



NATIVE TO FLUTTER

A Tale of Tide's Transformation

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Senior Staff Engineer @Tide

Giorgos Ampavis

VP of Engineering @Tide

ABOUT ANNA

**Passionate
programmer**



**Google Dev Expert
in Flutter & Dart**

**Tech community
contributor**



**Women in tech
mentor**

ABOUT GIORGOS

Technologist



Servant leader

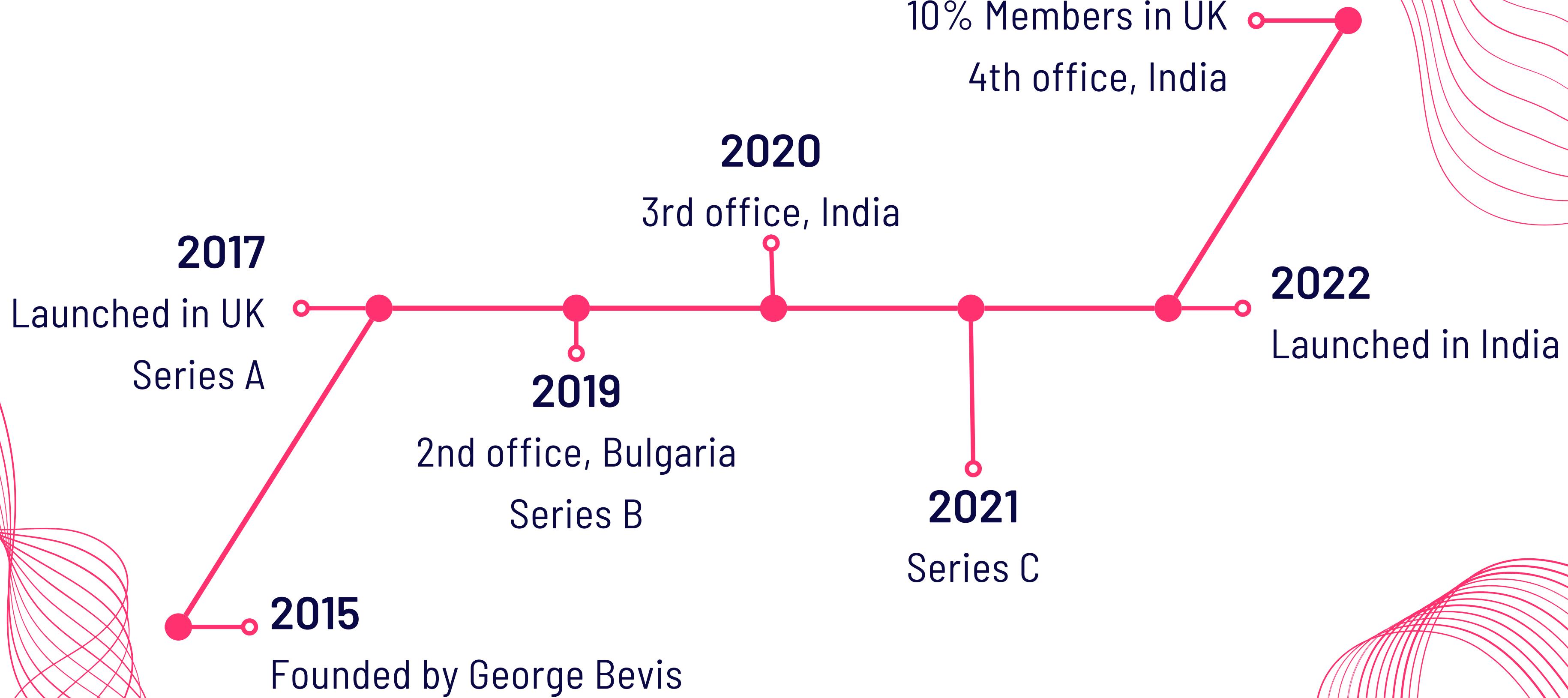


Product engineer



A proud dad!

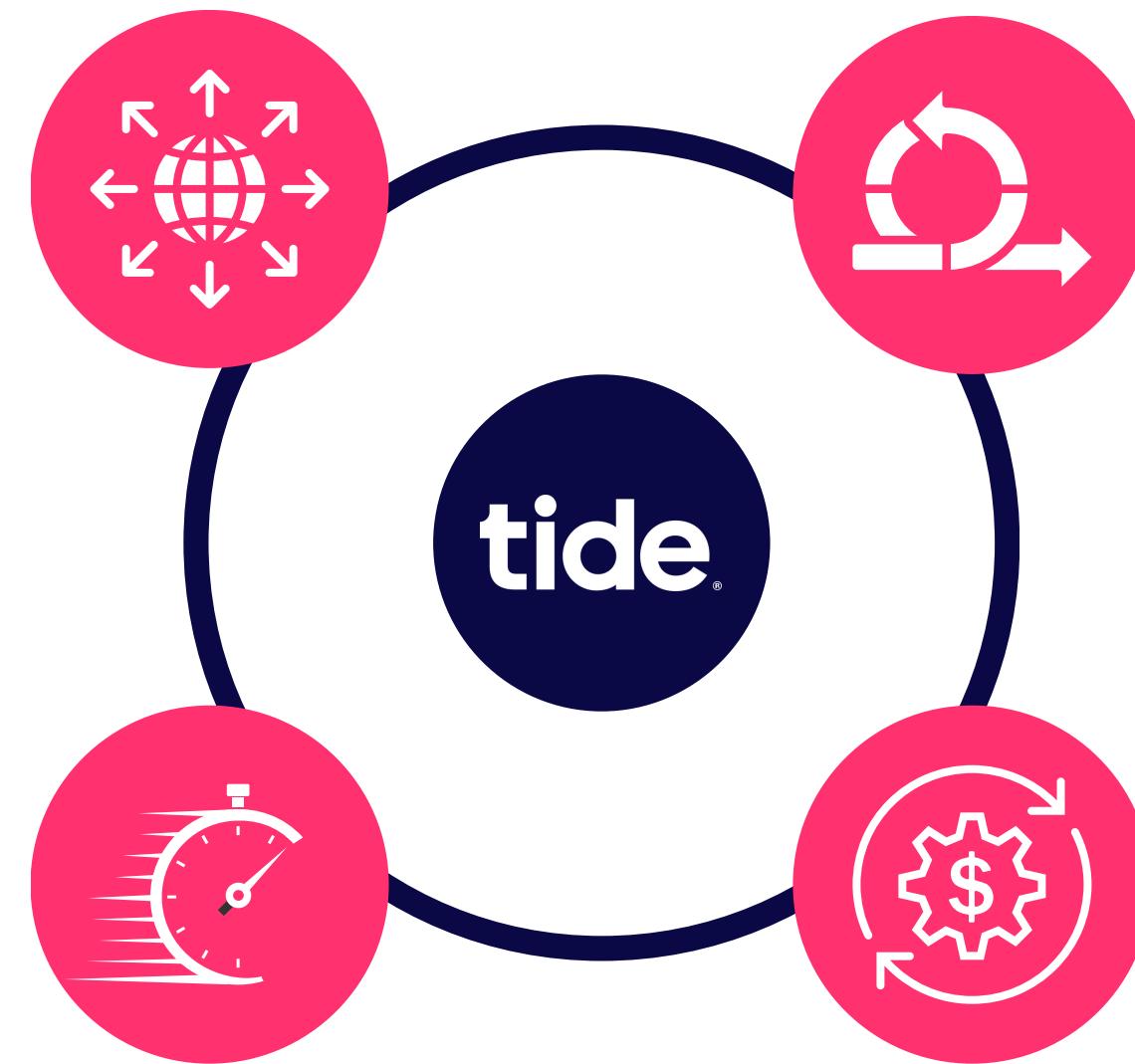
ABOUT TIDE



THE NEED FOR CHANGE

TIDE'S AMBITIONS & BUSINESS OBJECTIVES

Market Expansion



Business Agility

Lean Delivery

Cost Efficiency

CHALLENGES WITH CURRENT ARCHITECTURE

Non-i18n-Ready Architecture

1

UK-Centric User Journeys

3

2

4

UK-Specific APIs

Coupled 3rd-Party Integrations





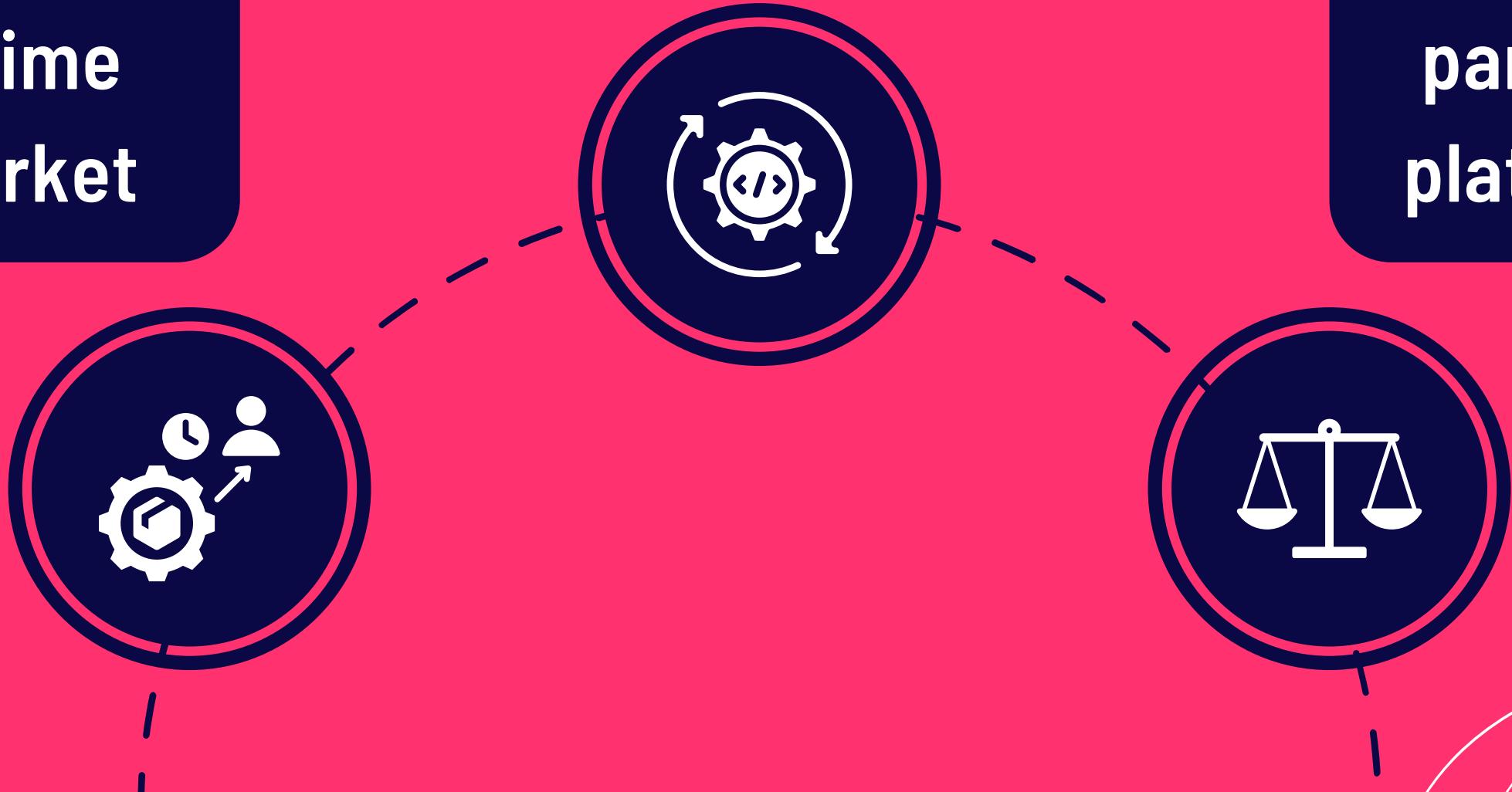
DRIVING THE CHANGE

Migration Objectives

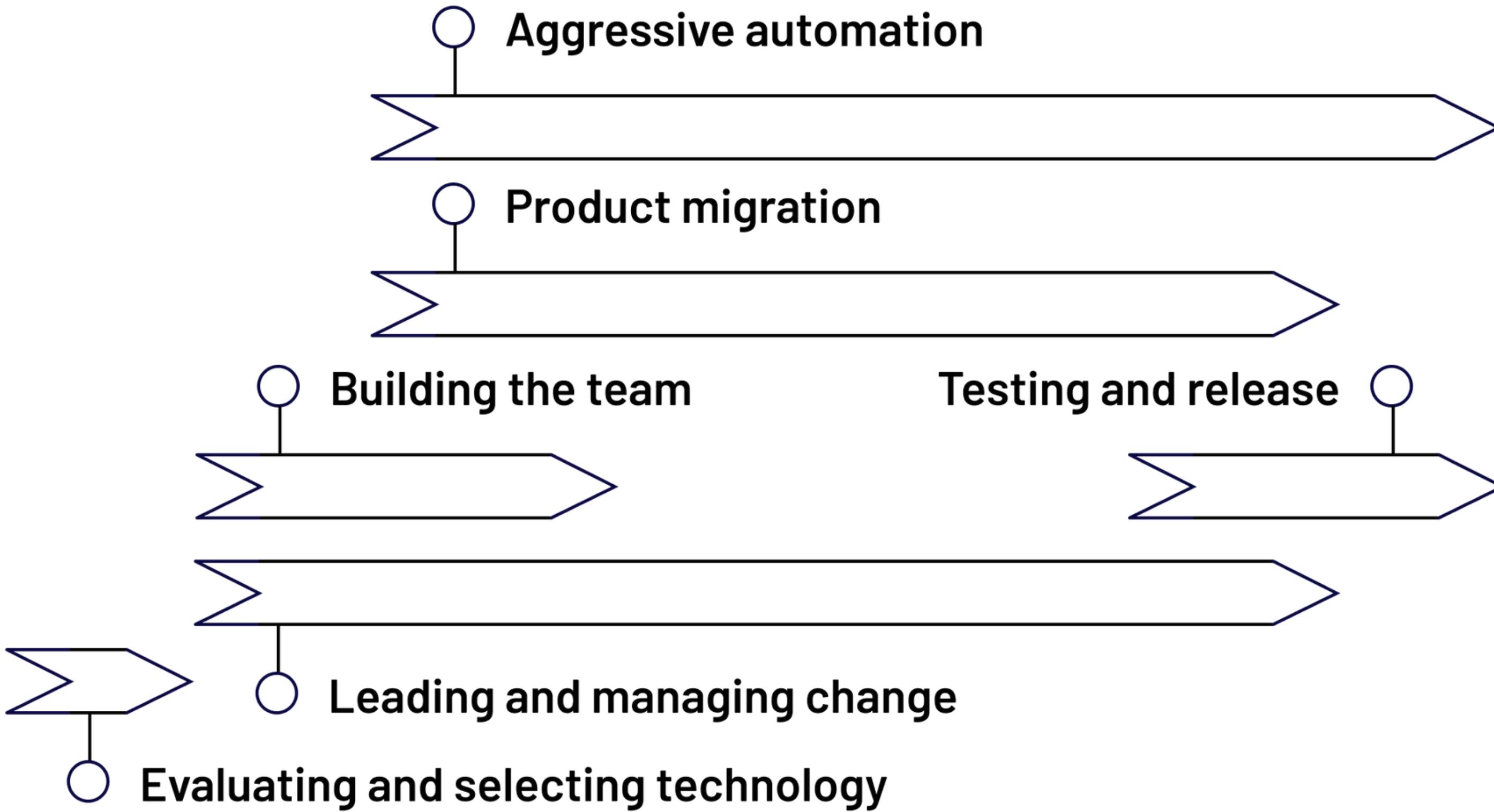
Improving
lead time
to market

Optimising
for engineering
capacity

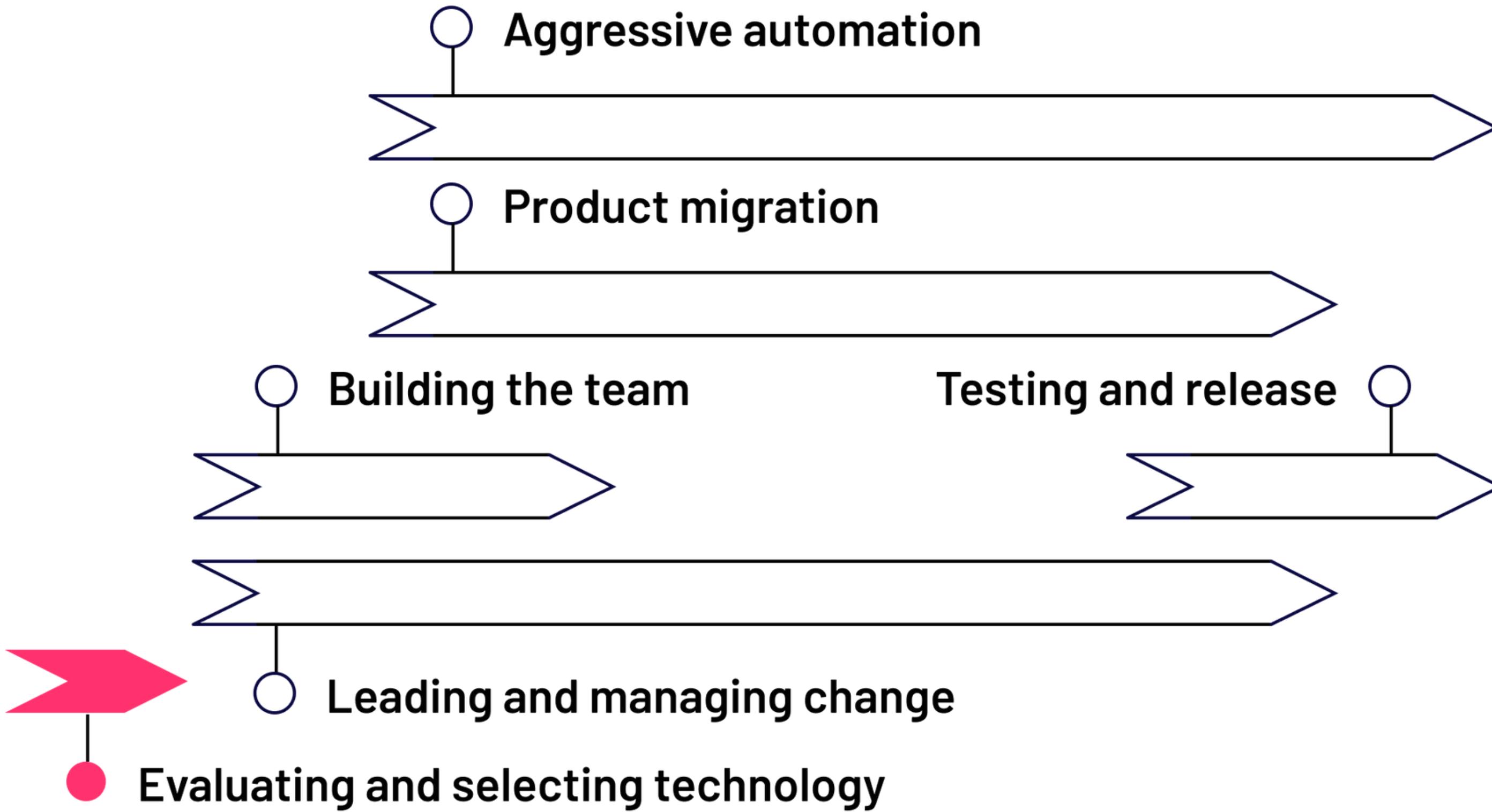
Achieving feature
parity between
platforms easily



DRIVING THE CHANGE



DRIVING THE CHANGE



EVALUATING APPROACHES

Greenfield

Brownfield

EVALUATING APPROACHES

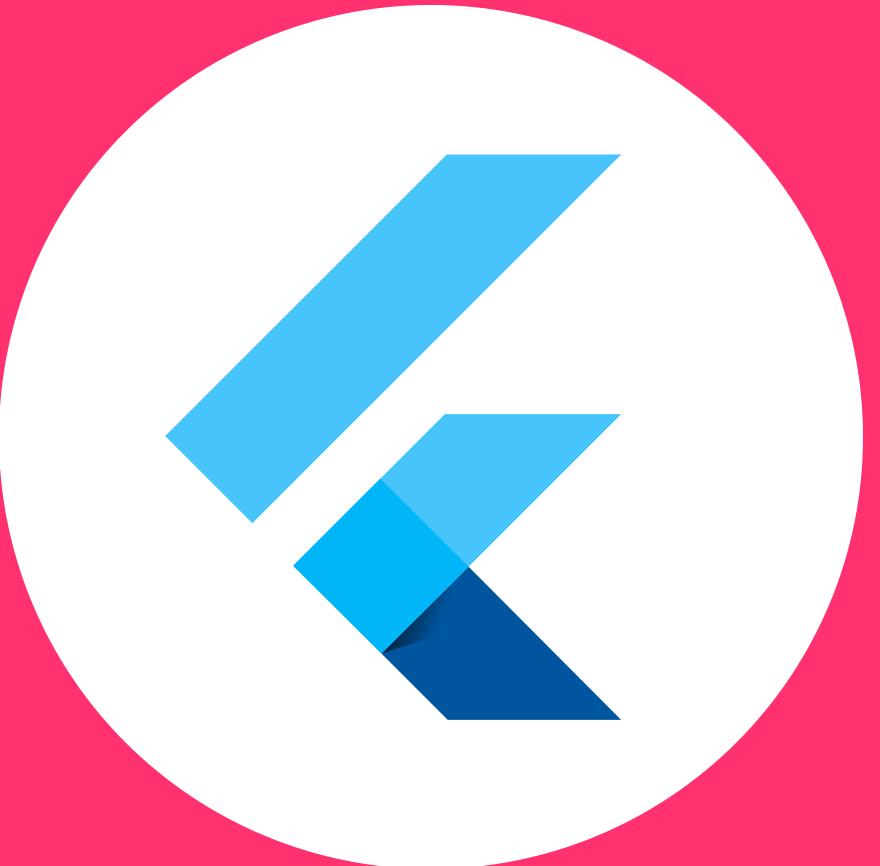
Greenfield

Brownfield

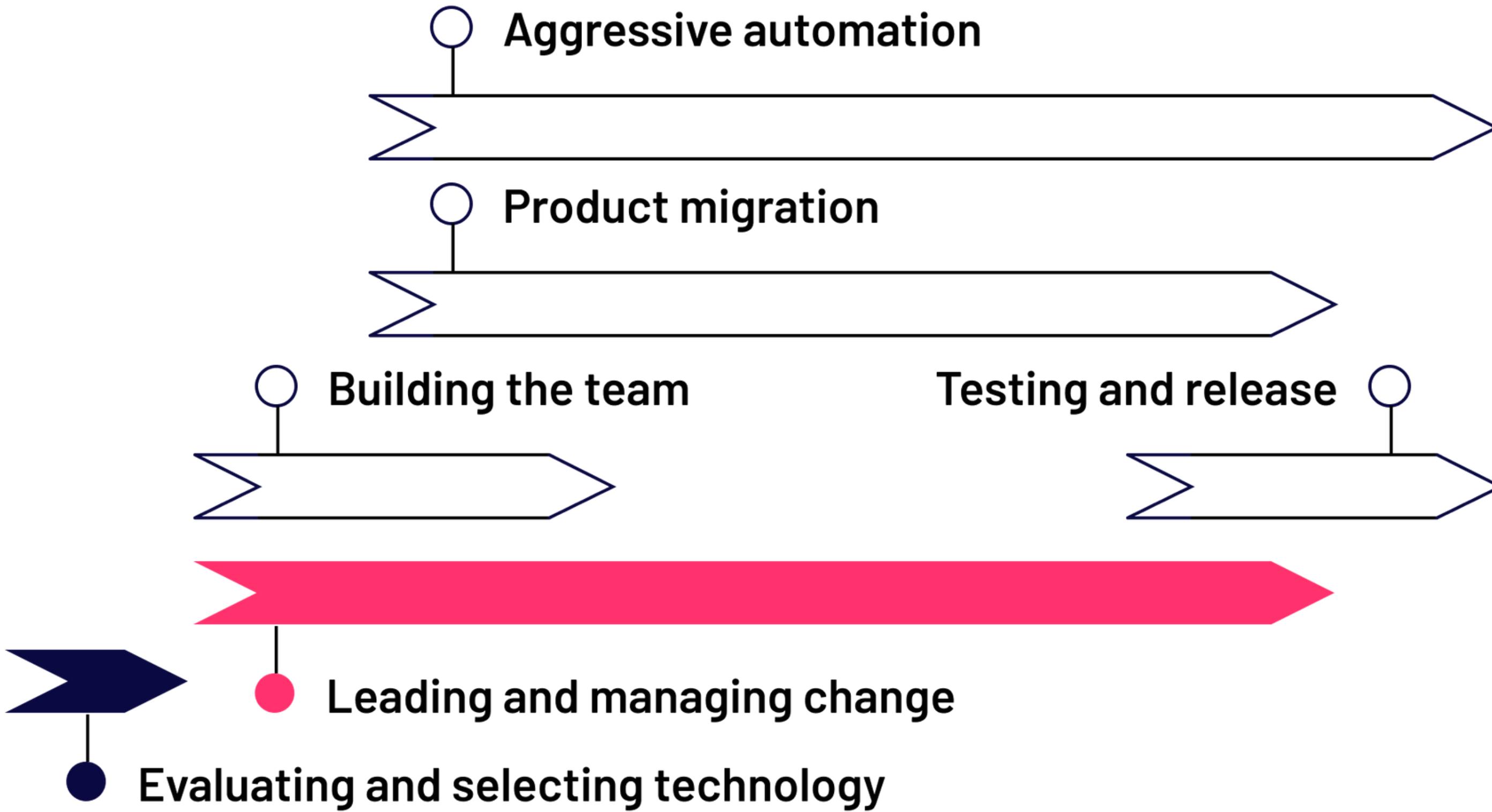
EVALUATING TECHNOLOGIES



EVALUATING TECHNOLOGIES



DRIVING THE CHANGE



LEADING & MANAGING CHANGE

Navigating
transformation

- Navigating change
- Managing uncertainty
- Engaging affected individuals
- Actively managing business expectations

LEADING & MANAGING CHANGE

Navigating
transformation



Stakeholder
alignment

- Aligning stakeholders as the initial step
- Presenting our vision and change potential
- Explaining short-term product impact and long-term success positioning
- Being open about risks and discussing mitigation plans
- Painting a clear picture of the journey ahead

LEADING & MANAGING CHANGE

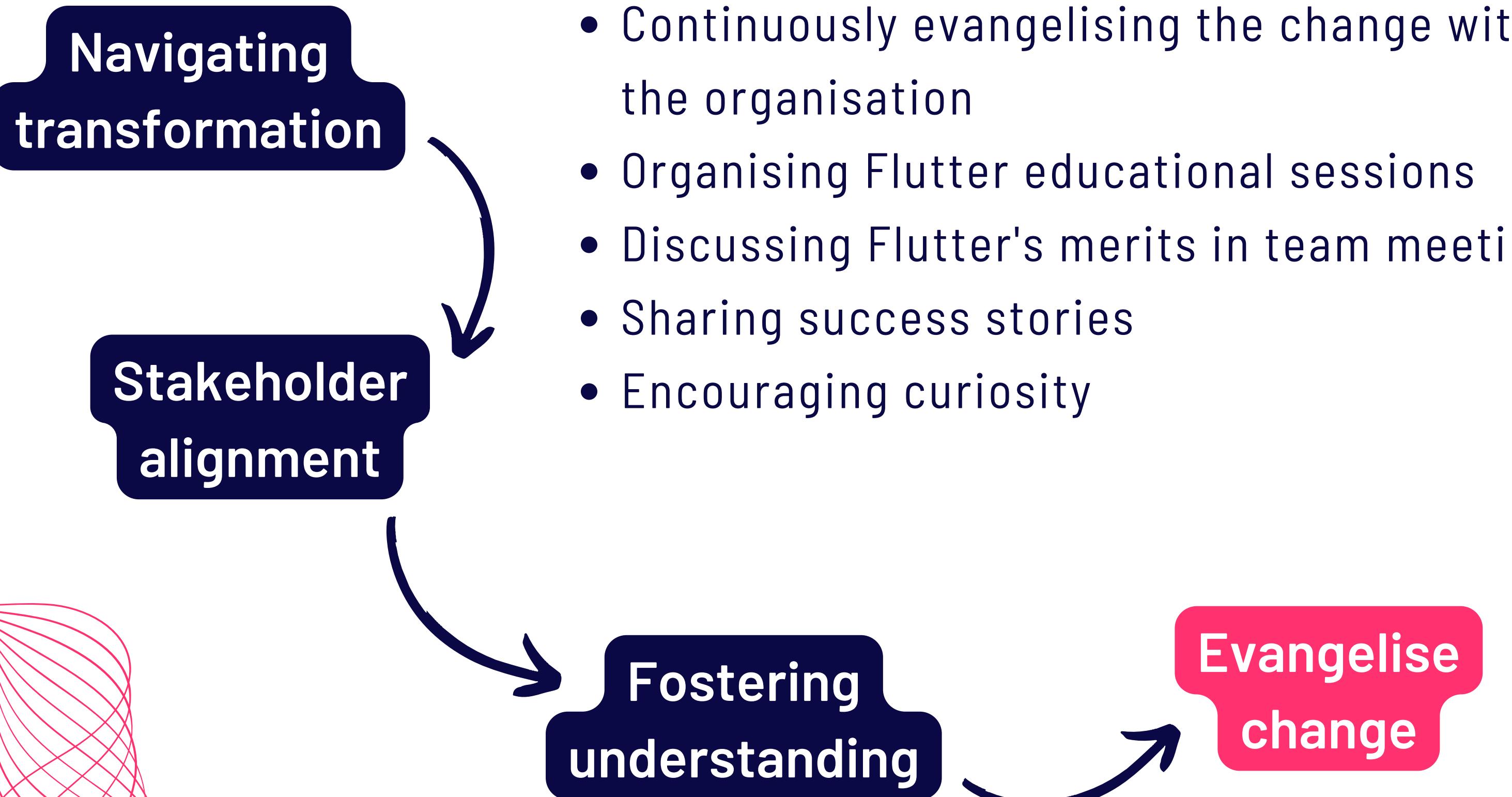
Navigating transformation

- Maintaining continuous dialogue with stakeholders for commitment
- Focusing initially on launching alpha product in India
- Learning and adapting before UK introduction
- Highlighting the effort and patience needed for transformation
- Emphasizing the crucial role of every stakeholder

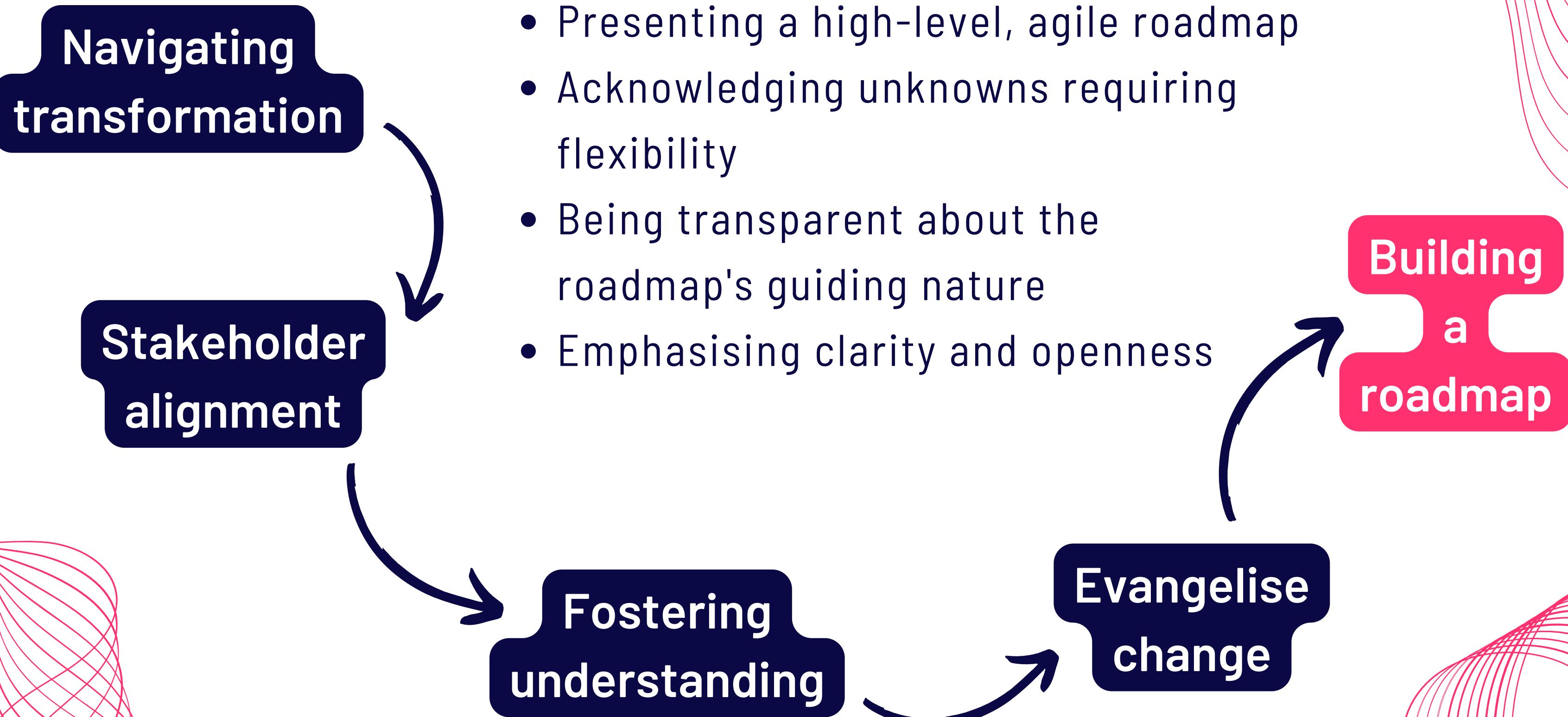
Stakeholder alignment

Fostering understanding

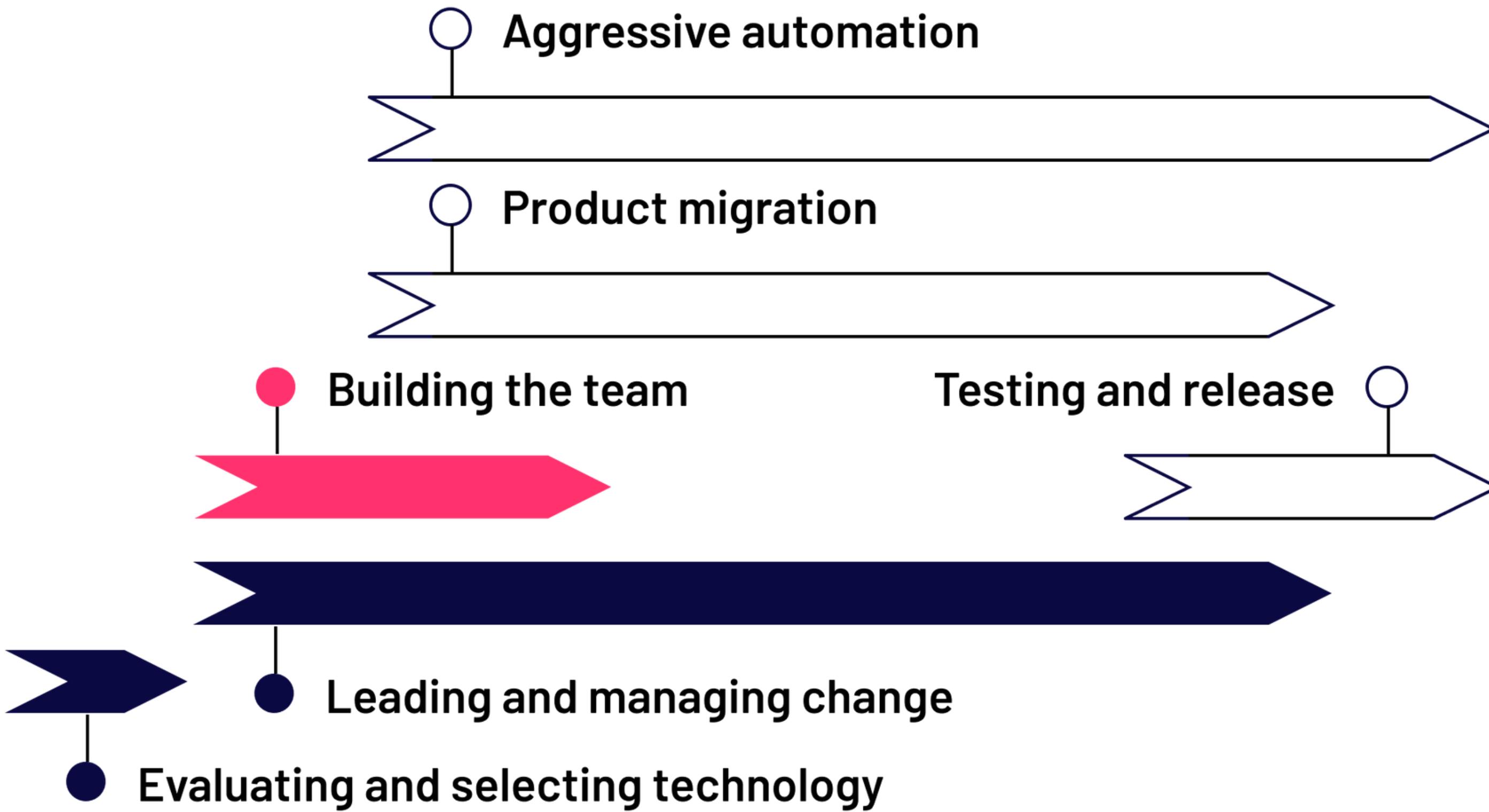
LEADING & MANAGING CHANGE



LEADING & MANAGING CHANGE



DRIVING THE CHANGE



BUILDING THE TEAM

Igniting Team Spirit and Vision for Flutter

**Involved
Everyone**

**Cultivated
Excitement**

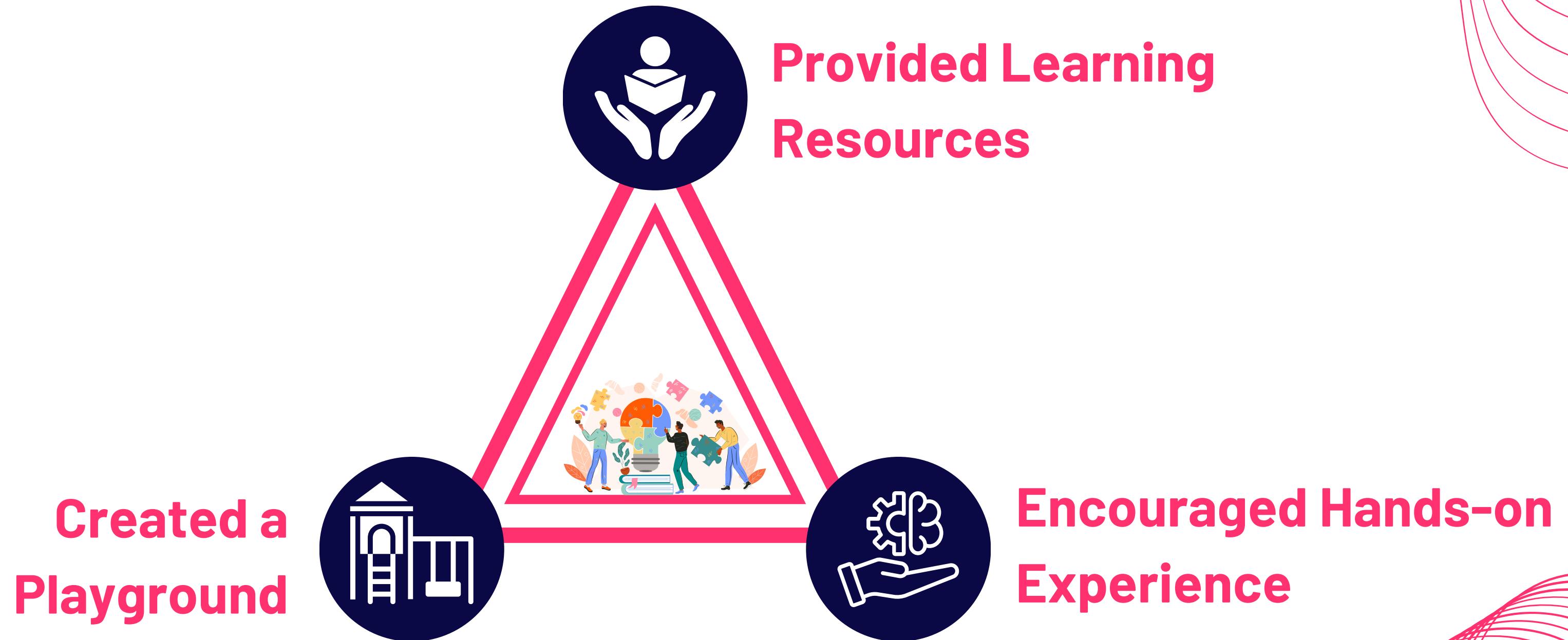


**Empowered
Engineers**

**Focused on Team
Growth**

BUILDING THE TEAM

Fostering a Culture of Flutter Exploration and Growth



BUILDING THE TEAM

Blending Flutter Expertise and Internal Growth

Engaged External Experts

Hired for Expertise

Launched an Internal Flutter Academy

Fostered Continuous Learning



OUR FLUTTER ACADEMY

The Academy's Mission

**“ To empower our engineers
with Flutter proficiency,
forming a strong internal backbone
of Flutter specialists.”**



OUR FLUTTER ACADEMY

Objective, Strategy & Sponsorship



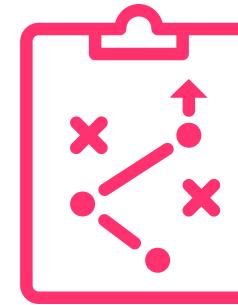
Company OKR

OBJECTIVE:

Establish **Flutter** as a client-side technology.

KEY RESULT:

75% of our mobile engineers are actively working with Flutter and contributing to the various internal apps.



Strategy

A **Playbook** that will ensure everyone understands the steps and actions we needed to take.



Sponsorship

Our **executive team supported us** visibly and ensured that we have all the resources needed.

OUR FLUTTER ACADEMY

Learning Initiatives



**Weekly CoP sessions
and ad-hoc workshops**

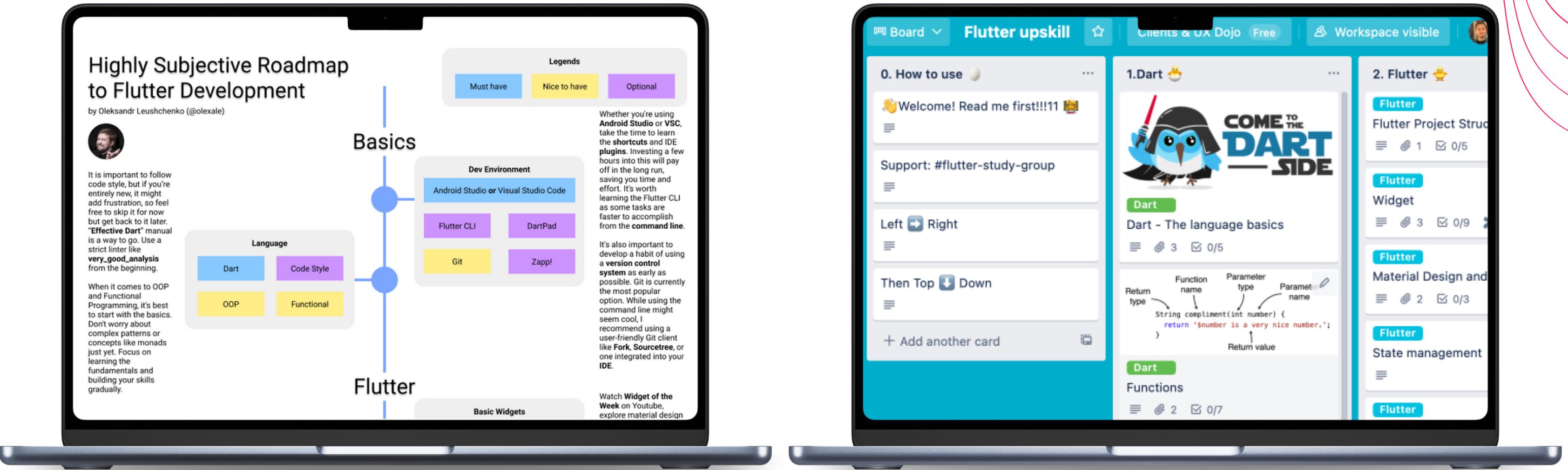
Pair programming



Flutter study groups

OUR FLUTTER ACADEMY

Flutter Upskill Roadmap



github.com/olexale/flutter_roadmap

OUR FLUTTER ACADEMY

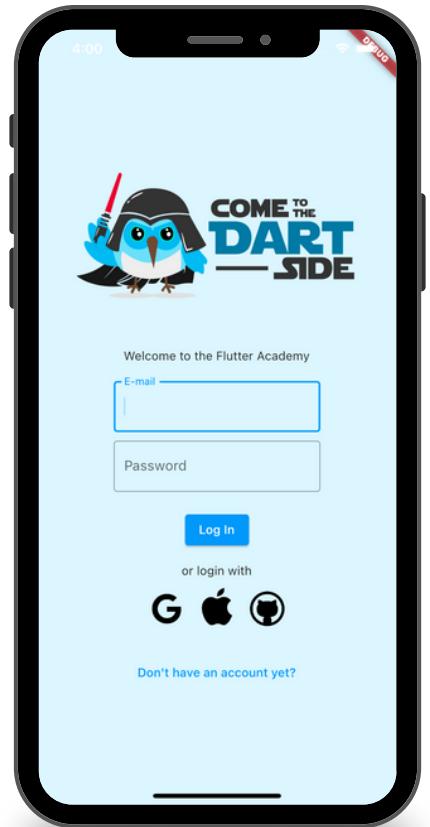
Learn by Doing

- Experiment
- Build and break things - safe environment
- Share the knowledge
- Get experience in different domains



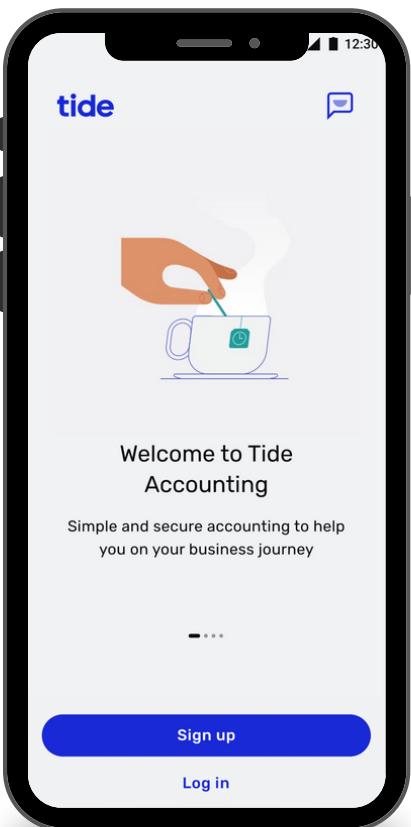
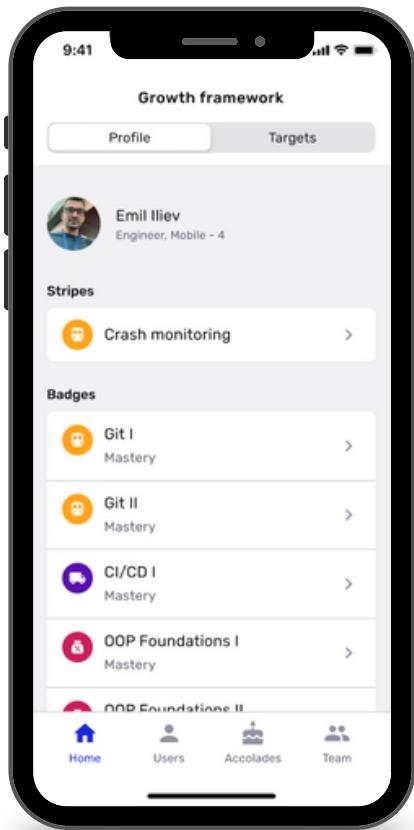
OUR FLUTTER ACADEMY

Learn by Doing



Flutter Academy App

An app to learn Flutter, made in Flutter, by Engineers learning Flutter.



Growth Framework app

An app to help engineers track their growth progress.

Universal Client

The next generation of our client applications
built with Flutter from a single codebase.

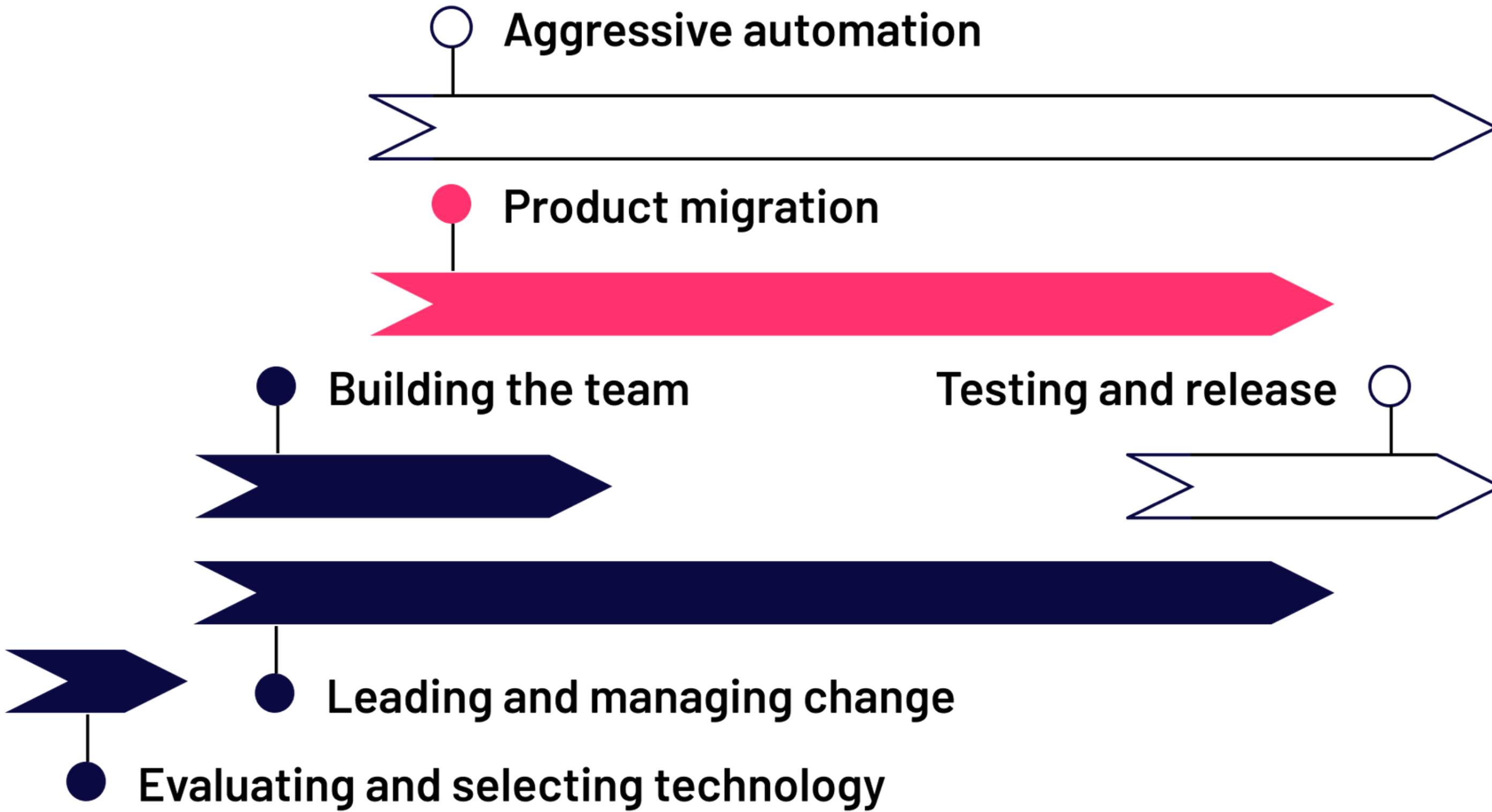
OUTCOME

More than 85% of our native iOS and Android engineers had gained hands-on experience with Flutter.



85%
35 ENGINEERS

DRIVING THE CHANGE



TEAM SCALE CHALLENGE



**Scalable
Team Structure**



**Efficient
Management**



**Responsible
Ownership**



**Efficient
Communication**



**One Team
Spirit**

TEAM SCALE CHALLENGE

Sub-teams Division

Payment
Services

Accession
Marketing

Member
Engagement

Business
Services

Financial
Services

Member
Services

Credit
Services

TEAM SCALE CHALLENGE

Building Blocks Catalog

- Timeline
- Accounts
- ...

Payment Services

Accession Marketing

- Onboarding
- Referrals
- ...

- Profile
- Teams
- ...

Member Engagement

Business Services

- Accounting
- Invoicing
- ...

Financial Services

- Help
- Support
- ...

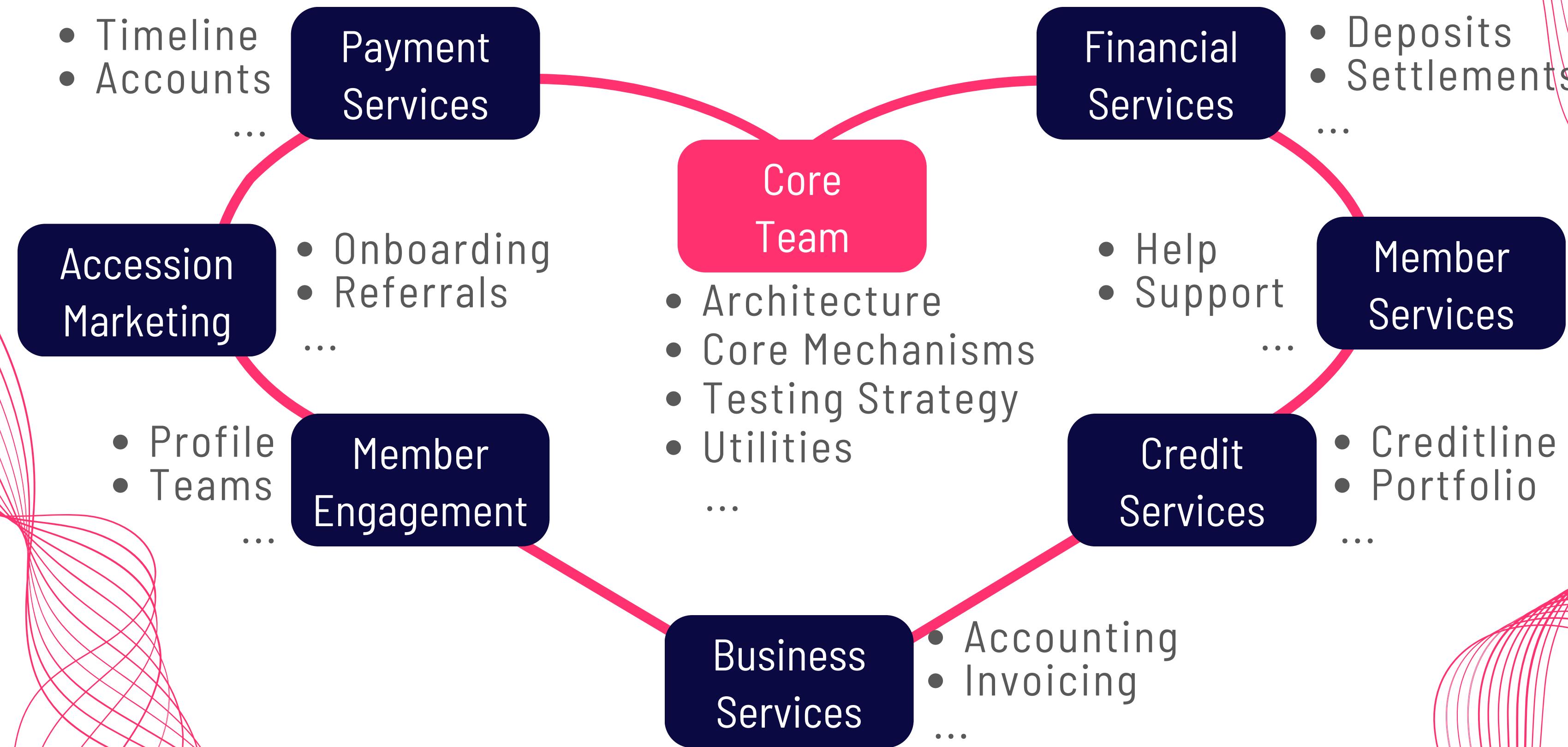
- Deposits
- Settlements
- ...

Member Services

- Creditline
- Portfolio
- ...

TEAM SCALE CHALLENGE

Core Team



PROJECT SCALE CHALLENGE



SCALABLE



CONCEIVABLE



EFFICIENT



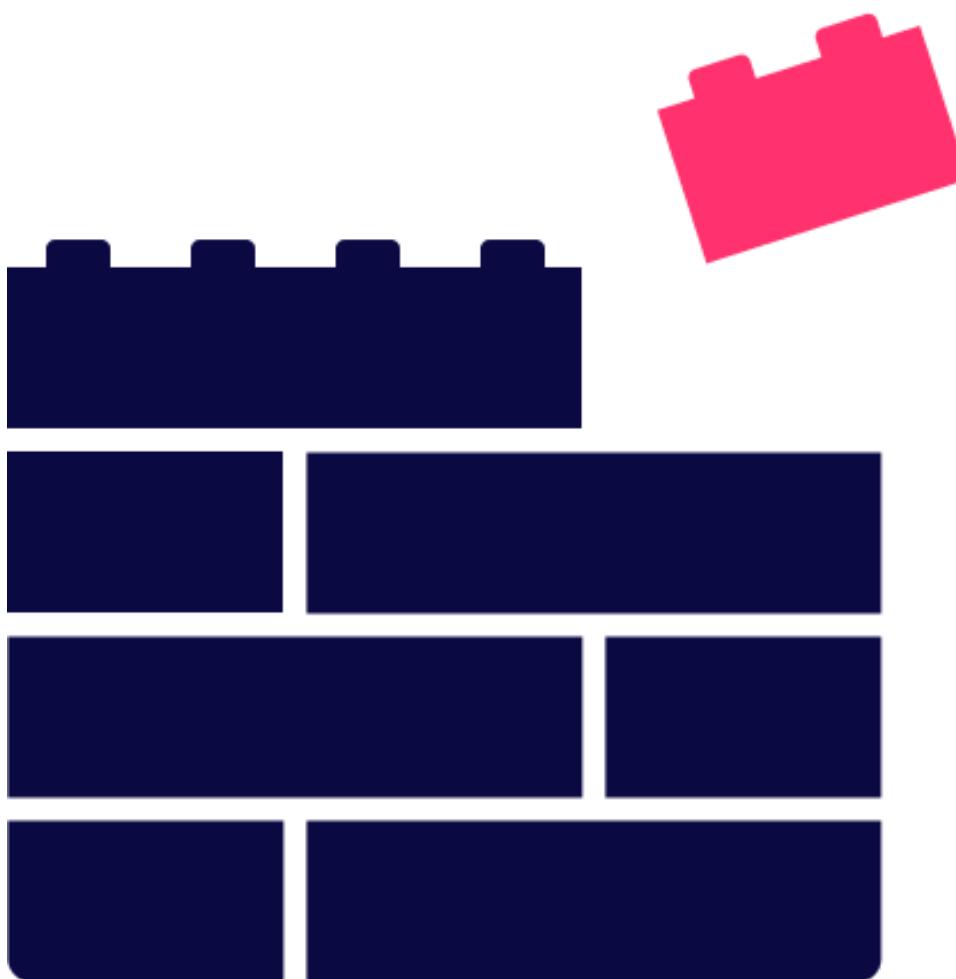
MAINTAINABLE



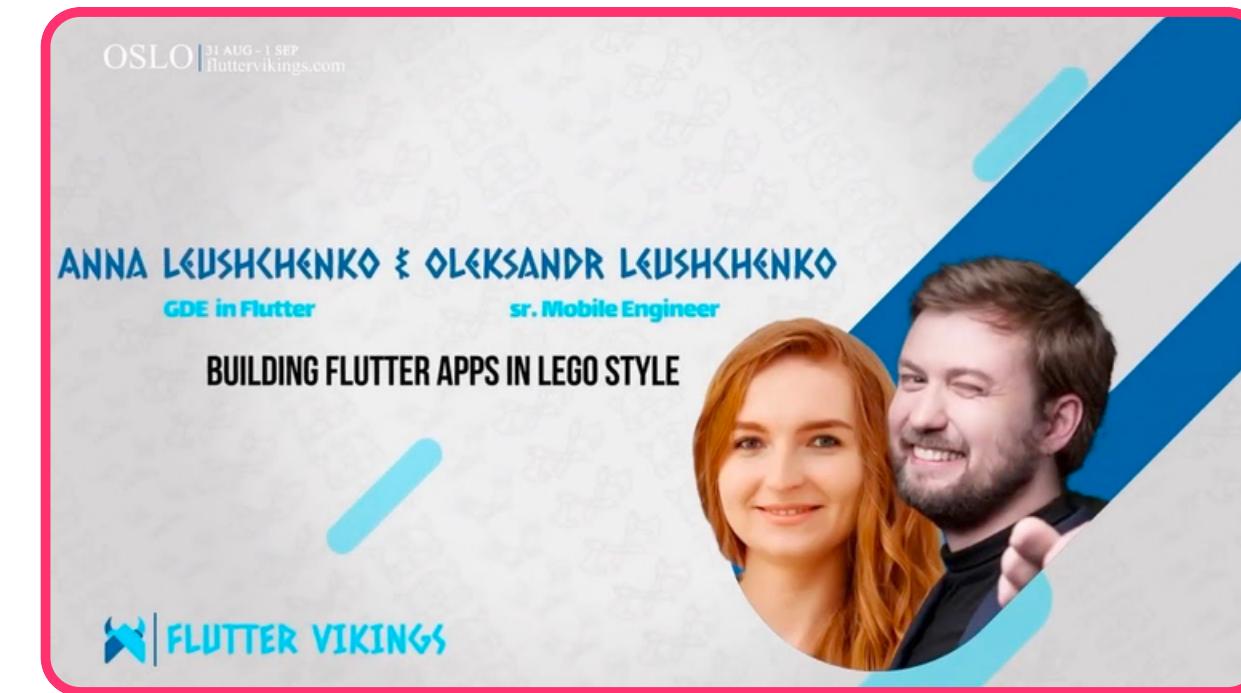
CONSISTENT

PROJECT SCALE CHALLENGE

LEGO Architecture



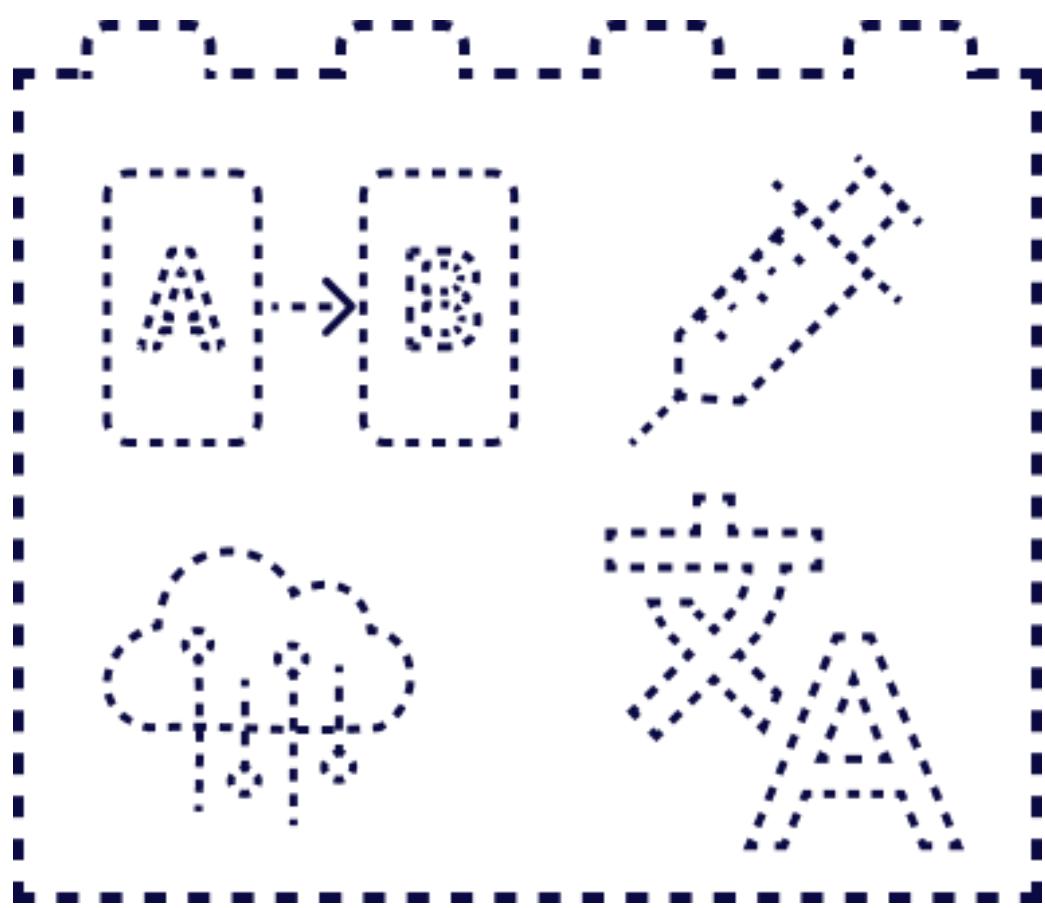
Writing Flutter Apps in Lego Style



youtu.be/Ap-cRFRScQw

PROJECT SCALE CHALLENGE

Code Generation



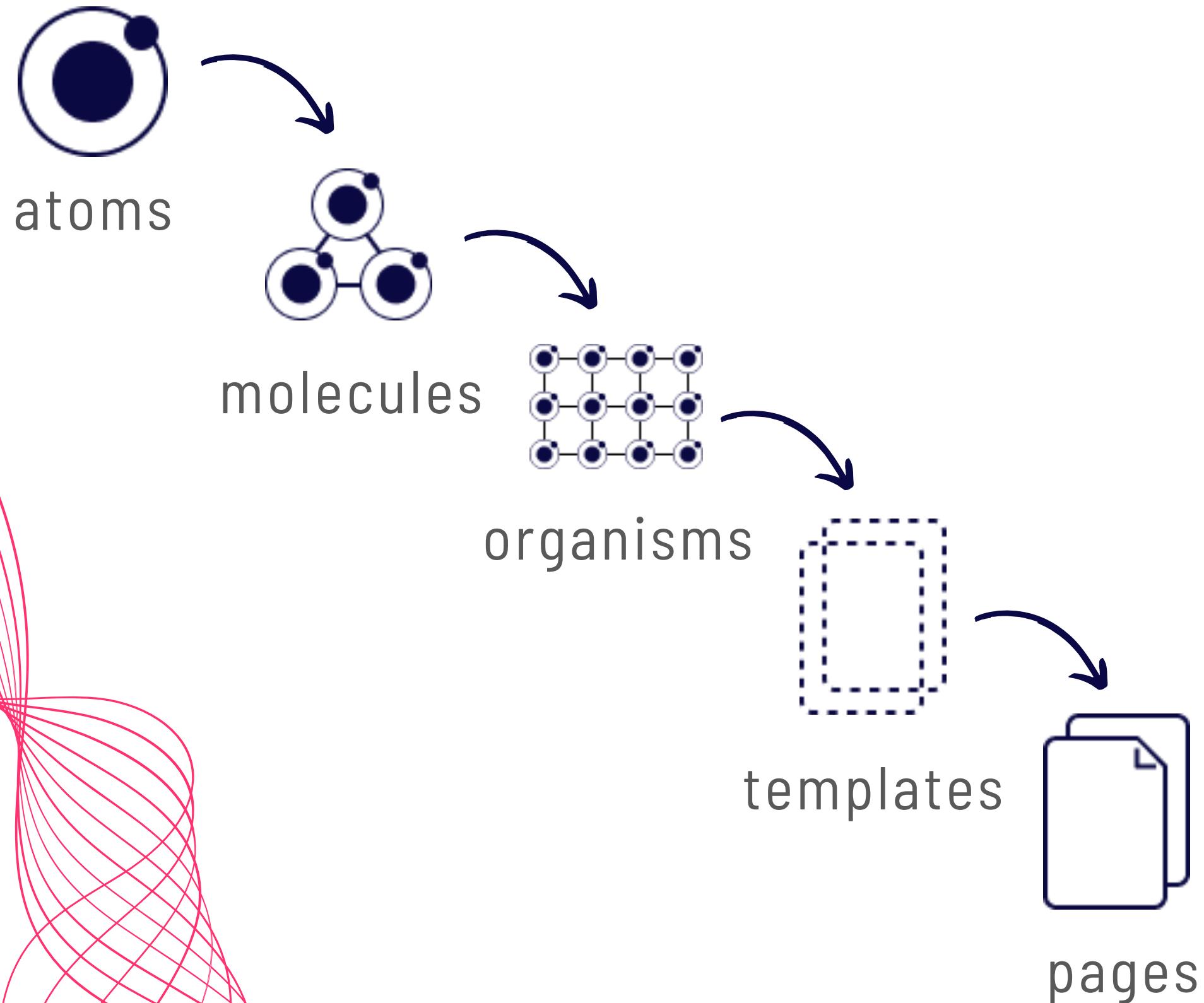
Fun with code generation



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PROJECT SCALE CHALLENGE

Design System



Design System & MVPs



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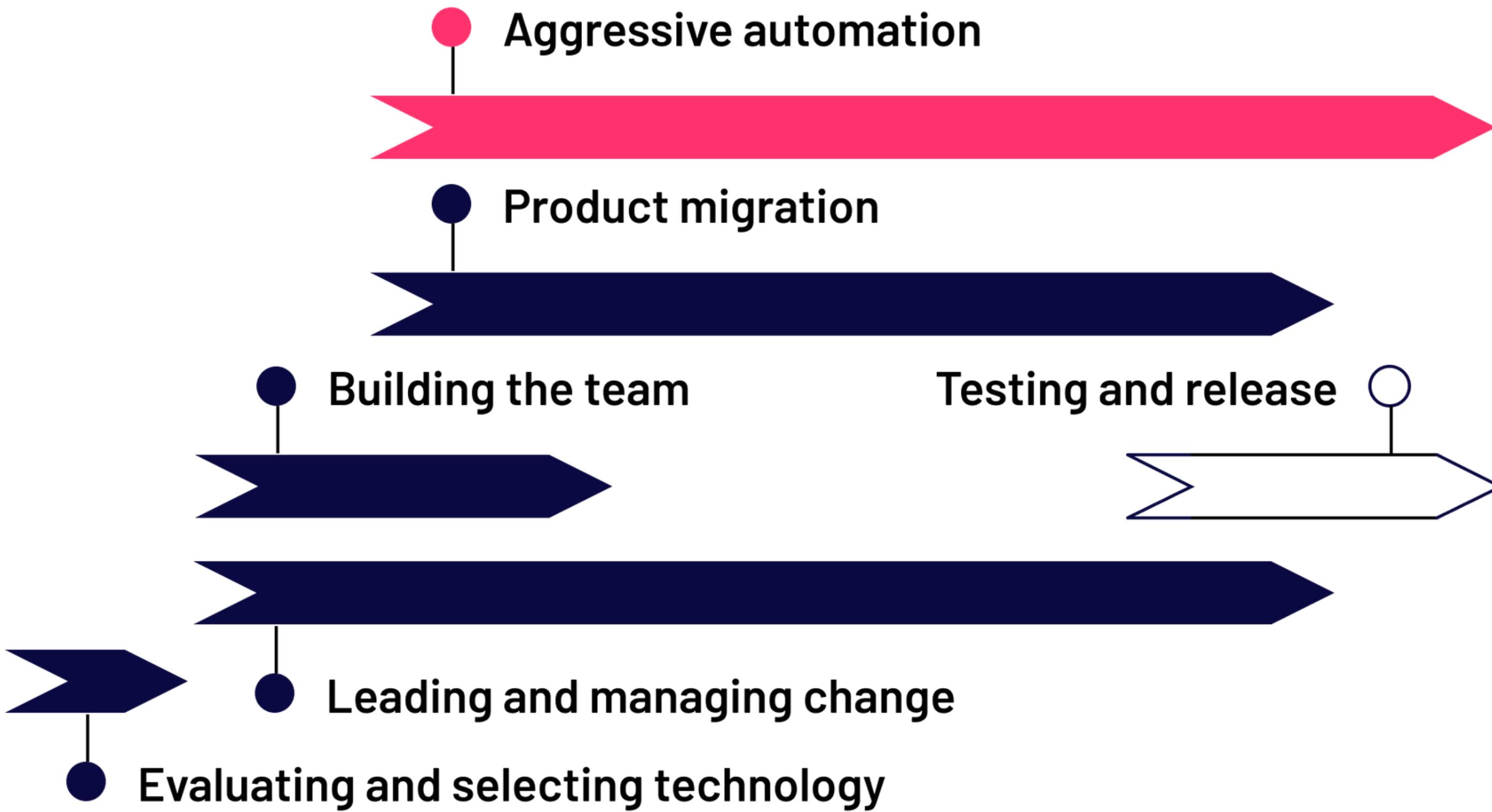
LEAN & ITERATIVE PROCESS

**Focused on implementing
successful paths first**

**Prioritized getting to
a beta-ready UI quickly**

**Prevented UX changes
and other migrations**

DRIVING THE CHANGE



AGGRESSIVE AUTOMATION

Automation
from the start

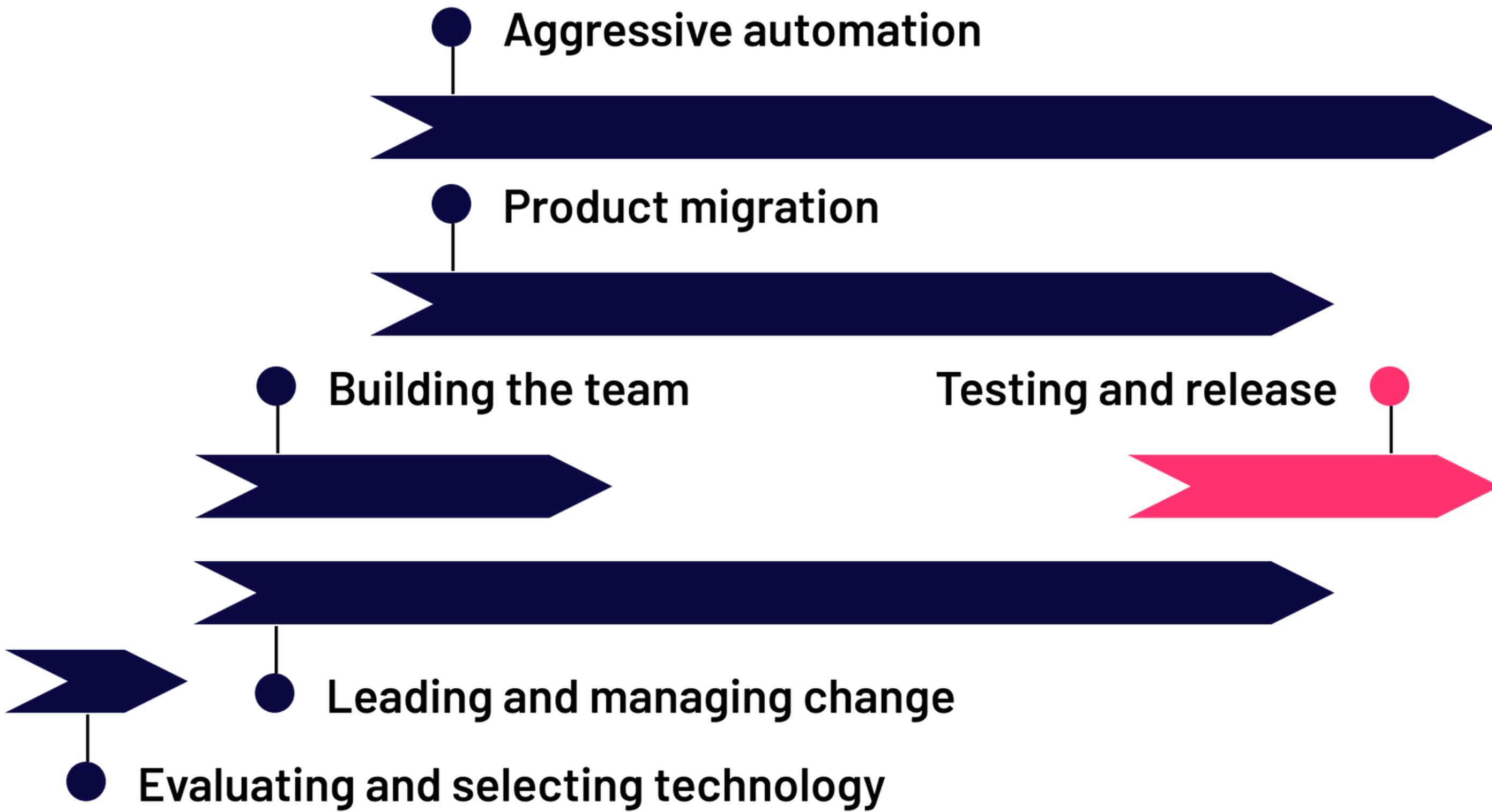
Automated
release process

Automated
code quality gates

Automated
extensive testing

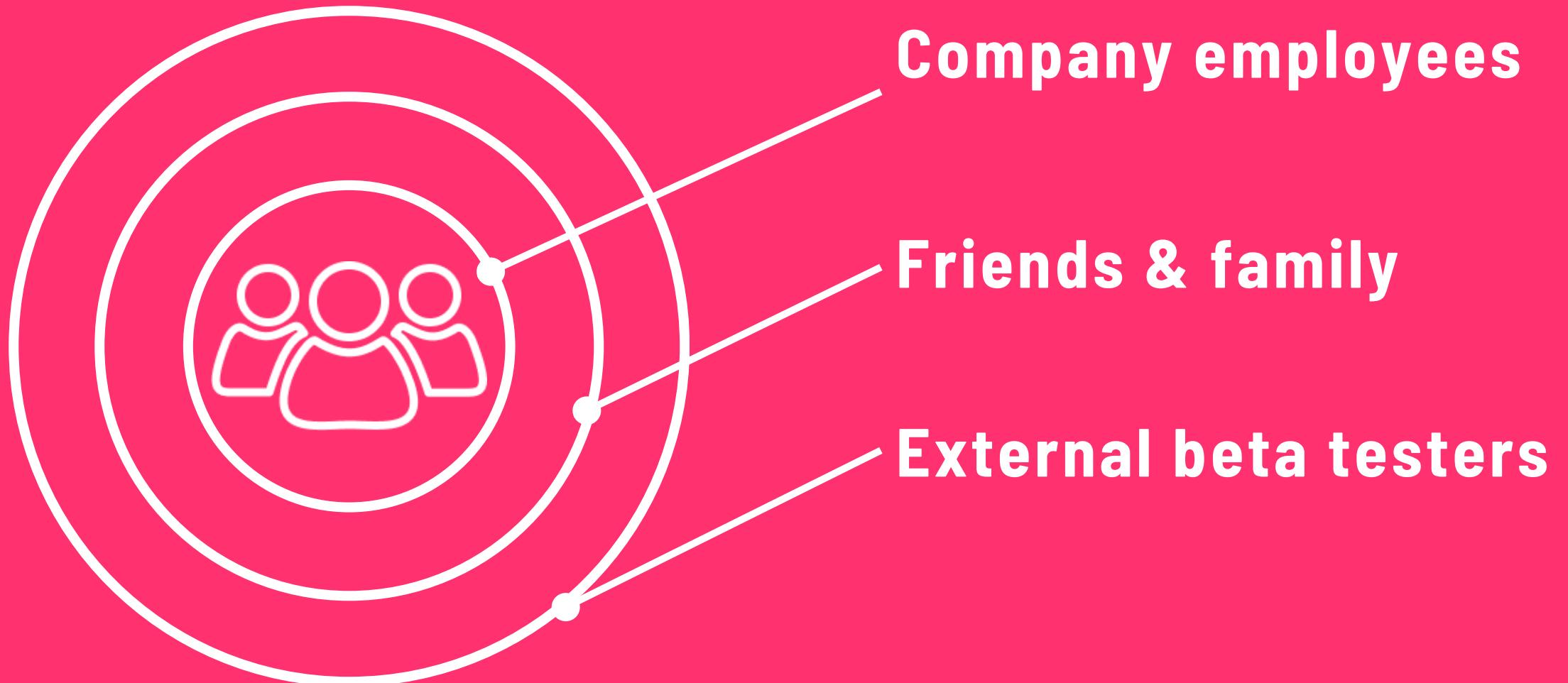
Automated
daily routine tasks

DRIVING THE CHANGE



TESTING AND RELEASE

Ring-phased approach



TESTING AND RELEASE

Ring-phased approach

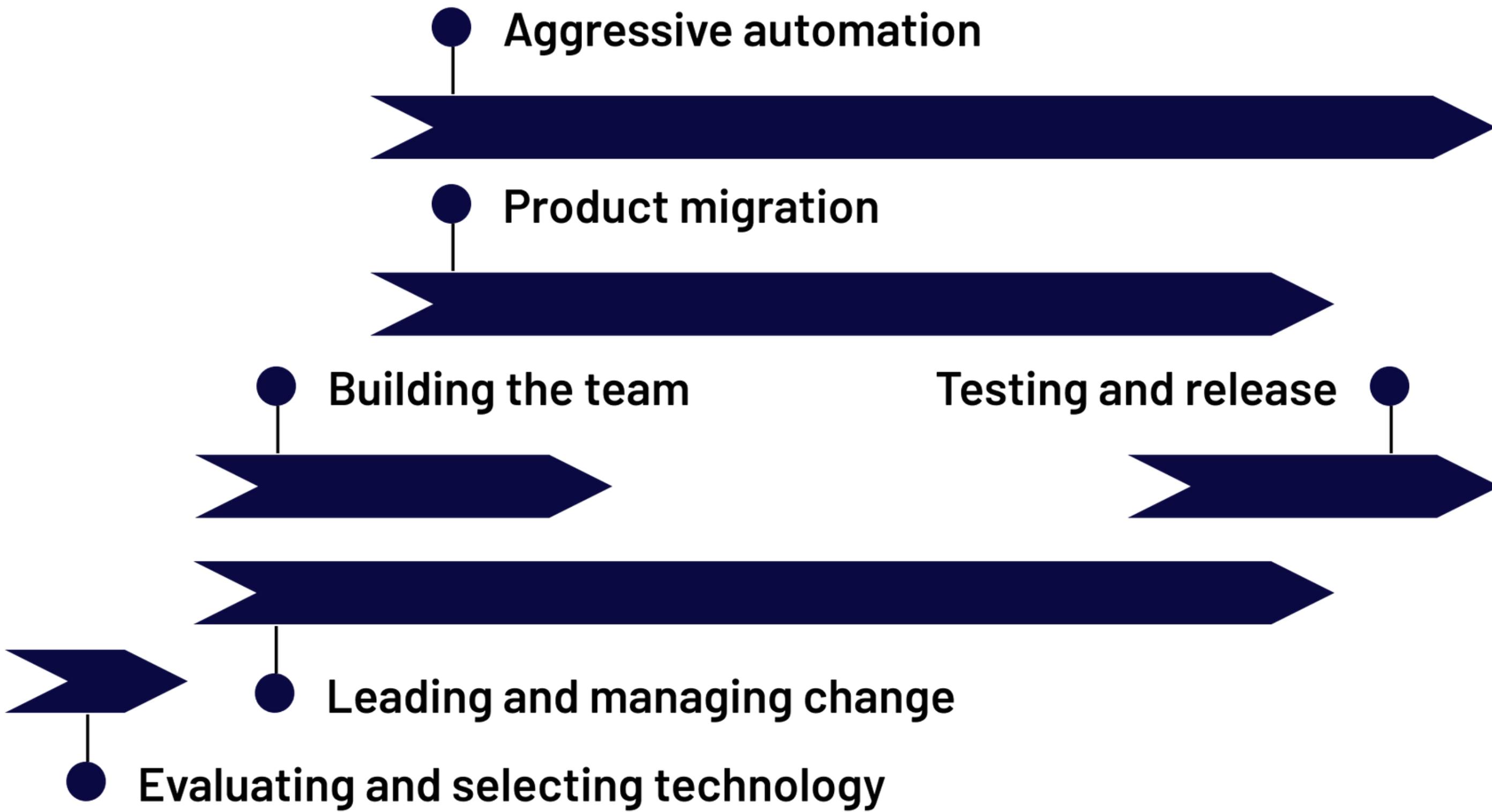
Progressive rollout

Swarming issues

Separate platform rollouts

Weekly releases

DRIVING THE CHANGE

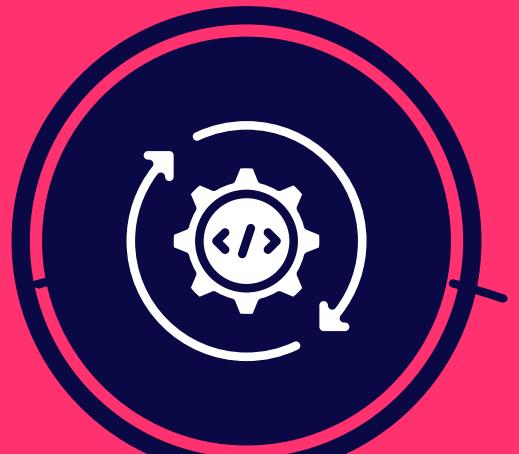


MIGRATION OBJECTIVES ACHIEVED

Optimising
for engineering
capacity

Improving
lead time
to market

Achieving feature
parity between
platforms easily



CONCLUSION

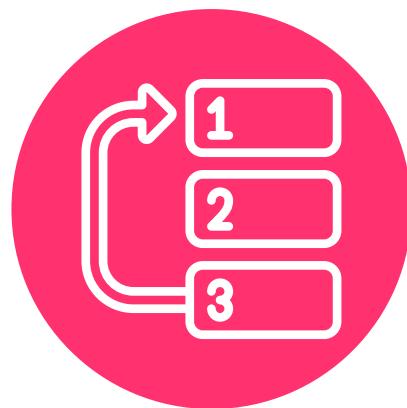
LESSONS LEARNED

FOCUS



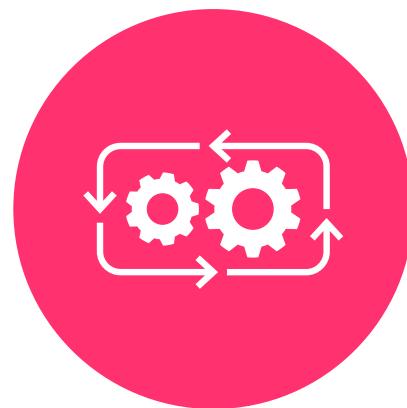
Maintain a **focused approach** for consistent progress and boosted morale.

PRIORITISATION



Identify and **prioritise high-impact tasks**, adapting to evolving needs.

PROCESS



Emphasise **clear communication** and a **lean iterative development process**.

KEY TAKEAWAYS



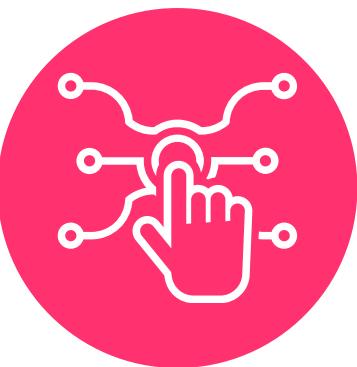
Business

Managing Stakeholders' Expectations with a Greenfield Approach



People

Upskilling, Motivating, and Empowering Teams in Transformation



Technology

Flutter's Efficacy in Large-Scale Mobile Applications

THANK YOU!



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ampavis



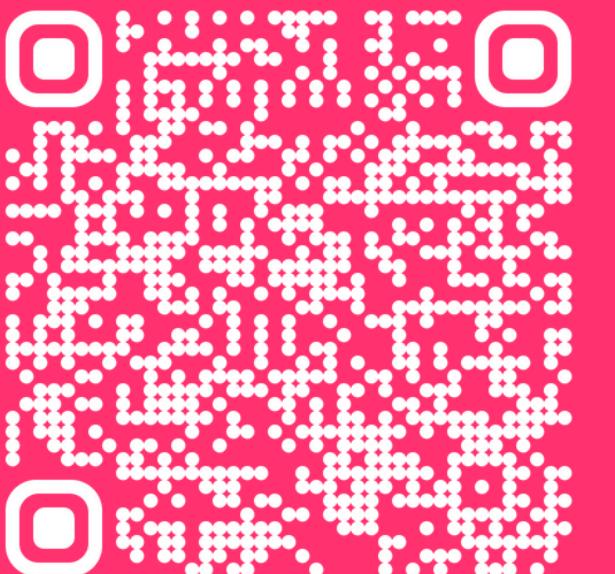
Anna Leushchenko
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AnnaLeushchenko



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Do what you love.