PREPARED FOR

LeadDev

Achieving and Measuring Success at Scale

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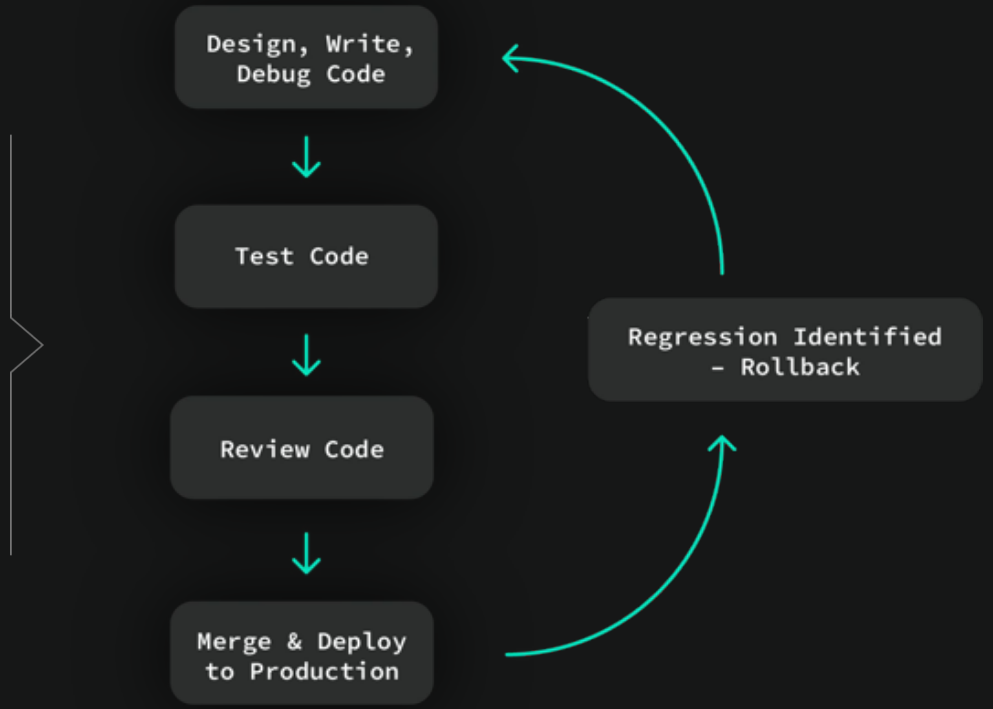
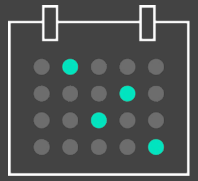
View Success Metrics in Different Stages:

1. Building
2. Deployment

Optimizing Cycle Time





Minimize Time from Design to Production

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Refine Each Step of the Process

Step 1: Measure

Instrument each step of the cycle to set a baseline.

Step 2: Optimize

Find places for improvement in each step of the process.

Step 3: 💰

A super fast feedback cycle makes happy engineers.

Step 1: Measure

- Goal is to be able to tell how long each step takes
- Don’t overcomplicate it!
- Pull one-time data from GitHub API, Circle/Travis/Jenkins, etc.
- Don’t get caught up in having statistical data for a large amount of time.

Step 2: Optimize

- Common sources of problems
  - Test run time
  - Deployment time / reliability
- Defect rate: how many bugs are identified/fixed **after** being shipped to production
  - Expensive because fixing requires another cycle iteration
- Code review

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PLURALSIGHT

CODE CLIMATE

Step 3:

- **Fast Feedback == happy engineers.**
- Goal is to make it easy to ship to production multiple times a day
- Other ways to speed up the feedback cycle
  - Use tools like `pre-commit` to run fast linters or static type checkers locally
- Best-in-class cycle time - 15 minutes

Measuring Impact

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Revenue Impact

- New revenue directly attributed to the feature
- Adoption of a free feature
    - Increases total engagement with the product
- Engagement/usage of existing features

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Reliability Impact

- Increased uptime / success rate
- Change in support ticket volume
- Decrease in the time it takes support to resolve tickets

Performance Impact

- P99, P95, P75 of <measurement> decreased from X to Y
- Queue wait time for <operation> decreased from X to Y

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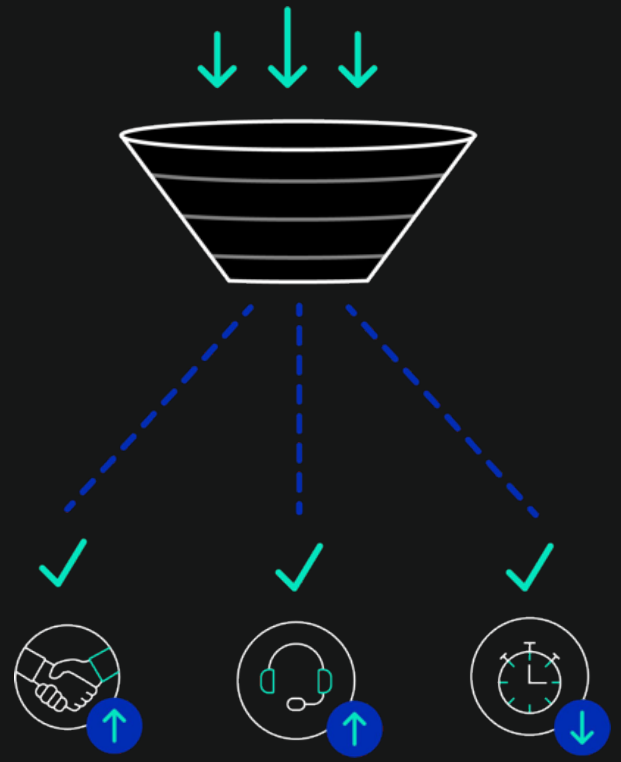
Cost Impact

- Cost to serve a <page, API request action> decreased from X to Y
- Total infrastructure spend for <service> decreased from X to Y

Inbound Funnel Impact

- Increase in signups
- Increase in outreach to sales
- Decreased time to convert a customer through a self-service buy flow



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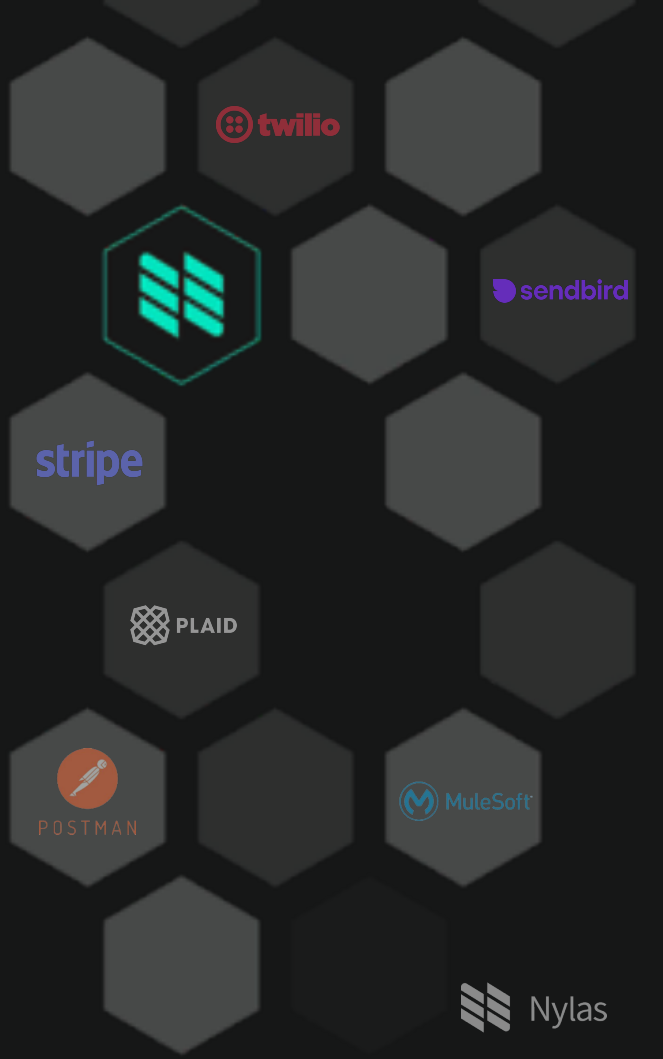
Takeaways

1. Care about and measure cycle time.
2. Fast feedback == Happy engineers
3. Identify and track metrics around business impact.



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Thank You!

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