



Feature Flagging Your Way to Product Success



What are we covering today?

- How **product building has changed** in the last decade
- **Intro to feature flags** - Who, What, When, Where
- Considerations for choosing a Feature Flagging tool - **JBTD for product managers**
- **Demo** of VWO FullStack

1

How we build product
has **changed**
dramatically?

Some philosophy first:

**What is product
success and why it
so matters(a lot)?**

2021

**The cost of
being late**

>

**The cost of
being wrong**

2010

**The cost of
being wrong**

>

**The cost of
being late**

- **The API Economy - Execution de-risked**
- **The rise of Social media and virality**
- **Talent density 100X**
- **End of the beginning - Utility phase of the internet**

2.

Feature Flags

Who? What? Where? When?

Who? and what?

Origins of feature flagging

- Championed by Martin Fowler
- Also called Feature toggles or Functionality switches or feature Flippers
- “Conditional code logic” during runtime without deploying code
- Conditions can be target audience, timeframe, business metric etc

Where?

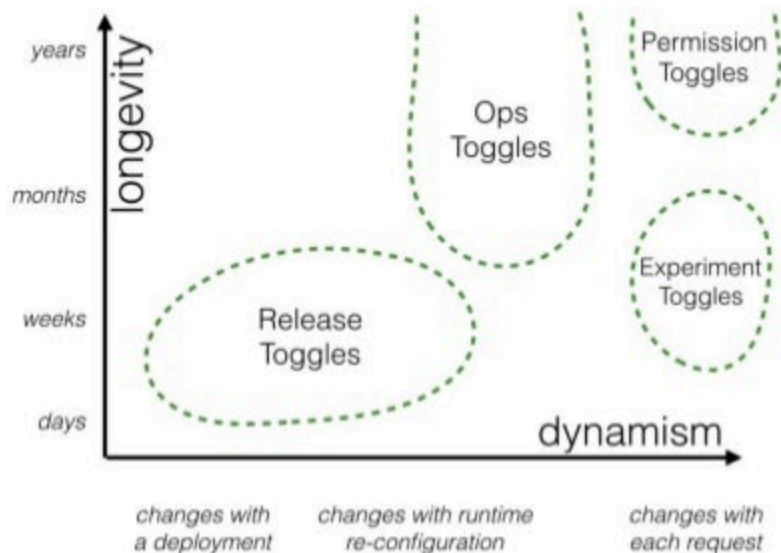
Use cases of Feature flags

- Canary releases
- Quicker releases or Testing in PROD or Kill Switch/Roll back
- Experimentation (AB Testing)
- Feature gating/Operational use cases

When?

Types of feature flags: Categorized broadly into 4 types based on longevity and dynamism

- Release toggles
- OPS toggles
- Permission toggles
- Experimentation toggles



3. PM jobs to be done with feature flags

Product manager

When we release software I want to control the release process so that I can choose the timing, audience of the release and reduce release risk

- Decouple deployment and release
- Rollback without deployment
- Phased rollout

When we experiment with features I want to have the ability to tweak experiments without assistance from the dev team so that I can use real-time data to improve experiments

When we release software I want to control operation toggles without assistance from the dev team so that I can work efficiently and independently



4. Buying considerations

Evaluation criteria

Home grown Vs Open source Vs SAAS

- Target using 1st and 3rd party data
- Negligible impact on system performance
- Easy to integrate/maintain for developers
- Fits in your workflow

5.

VWO
Fullstack
demo



Questions