

Zero-downtime Rebranding

Django Meetup: March 30, 2016

Chris Clark

Cofounder

GitHub @chrisclark

Noah Smith

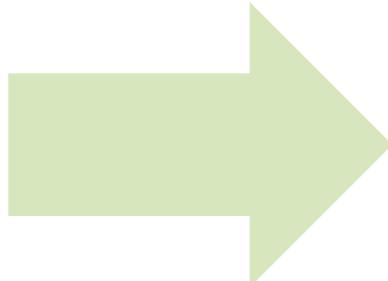
Software Architect

GitHub @noazark

What we do (and did)

- eCommerce company
- 10s of thousands of orders per month

We were

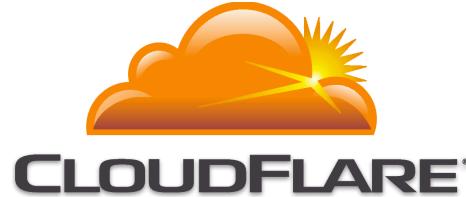


We're now



GROVE
collaborative

Architecture



+

Foundation
ZURB

django

+



redis



PostgreSQL



+



heroku

Your ePantry Dashboard

<https://www.epantry.com/pantry>

Hello, cc@epa... INFLUENCE

ePantry

Share & Get \$10 Support Your Account

Categories ▾ Brands ▾ All Products

Search

Your last order was processed on February 17th. [details](#) » [ask a question](#) » [review products](#) »

Need any of these?



Green Forest Bathroom Tissue

★★★★★ (7)
\$14.87 \$8.99 (Save 40%)



Method Smarty Dish Plus

★★★★☆ (9)
\$18.67 \$10.49 (Save 44%)



BioBag BioBag Tall Compost Bags

★★★★☆ (1)
\$6.03 \$3.94 (Save 35%)



BioBag Resealable Food Bag

★★★★☆ (4)
\$6.00 \$3.00 (Save 40%)



BioBag Sandwich Bag 25ct

★★★★☆ (4)
\$5.00 \$3.00 (Save 40%)

Your Next Shipment

Ships March 18th
Arrives March 22nd [change](#)

 Resealable Food Bag List: \$6.00 Our: \$3.00 1	 Extra Strong Dog Bags List: \$11.99 Our: \$7.13 1	 Hand Soap List: \$5.40 Our: \$2.92 Switch to Refills Cucumber	 Dish Powerfoam List: \$4.99 Our: \$3.23 2	List price: ePantry Price: Item Discount: 25% Discount: Shipping: Want Free Shipping? Tax: Total:
 Foamy Hand Refill (28 oz.) List: \$10.93 Our: \$4.58 Switch to New Bottles Sweet Water	 Shampoo + Body Wash List: \$6.49 Our: \$3.74 Lemonade	 Diapers - Free & Clear List: \$24.99 Our: \$14.00 54ct, Stage 4	 Baby Wipes - Thick & Str... List: \$5.29 Our: \$2.99 Free & Clear	\$130.05 \$95.67 -\$0.36 -\$23.02 \$2.99 \$6.14 \$81.42
Ship now				

+ Add Product

Help

Your Dashboard

SHARE & GET \$10 SUPPORT

Categories Brands All Products

Hello, cc@epantry.com YOUR ACCOUNT

https://www.grove.co/pantry

GROVE collaborative

Search

Your last order was processed on March 1st. [details](#) » [ask a question](#) » [review products](#) »

Need any of these?



BioBag Resealable Food Bag

★ ★ ★ ★ (4)

\$5.00 \$4.00 (Save 20%)



BioBag Sandwich Bag 25ct

★ ★ ★ ★ (5)

\$5.00 \$4.00 (Save 20%)



Bobble Replacement Filters

★ ★ ★ ★ (2)

\$12.99 \$9.99 (Save 23%)



Grove Collaborative Glass Spray Bottle

★ ★ ★ ★ (37)

\$10.95 \$8.95 (Save 18%)



Grove Collaborative Walnut Scour

★ ★ ★ ★ (3)

\$5.50 \$3.95 (Save 28%)

Your Next Shipment

Arrives: April 6th

Ships April 4th change

 Walnut Scrubber Sponges List: \$5.50 Our: \$3.95	 Baby Wipes - Thick & Strong... List: \$5.29 Our: \$3.99
<input type="button" value="+"/> <input type="button" value="1"/> <input type="button" value="Delete"/>	<input type="button" value="+"/> <input type="button" value="1"/> <input type="button" value="Delete"/>

 Dish Powerfoam List: \$4.99 Our: \$3.59	 13 Gal Tall Kitchen Drawstr... List: \$6.69 Our: \$4.99	 Smarty Dish Plus (45 Tabs) List: \$10.67 Our: \$13.99	 Diapers - Free & Clear List: \$24.99 Our: \$18.67
<input type="button" value="+"/> <input type="button" value="1"/> <input type="button" value="Delete"/>	<input type="button" value="+"/> <input type="button" value="1"/> <input type="button" value="Delete"/>	<input type="button" value="+"/> <input type="button" value="1"/> <input type="button" value="Delete"/>	<input type="button" value="+"/> <input type="button" value="1"/> <input type="button" value="Delete"/>

+ Add Product

? Help

Shipment Summary

List price:	\$66.13
Grove Price:	\$49.18
Shipping:	\$2.99
Tax:	\$4.18

Total: \$56.35

Want Free Shipping?

> Ship now

Timeline

- Feb 18th
 - Add grove.co to ALLOWED_HOSTS
- Feb 24th
 - See design for the first time
 - Branch starts, first commits
- March 8th
 - Go live

22 days from start to finish

Major Areas

1. Infrastructure
2. Design
3. Launch

DOMAIN & INFRASTRUCTURE

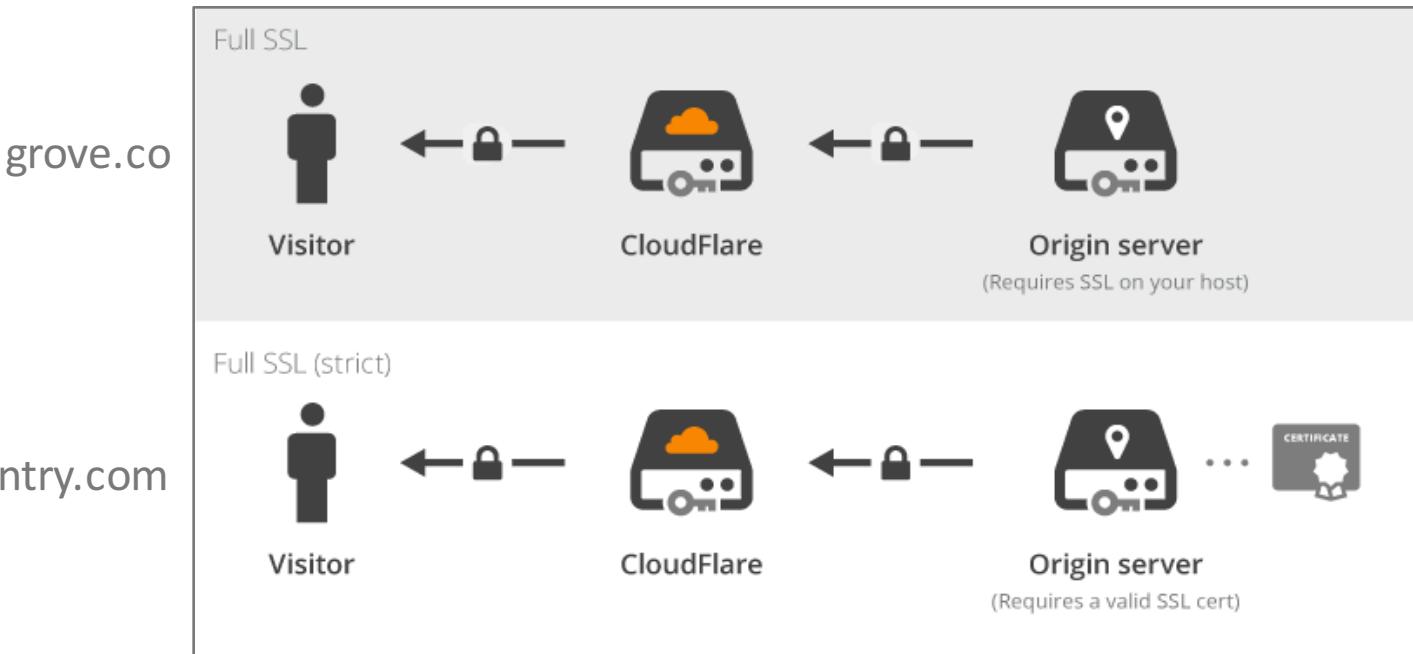
Domain & Infrastructure

Heroku supports only 1
SSL certificate per application!

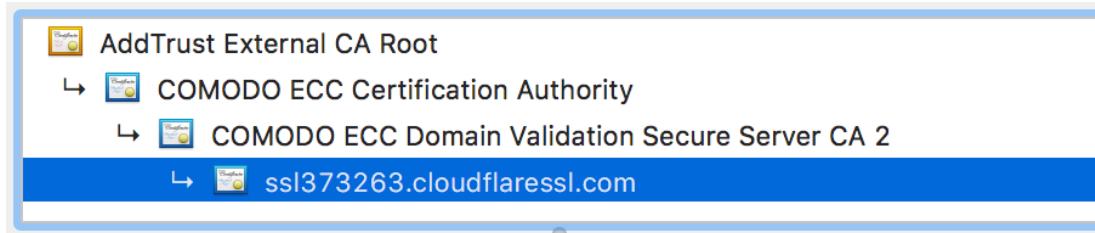


CloudFlare to the rescue!

SSL Configuration



https://crazysslthing.herokuapp.com



Now that we have two domains....

**SOMETHING REALLY BAD IS
GOING TO HAPPEN**

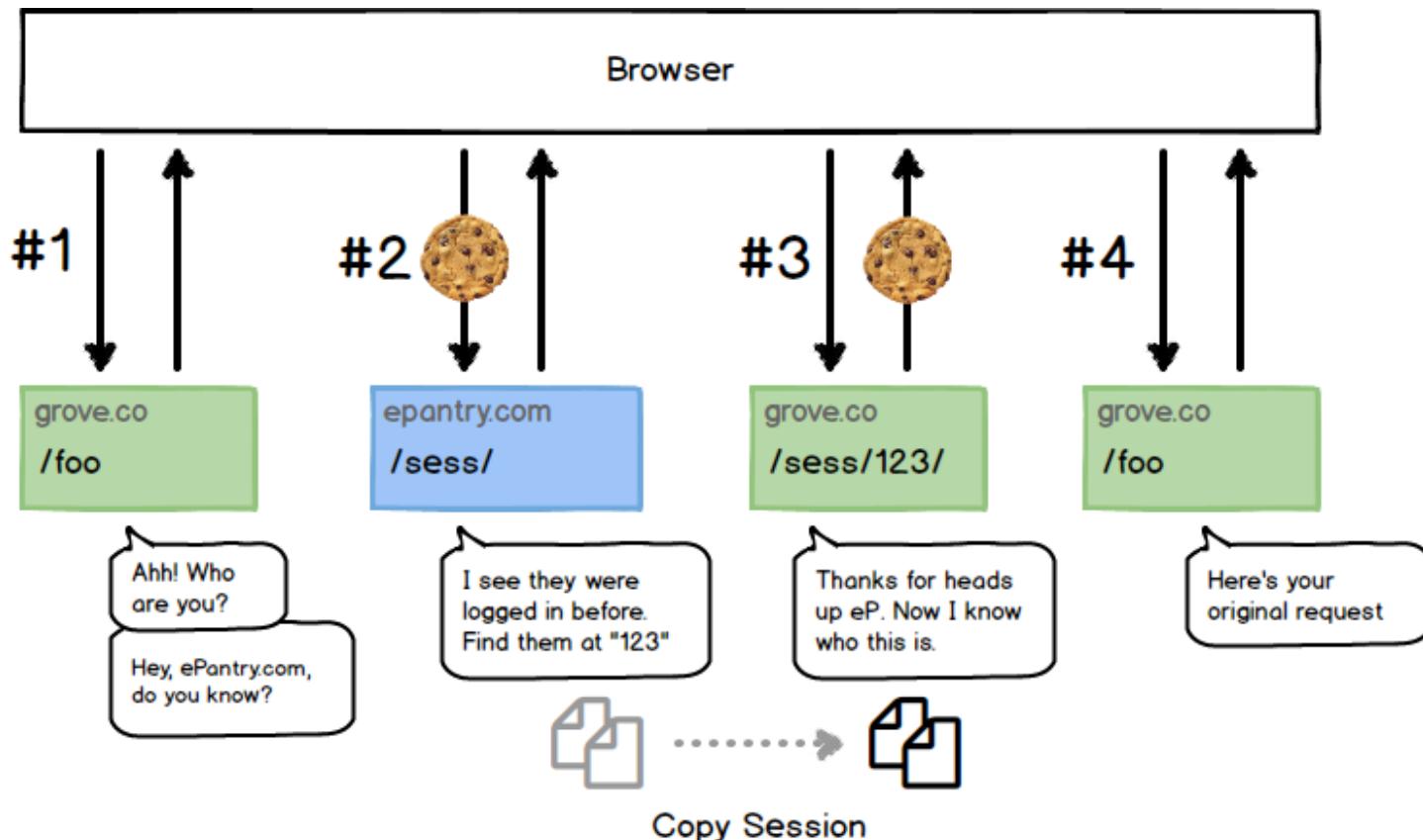
Keeping users logged in

- 80% of our users are logged-in
- Password managers won't work
- Password reset emails are less reliable

Solution:

SESSION-EXCHANGE

Session-Exchange: Details



Redirect Edge Cases

Bots & Spiders

- Follow redirects
- ...but don't store cookies predictably
 - Watch out for redirect loops

Webhooks

- Do webhook calls follow 301s? 302s?
 - Our experience: No.
 - It's 200 or failure.

Redirects Add Up Fast

- Nominal crazy path:
 1. <http://epantry.com/foo>
 2. <https://epantry.com/foo>
 3. <https://www.epantry.com/foo>
 4. <https://www.grove.co/foo>
 5. <https://www.epantry.com/session-exchange/>
 6. <https://www.grove.co/session-exchange/tokenzyx/>
 7. <https://www.grove.com/foo>
- Link shorteners, deprecated pages, affiliate/tracking links, etc.
- Get's non-nominal quickly

Soft-launched the domain to staff

```
OLD_HOST = 'https://www.epantry.com'

class RebrandMiddleware(object):

    @staticmethod
    def process_request(request):
        should_redirect = ( request.get_host() == OLD_HOST ) and \
                          ( settings.REBRANDED or request.user.is_staff() )

        if should_redirect:

            url = 'https://www.grove.co' + request.path[len(OLD_HOST):] + '&epredirect=1'

            return HttpResponseRedirect(url)
```

...and made sure they knew it

WARNING: You are previewing the grove.co domain

The screenshot shows a web application interface for managing brands. On the left, there's a sidebar with a list of brands: Acure Organics, Alba Botanica, Aura Cacia, BioBag, Bobble, Casabella, Diva Cup, and Dr. Bronner's. The main area has a header with a house icon, a search bar, and a shopping cart icon. The top navigation bar includes links for DASHBOARD, BOOKMARKS, APPLICATIONS, and ADMINISTRATION, along with a welcome message for 'CC@EPANTRY.COM' and links to VIEW SITE, CHANGE PASSWORD, and LOG OUT. Below the header, the breadcrumb navigation shows Home > Product > Brands. A red warning bar at the top of the main content area says 'Warning: You are previewing grove.co'. The main content area displays a table of brands with columns for FULL NAME, SLUG, TYPE, STATUS, LOGO IMAGE, and POSITION. The table shows four entries: ePantry & Co. (Discontinued), flint (Available), and two entries for Aura Cacia (Available). To the right of the table is a FILTER sidebar with a 'By type' section containing options for All, soap, paper, plastic, sponges, and fem care.

Action:	-----	Go	0 of 41 selected			
<input type="checkbox"/>	FULL NAME	SLUG	TYPE	STATUS	LOGO IMAGE	POSITION
<input type="checkbox"/>	ePantry & Co.	epantry	sponges	Discontinued	uploads/images/brand/Logo.png	-1
<input type="checkbox"/>	flint	flint	soap	Available	uploads/images/brand/Flint_Logo.png	0
<input type="checkbox"/>	Aura Cacia	aura-cacia	soap	Available	uploads/images/brand/aura-cacia-logo.gif	0

ADD BRAND +

FILTER

By type

- All
- soap
- paper
- plastic
- sponges
- fem care

DESIGN

Design

- Getting ready for a new design
 - Color prep, variables everywhere
 - Font prep, variables everywhere
 - Fonts are the WORST!

Duplicate Colors

```
egrep
  --no-filename \
  --only-matching \
  --recursive \
  ./assets/**/*.scss \
  "\#[0-9a-fA-F]{3,6}" \
| tr '[ :upper:]' '[ :lower:]' \
| sort \
| uniq -c \
| sort
```

Duplicate Fonts

```
egrep
  --no-filename \
  --only-matching \
  --recursive \
  ./assets/**/*.scss \
  "font(-.+)?\: .*;" \
| tr '[:upper:]' '[:lower:]' \
| sort \
| uniq -c \
| sort
```

Results

Colors:

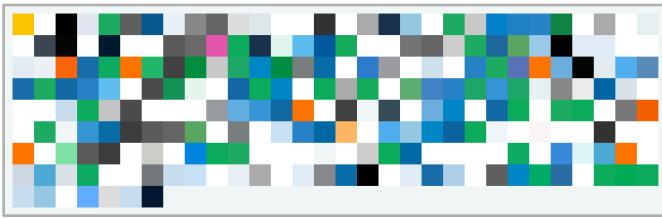
```
1 #25725e
1 #333
1 #577c84
1 #57afee
1 #69b5b1
...
3 #e2edf5
3 #fc7600
4 #cbdfec
5 #0088c7
5 #2caa64
11 #21ac62
62 #fff
```

Fonts:

```
1 font-size: rem-calc(12pt);
1 font-size: rem-calc(14);
1 font-size: rem-calc(18);
1 font-size: rem-calc(20);
1 font-size: rem-calc(22);
...
14 font-family: 'montserrat', sans-serif;
14 font-size: 12px;
14 font-size: 14px;
14 font-size: 16px;
15 font-size: 20px;
19 font-weight: 700;
21 font-family: montserrat, sans-serif;
```

Cleanup Aftermath

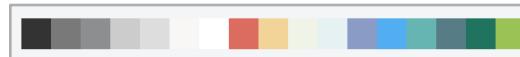
Before



- 247 colors defined
- 379 font properties set

Big mine field, styles could not consistently be changed.

After



- 17 colors
- 69 font properties

Easy to update because of smaller scope. Each color and font property are now intentional instead of copy-pasted

Or, how I learned to stop worrying and love Google Fonts

FONT GOTCHAS

I'm pretty sure you are allowed to read this

Get Started!

Choose the App.typography subscription that's right for you.

One-year
subscription

\$299/year

[Sign Up](#)

Two-year
subscription

\$269/year
Save \$60!

[Sign Up](#)

Three-year
subscription

\$249/year
Save \$150!

[Sign Up](#)

Multipurpose Fonts

ScreenSmart Fonts

Special Offer

Buying for 2 computers?

Save \$88.00 when buying any two Archer packages!

Show prices for:
Web use only

Font Packages Available
Select from among these packages

Archer ScreenSmart Basic — 10 Styles
A webfont family for sizes as small as nine pixels, Archer ScreenSmart contains Romans and Italics in five weights from Light to Bold.

Web use only
\$99.00 **FREE!**

No downloads required! Use webfonts directly in the browser with your Cloud.typography account.

Archer ScreenSmart Pro — 25 Styles
A webfont family for sizes as small as nine pixels, Archer ScreenSmart Pro contains Romans, Italics, and Small Caps in five weights from Light to Bold, and features tabular figures, fractions, and indices.

Web use only
\$149.00 **FREE!**

Show prices for:
2 Computers

Font Packages Available
Select from among these packages

Archer Complete — 55 Styles
The complete Archer range of 55 styles: eleven weights from Hairline to Ultra, each in Roman, Italic, and Small Caps, and featuring tabular figures, fractions, and indices. Save \$346.00 when buying Archer Complete!

2 computers +web
\$944.00 **\$598.00**

Includes webfonts for use with your Cloud.typography subscription!

Archer 1 Basic — 10 Styles
Light, Book, Medium, Semibold and Bold, each in Roman and Italic.

2 computers +web
\$248.00

Subscribe!

Start with the pageview plan that's right for you, and upgrade at any time.

Every Cloud.typography subscription includes the same full set of features, giving you everything you need to design and deploy websites at any scale.

250,000
pageviews per month

\$99
per year

[Sign Up](#)

Choose the plan that's right for you, and add pageviews as you need them. Cloud.typography lets you share your monthly pageviews across all your projects, and use the webfonts in your library on all your sites.

1,000,000
pageviews per month

\$149
per year

[Sign Up](#)

2,000,000
pageviews per month

\$299
per year

[Sign Up](#)

Additional hosting dependencies

you don't need to dedicate IT resources to the task — we've got this.

Cloud.typography delivers **mission critical** typography.



Adobe® Creative Cloud



LAUNCH

Go-live

1. Lots of manual steps
 - Checklists are your friend
2. Actual deploy is strictly static assets
 - App code is feature-flagged and already deployed
 - Soft-launch day before

Grove redesign #2604

[Edit](#)**Merged**noazark merged 162 commits into `master` from `grove-redesign` 20 days ago[Conversation 0](#)[Commits 162](#)[Files changed 281](#)

Showing changes from all commits ▾ 281 changed files ▾

+1,784 -5,832 Diff options ▾

Sorry, we could not display the entire diff because it was too big.

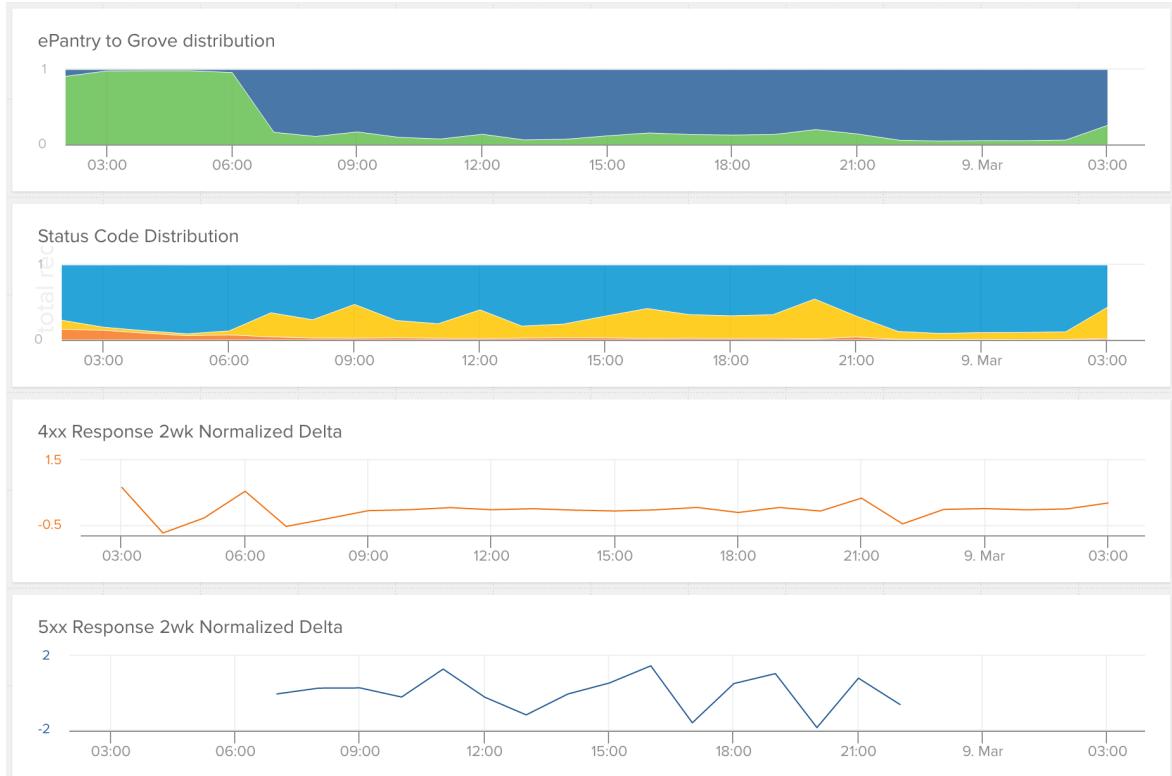
- Deploy**
- * DONE fab production force deploy:grove-redesign
 - CLOSED: [2016-03-08 Tue 05:59]
 - * DONE cd code/error-pages & node deploy.js
 - CLOSED: [2016-03-08 Tue 05:58]
- * Zendesk/Support**
- * DONE [#8] ZD host mapping to community.grove.co
 - CLOSED: [2016-03-08 Tue 06:00]
 - <https://support.zendesk.com/hc/en-us/articles/203664356-Changing-the-address-of-your-support-website-on-Zendesk-host-mapping->
 - * DONE [#8] ZD SSL (use an SNI cert)
 - CLOSED: [2016-03-08 Tue 06:37]
 - https://support.zendesk.com/hc/en-us/articles/203664356#topic_0tj_sbz_35
 - Should be able to get this working through cloudflare as well
Ended up doing it through CF
 - * DONE [#8] redirect all traffic to community.epantry.com to the above
 - CLOSED: [2016-03-08 Tue 08:40]
 - Via CF page rule
 - * DONE [#8] switch ZD logo and do final pass on copy
 - CLOSED: [2016-03-08 Tue 06:37]
 - * TODO [#8] Update navvar URL and then update order-history.ejs and order-history-item.ejs
- * Other services**
- * DONE [#8] segment.io and mixpanel updates
 - CLOSED: [2016-03-08 Tue 06:38]
 - <https://segment.com/grove/epantry/settings>
 - Also mixpanel settings need to be updated
 - * DONE [#8] switch typography cloud to production status
 - CLOSED: [2016-03-08 Tue 05:57]
- * hasoffers**
- * DONE [#8] switch to influencers.grove.co
 - CLOSED: [2016-03-08 Tue 08:40]
 - <https://help.tune.com/hasoffers/domain-settings/#application-domain>
 - * DONE [#8] set up a CF page rule to redirect influencers.epantry.com to influencers.grove.co
 - CLOSED: [2016-03-08 Tue 08:40]
 - * DONE Update the influencer page links to the new subdomain
 - CLOSED: [2016-03-08 Tue 08:55]
 - <https://www.grove.co/molly/renderable/page/7/change/>
- * DB/Content Migration**
- * DONE [#8] update navigation steps items in molly to remove
 tags:
 - CLOSED: [2016-03-08 Tue 05:26]
 - About your household, Choose Products, Adjust Schedule
 - * DONE put all blocks and pages into production
 - CLOSED: [2016-03-08 Tue 08:59]
 - * DONE Blocks
 - CLOSED: [2016-03-08 Tue 05:25]
 - * DONE grove_standard
 - CLOSED: [2016-03-08 Tue 05:08]
 - * DONE about-epantry
 - CLOSED: [2016-03-08 Tue 05:09]
 - * DONE about-grove
 - CLOSED: [2016-03-08 Tue 05:09]
 - * DONE more-about-us-landing
 - CLOSED: [2016-03-08 Tue 05:09]
 - * DONE Landing page
 - CLOSED: [2016-03-08 Tue 06:01]
 - * DONE [#8] Copy-paste default-landing
 - CLOSED: [2016-03-08 Tue 05:10]
 - * DONE [#8] On launch, switch LP to use the new static page
 - CLOSED: [2016-03-08 Tue 06:01]
- * DONE About us page
 - CLOSED: [2016-03-08 Tue 06:08]
 - * DONE [#8] Copy-paste about
 - CLOSED: [2016-03-08 Tue 05:11]
 - Will automatically go live on the new deploy
 - * DONE [#8] Delete old CSS
 - CLOSED: [2016-03-08 Tue 06:08]
- * DONE Dirty ingredients page
 - CLOSED: [2016-03-08 Tue 05:14]
 - * DONE [#8] Copy-paste
 - CLOSED: [2016-03-08 Tue 05:13]
 - * DONE [#8] Switch from draft->published
 - CLOSED: [2016-03-08 Tue 05:13]
- * DONE Grove rebrand page
 - CLOSED: [2016-03-08 Tue 05:14]
 - * DONE [#8] Copy-paste grove
 - CLOSED: [2016-03-08 Tue 05:14]
 - * DONE [#8] Switch from draft->published
 - CLOSED: [2016-03-08 Tue 05:14]
- * DONE SVG landing page
 - CLOSED: [2016-03-08 Tue 08:59]
 - * DONE [#8] copy-paste landing_seventhgeneration (+ css)
 - CLOSED: [2016-03-08 Tue 06:04]
- * DONE [#8] influencers static page
 - CLOSED: [2016-03-08 Tue 06:06]
- * DONE landing_page_method
 - CLOSED: [2016-03-08 Tue 08:59]
 - * DONE [#8] copy-paste
 - CLOSED: [2016-03-08 Tue 06:04]
- * DONE landing_page_generation-good
 - CLOSED: [2016-03-08 Tue 08:59]
 - * DONE [#8] copy-paste
 - CLOSED: [2016-03-08 Tue 06:04]
- * DONE [#8] update brand picker images
 - CLOSED: [2016-03-08 Tue 05:28]
 - Canonical images for svg, method, and meyers.
- https://res.cloudinary.com/epantry/image/upload/q_100/v1457218311/method.brandpicker.ypyfwp.png
- <https://www.grove.co/molly/product/brand/1/change/>
- https://res.cloudinary.com/epantry/image/upload/q_100/v1457218872/svg.brandpicker.kmzisq.png
- <https://www.grove.co/molly/product/brand/4/change/>
- https://res.cloudinary.com/epantry/image/upload/q_100/v1457211163/mmcd_picker.msoedp.png
- <https://www.grove.co/molly/product/brand/2/change/>
- * DONE [#8] update category images in flow
 - CLOSED: [2016-03-08 Tue 08:57]
- * Miscellaneous**
- * DONE [#8] update Site.objects.get(id=1) domain to grove.co
 - CLOSED: [2016-03-08 Tue 06:06]
 - from django.contrib.sites.models import Site
 - s = Site.objects.get(pk=1)
 - s.domain = 'www.grove.co'
 - s.name = 'www.grove.co'
 - s.save()
 - * DONE [#8] any other landing pages (influencers?)
 - CLOSED: [2016-03-08 Tue 05:14]
 - * DONE method
 - CLOSED: [2016-03-08 Tue 04:58]
 - * DONE svg
 - CLOSED: [2016-03-08 Tue 04:58]
 - * DONE gen-good
 - CLOSED: [2016-03-08 Tue 05:07]
 - * DONE [#8] baby trial sign up
 - CLOSED: [2016-03-07 Mon 21:56]
 - * DONE [#8] try.seventhgeneration.com
 - CLOSED: [2016-03-24 Thu 11:37]
 - * DONE [#8] fix up the influencer page a bit
 - CLOSED: [2016-03-07 Mon 22:26]
 - <https://www.gext.co/s/influencers/>
 - * DONE [#8] update ZD plugin URLs
 - CLOSED: [2016-03-07 Mon 22:32]
 - * DONE Update packing slip with new horiz. logo
 - CLOSED: [2016-03-24 Thu 11:37]
 - * DONE Update shipping label with new horiz. logo
 - CLOSED: [2016-03-24 Thu 11:37]

Monitoring

What we thought was important:

- Domain traffic distribution
- HTTP status codes
- 4xx and 5xx anomalies

Was very uneventful.
Thank goodness.



Home Cleaning and Person X

https://www.grove.co/home?rebrand=1

ePantry is now called:
WHERE YOU ARE
wanted

GROVE
collaborative

NOTE FROM THE FOUNDER

New name. Same company.

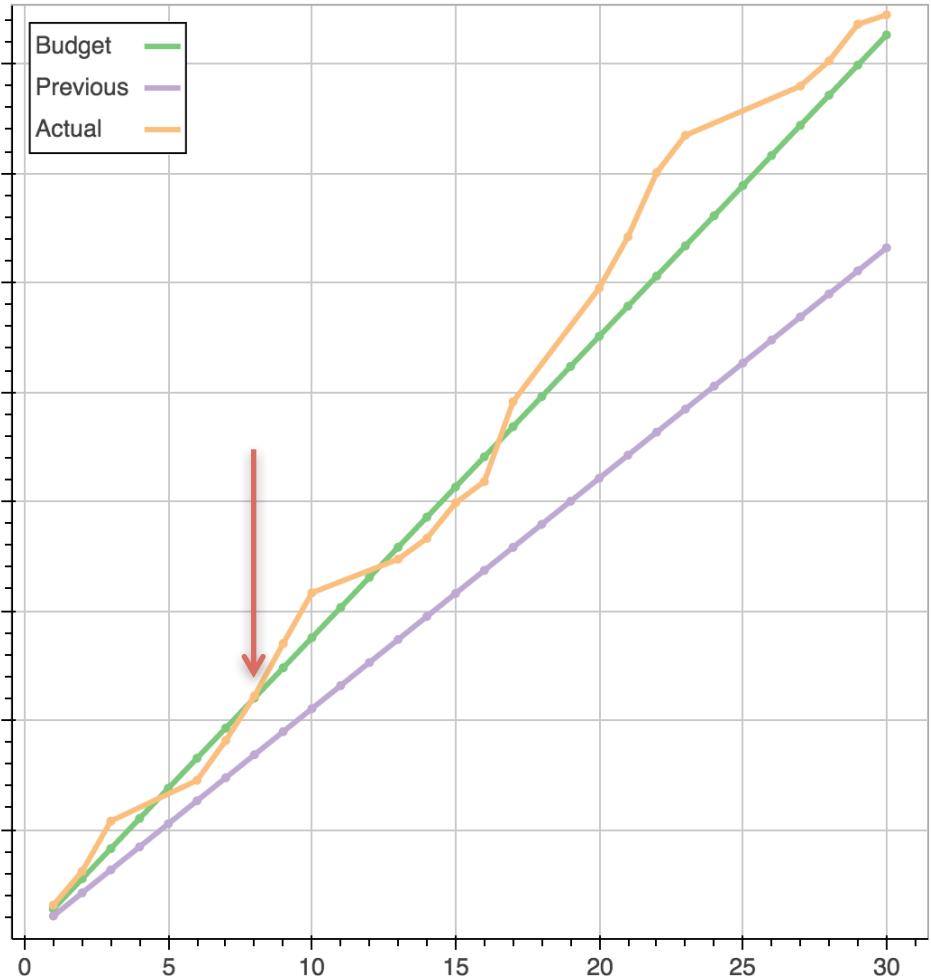
Hey friend! You're in the right place -- we've just changed our name to Grove Collaborative.

Grove is more true to who we are, both aesthetically and in terms of our sense of community (you are our Grove!). It was also inspired by your reaction to our Grove Collaborative branded products, and what they strive to embody: a healthy, beautiful home.

We continue to feature the best natural brands, to deliver service you can 100% count on, and to find delight in the everyday. We're beyond grateful for the support we've gotten from our community over the last three years and we can't wait to embark on this next step with you.

Help

The most
important
thing:
Customers
kept buying



QUESTIONS? ANSWERS?

APPENDIX: GOTCHAS

Gotchas

- Analytics services that look for a verified domain
 - GA
 - Mixpanel
 - Segment.io
- Google Apps (and other internals)
- Missed iOS release date by 1 day
 - Hard to know exact approval time

Gotchas

- Email domain is changing
 - Affects deliverability
 - Spam whitelists
 - “from” addresses

New Font: Unexpected characters

“Old-style” or
“Non-lining” numerals

123456789

I23456789

Shipment Summary

List price:	\$87.35
Grove Price:	\$65.49
25% Discount:	-\$16.37
Shipping:	\$2.99
Tax:	\$4.18
Total:	\$56.29

Want Free Shipping?

► Ship now

This looks insane.

New Font: Unexpected rendering

WHAT WE STAND FOR

The Grove Standard ensures every product we offer is one you can be proud to use around those you cherish.

Uncompromisingly
Healthy

Beautifully
Effective



Sustainably
Minded

Amazingly
Affordable

Yikes



- 1 -

DISCOVER

Create a basket of healthy, effective
beautiful products for your home.



- 2 -

SCHEDULE

A flexible personal delivery
schedule to help you stay
organized.



- 3 -

ENJOY

Brilliant, natural products. Below
retail pricing. 100% happiness
guaranteed.

Get Started

Get Started

Communicating the Change

Default Behavior

Initial Domain	Anonymous	Abandoned Cart	Paying Cust.
ePantry.com	Alert Banner	Pop-over	Pop-over
Grove.co	-	-	Pop-over

Everything is triggered by URL parameters.
This gives marketing a lot of flexibility.

