

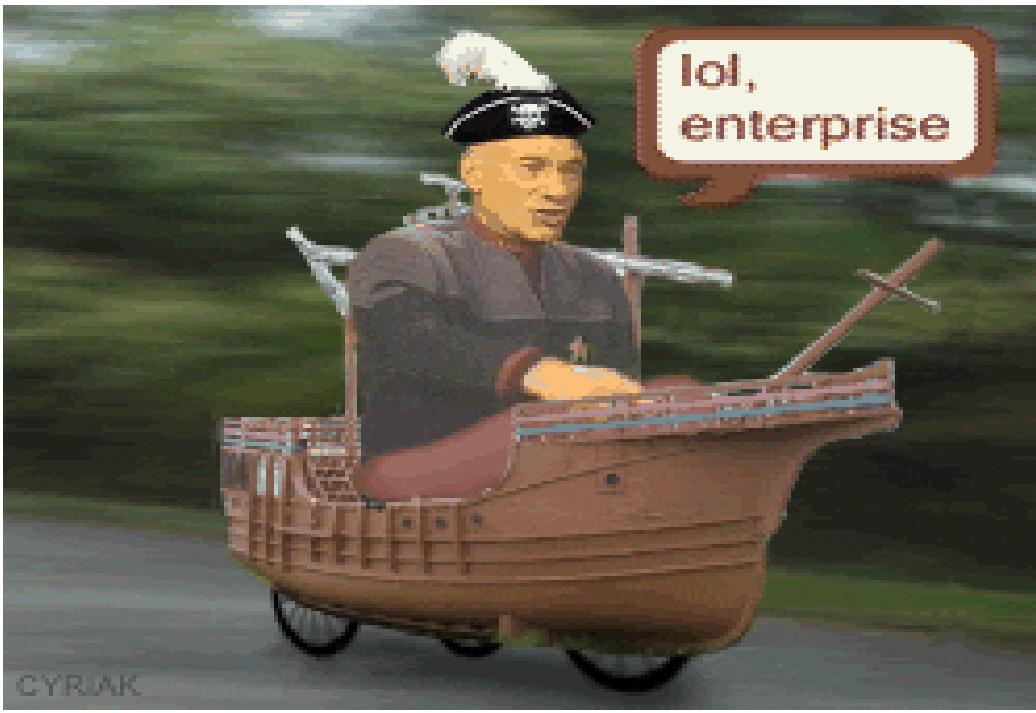
# Domain Driven Design & Rapid Change

@benjiweber

# \$ whoami

@benjiweber

<http://benjiweber.com/blog>



CYRIAK

**UNRULY**

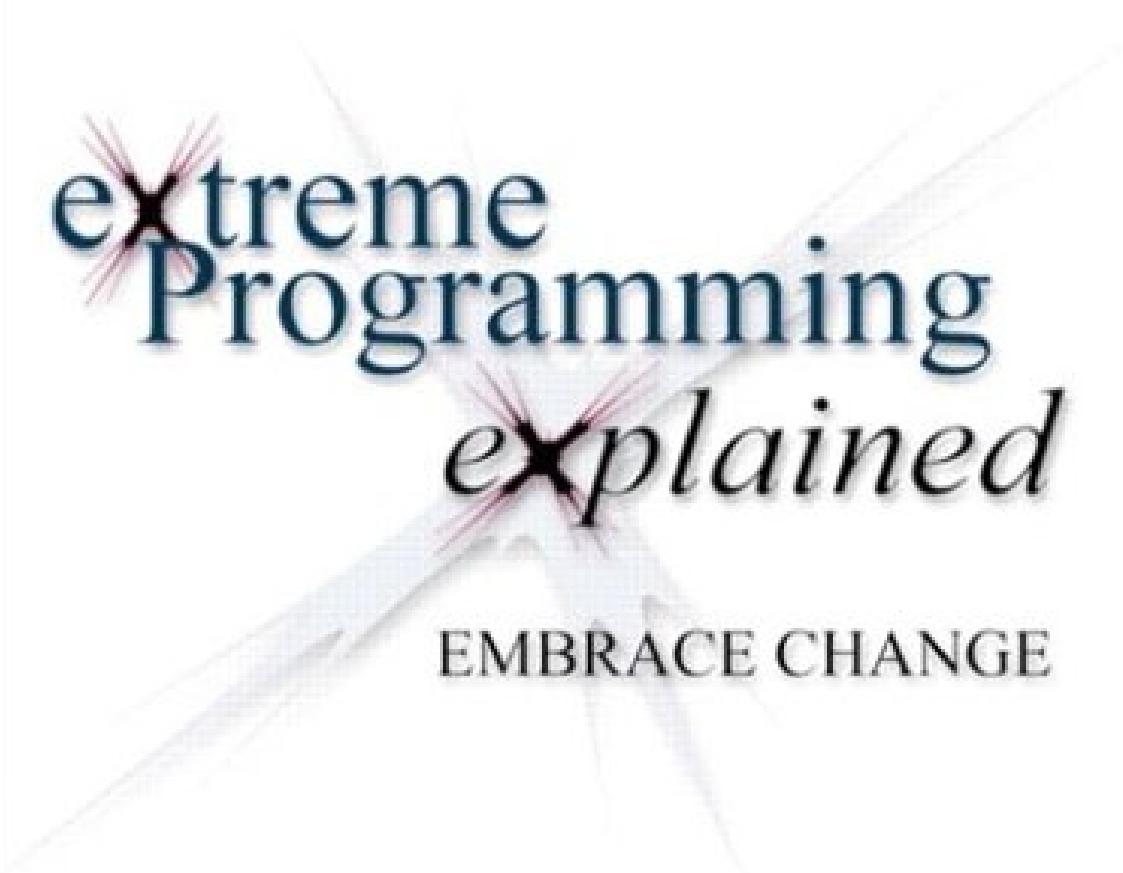
# Rapid Change

2 years  
12 → 120 people  
1 → 8 countries

# Talk Structure

DDD & Extreme Programming  
Mistakes, Learnings & Success

You?



# extreme Programming *explained*

EMBRACE CHANGE

Kent Beck

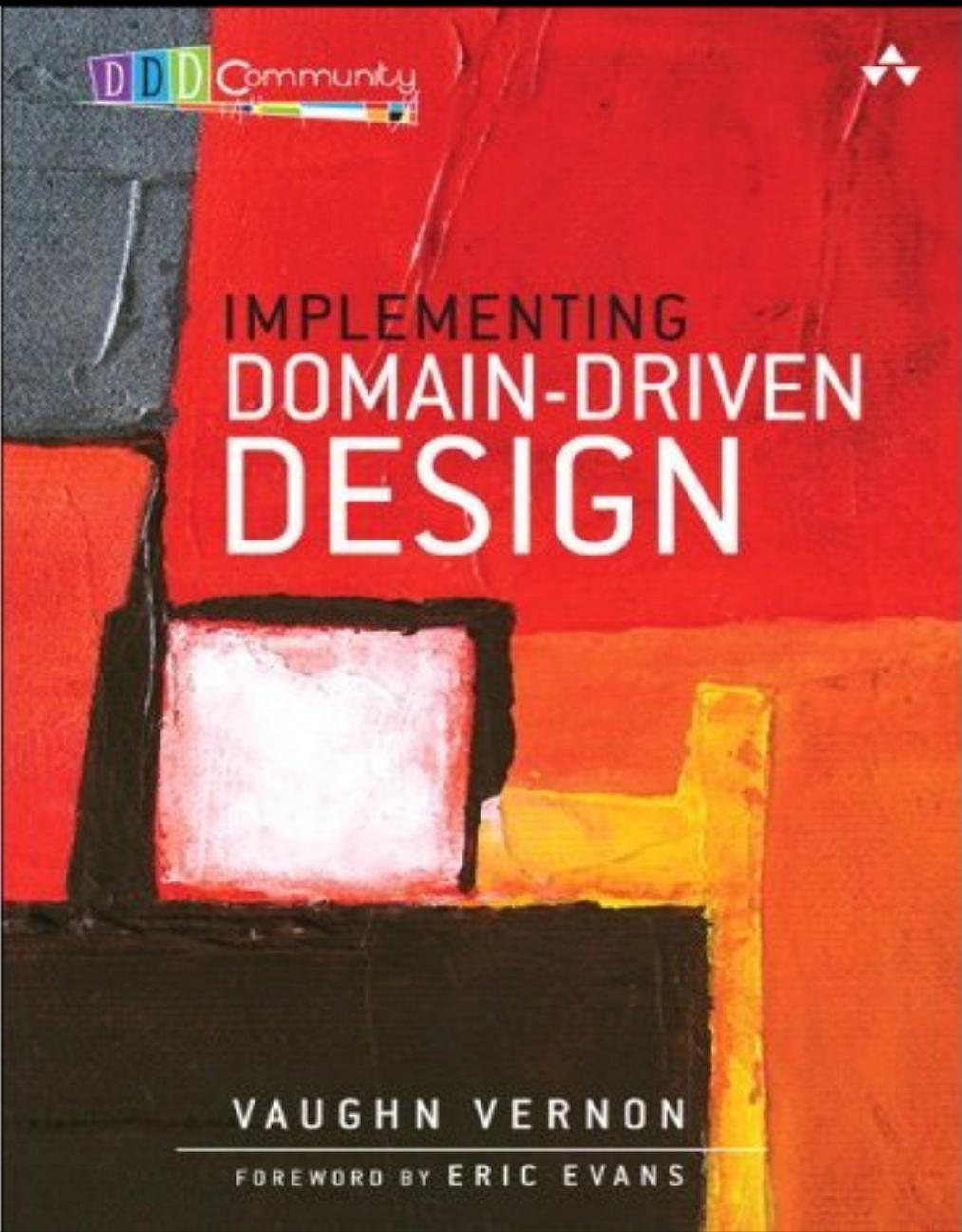
Domain-Driven  
**D E S I G N**

Tackling Complexity in the Heart of Software



Eric Evans

Foreword by Martin Fowler



# DDD & XP

# Extreme Programming

# Embrace Change

*#noprojects*  
Big ideas  
Change of direction

# Rapid Value

Concept → Prod in 2 hours  
Find out how — Tomorrow

# Pair Rotation

# Design Challenges

Not valid for long  
Little implementation time  
Lack of domain experts

# XP Design

Simplicity  
Incremental  
Ruthless Refactoring

*"Invest in the design of the system every day. Strive to make the design of the system an excellent fit for the needs of the system that day.*

*When your understanding of the best possible design leaps forward, work gradually but persistently to bring the design back into alignment with your understanding."*

Kent Beck - XP Explained

# What about DDD?

*"In the 12 practices of Extreme Programming, the role of a System Metaphor could be fulfilled by a Ubiquitous Language*

*Projects should augment that language with System Metaphors or other large scale structures when they find one that fits well"*

Eric Evans - Domain Driven Design

# Why Bother?

# **Collaborate with Customers**





**No entry for heavy  
goods vehicles.  
Residential site only**



**Nid wyf yn y swyddfa  
ar hyn o bryd. Anfonwch  
unrhyw waith i'w gyfieithu.**



*Oh, that my words were recorded,  
that they were written on a scroll,  
that they were inscribed  
with an iron tool on lead  
or engraved in rock forever!*

Job - The Bible

# Klasse 10

## TEST

### I. Translate into English:

1. Es schneit

He blows his nose

2. die Stiefel

Stifled Again

3. das Eigelb

The egg

4. der Esslöffel

A German Felafel

5. nehmen

A cheese

YOUR  
PRODUCT  
DOES A  
CORRECT ANSWER.

6. die Hochzeit

The Pig

7. brauchen

Want

8. die Leute

The lute

9. geben

A guy

10. die ganze Woche

A gun dish







When it  
went wrong

# Context Blindness

# Huge Model

>100 classes  
Confusing Conversations

# THESE ARE TEARABLE PUNS.

- I HOLLOW SEE**  
WHITES INSE
- I BREAK AND SING**  
IF I CAN'T FIND THE KEY
- YOUR CALENDAR'S DATES**  
ARE NUMBERED
- BAKERS THAIC RECIPES**  
ON A KNEAD TO KNOW BASIS
- JUMPING OFF A PARIS BRIDGE**  
MAKES YOU IN SINE
- ACUPUNCTURE IS**  
A JOB WELL DONE
- OVER YOU'VE SEEN ONE SHOPPING CENTER**  
YOU'VE SEEN THE MALL
- IF A CLOCK GETS HUNGRY**  
IT GOES BACK FOUR SECONDS



# Refactoring into Contexts

Follow personas  
Adops - Campaign Config  
Finance

# Learnings

Split Teams  
Conway's Law  
Creatives

Hearing, but not  
listening

# Ads & Faster Horses

Vocabulary is the First Symptom  
Unclear requirements  
Code smells soon after

# why?



# Refactoring Resistance

Tests  
ORM  
Templating  
Security

# Learnings

Listen

If it hurts, do it more often

Frameworks are Insideous

Tests with but one assertion

Consistency is  
Overrated



# Inherently Change Resistant

URIs  
Large Data

# **Perfect is the enemy of the good**

YWGRTI  
Focus on Communication  
Translation Layer  
Keeping up is impossible

# DRY is a Trap

# Shared Entities

Brands, Videos, & Channels  
Incompatible object graphs

# Artifact Versioning

A disaster waiting to happen  
Do you test every permutation?

# Separate Contexts

Data Collection  
Reporting  
Insight

# Learnings

Don't version artifacts  
Redeploy everything using that code Deploy often

# Large Aggregates

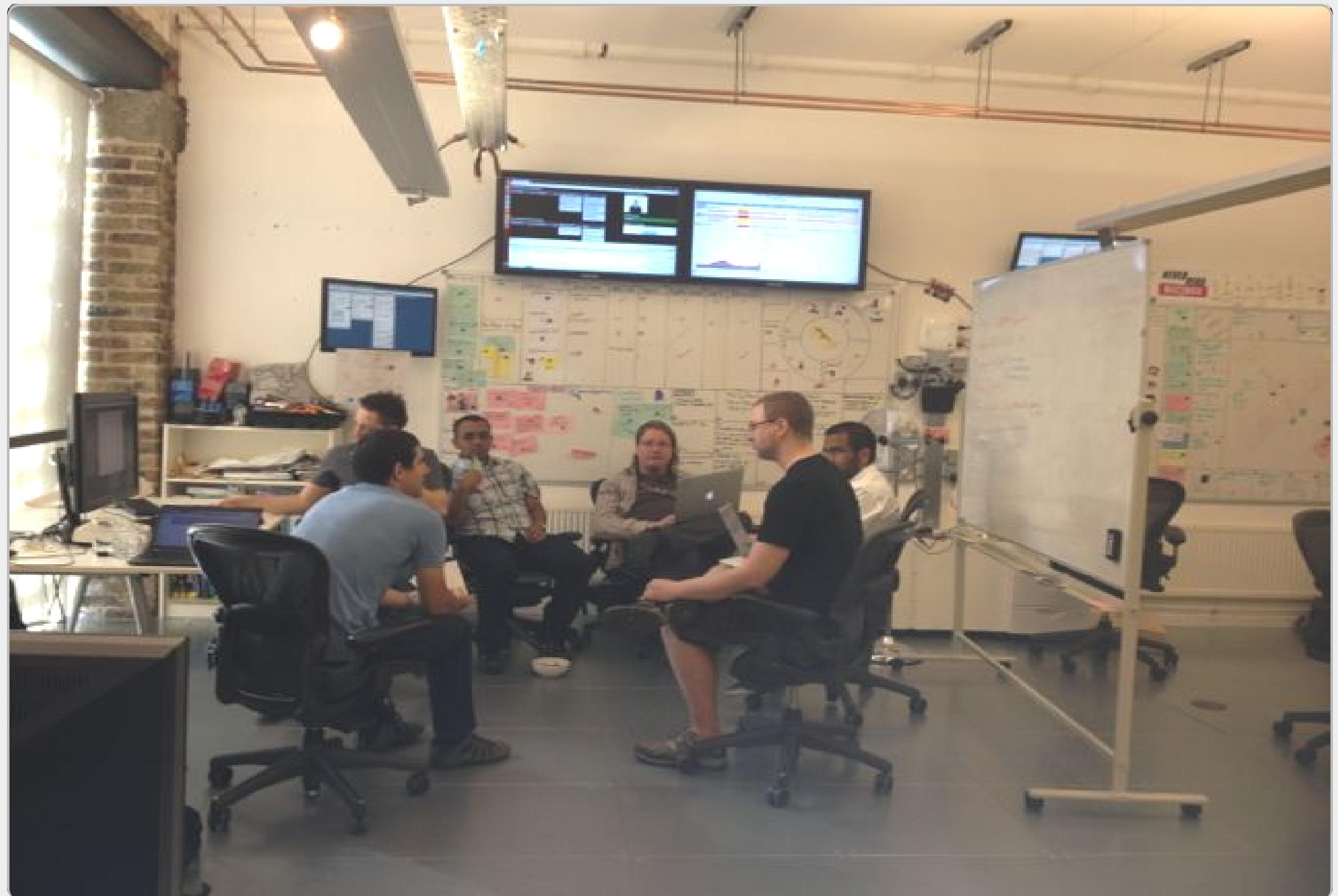
**Load all the things**

**ORMs hide the crazy**

# Lessons

Don't use lazy loading  
Make DB queries explicit  
Identifiers over References

When it  
Works Well







# Acceptance Tests

Shared Language with AdOps

# Summary

Grown fast  
Move fast  
Think DDD helps  
It's hard

# Key Points

Do painful things often  
Frameworks are Insidious  
Continually Integrate  
All about conversations

Thanks so much for listening!

Questions?

@benjiweber

