

# Using React

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To Change  
— the future —  
**of Customer Experiences**

Charlie Robbins | @indexzero



**Wait, who are you?**



Formerly founder at Nodejitsu

Joined GoDaddy this year

Director, UX Platform Engineering

Wait, who are you?



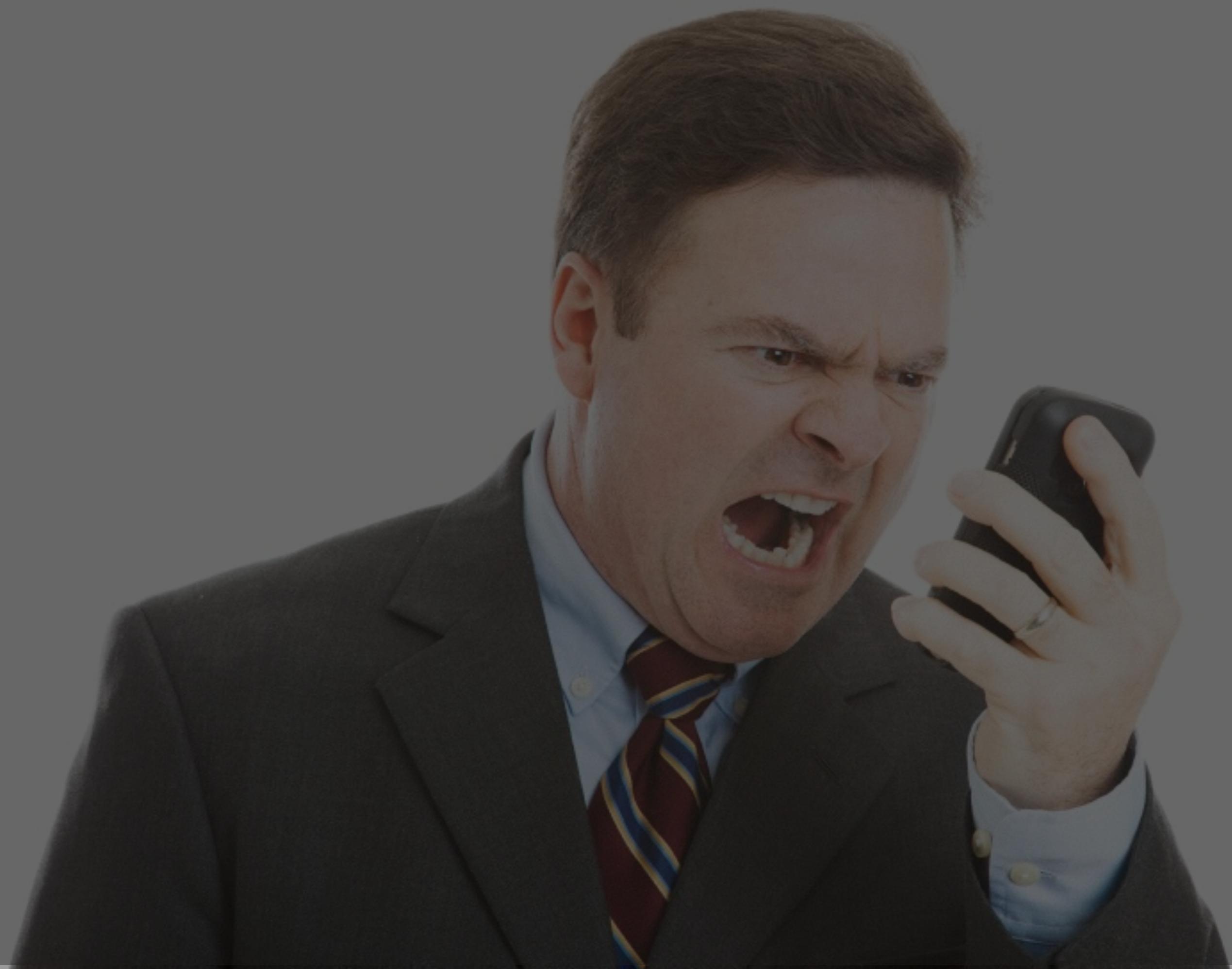
So what's the deal  
— with —  
User Experience?



— SCIENCE CAT SAYS —  
**“GOOD QUESTION”**



**User experience design** (UXD or UED) is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.



A man with short brown hair, wearing a dark suit jacket, a light blue dress shirt, and a patterned tie, is looking down at a smartphone held in his right hand. He is positioned in the background of the image, which is semi-transparent.

Do I look like  
a  
UX GEEK  
to  
you?





**SORRY!**

**I TOTALLY AM**



PUT ANOTHER WAY  
I TOTALLY AM



EXPERIENCES.

ARE WHAT MATTER.





Let's —  
**talk about UX at**

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**Godaddy**

— From a UX perspective —

**NETFLIX**

— From a UX perspective —

**NETFLIX**

— is really just —

**A SINGLE COGNITIVE TASK**

— From a UX perspective —

**NETFLIX**

— is really just —

A SINGLE COGNITIVE TASK

**“WHAT SHOULD I WATCH?”**



CITY

Ages/edades

**6-12**

**60047**

Police Station

**854** pcs/pzs

Building Toy  
Jouet de Construction  
Juguete para Construir



Conversely



CITY

Ages/edades

6-12

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Juguete de Construcción

Conversely

GODaddy

provides essential

CUSTOMER EXPERIENCES





Conversely

**GODaddy**

provides essential

**CUSTOMER EXPERIENCES**

to deliver success over

**multiple cognitive  
tasks**

SSL  
CERTIFICATES

BUILDING  
YOUR WEBSITE

EMAIL  
MARKET  
ING

HOSTING  
DOMAINS

WORDPRESS. CPANEL. DEDICATED. VIRTUAL.

AND MORE.  
LOTS, LOTS MORE.

DNS ANYONE?  
DIY OR DO IT FOR ME.



A dramatic illustration of a massive, dark blue and black dragon breathing fire over a ship in a stormy sea. The dragon is positioned on the left, its head turned towards the right, with a powerful stream of fire erupting from its mouth. In the background, a three-masted sailing ship is engulfed in flames, with smoke and fire billowing from its hull. The sea is dark and choppy, with white-capped waves crashing against the ship. The overall atmosphere is one of chaos, danger, and epic scale.

There be  

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**DRAGONS**

# MOBILE PERFORMANCE

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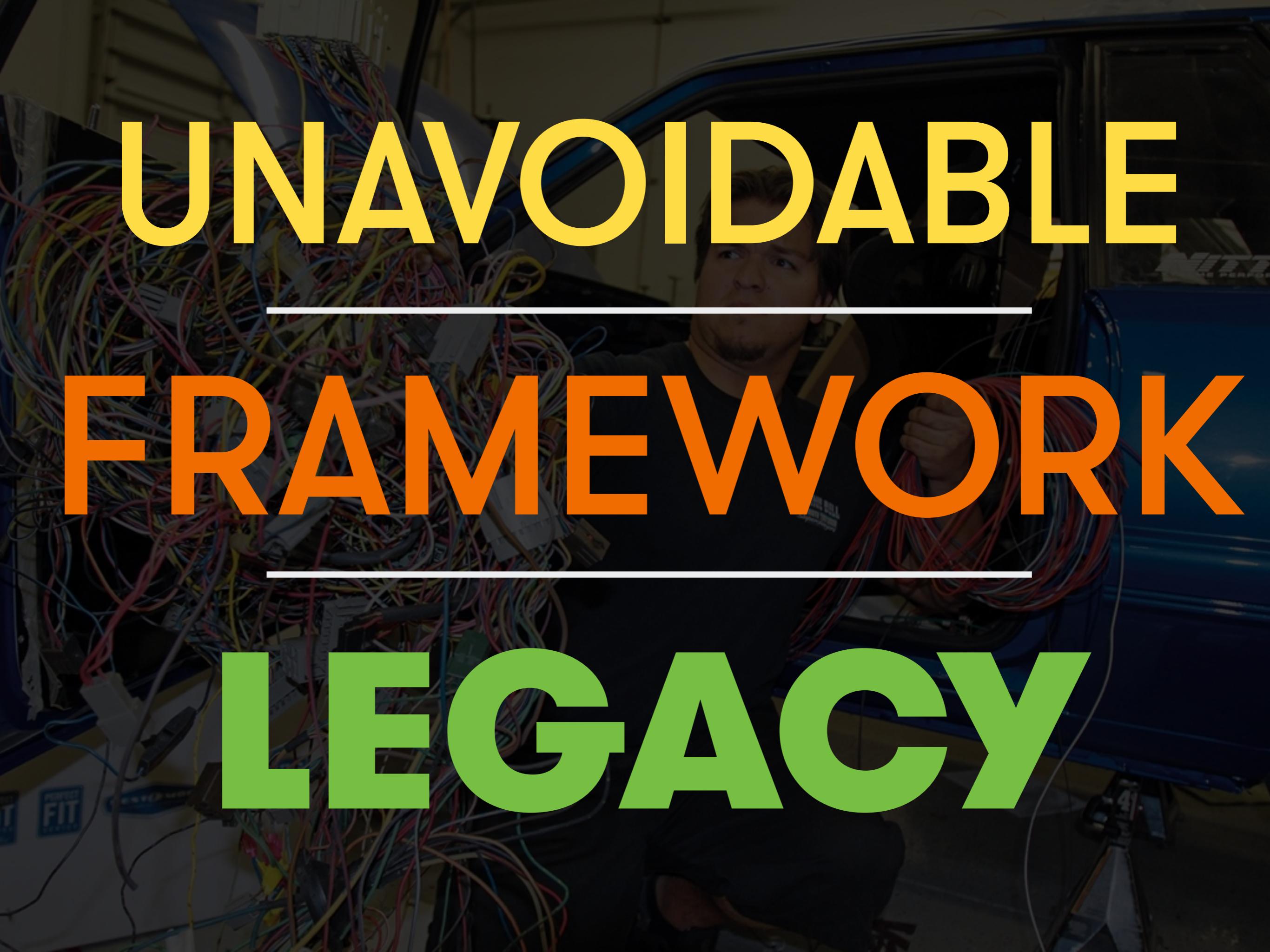
— And —

**long product**

**SUPPORT**

**LIFECYCLES**



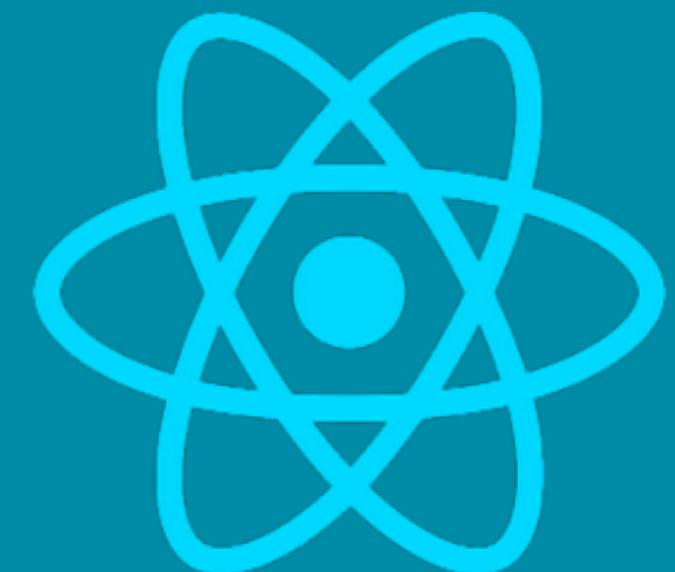
A person is visible in the background, working amidst a dense tangle of colorful wires and cables. The scene is dimly lit, with the primary light source being the screen itself, creating a high-contrast, dramatic effect.

# UNAVOIDABLE FRAMEWORK LEGACY



THANKFULLY FOR US,  
THERE IS A SOLUTION

REACT





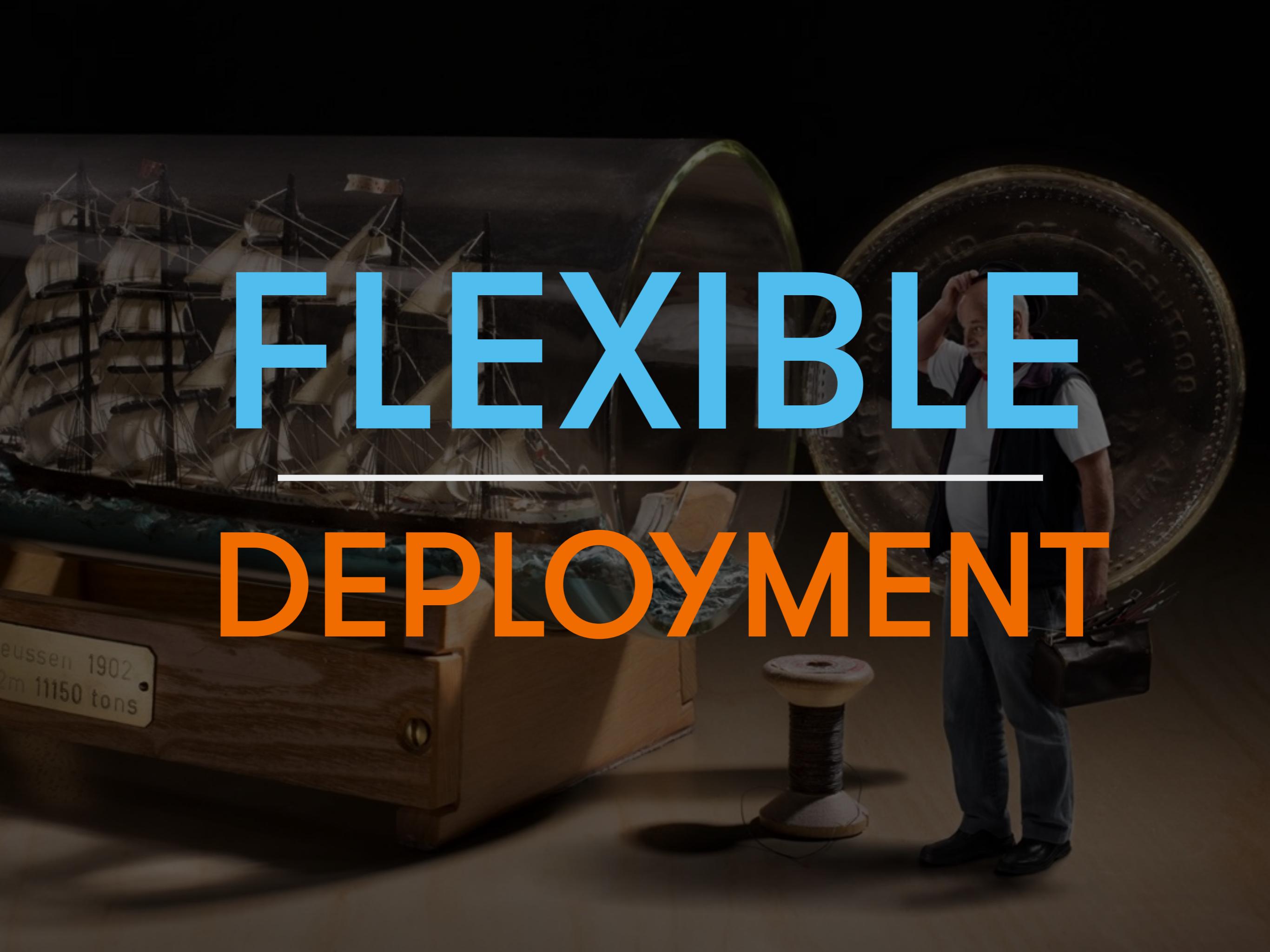


FAST.



RENDERING.





# Flexible Deployment



— YOUR —  
**FRAMEWORK**  
— CAN'T DO —  
**everything**



A close-up, high-angle photograph of a fluffy, light-colored cat with dark stripes. The cat has striking blue eyes and is looking upwards and slightly to the right. Its fur is a mix of cream, light brown, and dark brown. The background is a soft-focus green and brown, suggesting an outdoor setting like a garden or field.

Ok, I'm sold!



Ok, I'm sold!

— Tell me, —

**HOW**

— are you using —



Ok, I'm sold!

— Tell me, —

**HOW**

— are you using —

**React at GoDaddy?**



— First let's —

# TALK

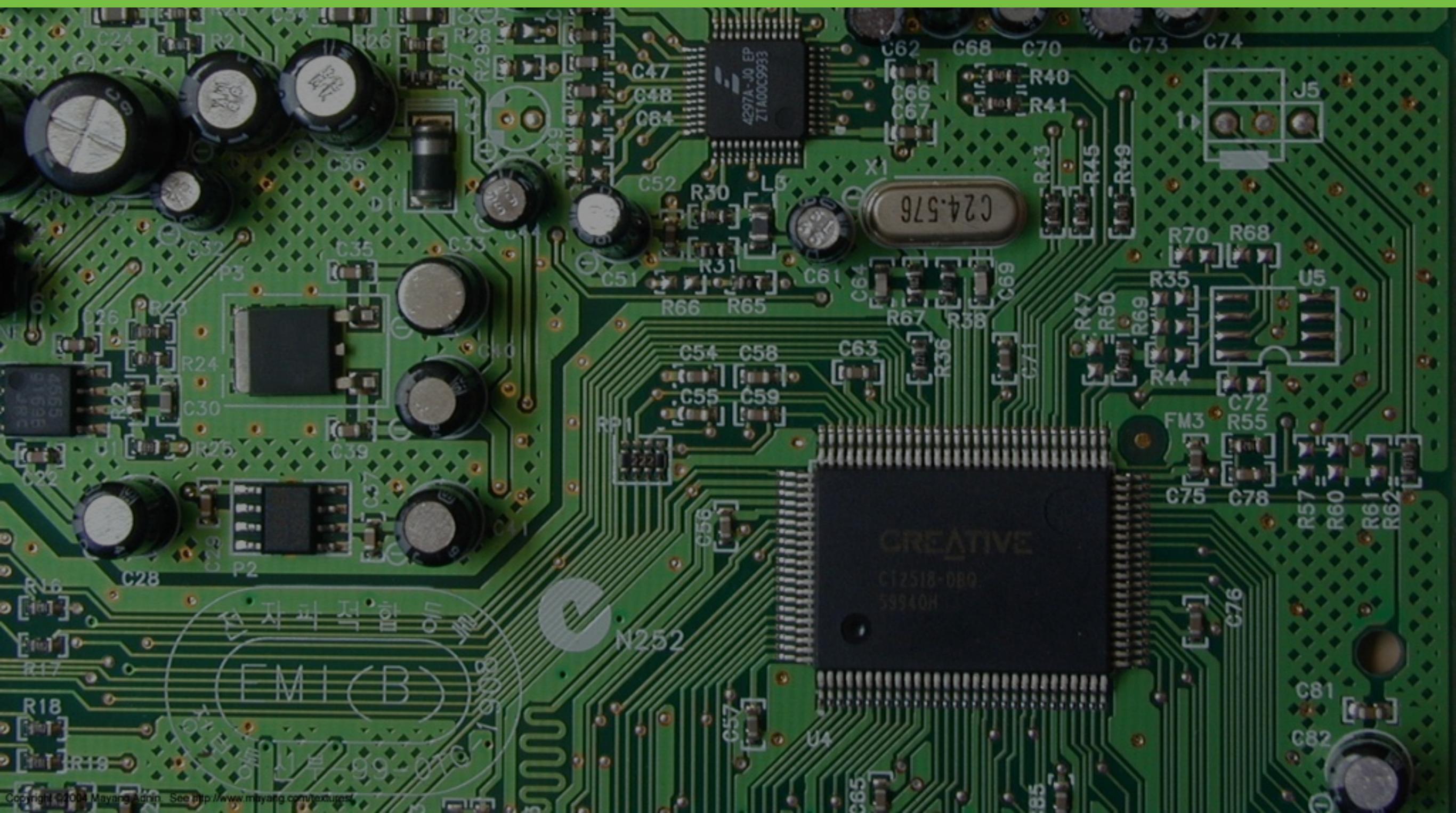
— high-level —

concepts. tools. practices.





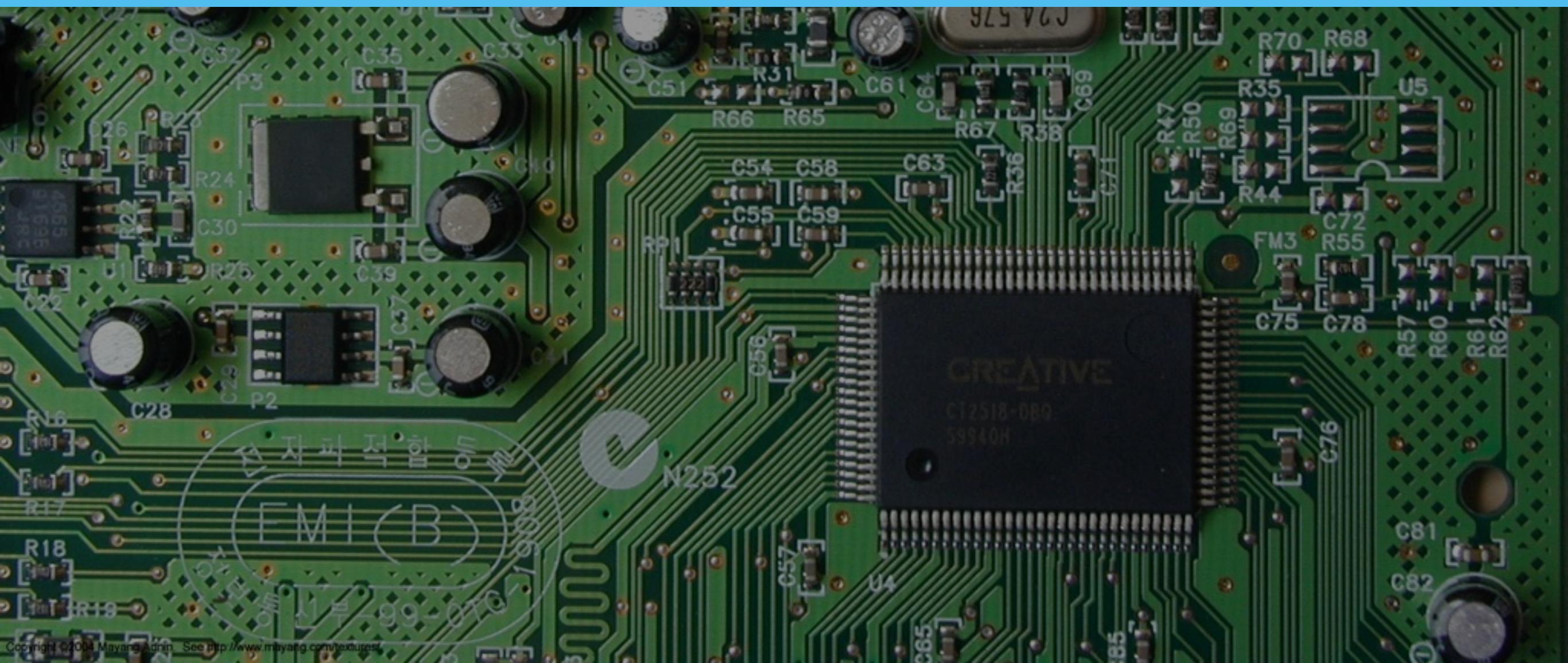
# NODE.JS



Tested To Comply  
With FCC Standards

# Node.js

# Express



Tested To Comply  
With FCC Standards

# REDIS/CASSANDRA

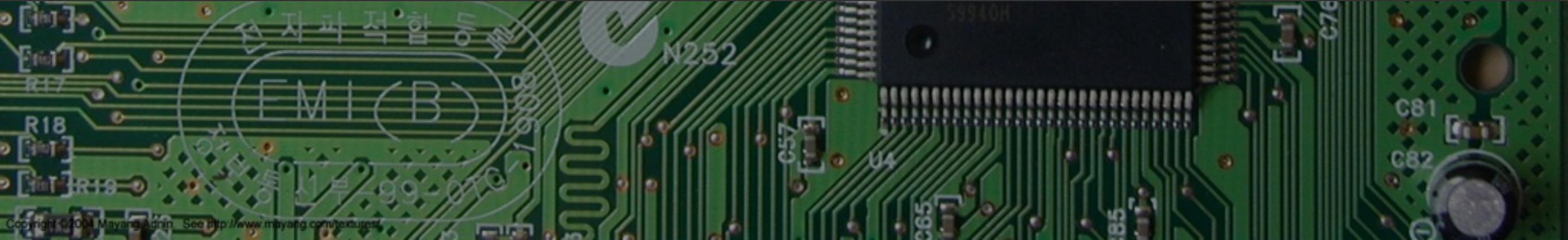
# NODE.JS

# EXPRESS



# NODE.JS EXPRESS REDIS/CASSANDRA

...now what?





# ...ow what?



WE TEST

---

OUR

---

CODE



# MOCHA



MOCHA

MOCHIFY



A person wearing a white headscarf and a grey jacket, standing in front of a white fence.

MOCHA

MOCHIFY

İSTANBUL

MOCHA

MOCHIFY

İSTANBUL

ASSUME

MOCHA

MOCHIFY

ISTANBUL

ASSUME

WEBPACK



**Absolutely NOT**



Absolutely NOT

— all —

Rainbows

— and —

Unicorns



# IT'S JUST LAYERS



IT'S JUST LAYERS

AND LAYERS



A close-up photograph of a multi-layered cake. The cake has several distinct layers, including a green layer, a yellow layer, and a white layer. A slice has been removed from the left side, revealing the moist, crumbly texture of the cake. The cake is set against a white background.

IT'S JUST LAYERS

AND LAYERS

AND MORE LAYERS



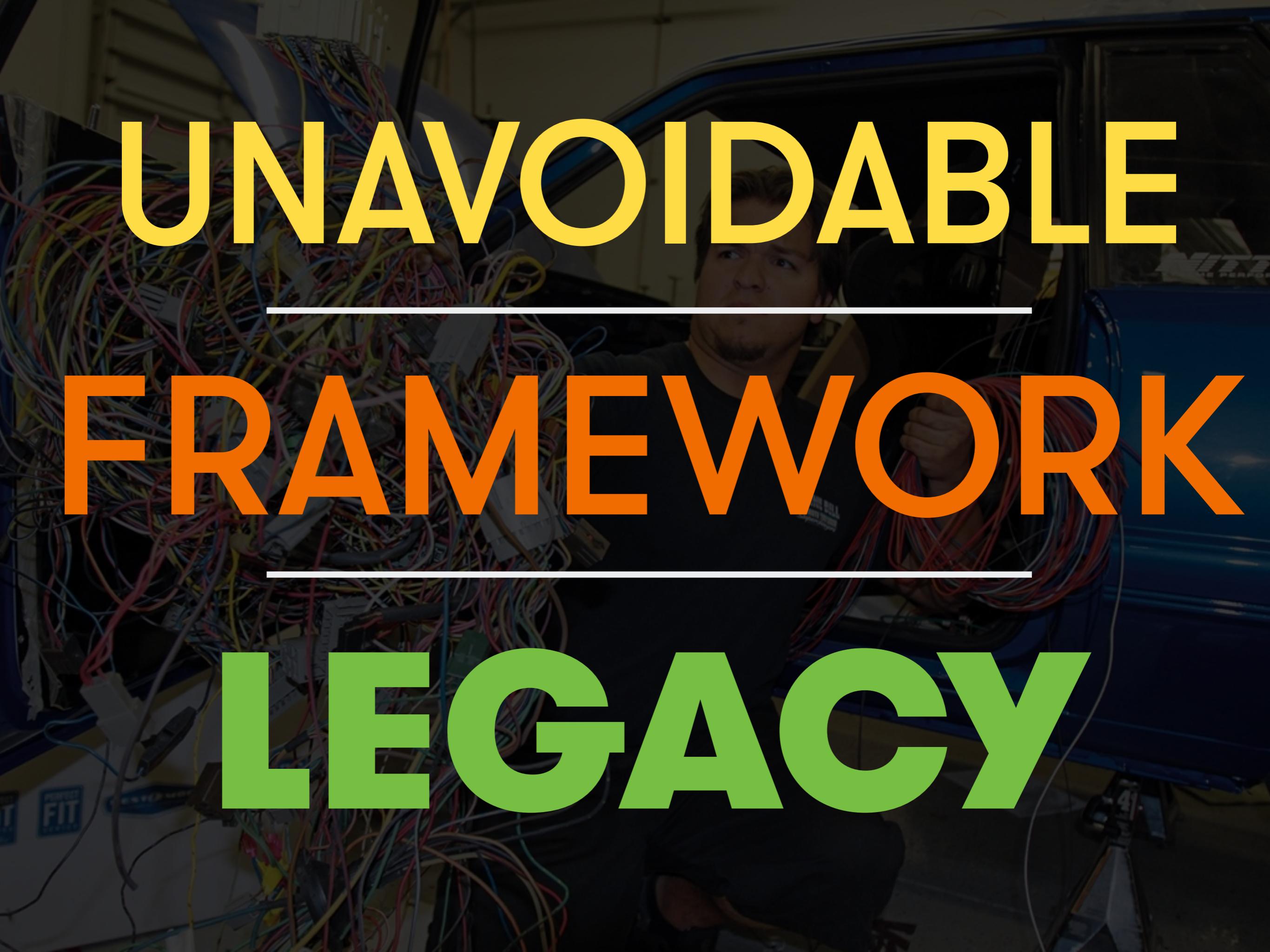
IT'S JUST LAYERS

AND LAYERS

AND MORE LAYERS

DID I MENTION LAYERS?





# UNAVOIDABLE FRAMEWORK LEGACY

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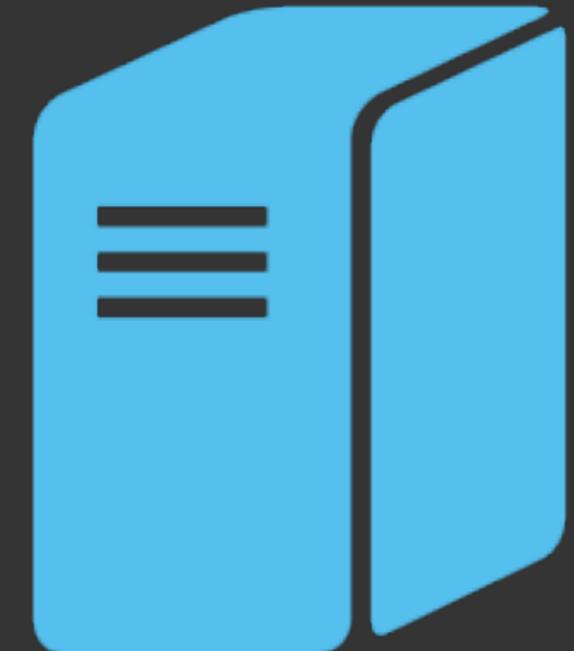




**EXISTING SINGLE  
PAGE APP**



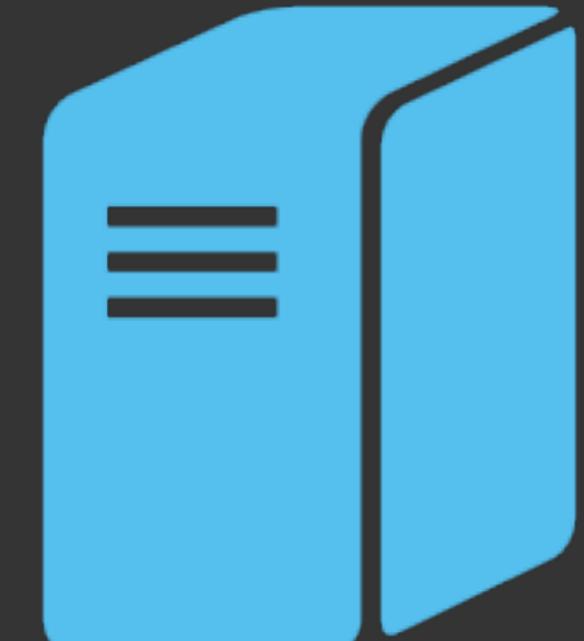
EXISTING SINGLE  
PAGE APP



FUTURE  
FRAMEWORK



EXISTING SINGLE  
PAGE APP



FUTURE  
FRAMEWORK

# WHAT ABOUT FEATURES

# UNTIL THEN?



A man in a suit and tie is gesturing with his hands while speaking into a microphone. He is standing in front of a car with an American flag and a 'PARKING' sign in the background.

# THIRD-PARTY

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# JAVASCRIPT



# Third-party JAVASCRIPT

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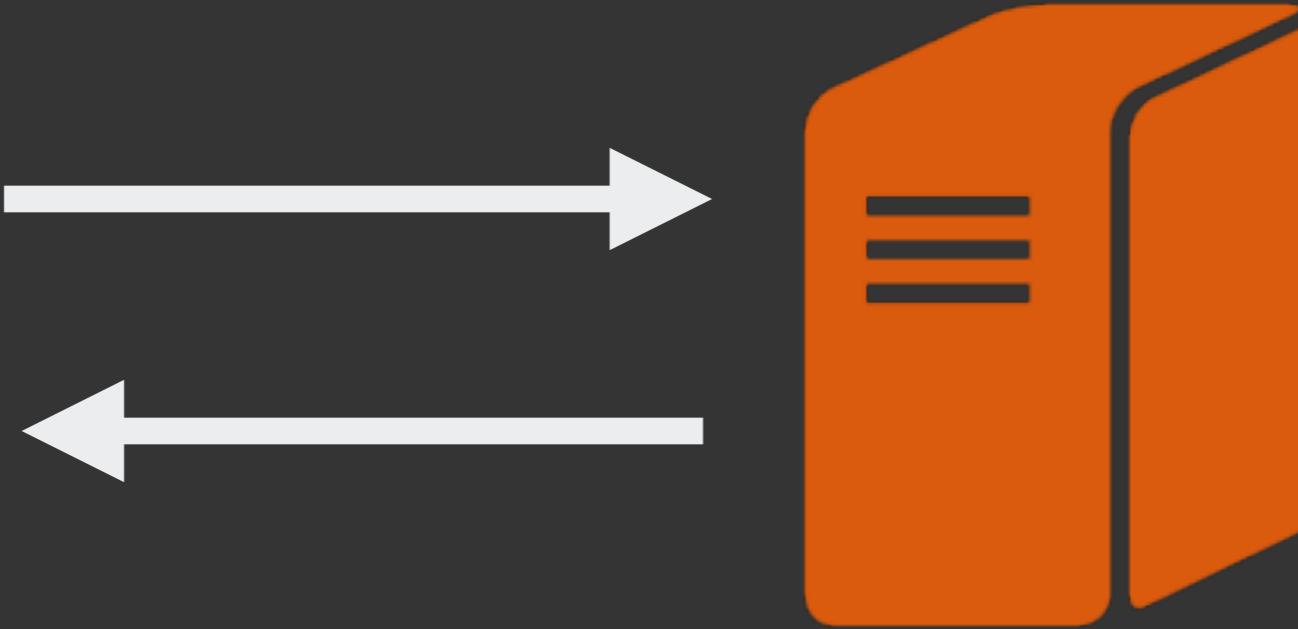
A woman with long brown hair, smiling and holding her hair back with one hand.

Third-party  
JAVASCRIPT  
—  
YOURSELF?!?

A close-up of Obi-Wan Kenobi's face, wearing his signature brown hooded cloak. He has a serious, contemplative expression. A blue lightsaber hilt is visible in the lower right foreground, pointing upwards. The background is dark and out of focus.

# PATIENCE

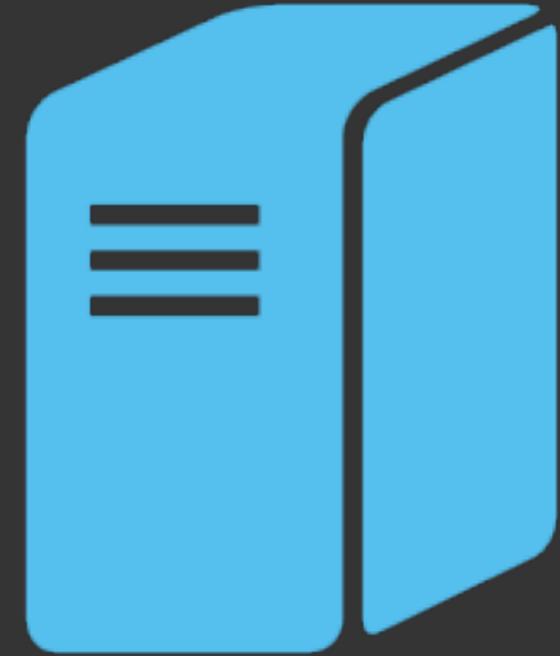




**EXISTING SINGLE  
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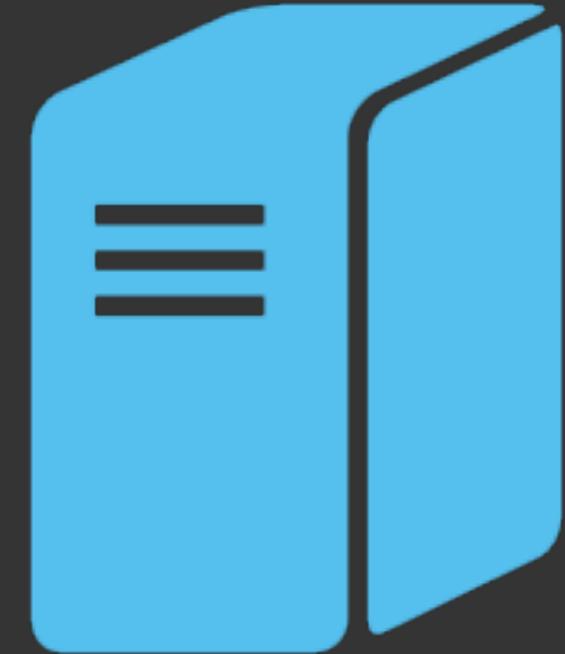
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**FUTURE  
FRAMEWORK**

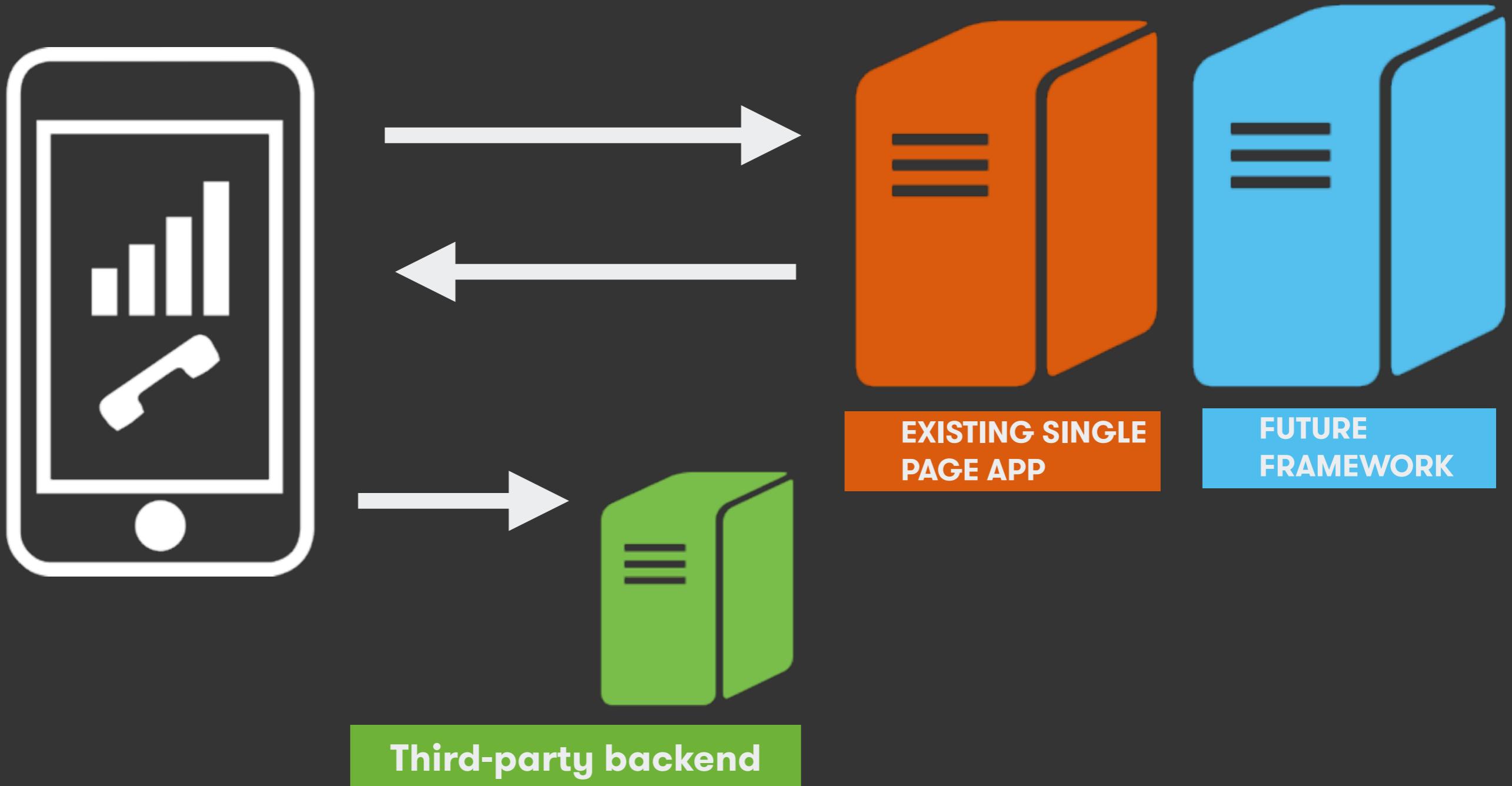


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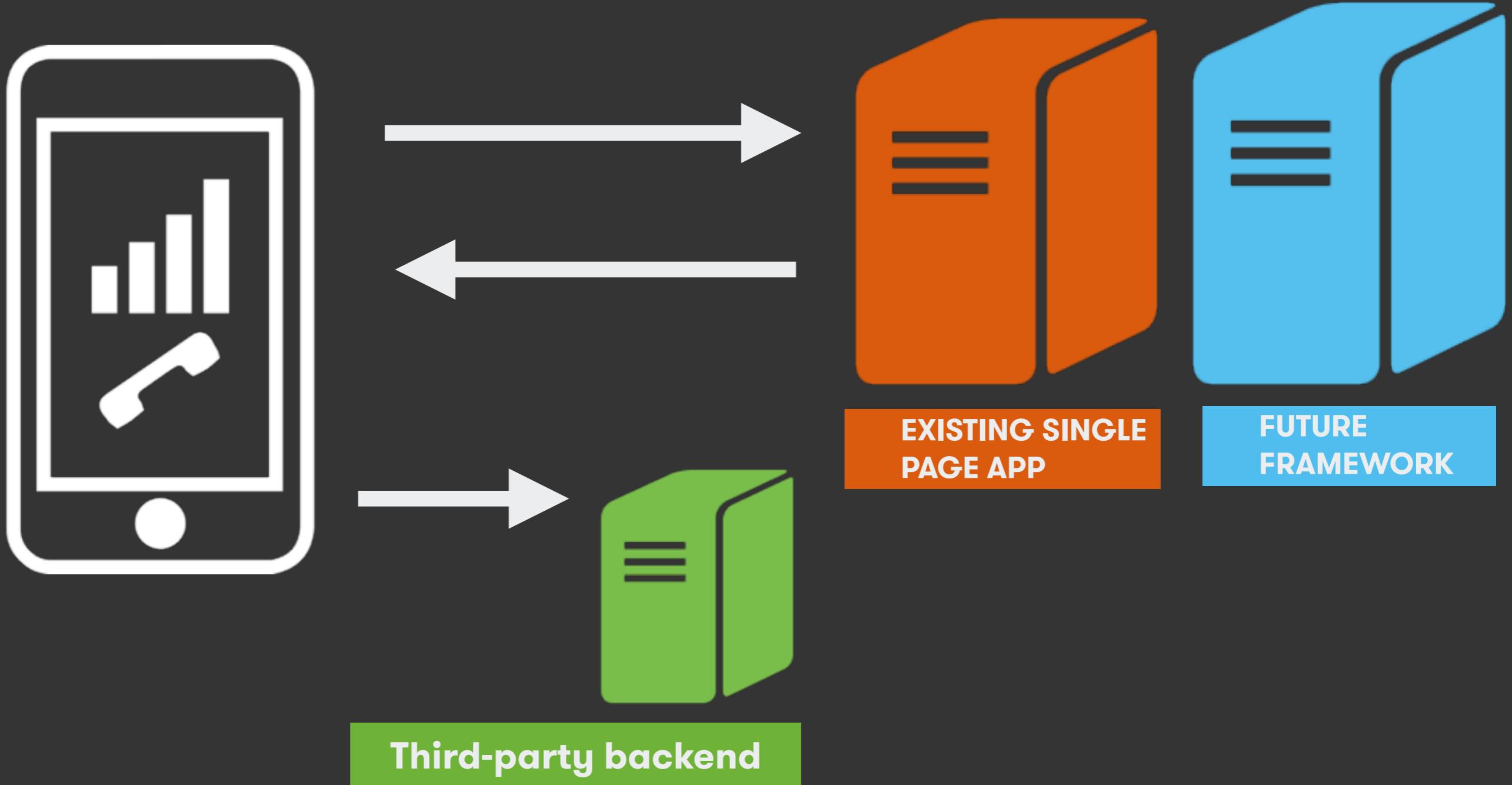


FUTURE  
FRAMEWORK

**Building much needed SPAs features on the older framework represents wasted time.**



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**Building much needed SPAs features on the older framework represents wasted time.**

**Third-party JavaScript is “modern additions.”**

Website Builder X Charlie

https://websitebuilder.test-godaddy.com/dashboard

GoDaddy WebsiteBuilder G1TWWST002 HELP CHARLIE

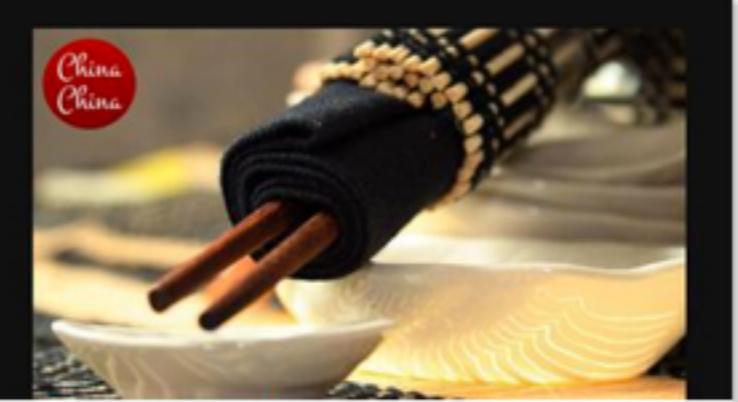
DASHBOARD THEMES CONTACTS SETTINGS HELP SANTACRUZPEPPERS.COM

## Statistics

THIS MONTH LAST MONTH AVERAGE Month ▾

Visitors How many visitors did you get?	Top 5 referrers How did your visitors get here?	Top 5 locations Where are your visitors from?
--	--	--

  
There is a problem  
We have no data for your site.

  
**EDIT SITE**

## SEO Status

 Ready for Google to find you  
[Learn more »](#)

## Theme

 China China (2)

Website Builder X Charlie

https://websitebuilder.test-godaddy.com/dashboard

GoDaddy WebsiteBuilder G1TWWST002 HELP CHARLIE

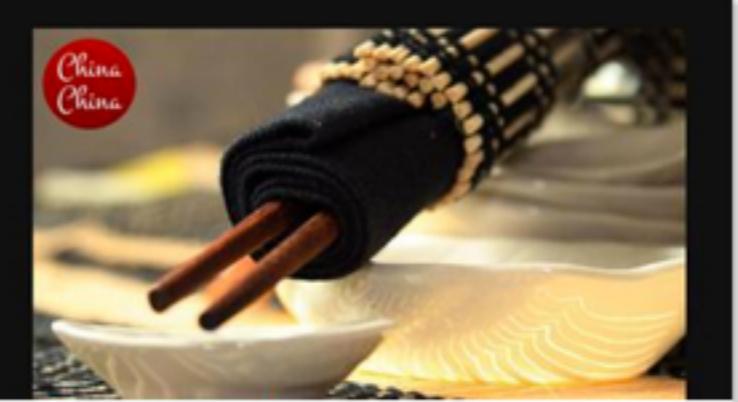
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 China China (2)

# THIRD-PARTY JAVASCRIPT!

Statistics

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Ready for Google to find you  
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## Theme



China China (2)



**NOOO... IT'S NOT TRUE**



YES! AND WE GET IT DONE WITH



OPEN SOURCE

[github.com/godaddy/external](https://github.com/godaddy/external)

# MAY THE SOURCE BE WITH YOU



{github, twitter}.com/indexzero  
crobbins@godaddy.com

# THANKS. Q&A TIME.