINE BETWEEN SHIPPING FEATURES
ALL THE TIME AND FOUNDATION WORK.

TRY TO FIND IT :)

QUESTIONS?

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THANK YOU!

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