



TAKING THE GRUNT OUT OF CONVERSION OPTIMISATION

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**MANDATORY
DISCLAIMER:
OPINIONS ARE
MY OWN**



NUMBER 1 FASHION DESTINATION FOR
TWENTY-SOMETHINGS

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WHAT IS MVT?

WILL MORE PEOPLE CLICK
THAT BUTTON IF WE MAKE IT
GREEN?

UI Designer



**WHAT IF IT SAID “WHERE IT
WITH” INSTEAD OF “SHOP THE
LOOK”?**

UX Architect



SHOW ME THE MONEY

CAN'T WE JUST USE AN MVT
TO GET IT OUT THERE?

A Manager



MVT \neq C(R)0

REALTY CHECK!

A blurred background image of a man wearing a suit jacket, glasses, and a white shirt. He is looking down at a smartphone held in his hands. The image has a greenish tint.

TARGET AUDIENCE FOR TOOLS ARE

BUSINESS FOCUSED

A man with short brown hair, wearing a light-colored suit jacket, a white shirt, and a dark tie, is seated in a wooden chair. He is looking slightly to his right with a neutral expression. The background consists of vertical blue and white stripes.

#FALLONTONIGH

DEATH BY

WYSIWYG

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A person wearing a helmet and a light-colored jacket is riding a motorcycle towards the camera through a hazy, sandy environment. The sun is very bright in the upper right corner, creating a lens flare effect.

TOOLS OFFER

LIMITED FUNCTIONALITY



PRODUCT REQUIREMENTS ARE

INCREASINGLY VERSATILE

A close-up photograph of a single red rose flower, showing its delicate petals and central stamens. The background is blurred, creating a soft, romantic feel.

TOOLS AREN'T

DEVELOPER FRIENDLY

[INSERT WILLING
DEVELOPER HERE]

CAUTIOUSLY OPTIMISTIC

SURE. I CAN DO THAT.

Every Developer



```
$($.function() {  
    $('#p_bar .ui_p .ui-label').hide();  
    $('#p_bar .ui_p').css('width', '7%');  
    $('#p_bar .ui_p').animateProgress(43, function()  
        $(this).animateProgress(79, function() {  
            setTimeout(function() {  
                $('#p_bar .ui_p').animateProgress(100, function()  
                    $('#main_content').slideDown();  
                    $('#fork_me').fadeIn();  
                });  
            }, 200);  
        });  
    }));  
});
```

WRITE (HACKY) JAVASCRIPT

STEP 2

WRITE ACCOMPANYING (!IMPORTANT) CSS



STEP 3

COPY & PASTE INTO HTML BLOCKS

```
</div>
```

A dark, moody photograph of a person's face in profile, looking down at a laptop screen. The person has short hair and is wearing a light-colored t-shirt. The background is blurred.

STEP 4

COPY & PASTE INTO
WEB-BASED TOOL

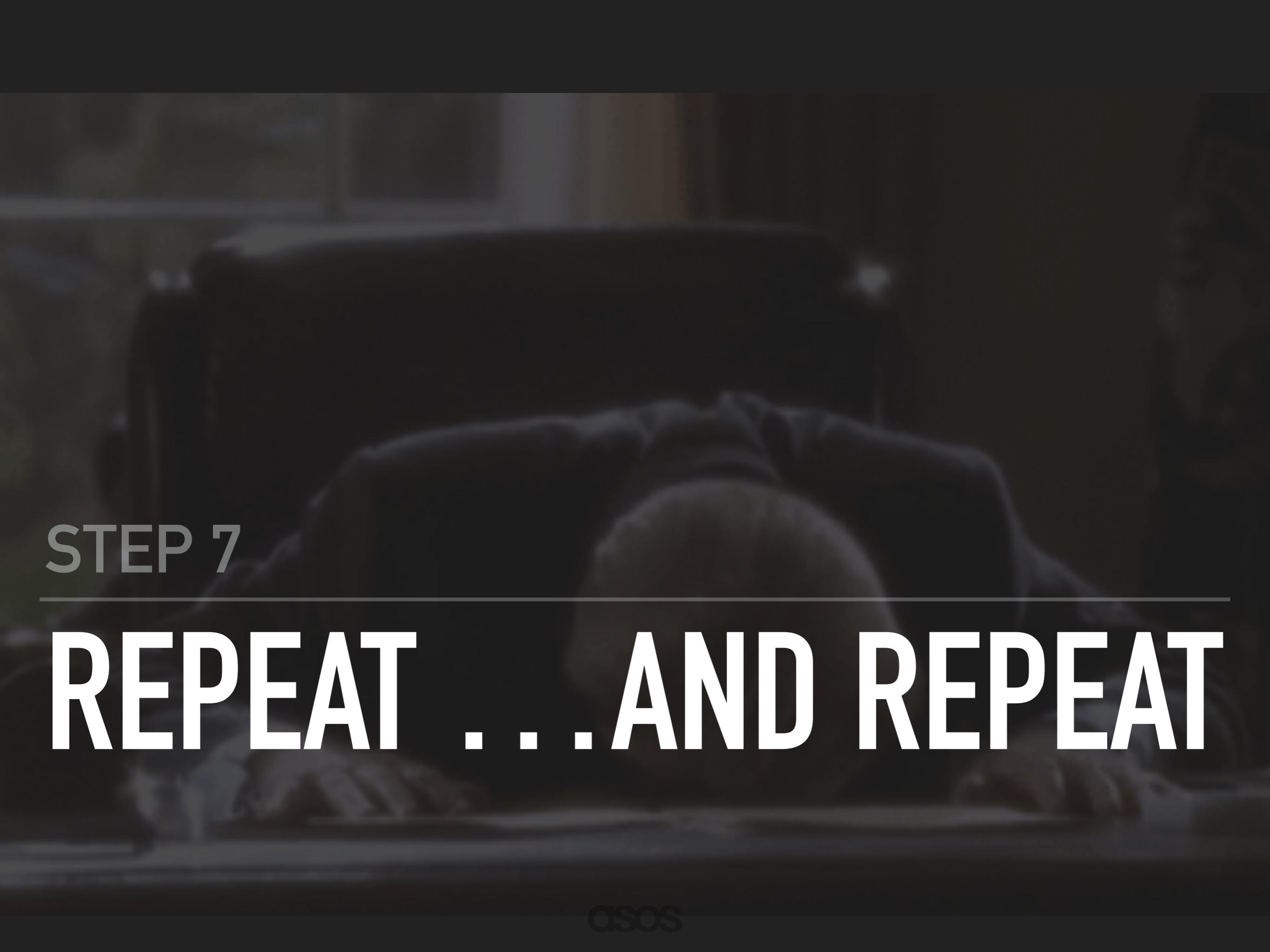
STEP 5

SAVE CHANGES



STEP 6

REFRESH BROWSER



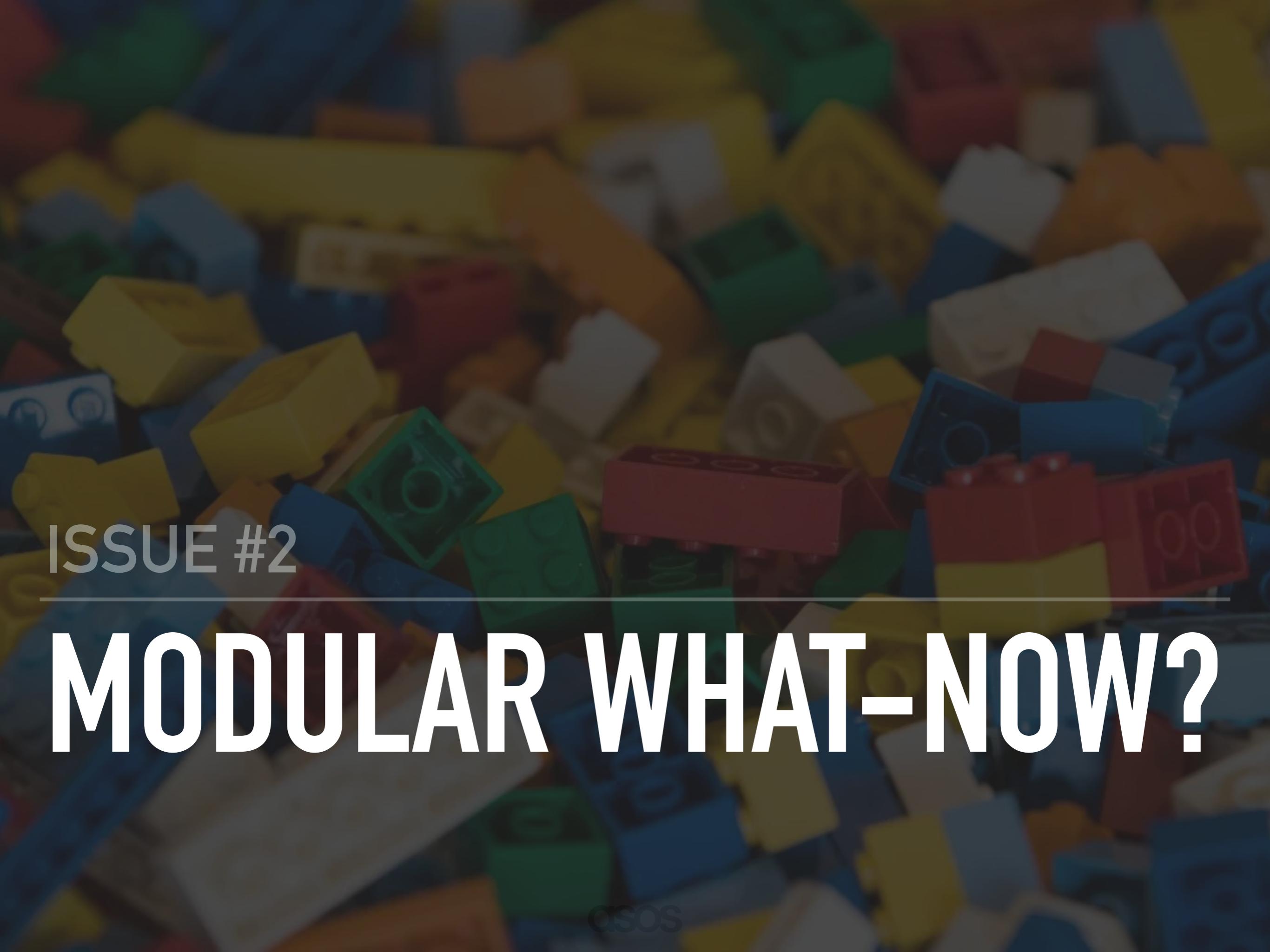
STEP 7

REPEAT . . . AND REPEAT

**CALL YOURSELF A
DEVELOPER!**

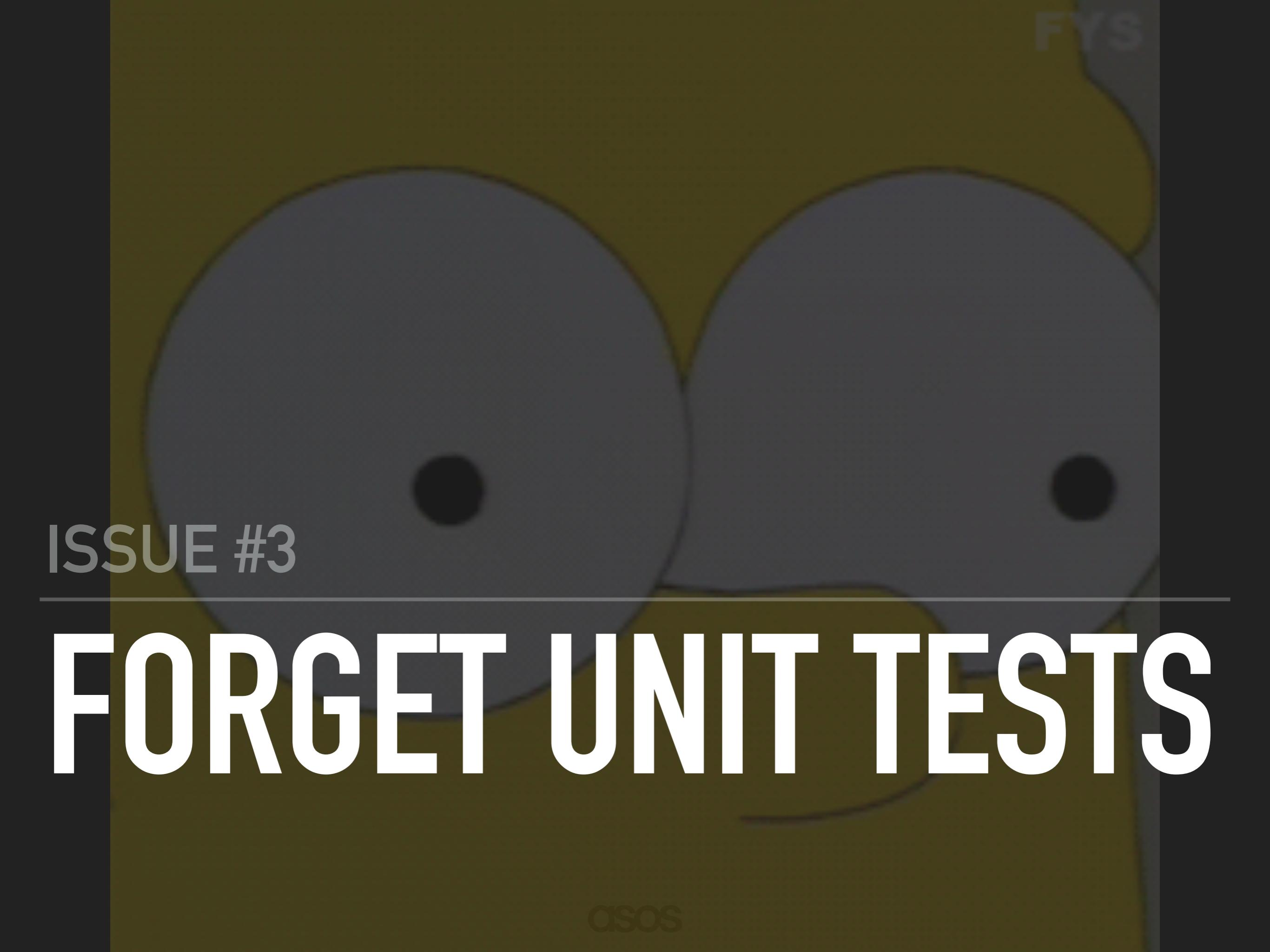
ISSUE #1

DON'T REPEAT YOURSELF



ISSUE #2

MODULAR WHAT-NOW?



ISSUE #3

FORGET UNIT TESTS



ISSUE #4

CODE QUALITY COMPROMISED



ISSUE #5

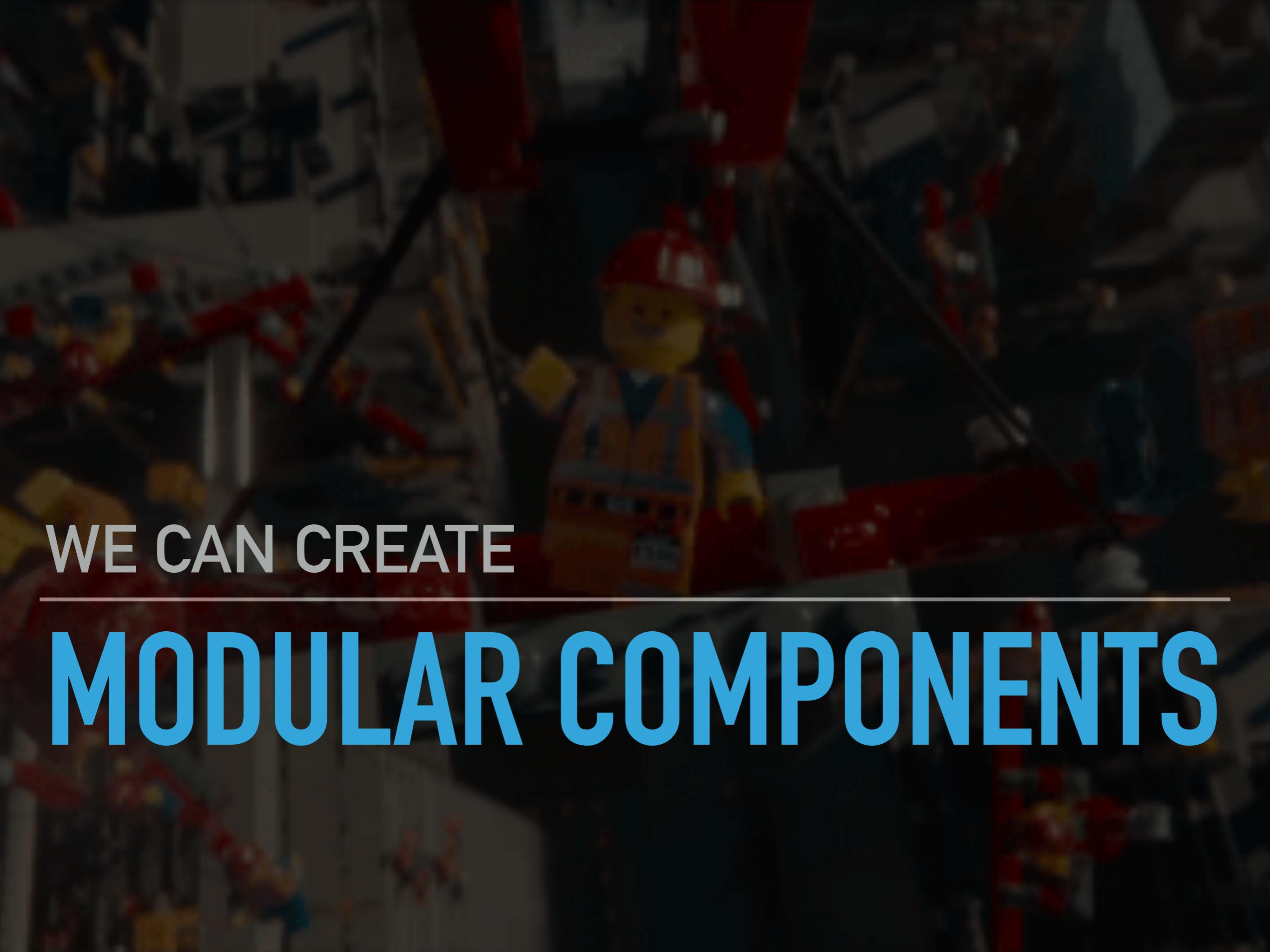
BUILDING IN PRODUCTION

**THERE MUST BE A
BETTER WAY**

INTRODUCING

GRUNT





WE CAN CREATE

MODULAR COMPONENTS



COMPONENTS CAN BE EASILY

UNIT TESTED

```
// a list of keywords to replace
replace: {
  '__mvtTestCSSVersion': 'T{$testNumber}_{testName}_{variation}', // this is us
  '__mvtTestController': 'T{$testNumber}_{testName}_Controller',
  '__mvtTestConfig': 'T{$testNumber}_{testName}_Config',
  '__mvtTestCommon': 'T{$testNumber}_{testName}_Common',
  '__mvtAnalytics': 'T{$testNumber}_{testName}_Analytics',
  '__mvtDataAPI': 'T{$testNumber}_{testName}_API'
},
// list all test variation you would like to generate the files for
testVariations: ['v1', 'v2', 'v3', 'v4', 'v5', 'v6'],
// generate a bundle for mobile version
generateMobileVersion: true,
// list of desktop JS files to be compiled into compiled-template.html
desktop: ['srcConfigJs', 'srcAnalytics', 'srcTestJs', 'srcLauncherJs'],
// this name refers to the key specified in mainActions
mobile: ['srcDataAPIMobileJs', 'srcCommonJs', 'srcTemplateMobileJs'],
// each key just add remove as needed
path: {
  // compiled template directory + path.sep + 'templates' + path.sep + 'compiled-template.html',
  compiledTemplateMobile: __dirname + path.sep + 'templates' + path.sep + 'compiled-template.html',
  compiledConfigTemplate: __dirname + path.sep + 'templates' + path.sep + 'compiled-template.html',
  compiledConfigTemplateMobile: __dirname + path.sep + 'templates' + path.sep + 'compiled-template.html',
  compiledRoot: __dirname + path.sep + 'compiled' + path.sep,
  compiled: __dirname + path.sep + 'compiled' + path.sep,
  compiledMobile: __dirname + path.sep + 'compiled' + path.sep
}
```

AUTOMATE BUILDING OF VARIANT EXPERIENCES



LINT AND MINIFY FOR IMPROVED

CODE QUALITY

Margaret Sixel would like to thank

George Miller, Budo & Tige Miller, Doug Mitchell, PJ Voeten,



DEVELOPER TASK FOR BUILDING ON

LOCAL ENVIRONMENT

**THINK ABOUT
YOUR WORKFLOW**

DON'T
OVER-ENGINEER

TAKEAWAYS

- * CRO is a young (naive) but valuable tech industry
- * Industry needs guidance from development community
- * Identify weaknesses/opportunities in your process
- * Introduce Grunt workflows to improve your setup
- * Discuss your problems and solutions with peers

CRO HAS SO MUCH POTENTIAL
FOR CUSTOMERS AND
BUSINESSES BUT NEEDS SOME
LOVE FROM DEVELOPERS.

@SI

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