FEATURE FLAGS

Feature flags (also known as [feature toggles](https://www.optimizely.com/optimization-glossary/feature-toggle/) or feature switches) are a software development technique that turns certain functionality on and off during runtime, without deploying new code. This allows for better control and more experimentation over the full lifecycle of features.

The idea behind feature flags is to build conditional feature branches into code in order to make logic available only to certain groups of users at a time. If the flag is “on,” new code is executed, if the flag is “off,” the code is skipped.

**Feature flag use cases & benefits**

#### **Testing in production**

Feature flags allow development teams to [test new features in production](https://www.optimizely.com/optimization-glossary/testing-in-production/), while mitigating the risk of a poor release by providing a way to quickly roll back the feature

1. **Canary Releases**

 allowing a team to test a new feature on a subgroup of end users to see how it performs before rolling it out to a broader audience.

#### **Quicker release cycles**

a team can modify a system’s behavior without making disruptive code changes to the live code. Thus, one major benefit of feature flags is their simplicity to deploy in the development process.

#### **Rollback / kill switch**

use feature flags to release or roll back new features without having to go through the length app store review process.