

Failing With Friends

Geoffrey Dagley

Who Am I?

Geoffrey Dagley



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What Have I Done... Lately?

- Independent consultant (2007)
 - Started using Rails (2006)
 - Helped start the Dallas Ruby Group (2006)
- Joined Newtoy (Mar 2010)
 - Led the With Friends service team during growth from 2M to 10M users
- Acquired by Zynga (Nov 2010)
 - Transitioned the game service to two different data centers with minimal downtime
 - Led the WF service team from 2 to 4 games on 3 platforms before handing off to San Francisco teams to run (Oct 2011)
- Studio shutdown (June 2013)
 - Helped/launched Matching With Friends and Gems With Friends from ZWF Studio

Girl Scout Cookies

\$4/box

- Thin Mints - 3
- Savannah Smiles - 1
- Samoas - 2



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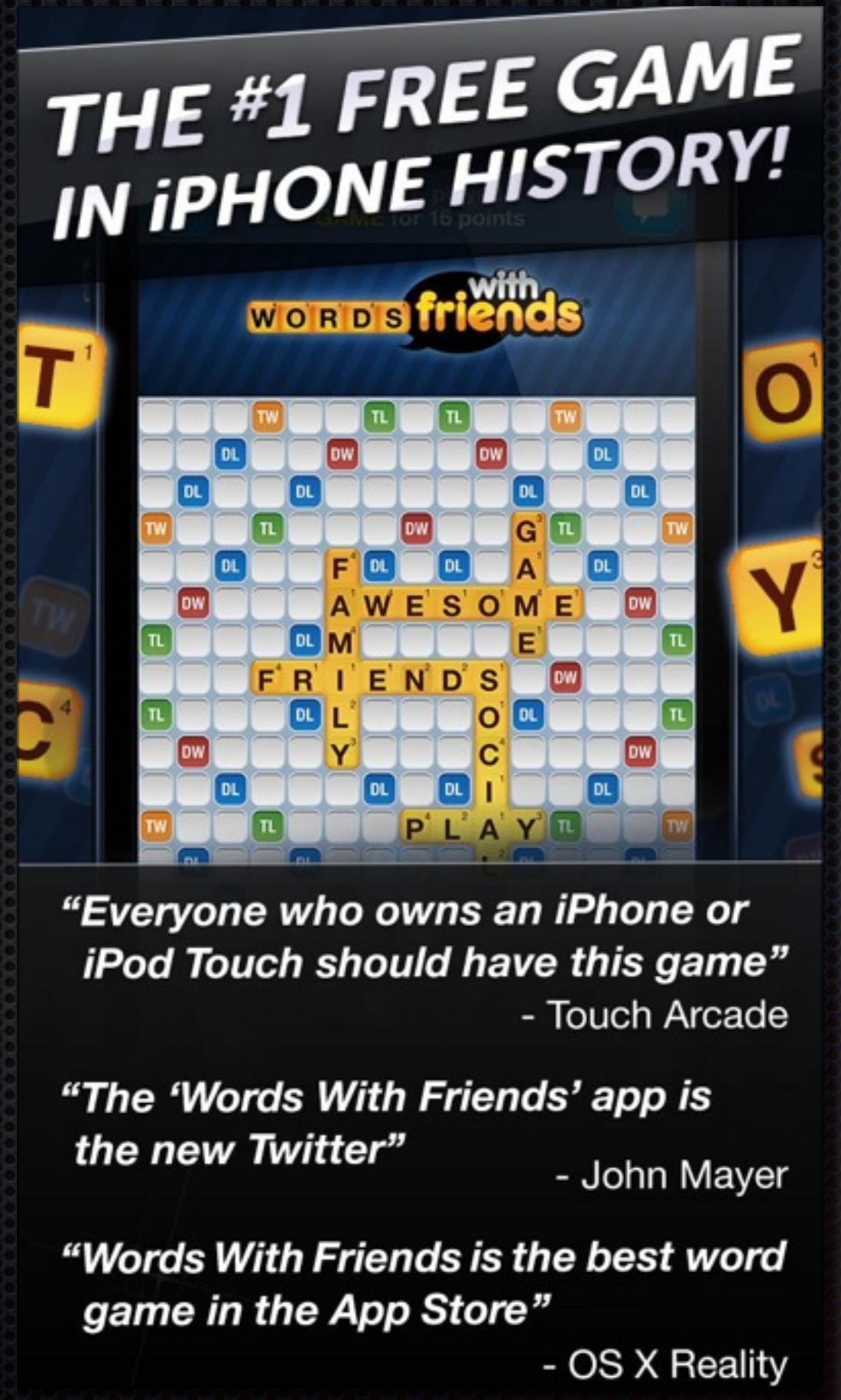


MISTAKES

IT COULD BE THAT THE PURPOSE OF YOUR LIFE IS
ONLY TO SERVE AS A WARNING TO OTHERS.

How To Fail... With Friends

- ✦ Do the simplest thing possible
- ✦ Put off decisions that can be made later
- ✦ It will get better, it will get better, it will get better... right?



"Everyone who owns an iPhone or iPod Touch should have this game"

- Touch Arcade

"The 'Words With Friends' app is the new Twitter"

- John Mayer

"Words With Friends is the best word game in the App Store"

- OS X Reality

Do the simplest thing possible

Get It Done Right vs Just Get It Done

```
> rails generate scaffold games  
> rails generate scaffold moves  
> rails generate scaffold chats  
> rails generate scaffold users  
> cap deploy
```




“

was sexy.”

– *Paul Bettner, co-founder of Newtoy*



✦ Chess
iPhone Free/Paid



✦ Matching
iPhone Free/Paid
Android



✦ Words
iPhone Free/Paid
iPad Free/Paid
Android
Facebook



✦ Gems
iPhone Free/Paid
Android



✦ Hanging
iPhone Free/Paid
Android



✦ Stampede
iPhone Free
Android



✦ Scramble
iPhone Free/Paid
Android



✦ What's The
Phrase
iPhone Free/Paid
Android

8 Titles, 25+ SKUs... 1 Backend Service

Put off decisions that can be
made later...

Scaling... at some point

Hosting

Data

Slicehost

MySQL

RailsMachine

MySQL + big machine

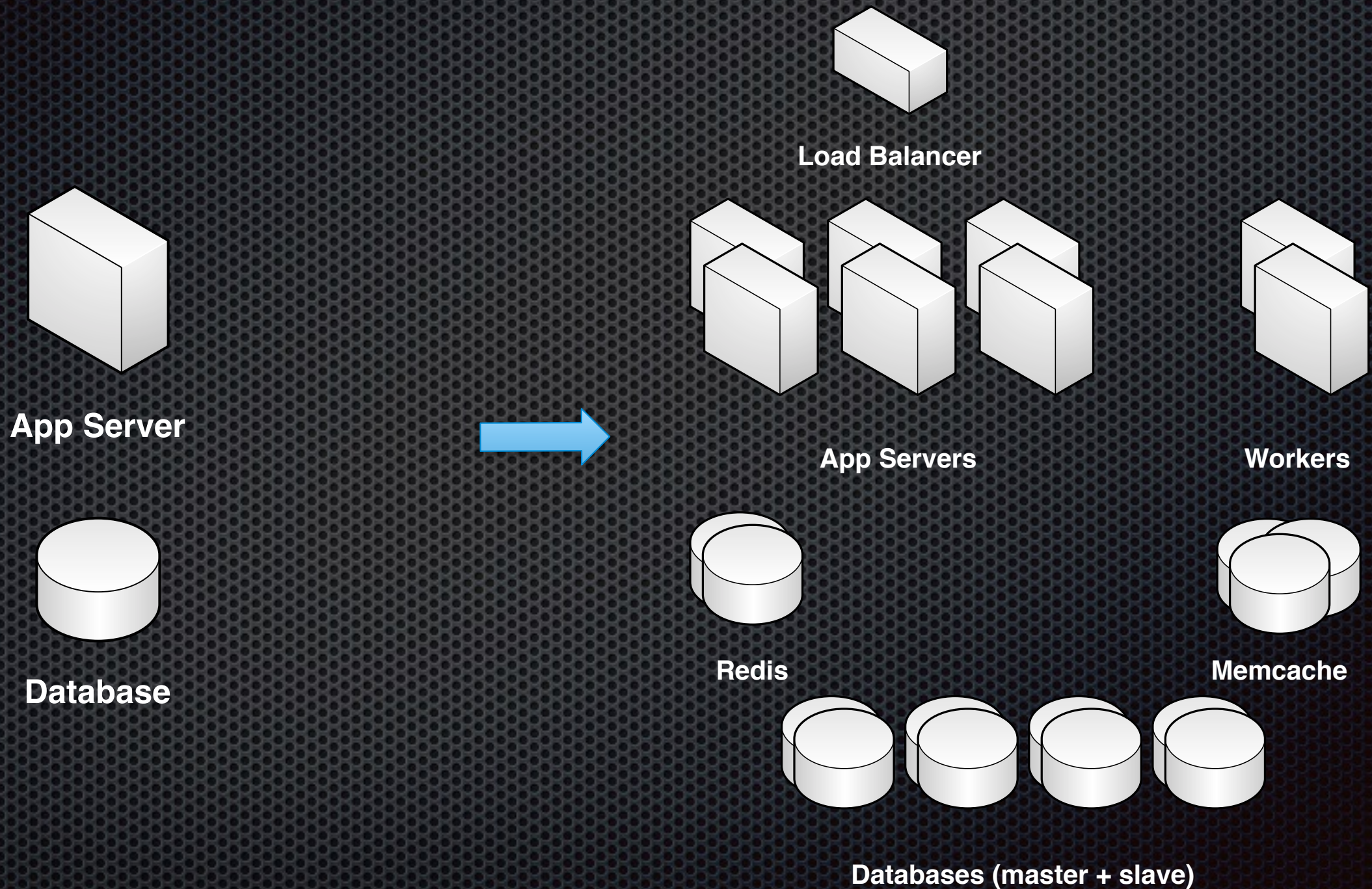
SoftLayer

MySQL + more
machines

Zynga

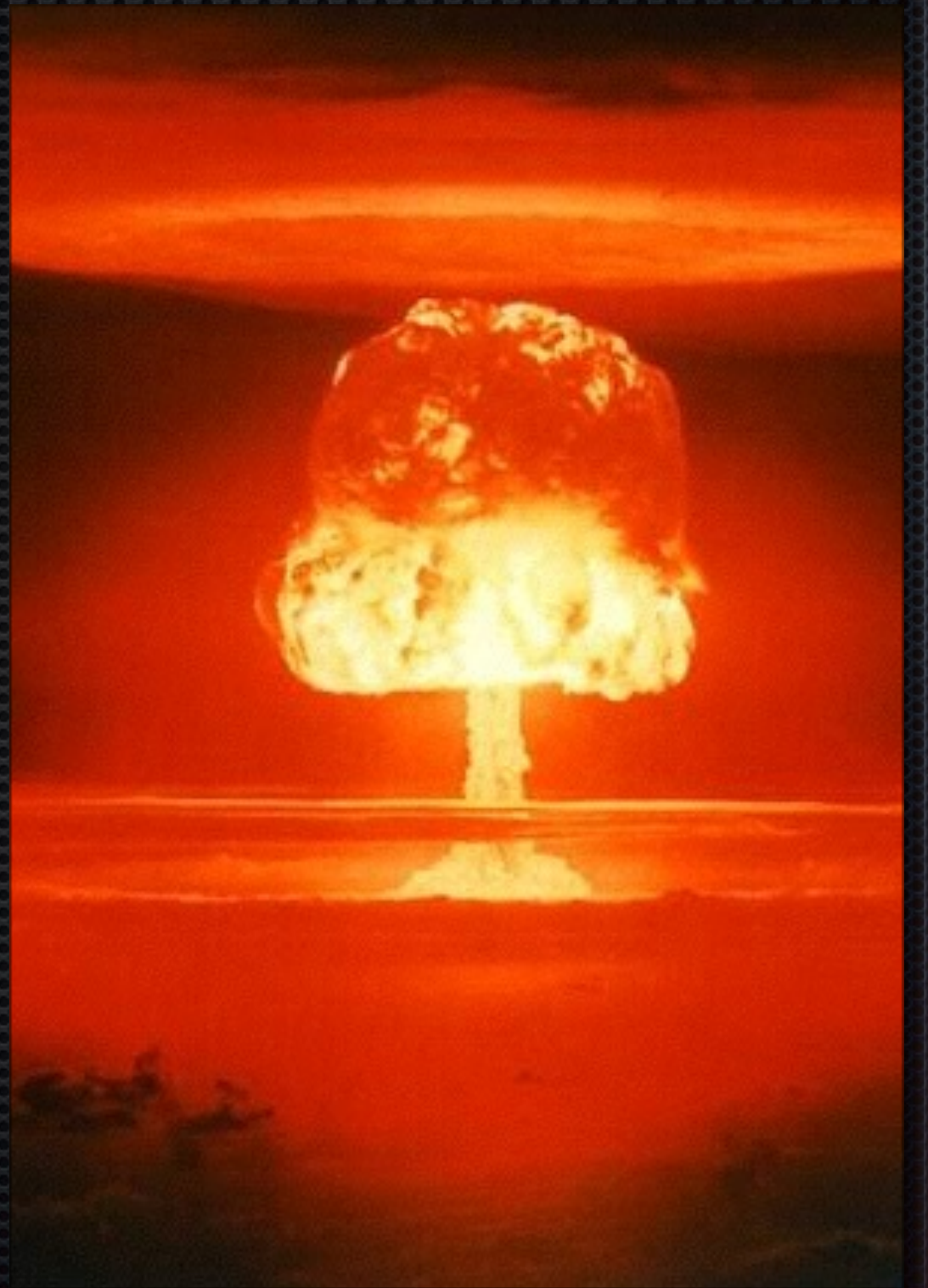
MySQL sharded

Then... and now



Movepocalypse

- Integer IDs
- 2,147,483,647 moves
- 6/21/2010



Get Creative With Solutions

```
mysql> show tables;
```

```
+-----+  
| Tables_in_wwf_dev |  
+-----+  
| moves             |  
| bigint_moves      |  
| make_you_wanna_moves |  
| da_moves          |  
| smooth_moves      |  
| night_moves       |  
| dance_moves       |  
+-----+
```

* Later had a
Chatpocalypse

It will get better, it will get
better, it will get better... right?

Incrementally Improve

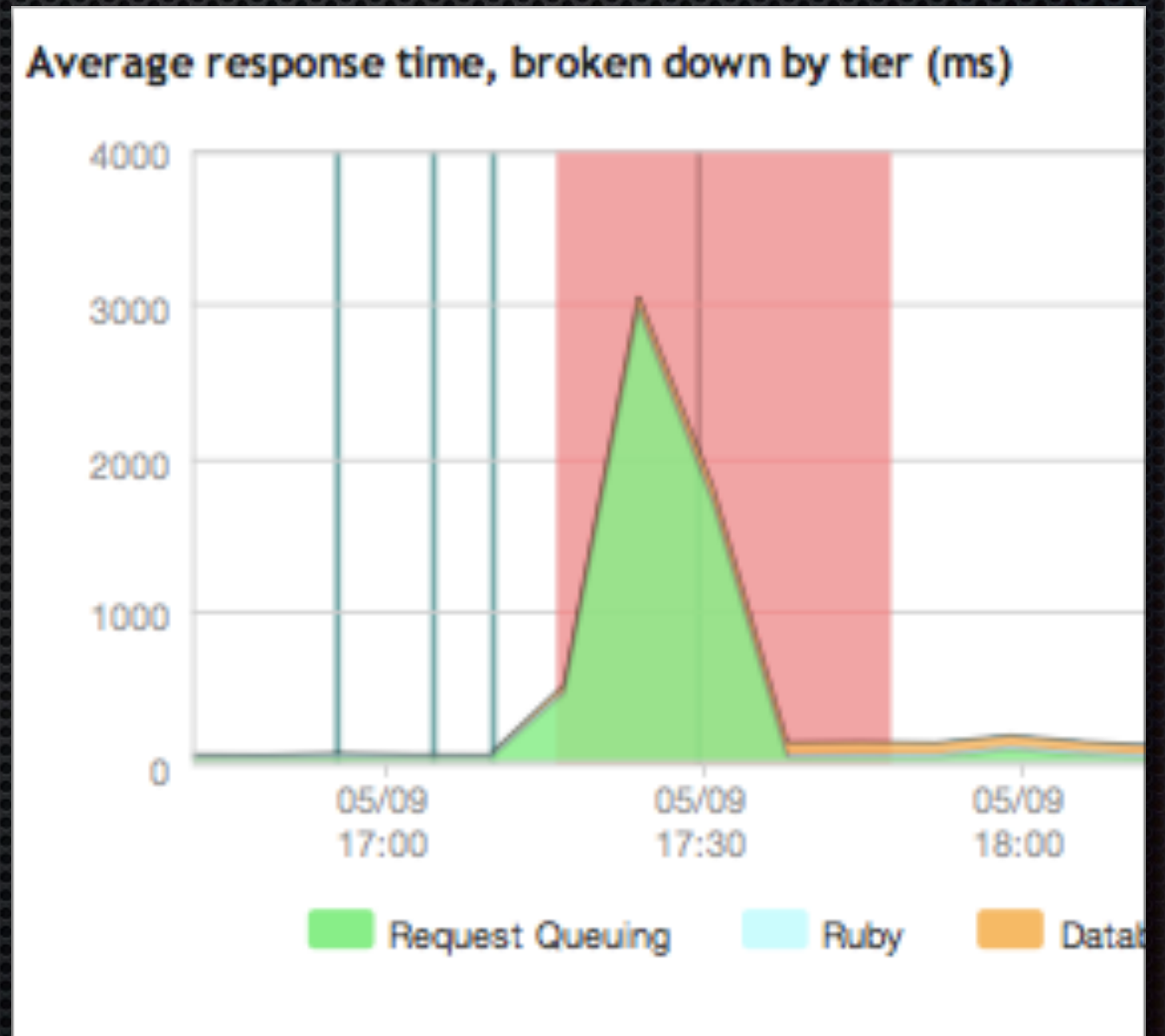
- ✦ Initially, no automated tests
- ✦ Slowly added tests to new code and bug fixes
- ✦ Now, no new code without tests

RSpec

Cucumber

Fail Early

- ✦ Incremental changes
- ✦ Deploy and monitor
- ✦ Be ready to rollback
- ✦ Do not deploy before you want to go home





Have Fun!

Thanks!

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