re-engineering

couchsurfing™

what is Couchsurfing?

*it's like **airbnb**!?!*

kind of. but not really.

it's people.

it's a booking system that connects travelers and hosts.

it's a travel oriented social network.

it facilitates offline connections between people all over the world.

founded	**2004**
members	**11,368,956**
unique actives since relaunch	**3,333,481**
members named "Bosco"	**76**
events created since relaunch	**97,988**
event attendees since relaunch	**274,139**
SQL queries per second	**5745**

was

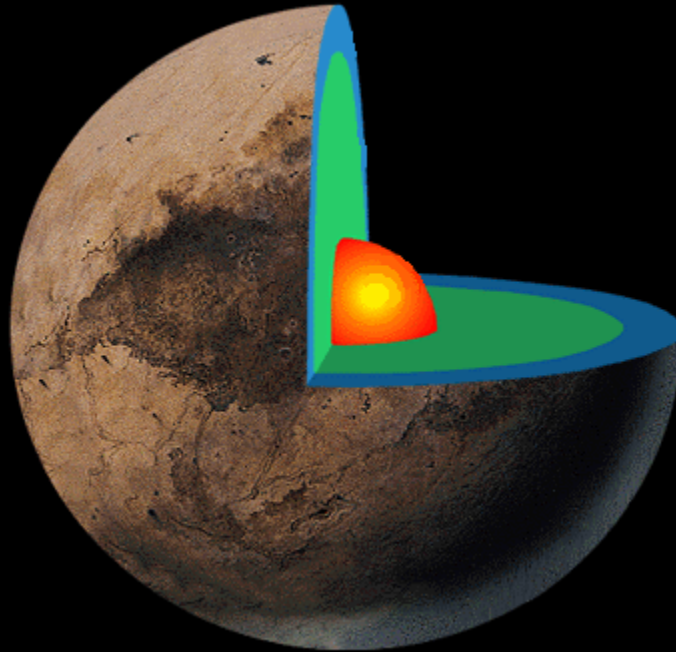**didn't want to show the site to my mom**

- PHP site running on leased hardware in Atlanta
- rails site running at AWS in Virginia
- over 1000 tables, spread across 46 MySQL databases on 25 different MySQL masters
- user data synchronized between two sites
- rails read and writes on PHP site databases
- small features took 2 weeks to implement
- new features usually broke something else
- server velocity held up mobile development
- 1,783,284 lines of legacy code
- search was 5 hours behind updates
- down for 2 hours every other day
- site was slow

how did it get that way?

- 2004 is a long time ago
- built by volunteers initially through collectives
- difficult transition from not-for-profit
- democratic feature strategy
- lurching between fixing basics and radical overhauls

that's kind of depressing.

core idea == awesome

**with dedicated users all over the globe,
our challenge is to do the idea justice.**

taking the plunge

strategy

Agile Manifesto

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change over following a plan

Simplify

- be brutal about MVP
- AWS
- staffing
- leverage open source

Analytics from the beginning

- logstash
- kibana
- redshift via attunity
- looker
- amplitude

our stack

- Rails
- simple html based views with jquery
- (massive) MySQL on RDS
- SOLR
- google for geo
- Mandrill for email
- Stripe and Paypal
- neo4j (oops)

cool names

- potatoe
- hammertime
- hammerpants

things we could have done better

- more resource on the product side
- hired a little better
- not made any mistakes
- not ignored SEO
- been nicer to each other

is

not totally embarrassing

- basics features in place
- analytics drive decisions
- better search
- performance
- bigger product improvements
- focus on mobile
- more focus on mobile

will be

look mom, this is AWESOME!

. . and our test coverage is 100% for things that matter

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