

SHIPPING

AGAINST THE ODDS

ADAPT TO CHANGE

AND THRIVE

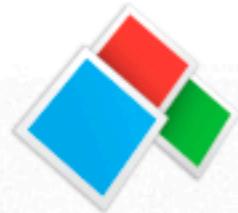
CONTEXT

CONTEXT
matters

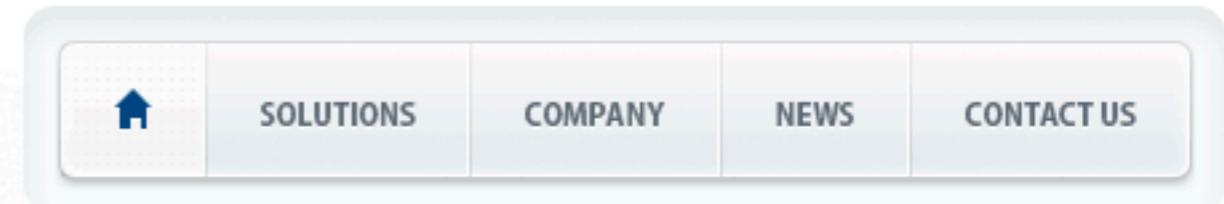


AeroStatus
Any time. Any place. Any flight.





JN Solutions



The freedom to focus on
outcomes

**i Approved by the Department of Employment
to access Employment Services data**

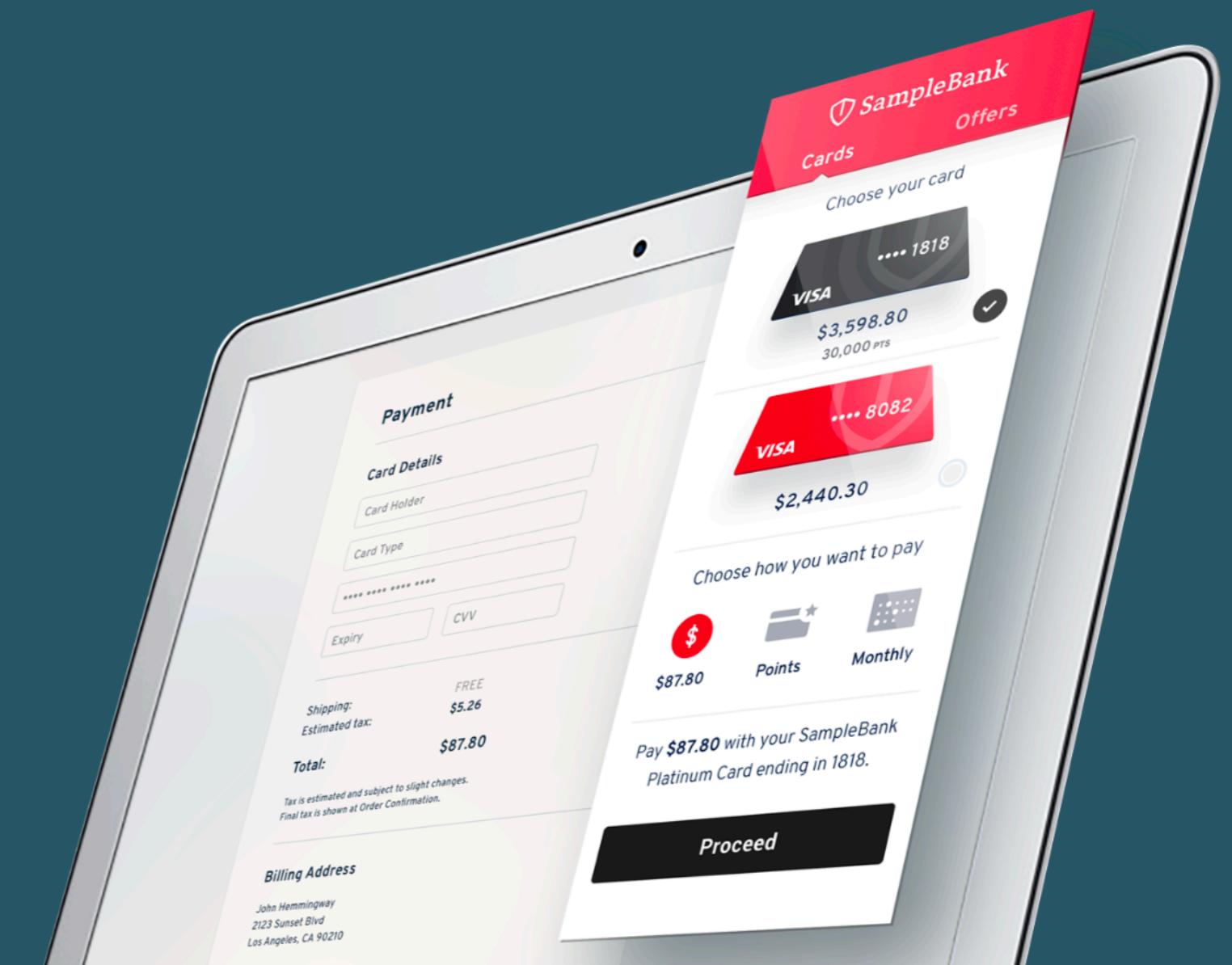
Government policy highly recommends only using accredited software providers.

JN Solutions was the first software provider to engage with government and pass their accreditation process.



onefill

Onefill is a white label platform that brings banking and online shopping together.

[Watch preview](#)

[Poker](#)[Casino](#)[Live Dealer](#)[Join Our Team](#)

Online Casino

We are offering our players over 800 slot games from all leading game developers: Netent, Betsoft, Playngo, Microgaming, and many more.

On top of the regular slots, we're running casino tournaments and special lottery-style promotions across all games.

Visit Red Star Casino:

- › English
- › Русский

SMALL ORG
dealing with large partners

SMALL ORG
dealing with airports

SMALL ORG
dealing with banks

SMALL ORG

dealing with government

SMALL ORG
dealing with corporations

SMALL TEAM
realities

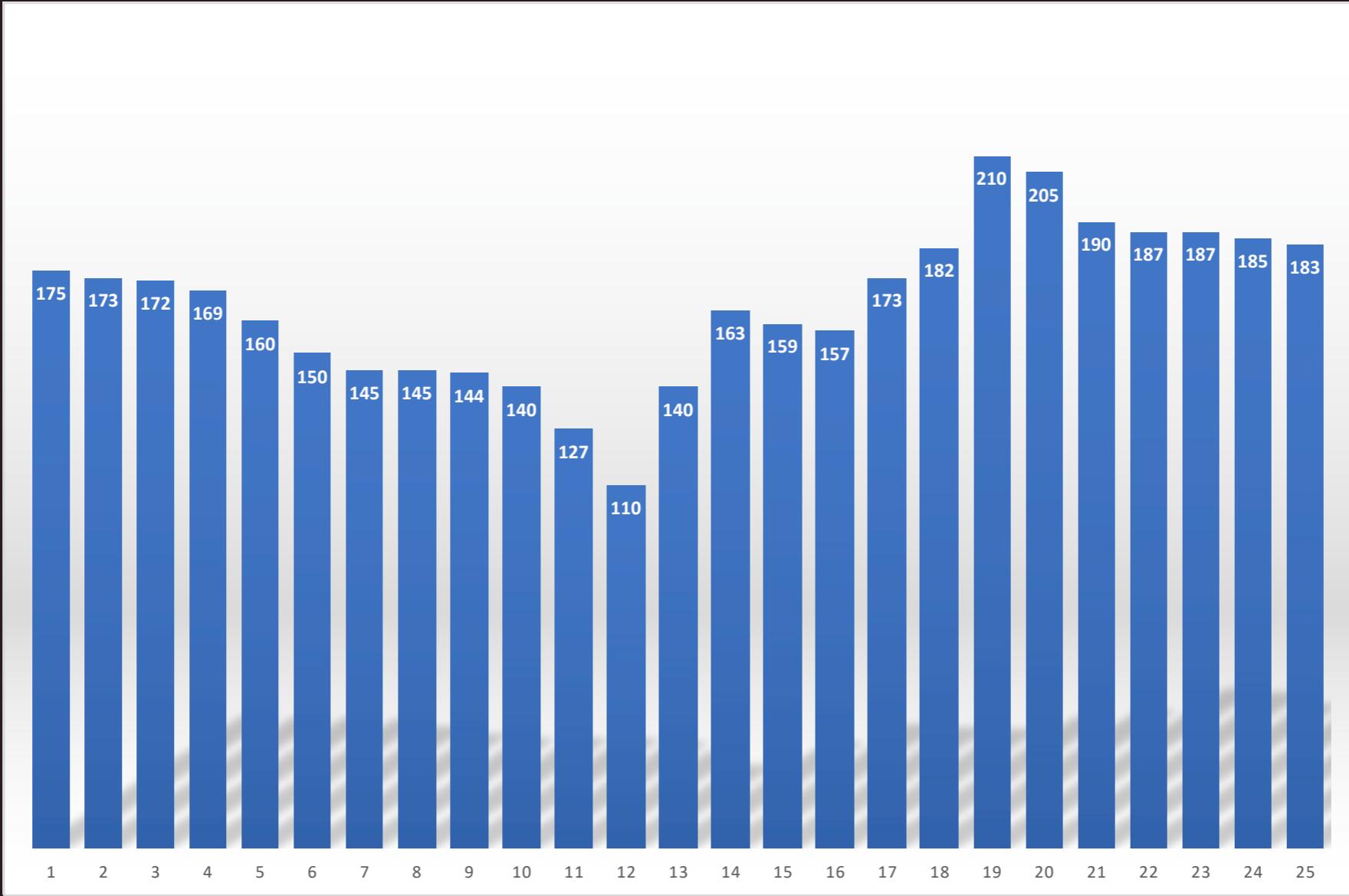
CONTEXT SWITCH

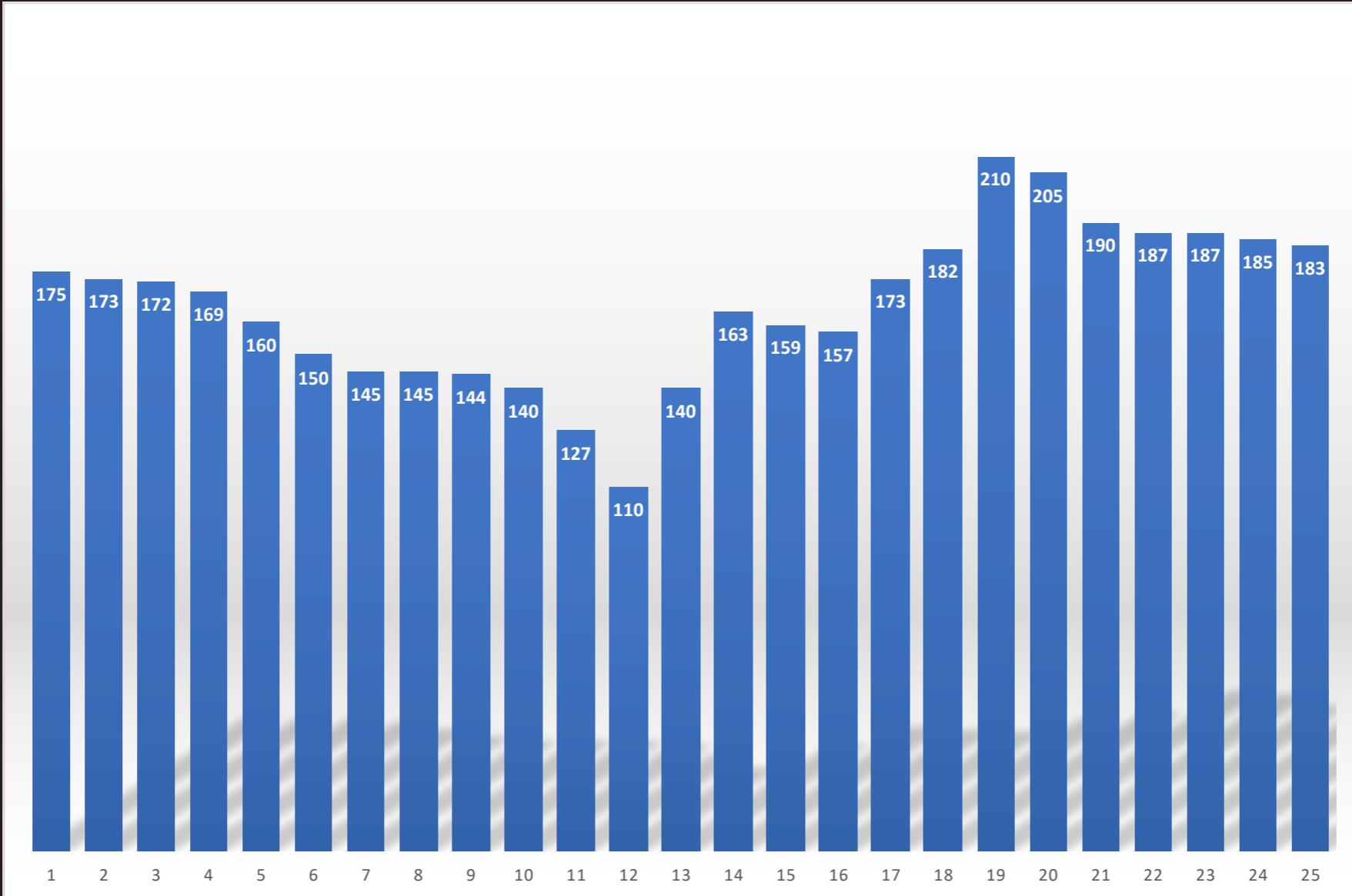
CONTEXT SWITCH

things change
all the time

CONTEXT SWITCH
fluid backlog

JULY
in government-land





burndown chart

SMALL ORG
doesn't have leverage

SMALL ORG
has to outperform

SMALL ORG
has to out-agile

SMALL ORG

adapt quicker
react faster

FEEDBACK LOOP

FEEDBACK LOOP

writing code = minutes

FEEDBACK LOOP

integrating code = hours

FEEDBACK LOOP

feature design = days

FEEDBACK LOOP

org processes = weeks

FEEDBACK LOOP

understand what you're after

FEEDBACK LOOP

writing code = passed test

FEEDBACK LOOP

integrating code =
merged pull request

FEEDBACK LOOP

feature design =
increased signups

FEEDBACK LOOP

org level = ?
subjective/objective

FEEDBACK LOOP

shorter = better

QUICK FEEDBACK
is your competitive advantage

QUICK FEEDBACK

better code, faster

QUICK FEEDBACK
ship feature, faster

QUICK FEEDBACK
make decisions, faster

QUICK FEEDBACK
shorter time-to-market

RAPID PROTOTYPING

Continuous Integration
Continuous Delivery

RAPID PROTOTYPING

RAPID PROTOTYPING

small units of work

RAPID PROTOTYPING

**small units of work =
lots of wins**

RAPID PROTOTYPING

small units of work =
quick iteration

RAPID PROTOTYPING

small units of work =
easier experimentation

RAPID PROTOTYPING

small units of work =
reduced investment

RAPID PROTOTYPING

small units of work =
easier to delete

DELETE

DELETE

code = maintenance

DELETE

no code = no costs

DELETE

celebrate big deletes

remove unused

Unused

removed

Unused page removed

removed old code #438

[Edit](#)**Merged**morhekil merged 4 commits into `master` from `removed-old-balance-component` on 3 May Code Climate [Conversation 0](#)[Commits 4](#)[Checks 0](#)[Files changed 127](#)
+175 -4,171 

RAPID PROTOTYPING

make smaller steps
move faster

CONTINUOUS INTEGRATION

CONTINUOUS INTEGRATION

reduce code rot

CONTINUOUS DELIVERY

ready is not “complete”
ready is “not broken”

CONTINUOUS DELIVERY

releases are non-events

CONTINUOUS DELIVERY

busy releases are an anti-pattern

CONTINUOUS DELIVERY

hit “deploy” and go home

CONTINUOUS DELIVERY

let “deploy” button hit itself

HOW TO SHIP

FEATURE FLAGS

FEATURE FLAGS

```
LPS_DEPOSITS_ENABLED=1  
CASHIER_NO_PRIORITY=0  
RANDOM_AWARDS=1
```

FEATURE FLAGS

Dashboard

Your feature flags

	Name	Added	Status	Action
•	Alternate product page	Added 2 years ago	alternate.page	<input checked="" type="button"/> ON <input type="button"/> DELETE
•	Swap image on hover	Added a year ago	image.hover	<input type="button"/> OFF <input type="button"/> DELETE
•	Alternate sort order	Added a year ago	sort.order	<input checked="" type="button"/> ON <input type="button"/> DELETE

Flag On/Off

Feature Flag

Find a feature flag

NEW +

ON

DELETE

ON

OFF

DELETE

ON

DELETE

FEATURE FLAGS

on/off

A/B TESTING

A/B TESTING

Google Analytics

A/B TESTING

Begin typing to filter Hide completed Hide active Clear filters

Experiment: signup_form v5 2018-04-03 Reopen Experiment Reset Data Delete

ALTERNATIVE NAME	PARTICIPANTS	NON-FINISHED	COMPLETED	CONVERSION RATE	Confidence	FINISH
mono control Force for current user	2373	1419	954	40.2%	N/A	Winner
split Force for current user	2326	1310	1016	43.68% +8.65%	95% confidence	Loser
Totals	4699	2729	1970	N/A	N/A	N/A

A/B TESTING

build variants
send traffic
collect metrics
pick a winner

A/B TESTING

don't run multiple experiments on
the same area

INCREMENTAL ROLLOUTS

APPLY EVERY DAY

APPLY EVERY DAY

measure and iterate

APPLY EVERY DAY

shorten your feedback loop

APPLY EVERY DAY

prototype
measure
iterate

APPLY EVERY DAY

decide
ship
delete

DELETE
every day

YMMV

your mileage may vary

YMMV

your mileage may vary

YMMV

if it hurts - do it more often

YMMV

celebrate calm and steady

YMMV

organise around small units of work

ADAPT
thrive

LEARN MORE
featureflags.io
Lean Startup series

TALK TO ME
oleg.link/me