

Domain Driven Design & Rapid Change

@benjiweber

\$ whoami

@benjiweber

<http://benjiweber.com/blog>



lol,
enterprise

<http://unruly.co/>



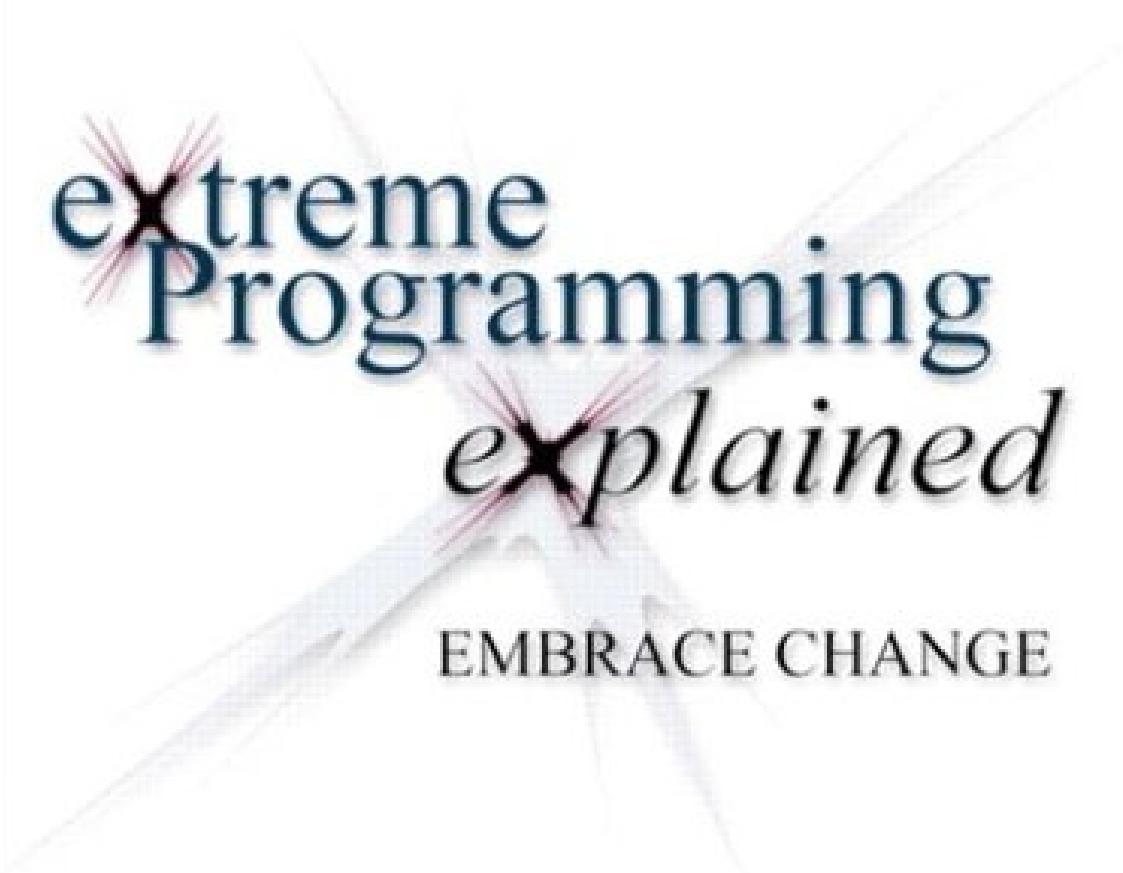
Rapid Change

2 years
12 → 120 people
1 → 8 countries

Talk Structure

DDD & Extreme Programming
Mistakes, Learnings & Success

You?



extreme Programming *explained*

EMBRACE CHANGE

Kent Beck

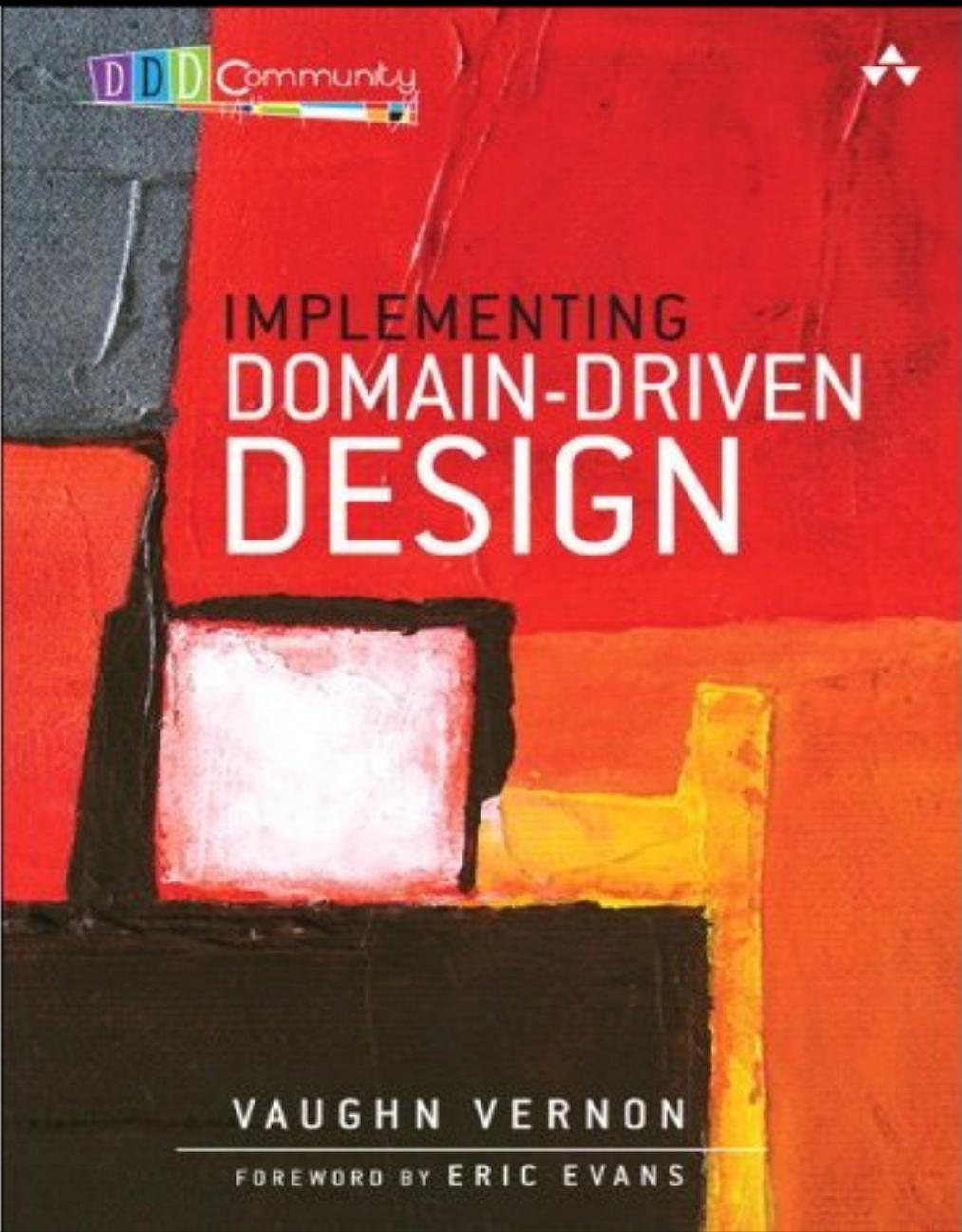
Domain-Driven
D E S I G N

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

Ideal Design Environment?

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.**



FRY

HIS EYES NARROWED

**Get out of our
Tech Bubble**

*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

Code is Persistent Conversations

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







XP & DDD

Ubiquitous Language
Enriched with Idioms
Effective Customer Communication
Incremental Design

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 THIEVE RECIPES**
ON A KNEAD TO KNOW BASIS
- JUMPING OFF A PARIS BRIDGE**
MAKES YOU IN SINE
- ACUPUNCTURE IS**
A JAB 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

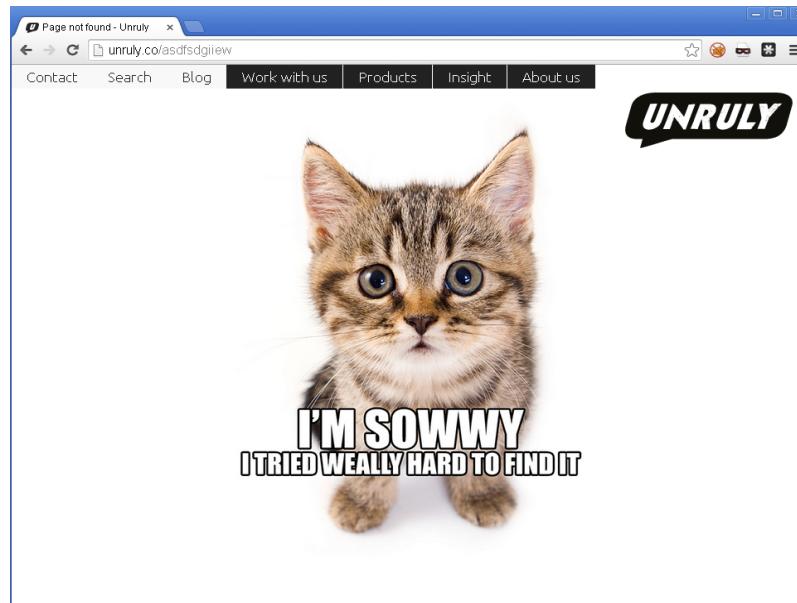
Frameworks are Insideous

Tests with but one assertion

Consistency is
Overrated



Inherently Change Resistant



Perfect is the enemy of the good



Focus on Communication
Translation Layer
Keeping up is impossible

DRY is a Trap

Shared Entities

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
Deploy often

Large Aggregates

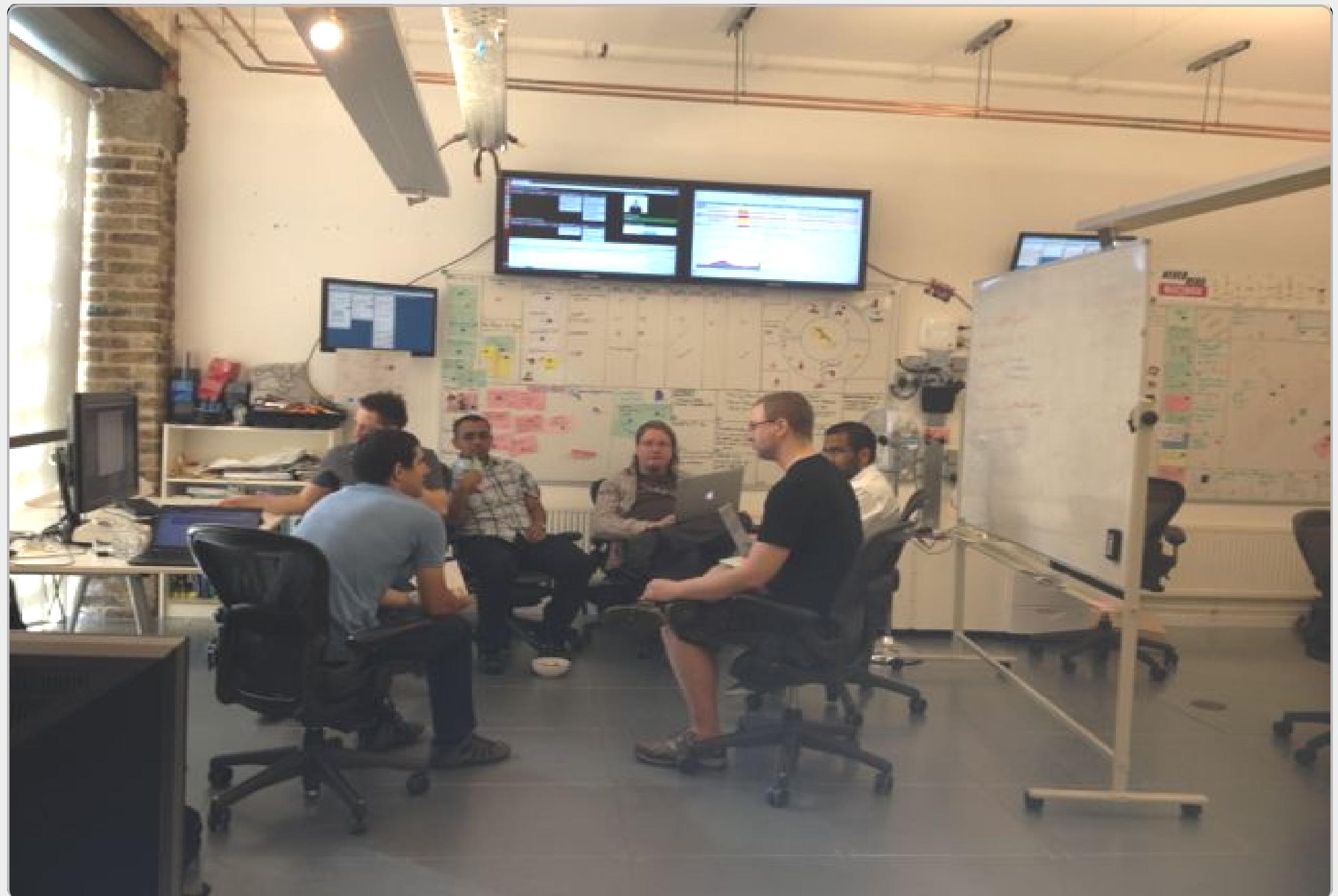
Load all the things

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

We're hiring!

talent@unrulymedia.com

Thanks so much for listening!

Questions?

@benjiweber

