

# There and back again

... a journey of complexity

# What is this talk about?

How to grow in complexity but not complication  
... from a Front End / Native perspective

# Who am I to talk about this?

Novarum DX



"The Sweet Factory"

FanDuel



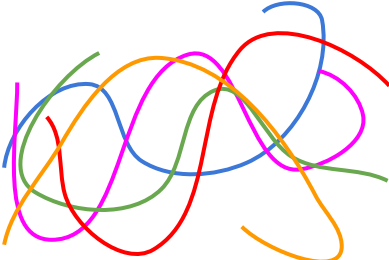
"Unified Modules"

Very different companies

Both generate and support multiple multi platform apps with significant areas of common functionality

# Complex vs. Complicated Illustrated

Complicated



Simple

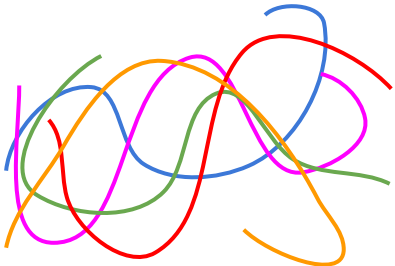
Complex



Straightforward

# Complex vs. Complicated Illustrated

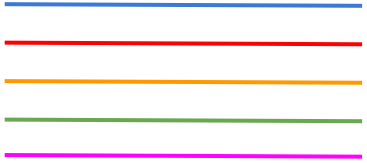
Complicated



Simple

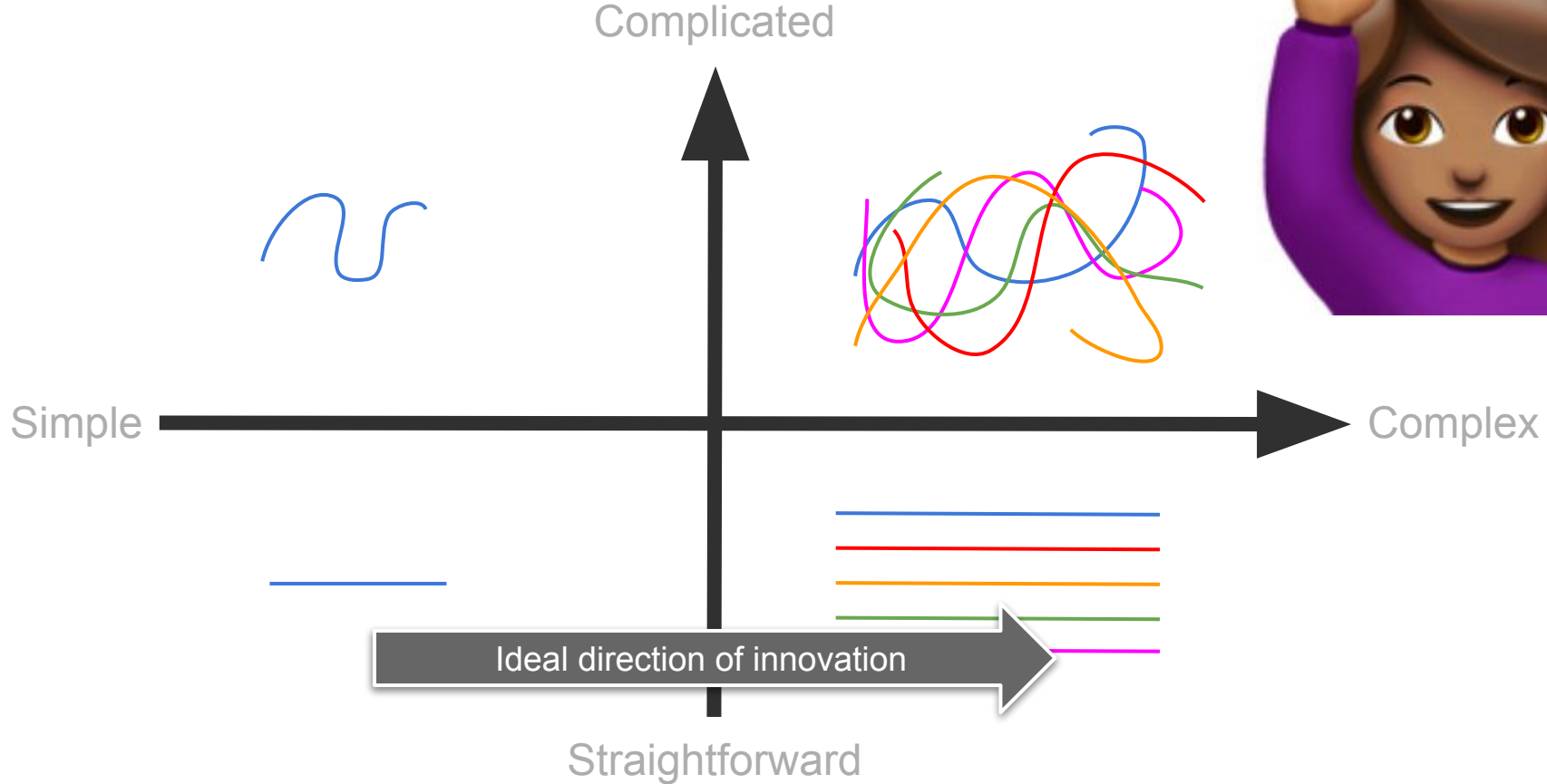
Complex

Most of us start here

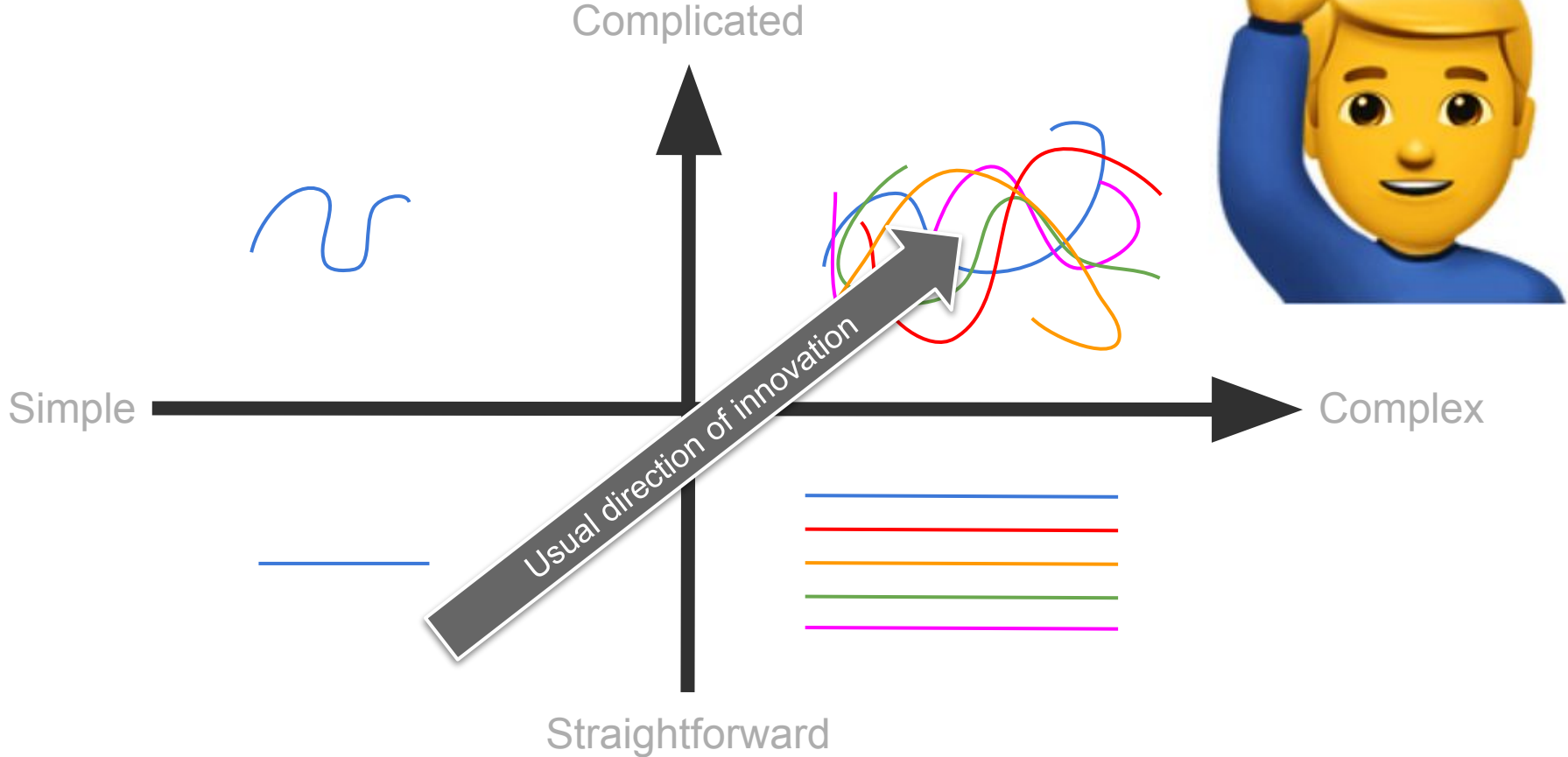


Straightforward

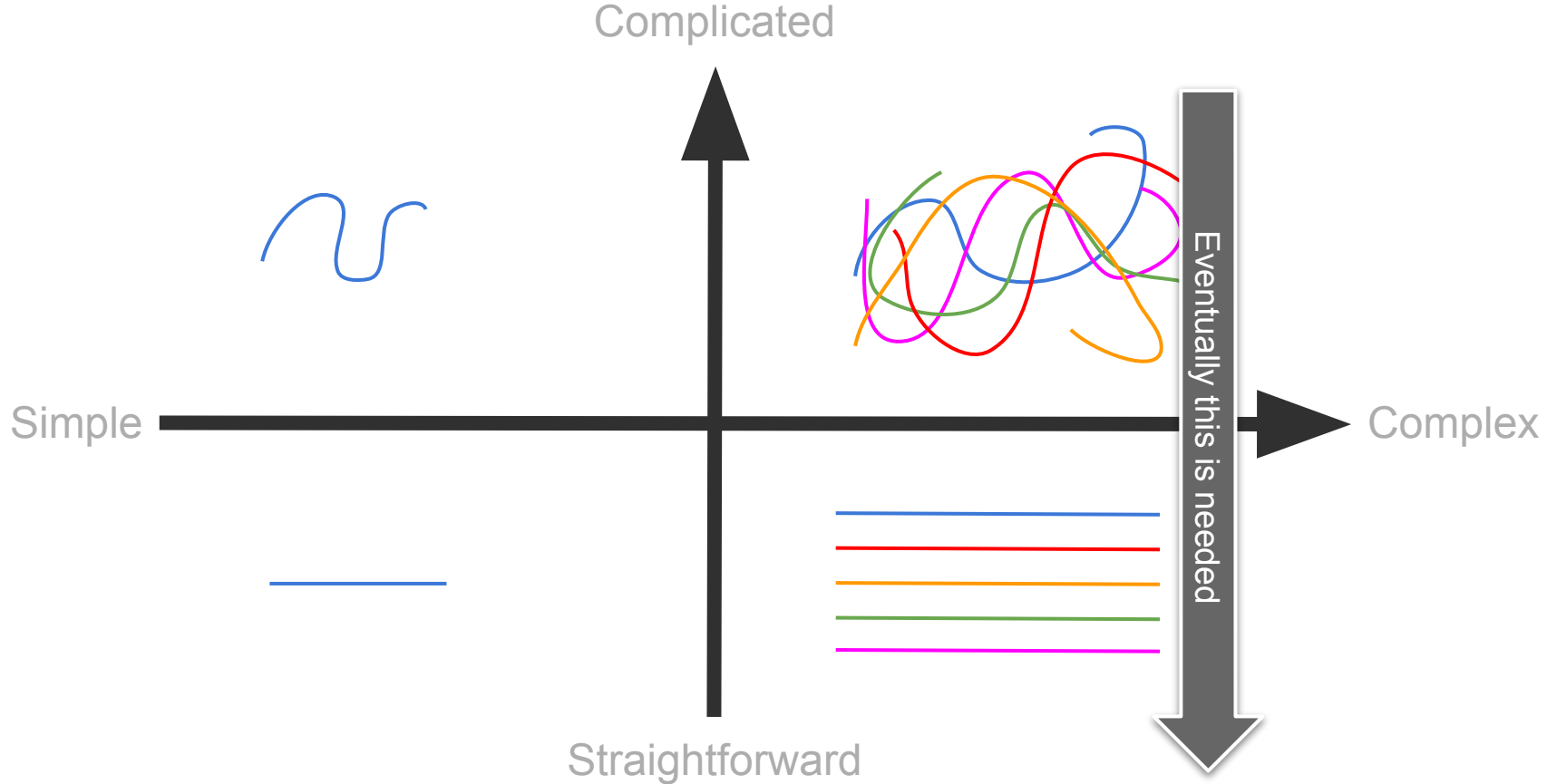
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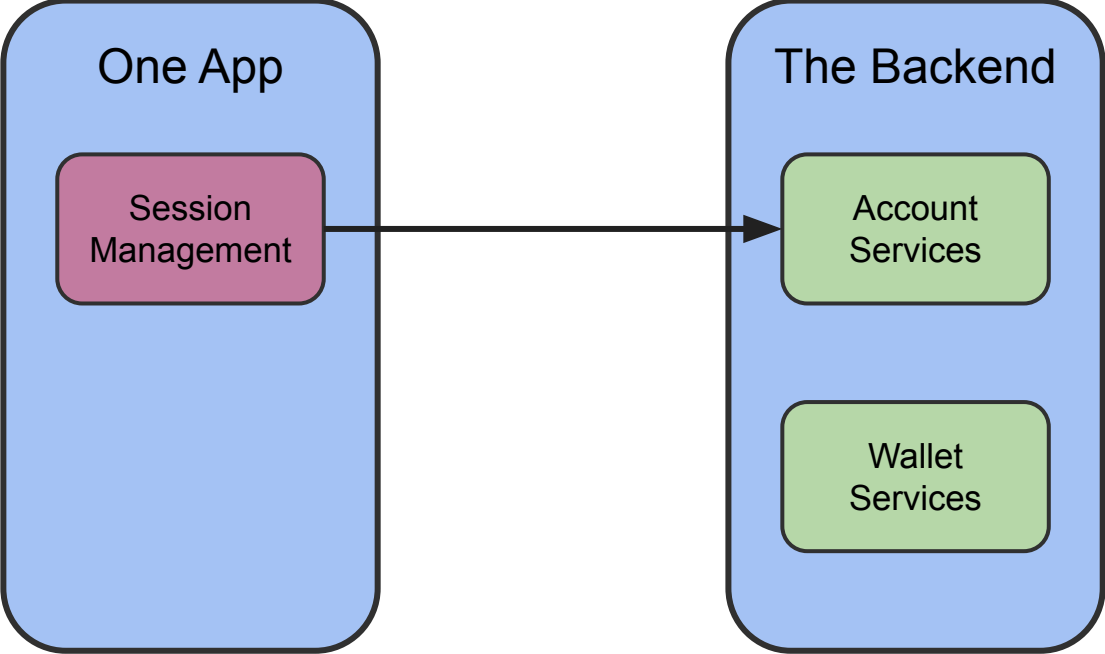
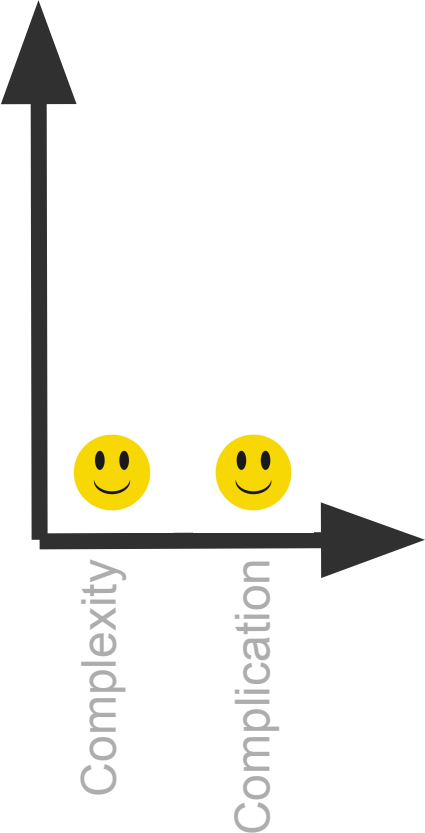




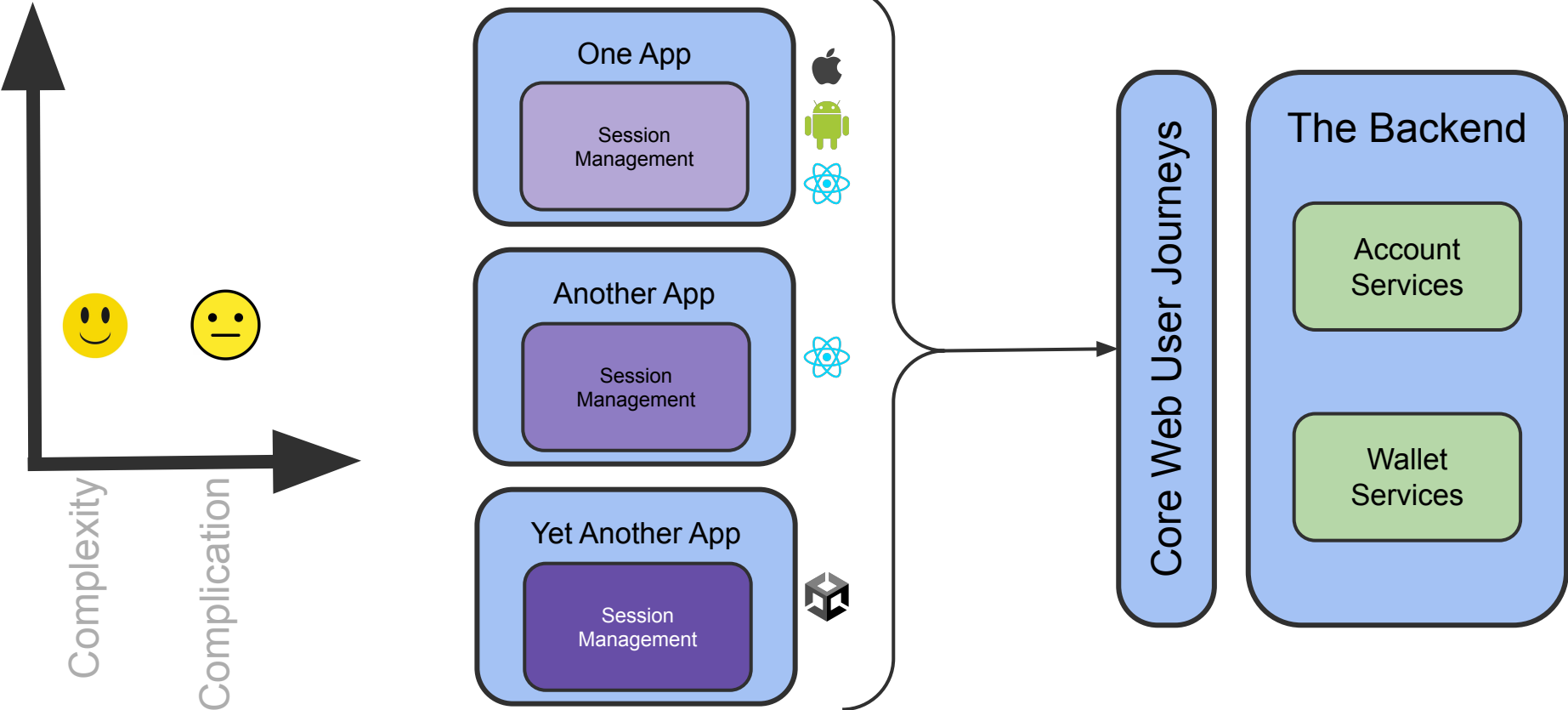
# Part 1

Making complexity complicated

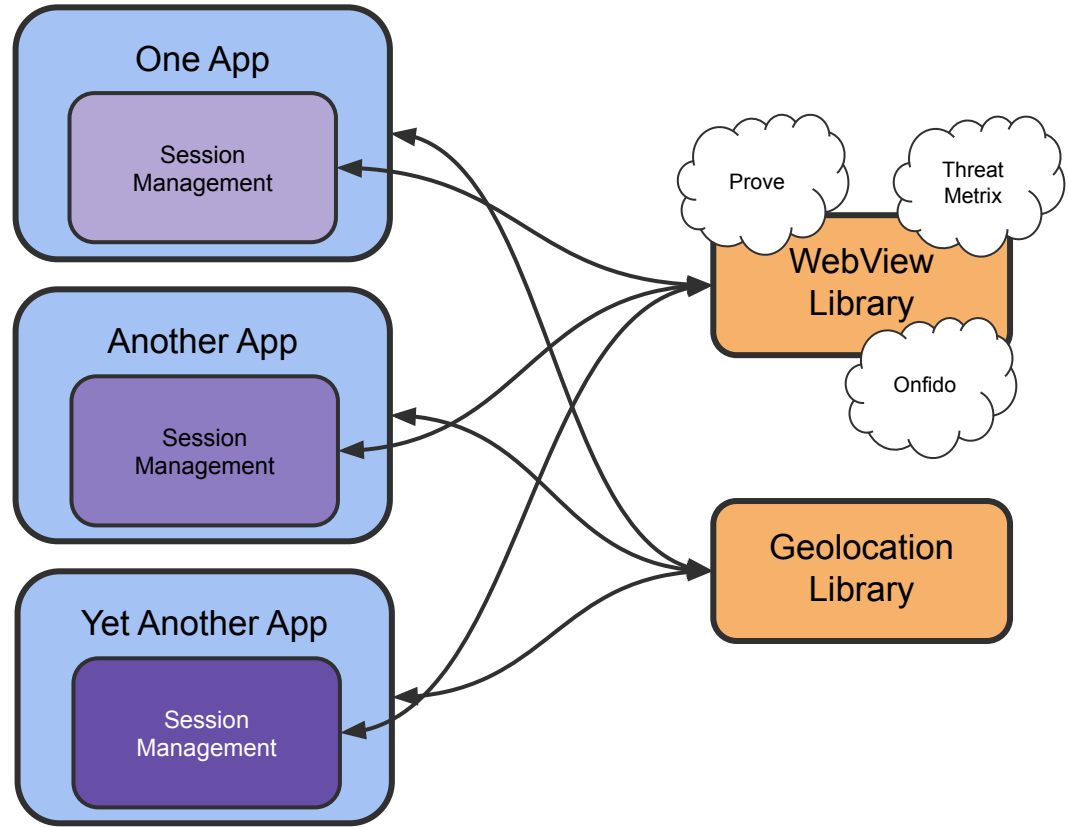
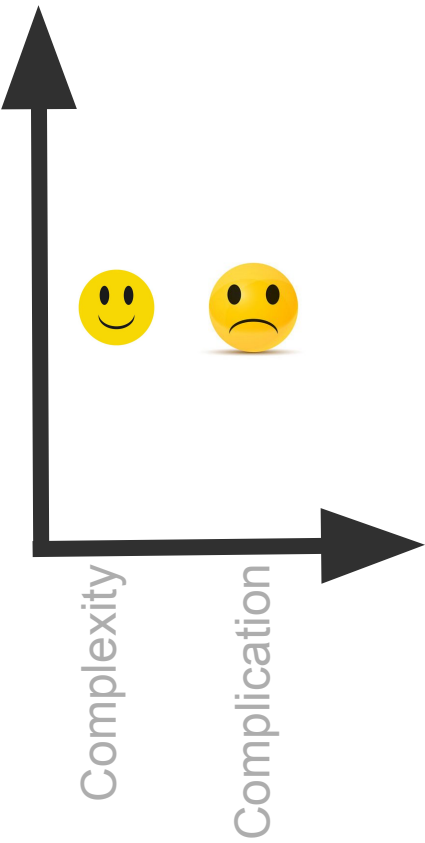
It all started so well...



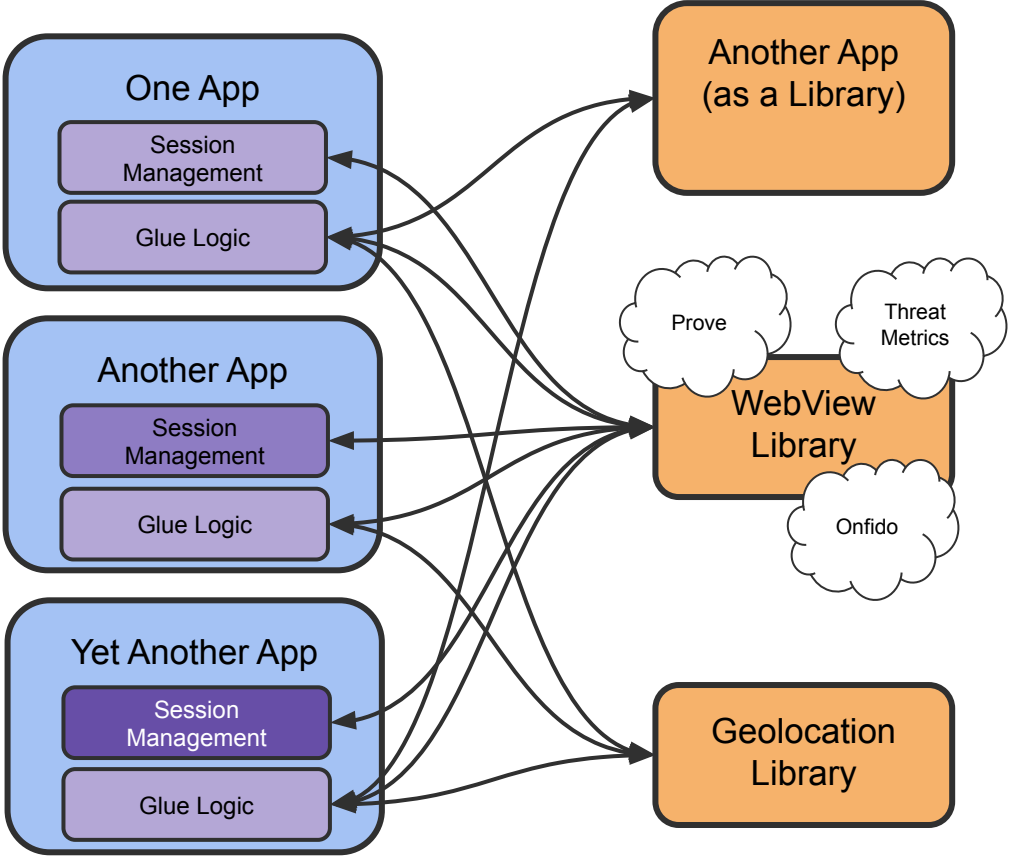
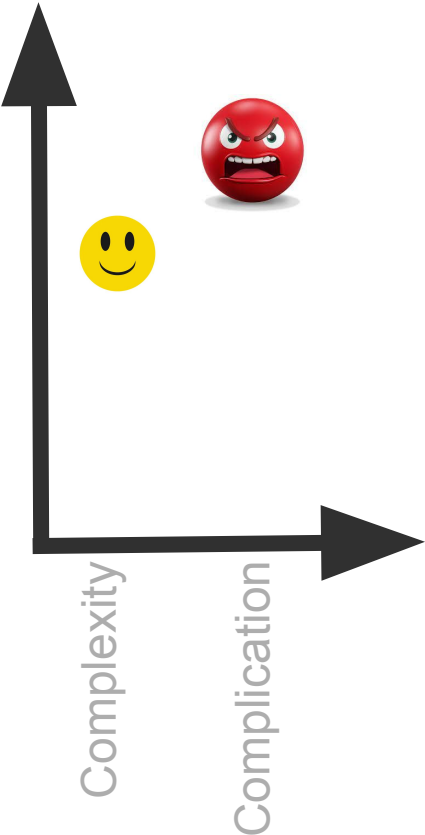
# We made some more apps and a common web interface



# Then came the native integrations...



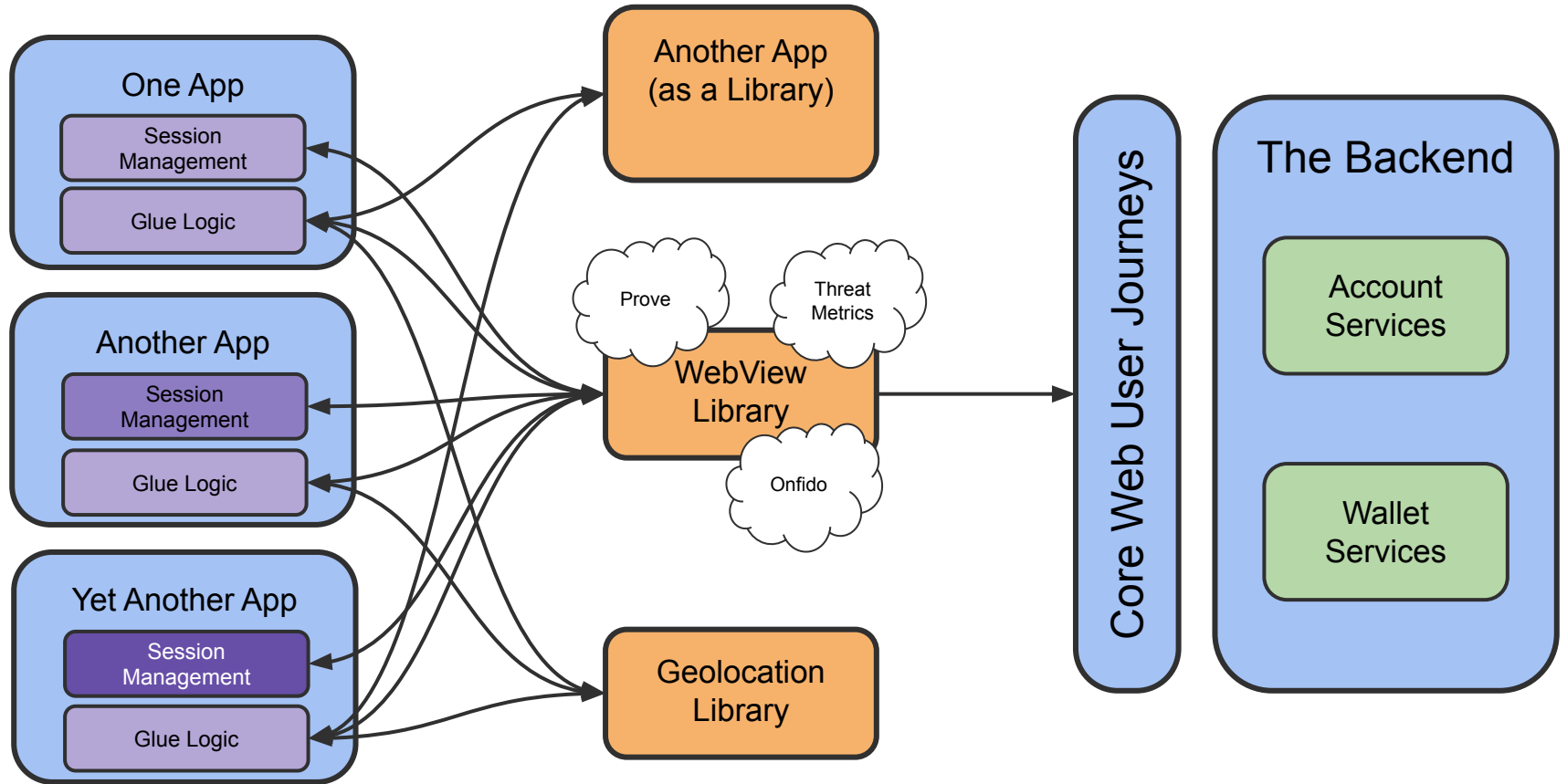
Now we cross sell experiences between apps...



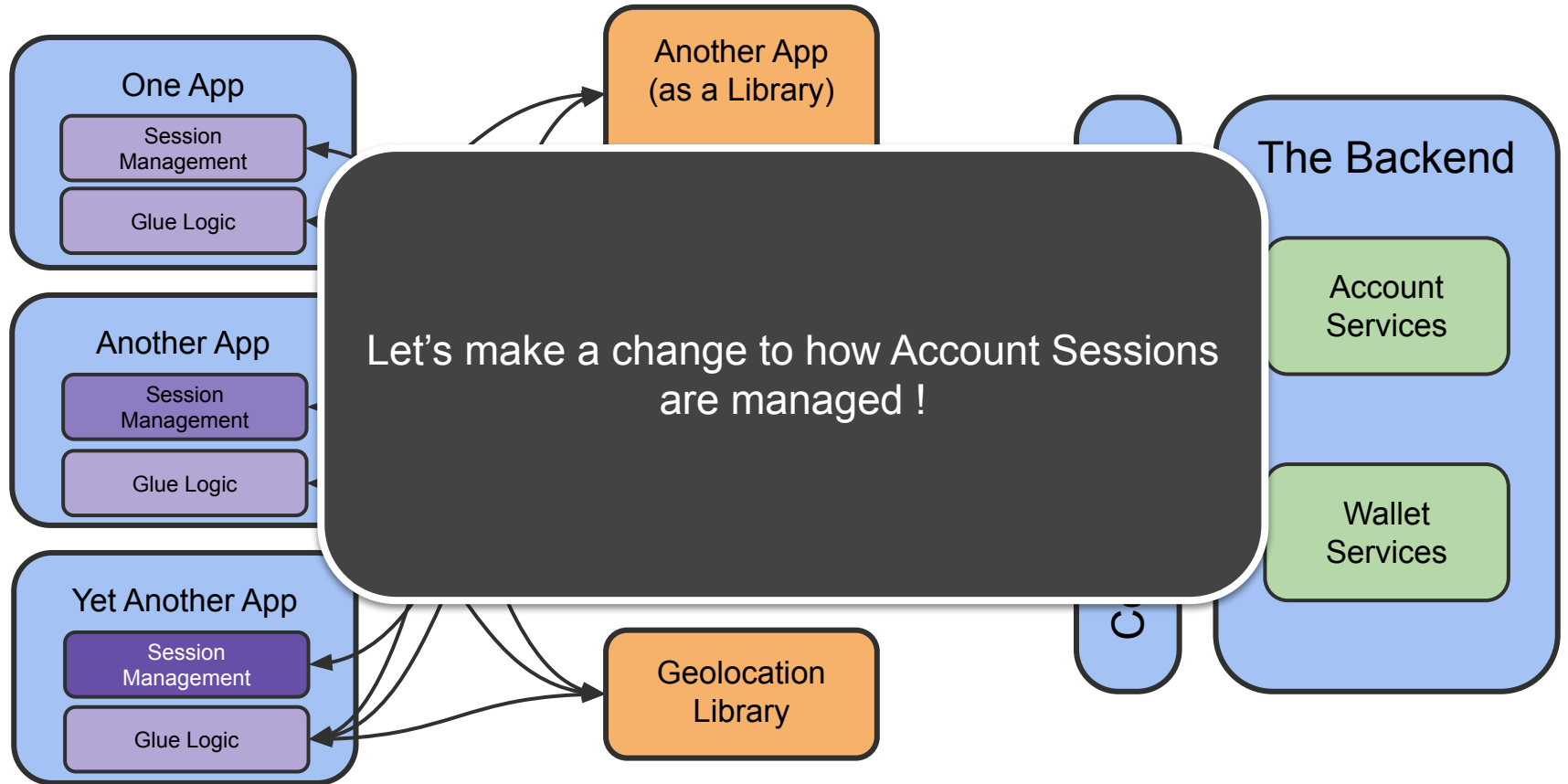
# Part 2

Reflecting on our problems

# What happens when we make a change?

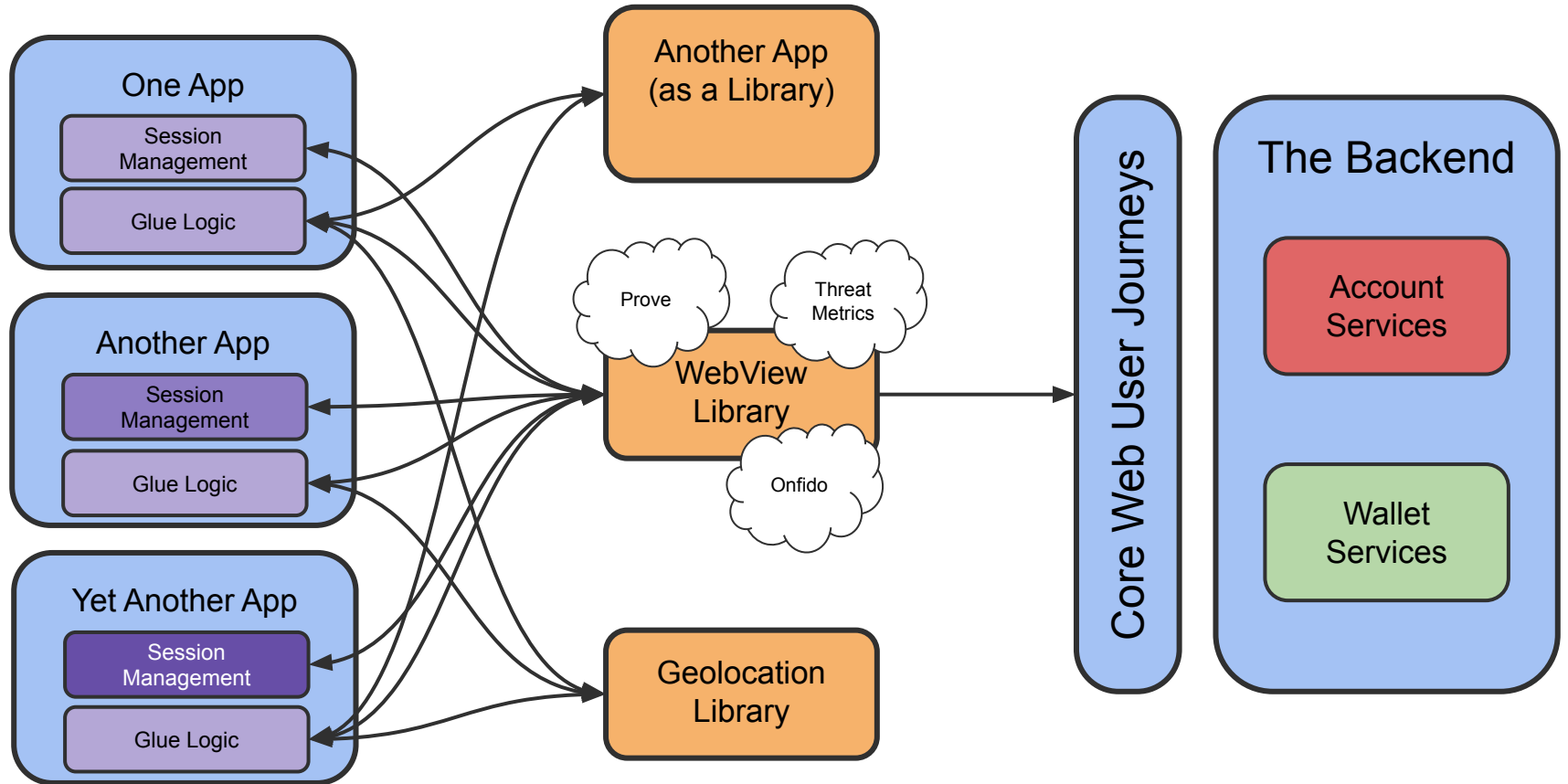


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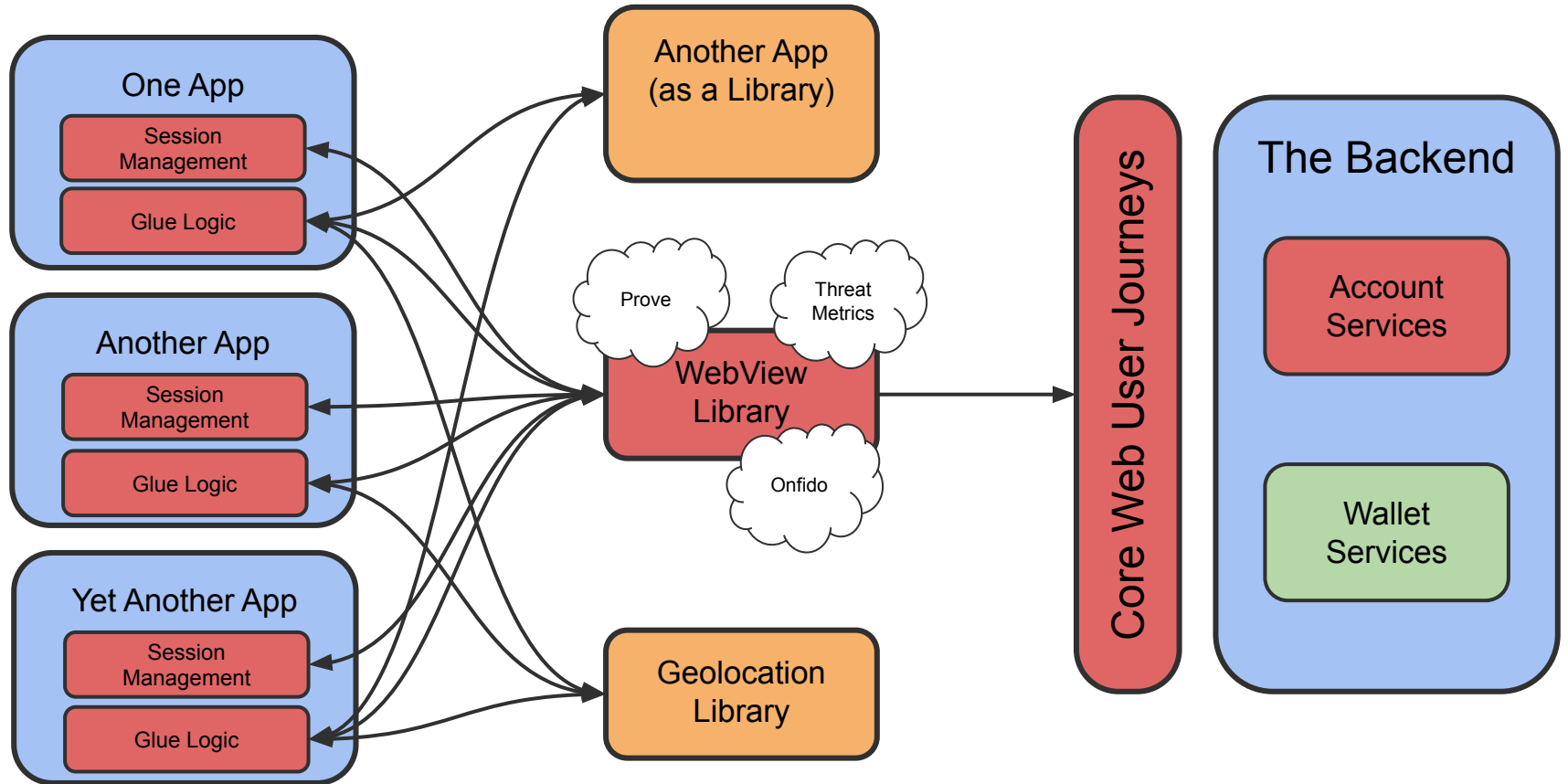




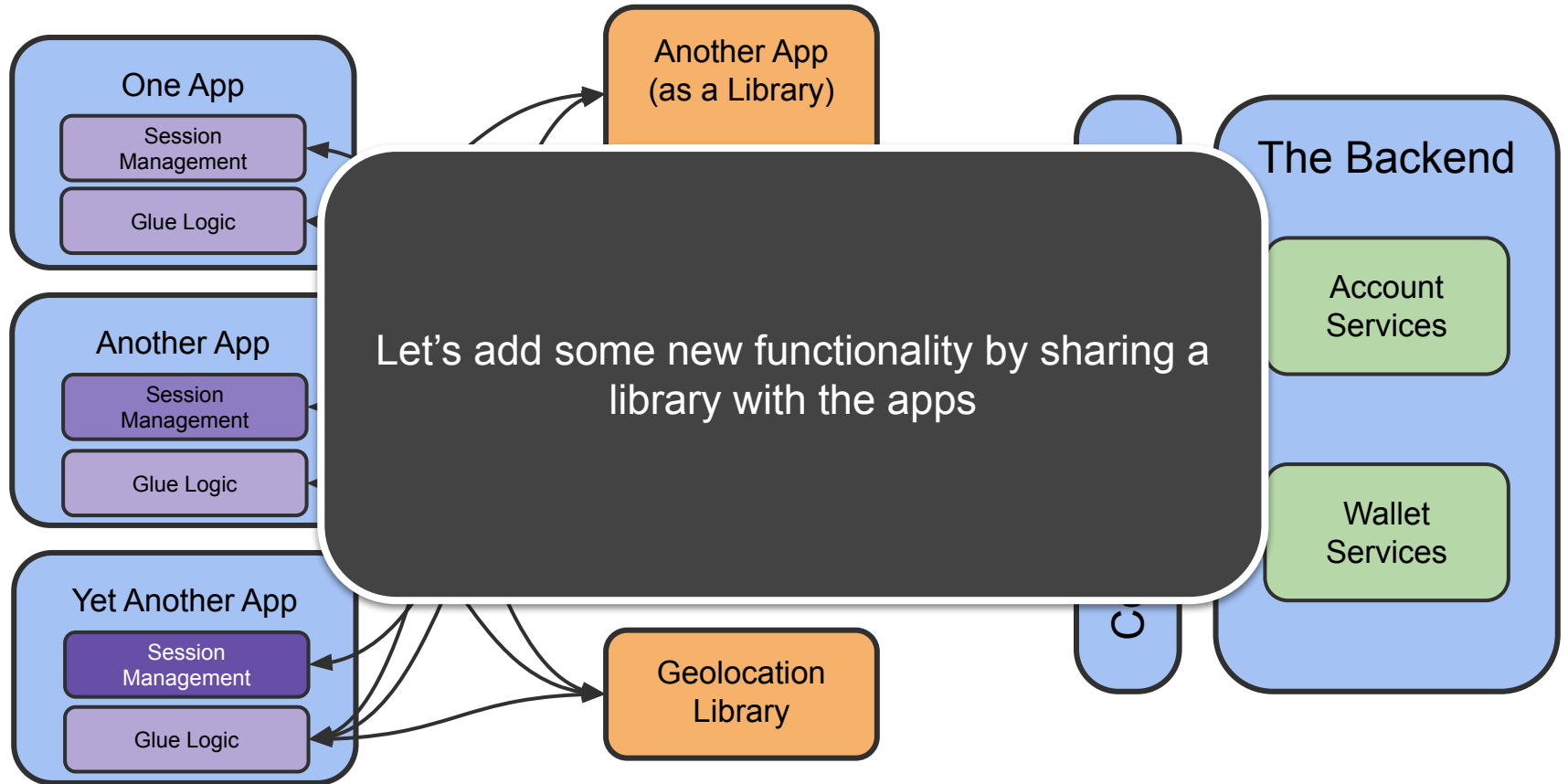
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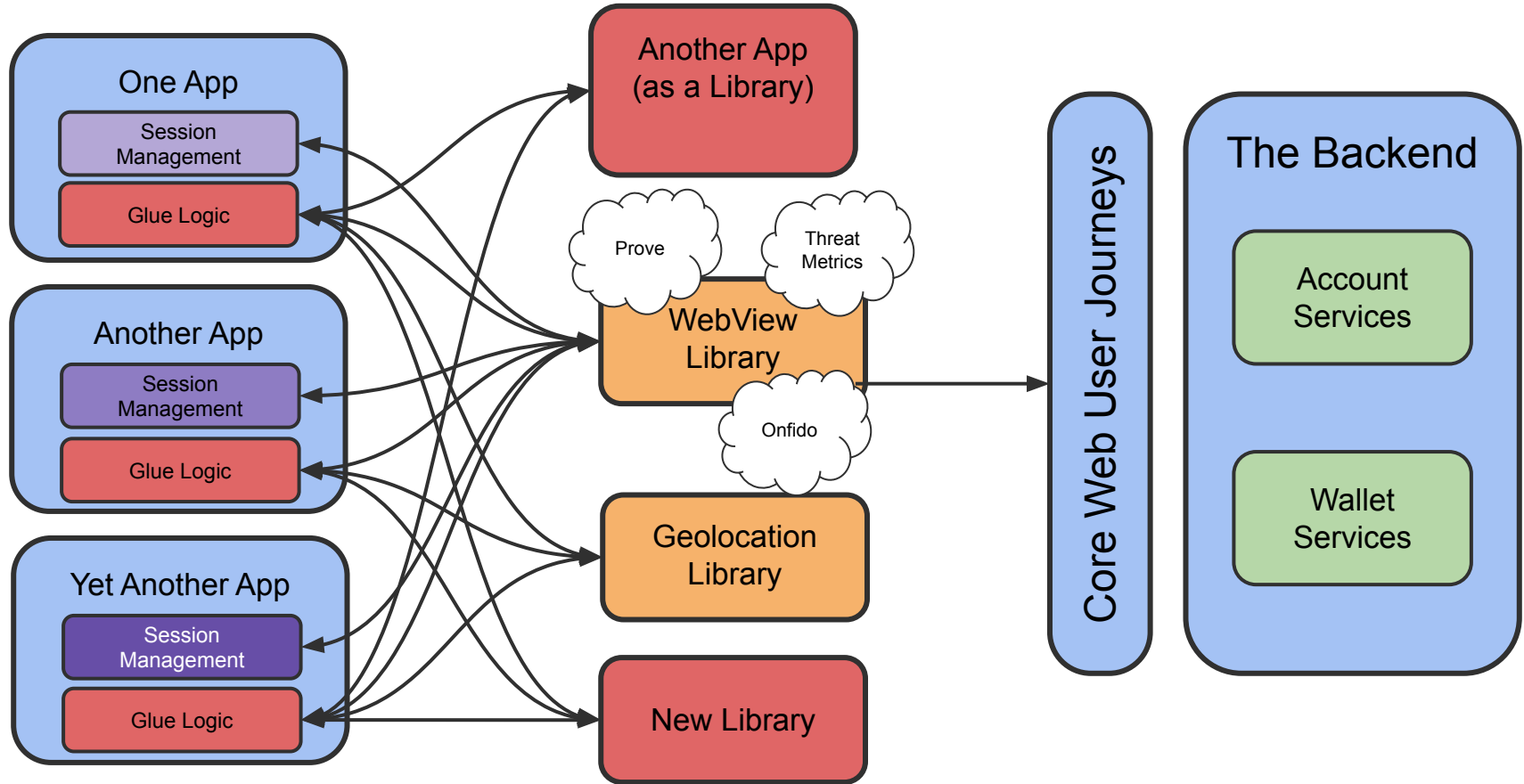
# What happens when we make a change?



# Now let's add some new functionality?



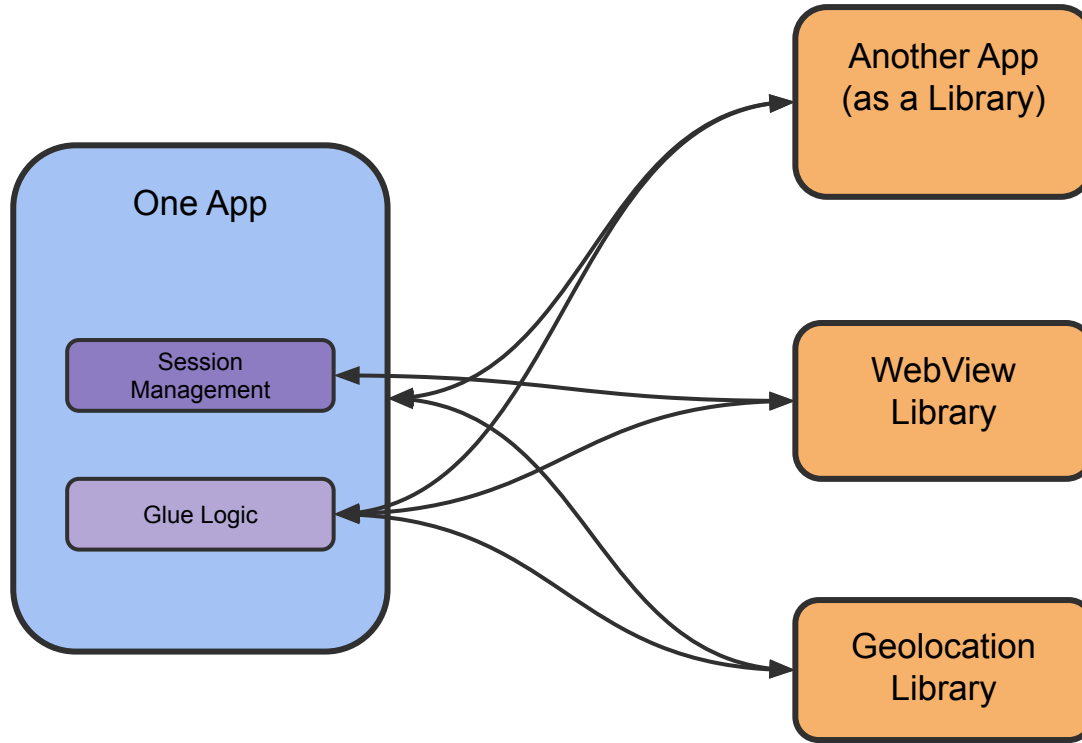
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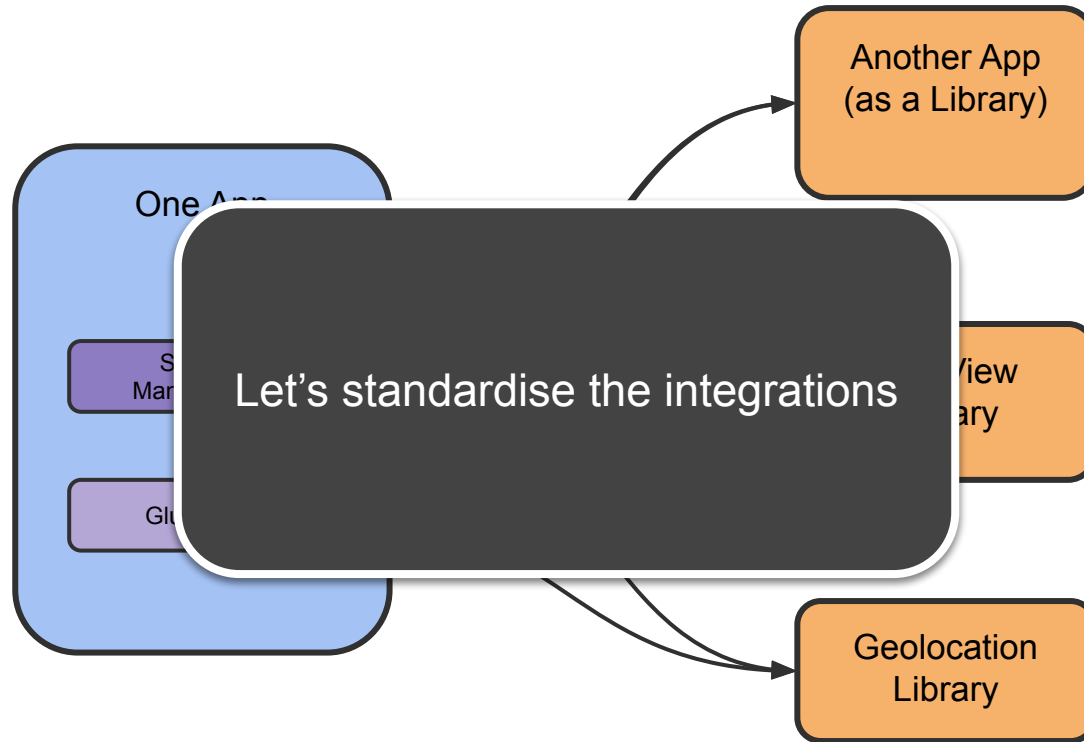
# Part 3

The solution

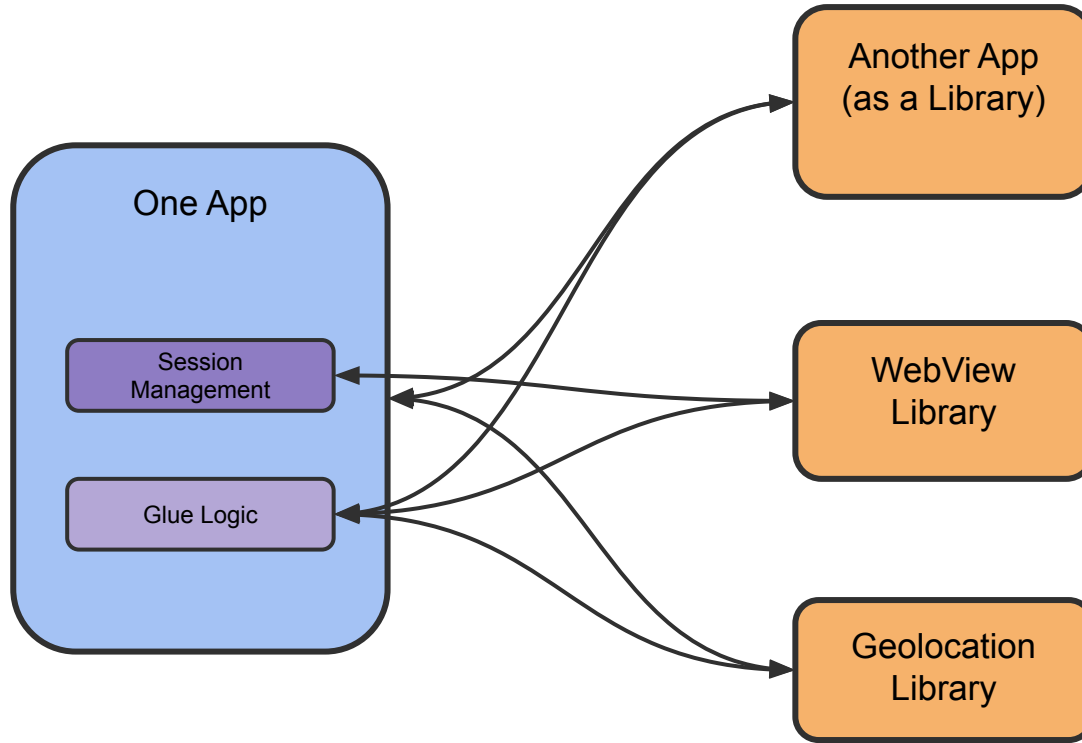
# Focussing on a single app



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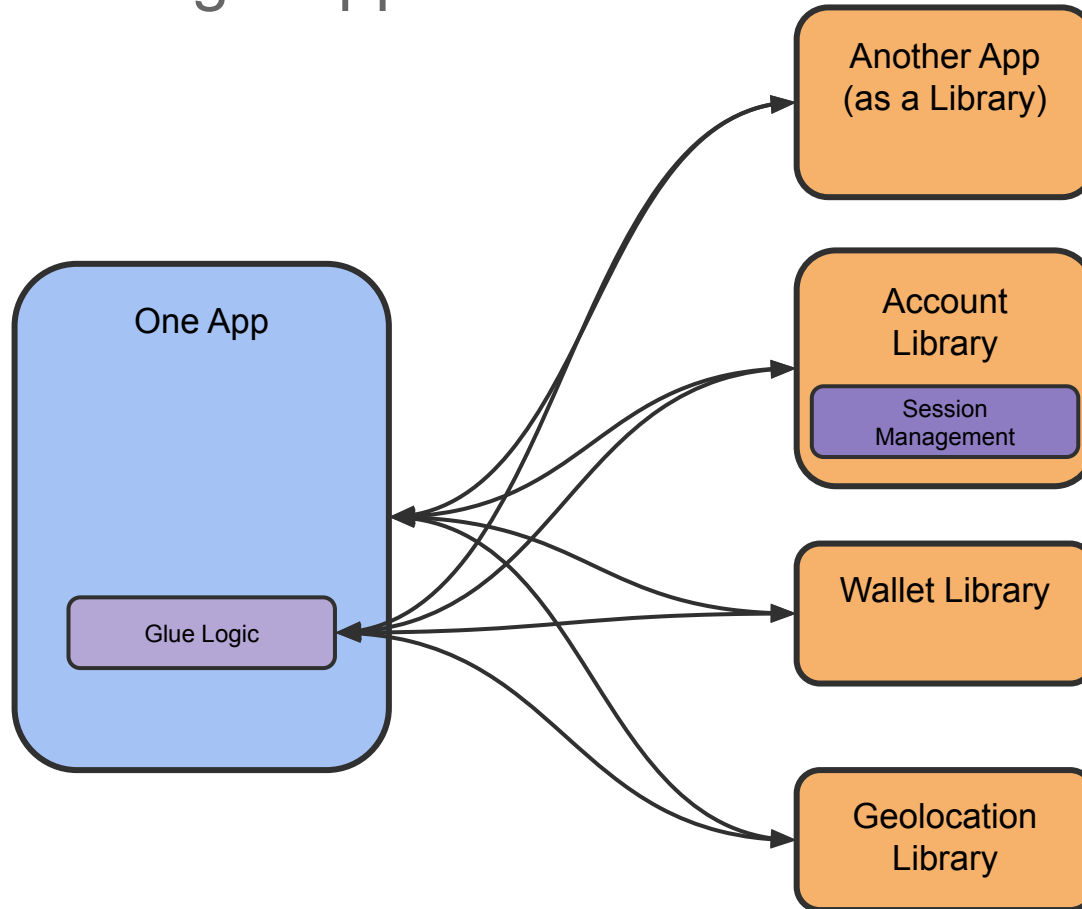


# Focussing on a single app

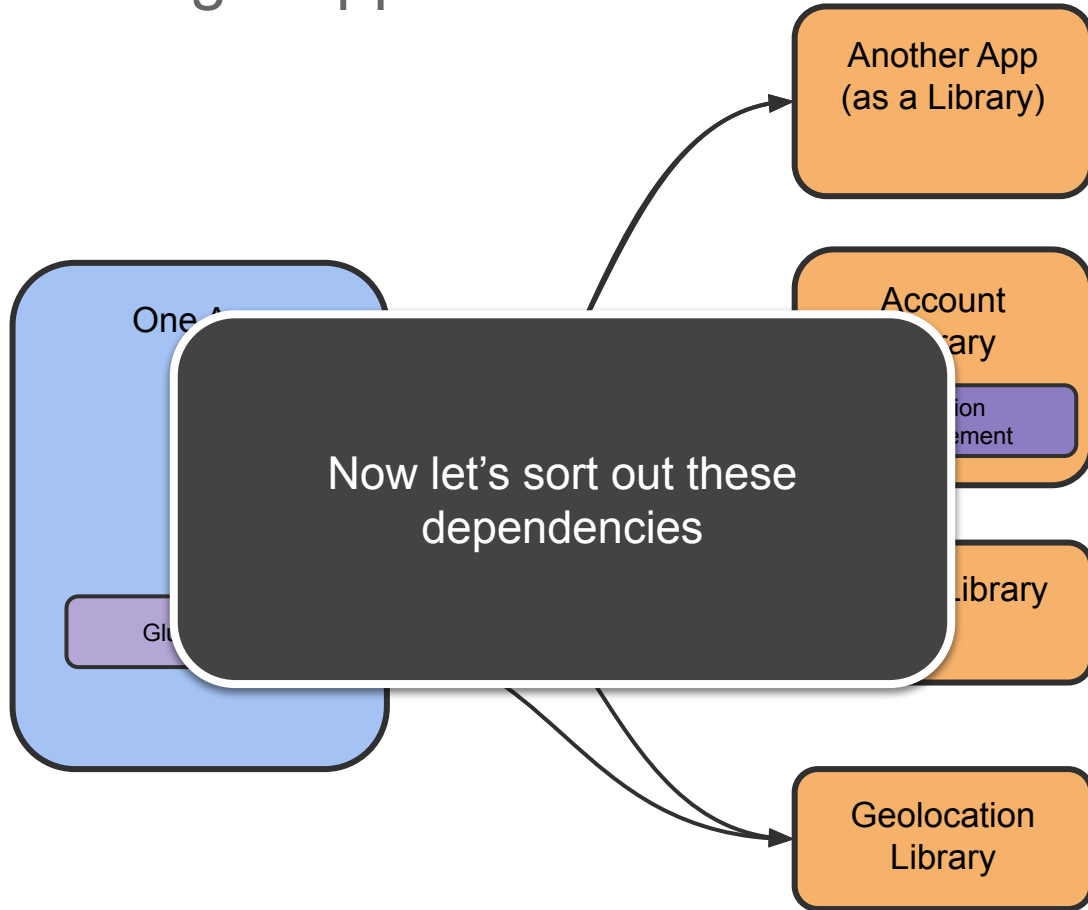




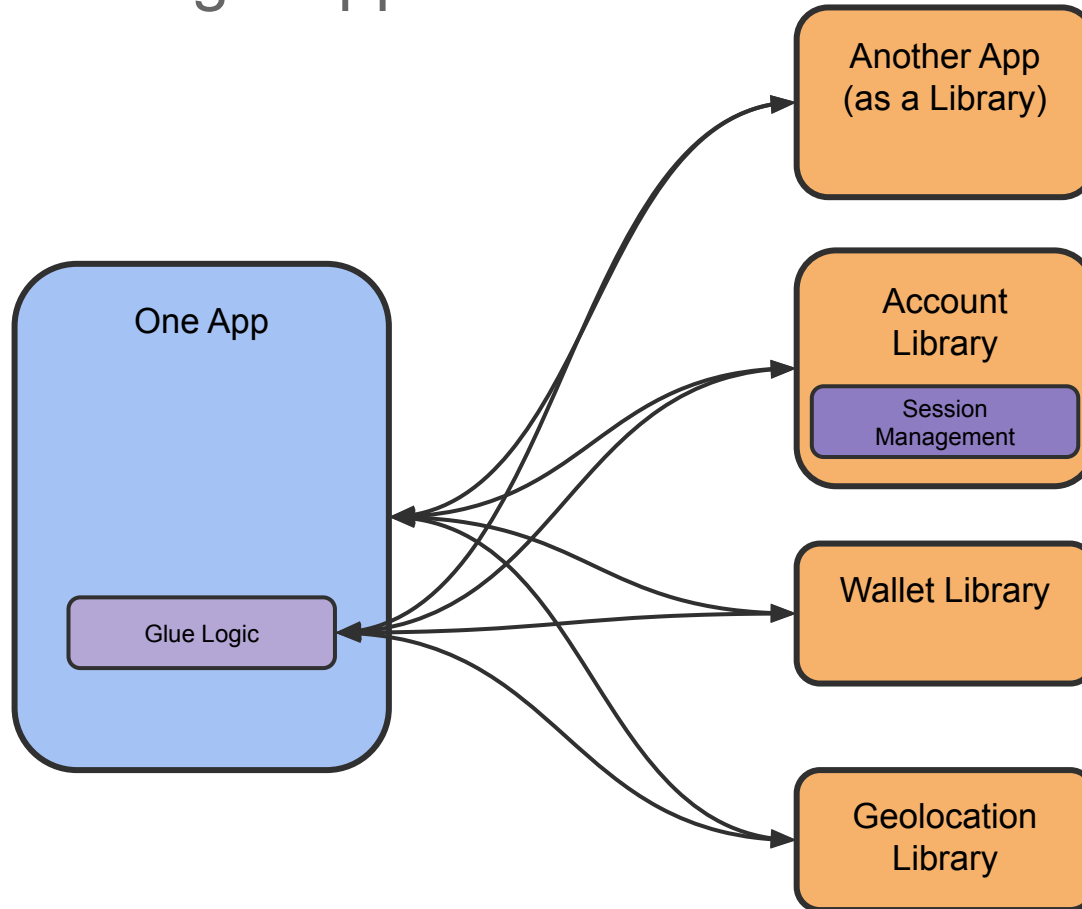
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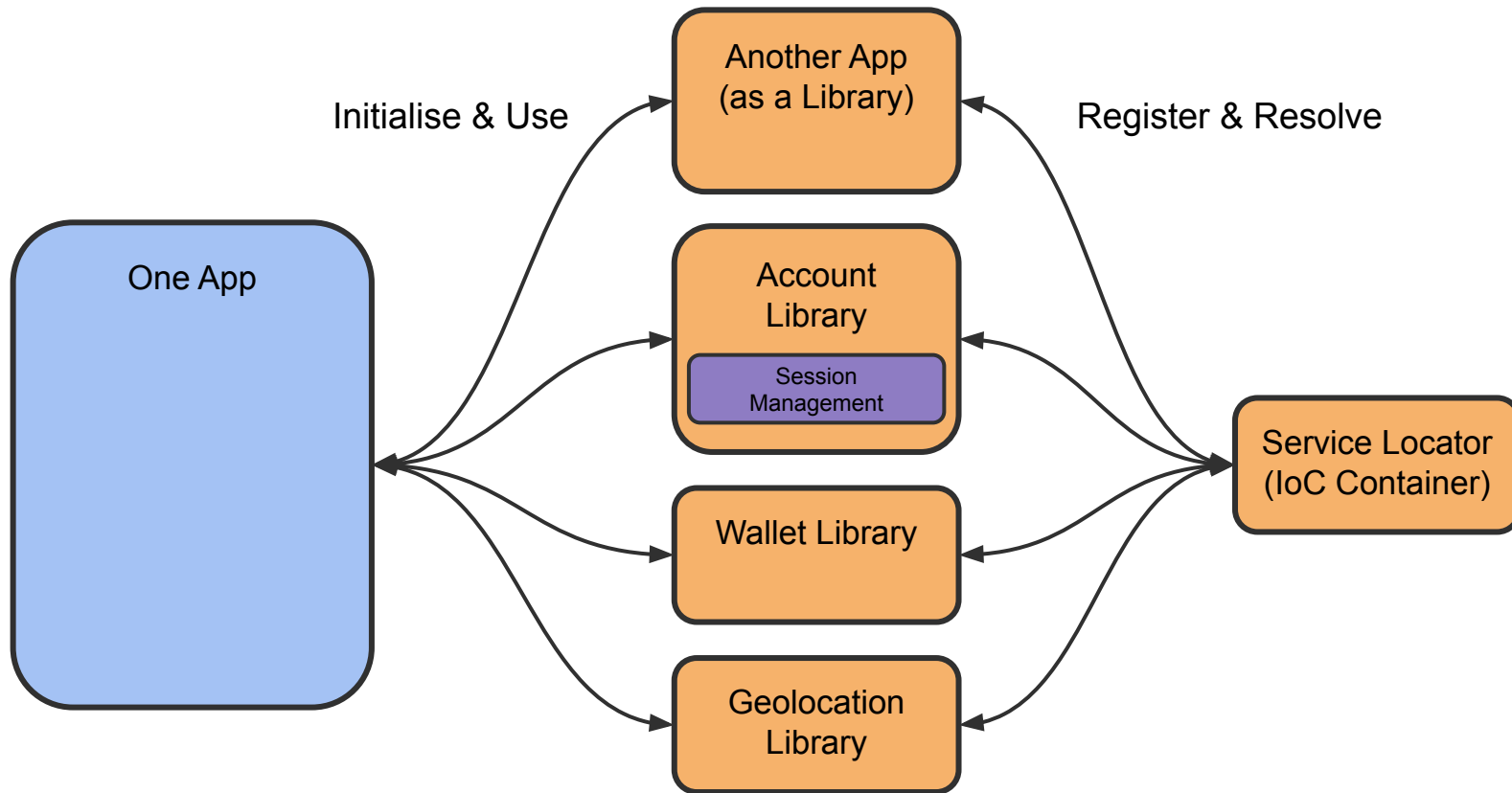
# Focussing on a single app



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# Tools for Teams

## CLI Tool Called FanBrew

```
fanbrew init
~/code fanbrew init
Re-building local files needed for fanbrew...

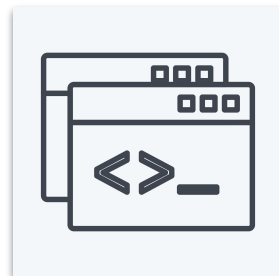
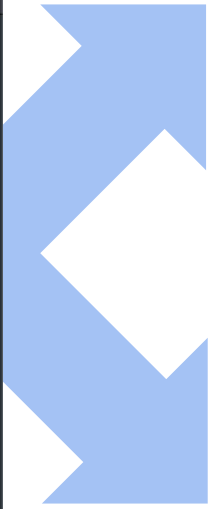
FanBrew CLI (v4.0.3 sha:df7d919 branch:stable)

This utility will walk you through creating a fanbrew.json file.
It only covers the most common items, and tries to guess sensible defaults.

Use fanbrew install afterwards to install project based on config

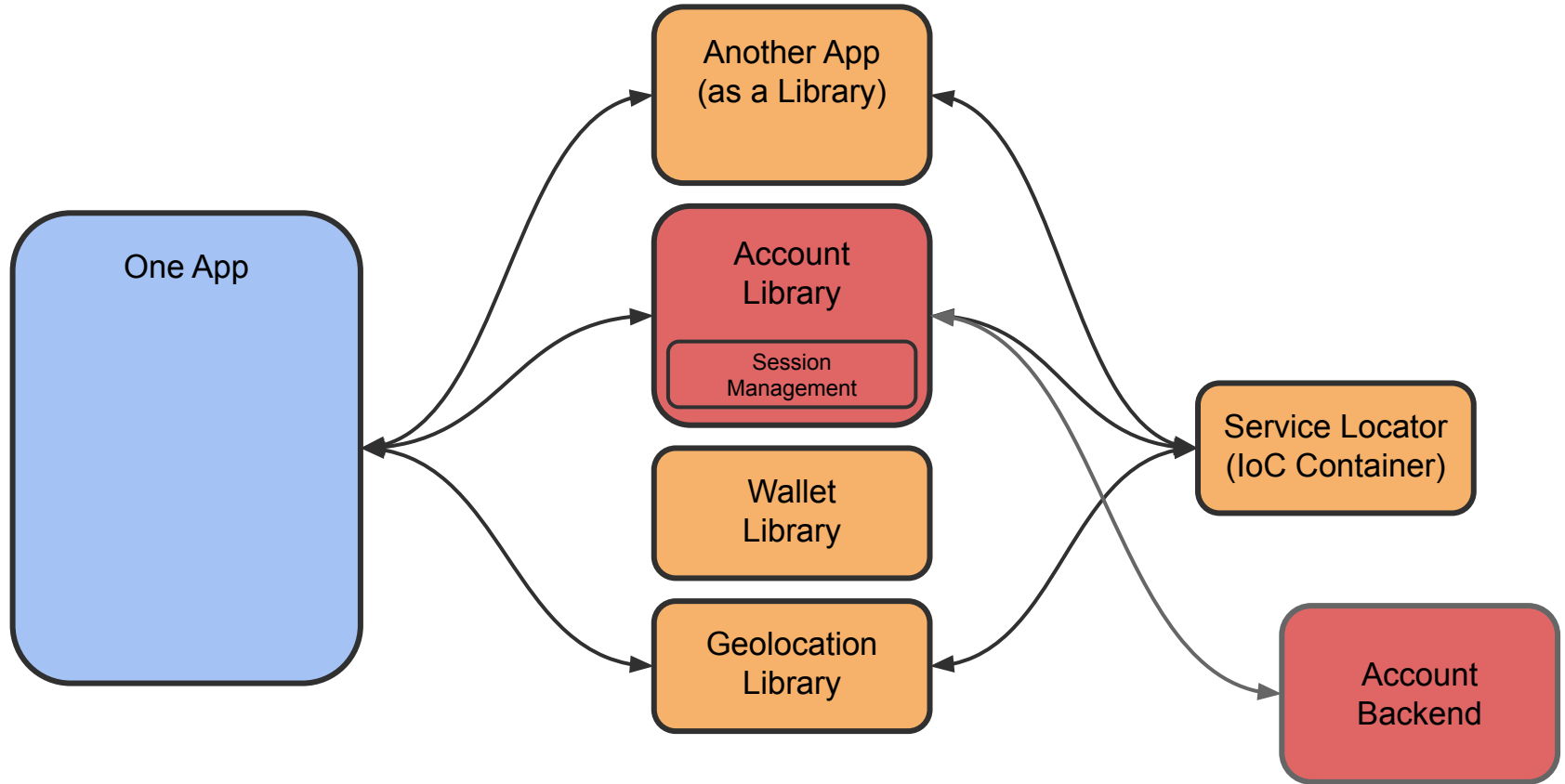
Exit using ^C

✓ Enter library name: ... my-amazing-library
✓ Publish a contract? > Yes
? Choose target platforms >
Instructions:
  ↑/: Highlight option
  -/~/[space]: Toggle selection
  a: Toggle all
  enter/return: Complete answer
● Android
● iOS
● React & ReactNative
```

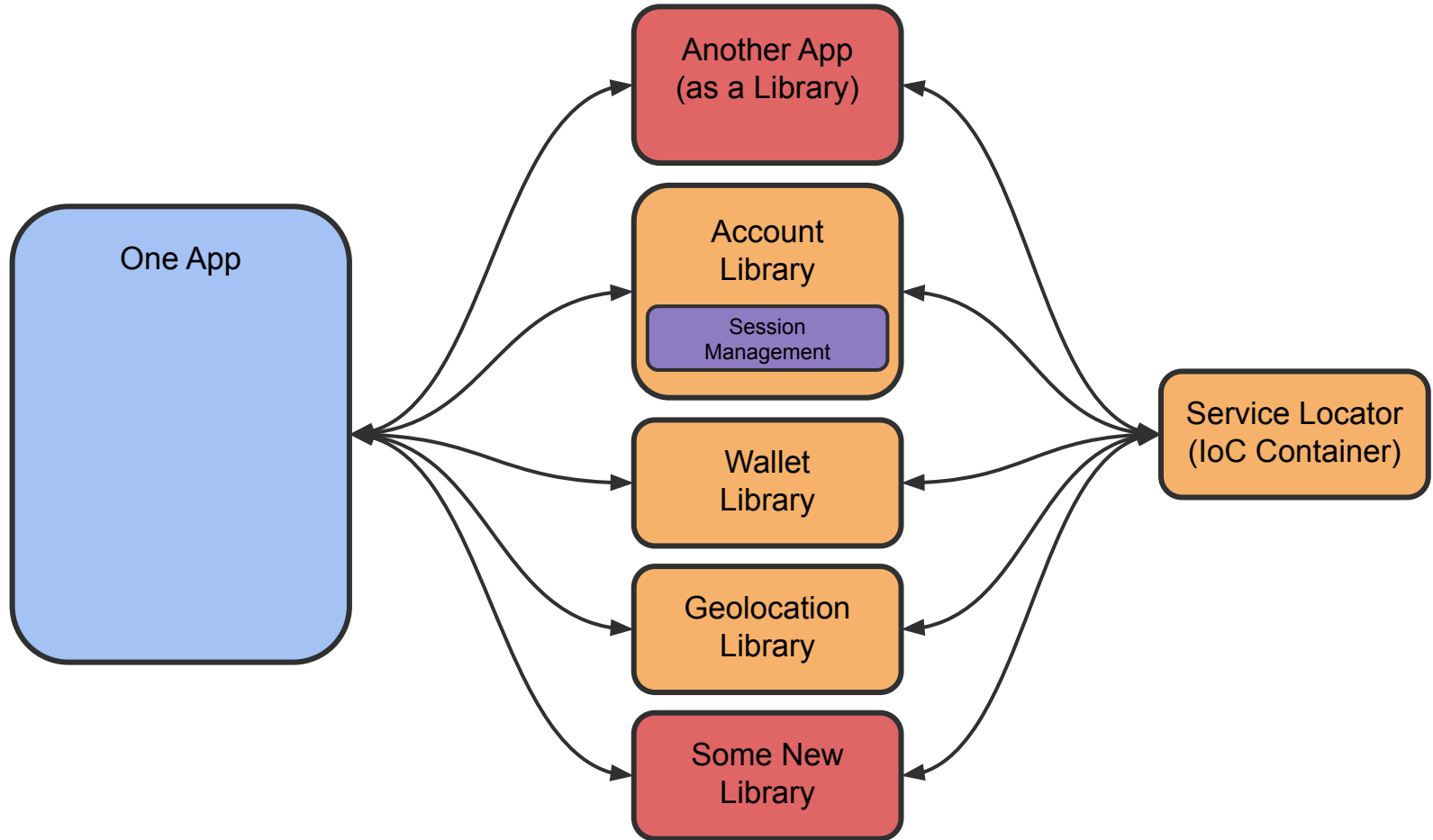


GitHub Actions

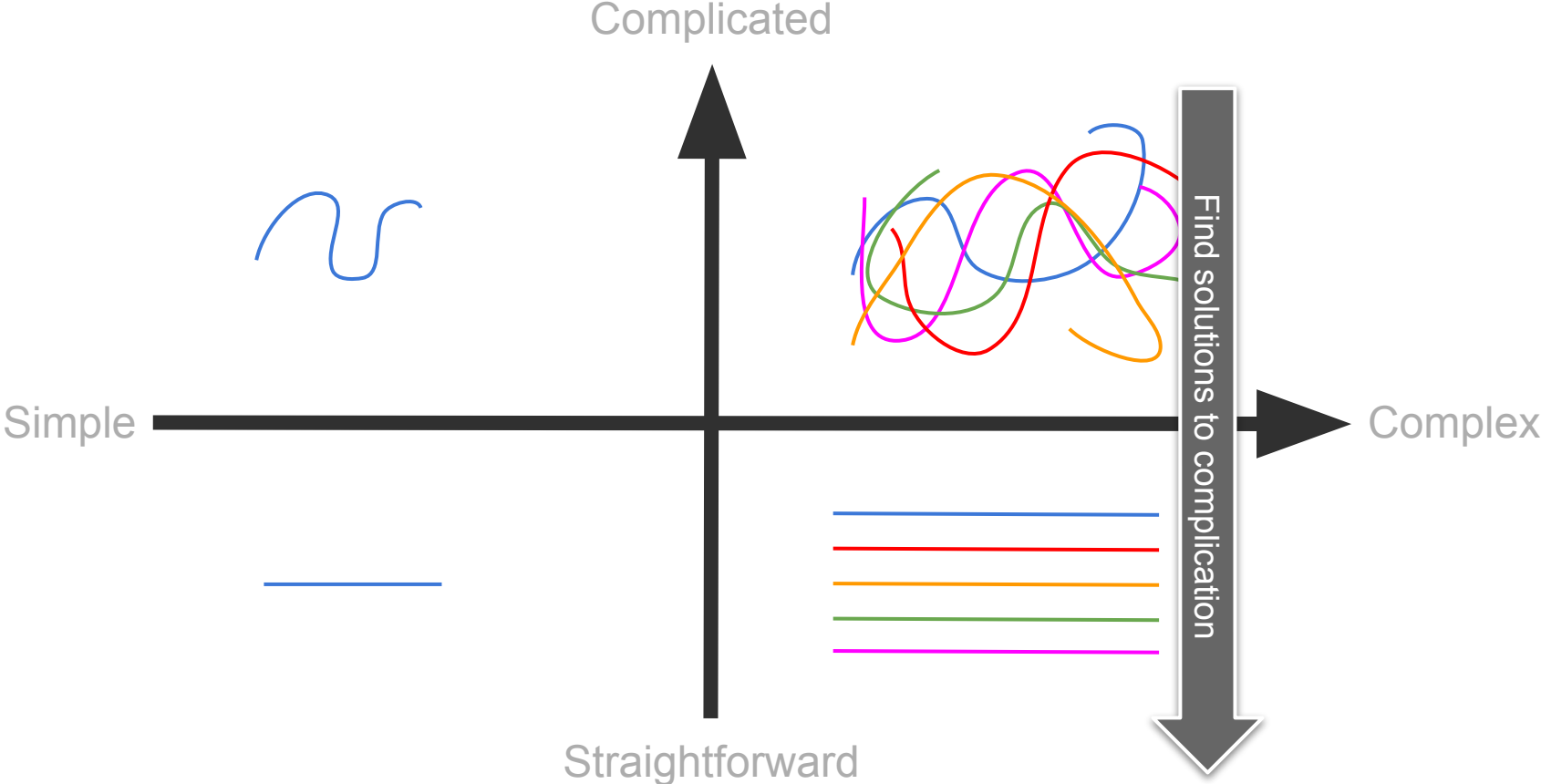
# The Benefits - Limited Blast Radius of Change



# The Benefits - Easy to add new functionality



# What makes your code complicated?





Please Reach Out



Tristan Heal

<https://www.linkedin.com/in/tsheal/>

# Part 4

What we learned along the way

# Lesson 1 - Early Stakeholder Engagement



## Lesson 2 - Mindful of impact to roadmaps



- Senior Leadership Buy In is Critical
- Especially Product Leadership
- Establish Criteria for triaging change

## Lesson 3 - Find Early Wins



Senior Leadership can be nervous about long lead time innovation which slows down roadmaps.

Show value as quickly as possible and build on it.