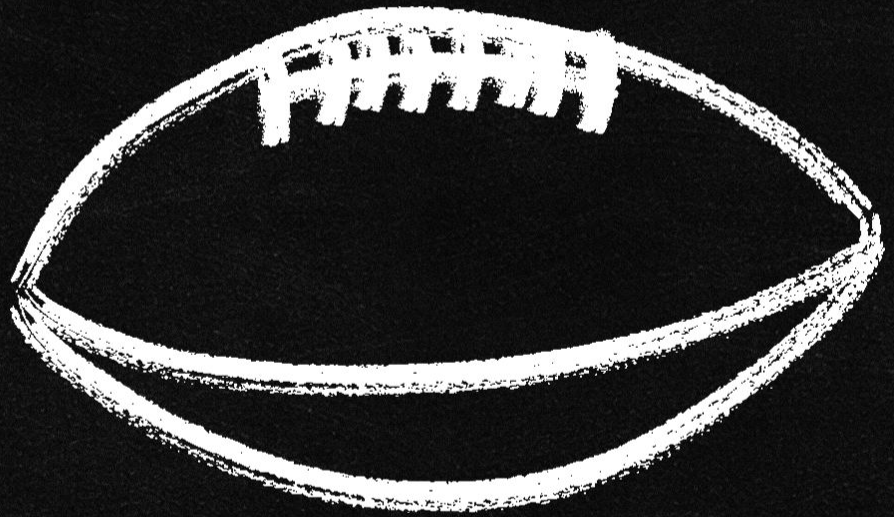
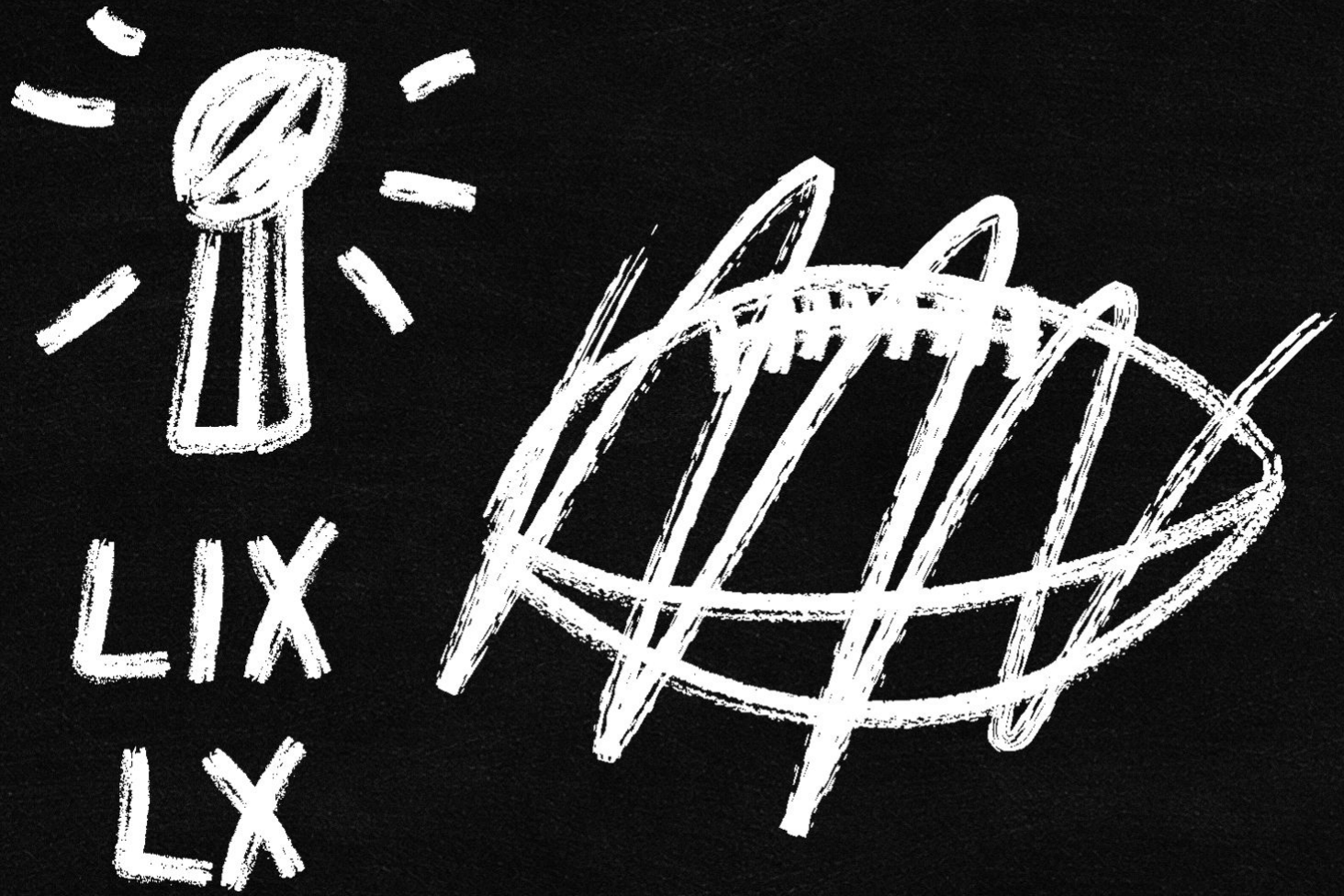
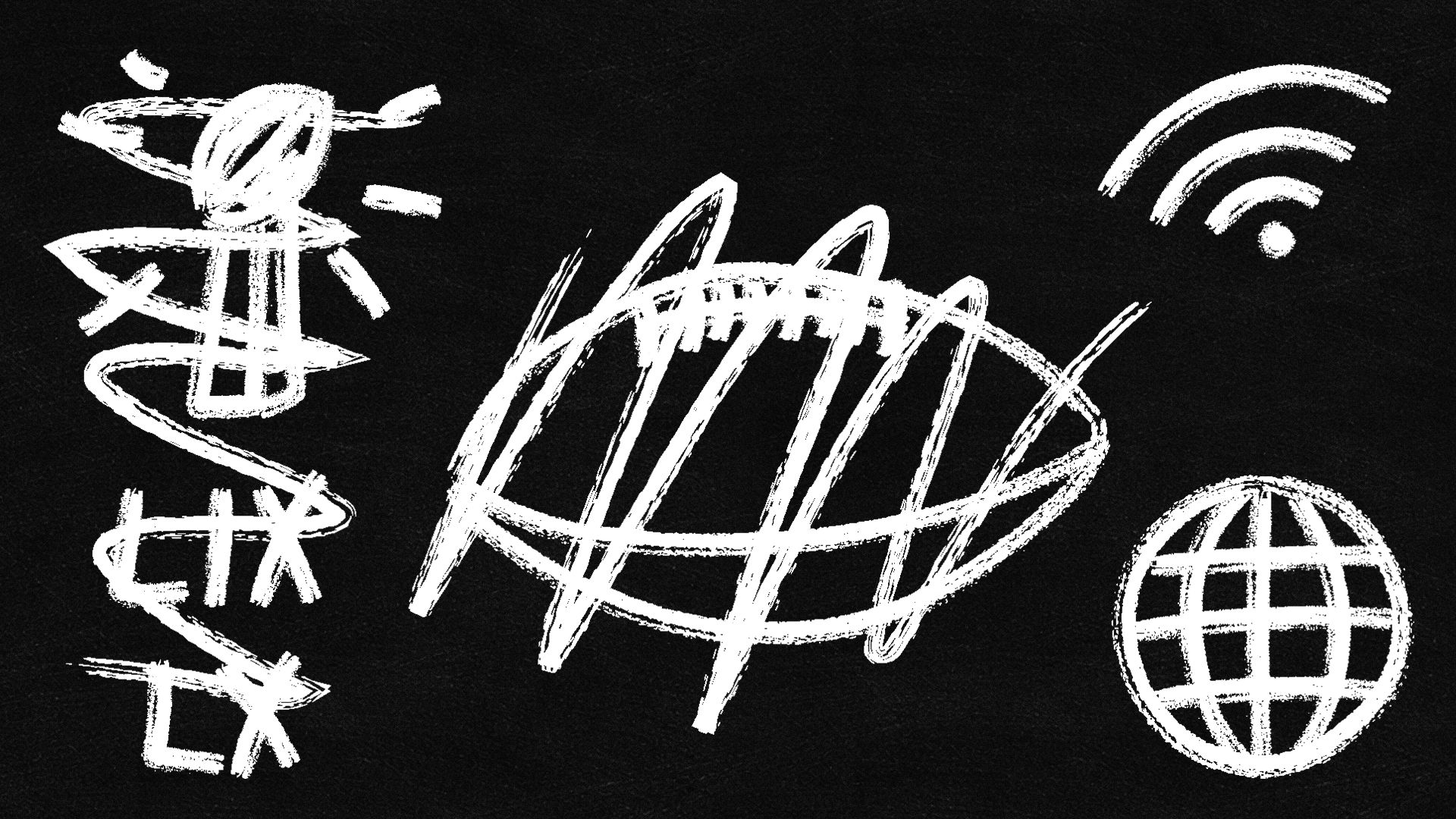



LIX
LX



GAME TIME

A PLAYBOOK TO (UNSUCCESSFULLY) 10X IN A WEEK AND (SUCCESSFULLY) 10X IN A YEAR

PLUM ERTZ - LDX3 2026

GAME TIME

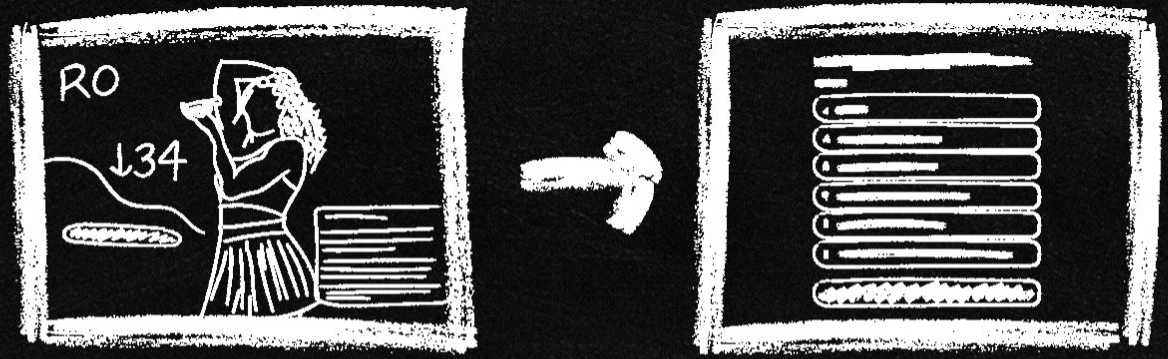
A PLAYBOOK TO (UNSUCCESSFULLY) 10X IN A WEEK
AND (SUCCESSFULLY) 10X IN A YEAR

PLUM ERTZ - LDX3 2026

CAN OUR SITE HANDLE A SUPER BOWL AD?

CAN

N OUR SITE HA

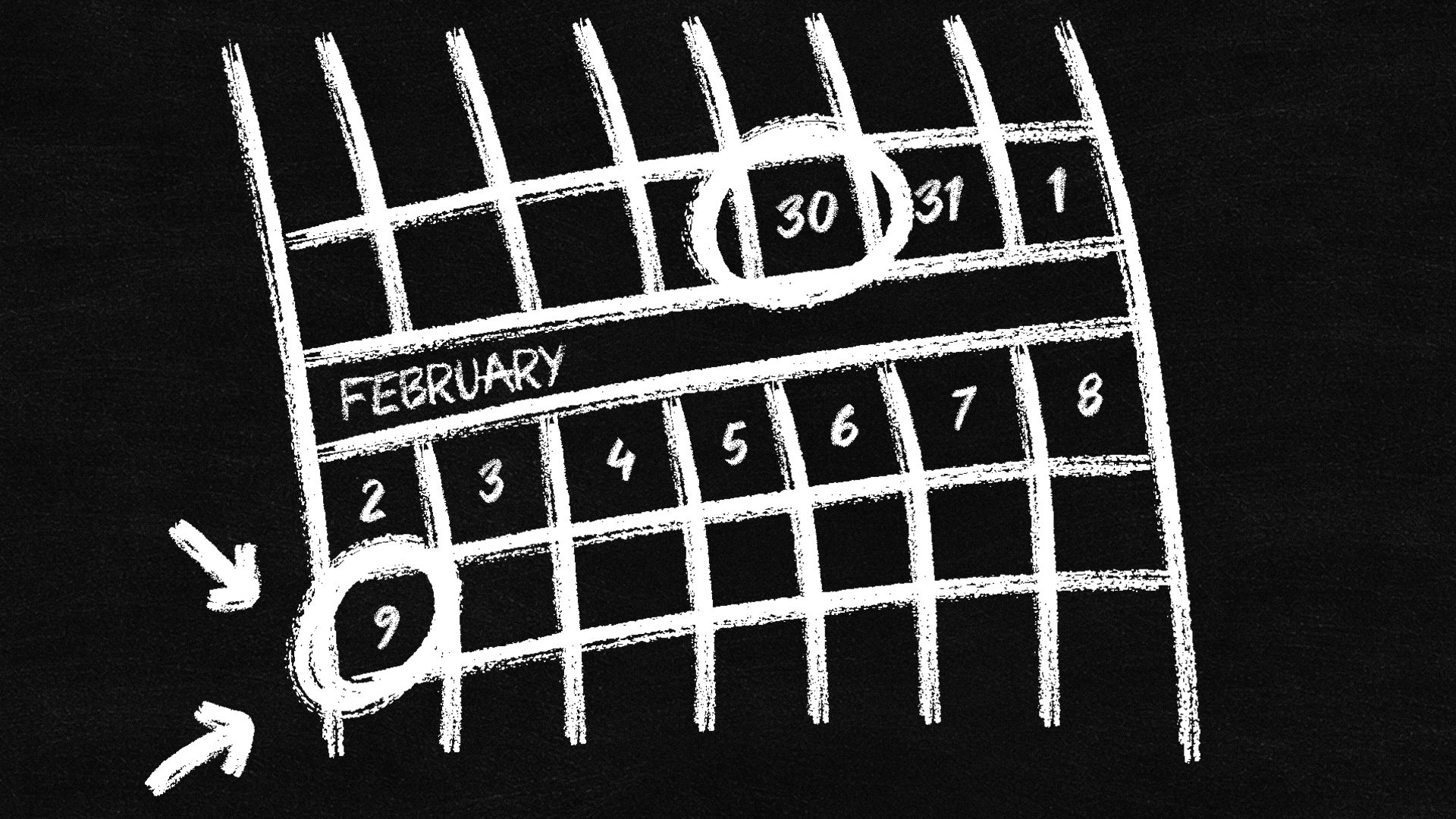


1 2

A SUPER BOWL AD?


TE HANDLE A


WL A
?


30
31
1
FEBRUARY
2
3
4
5
6
7
8
9

1

2

PERFORMANCE
OPTIMIZATION

LOAD TESTING

PERFORMANCE
OPTIMIZATION  LOAD TESTING

1

2

PERFORMANCE OPTIMIZATION

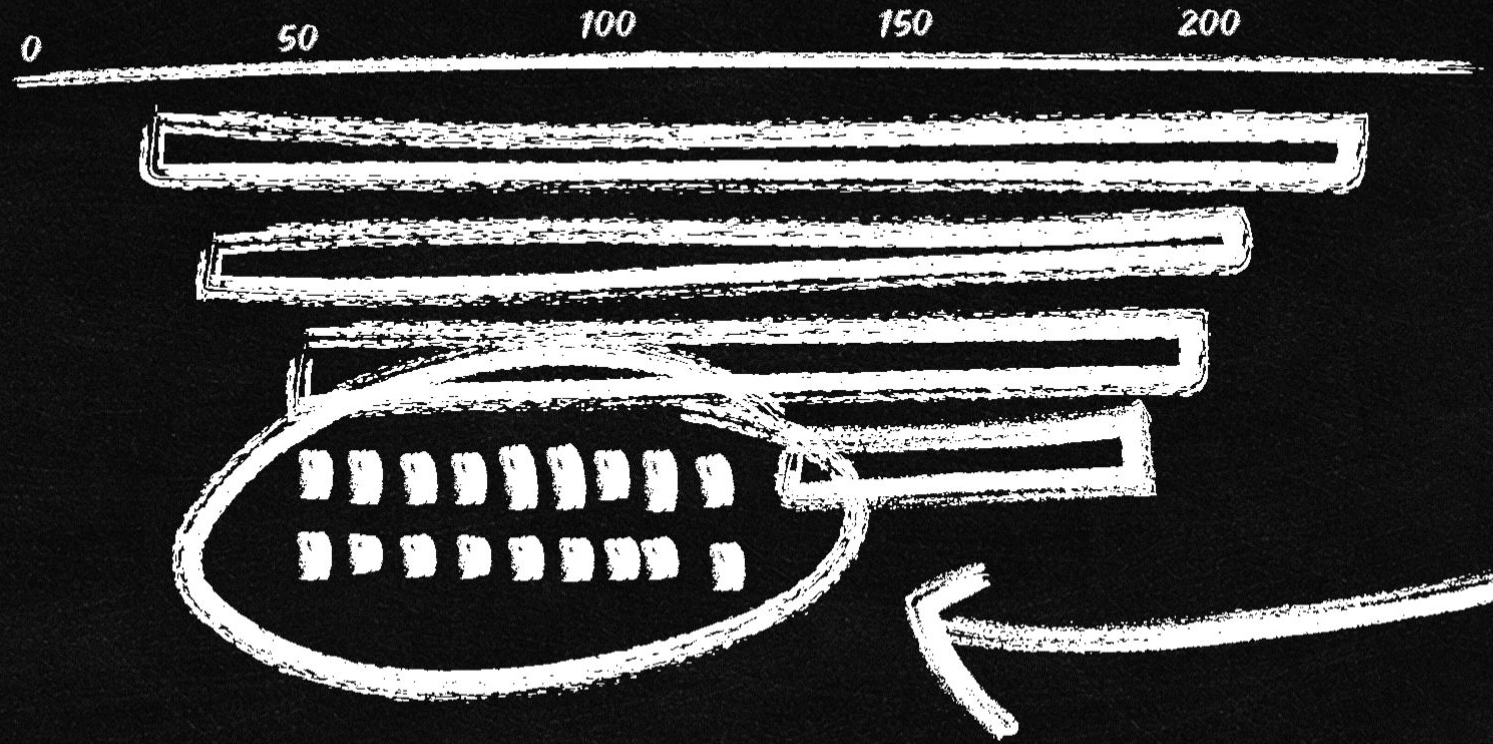
16

LOAD TESTING

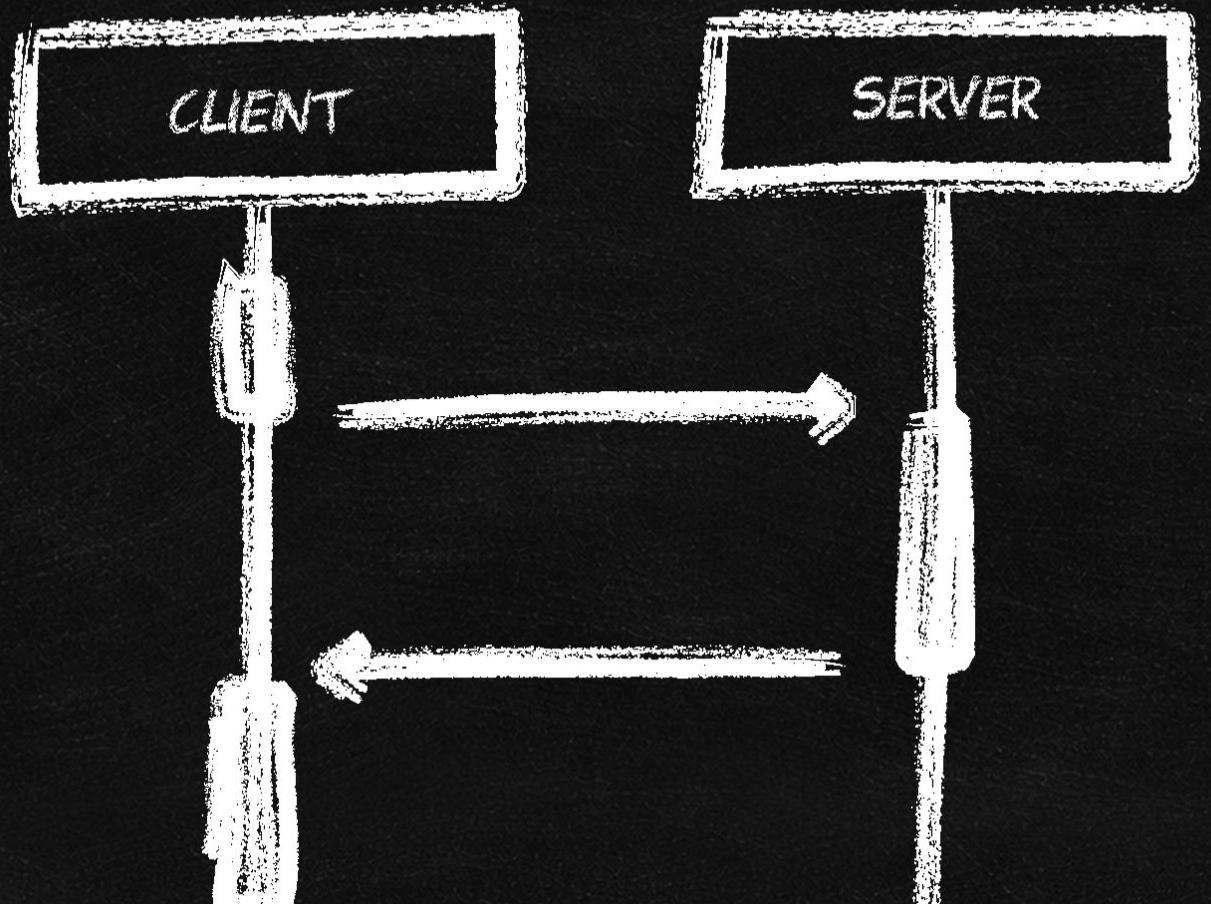
PERFORMANCE OPTIMIZATION

LOAD TESTING

- N+1 QUERIES
- BLOCKING SYNC CALLS


0
50
100
150
200

- BLOCKING SYNC CALLS



PERFORMANCE OPTIMIZATION

LOAD TESTING

- N+1 QUERIES
- BLOCKING SYNC CALLS

MANCE
ZATION

LOAD TESTING

IES

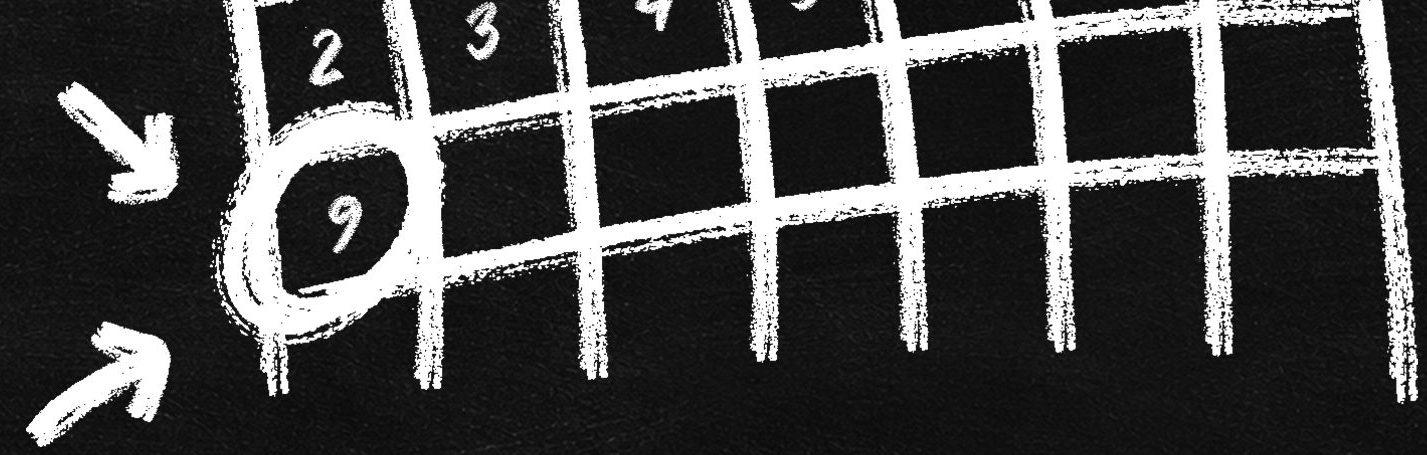
G SYNC CALLS

CLIENT

SERVER


MANCE
ZATION
16
IES
SYNC CALLS
CLIENT
SERVER
FEBRUAR
2
3
9

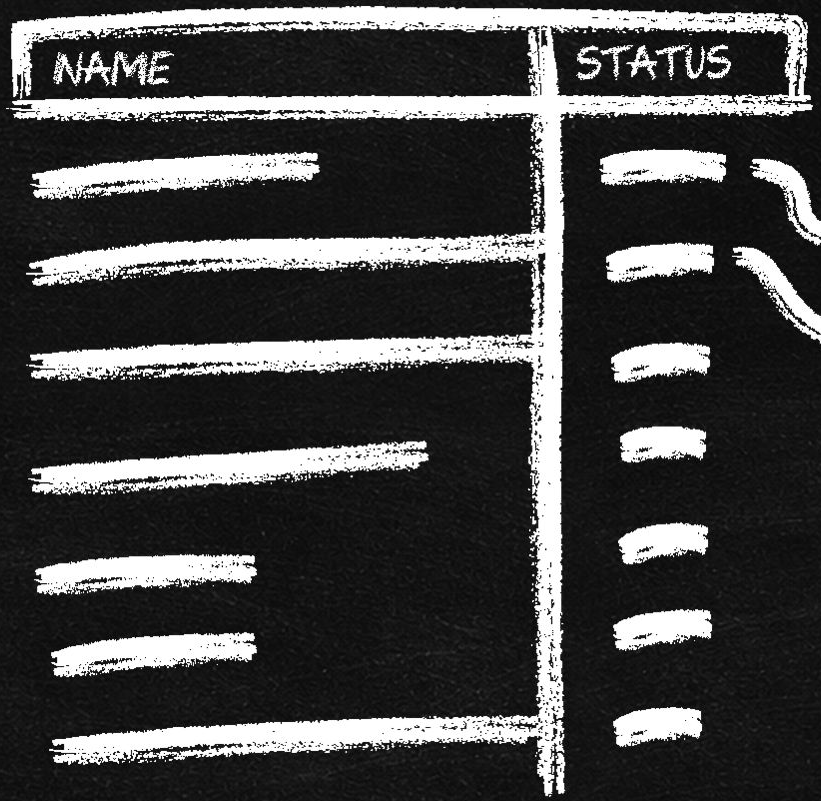

MANCE
ZATION
LOAD TESTING
IES
SYNC CALLS
CLIENT
SERVER
FEBRUAR
2
3
9



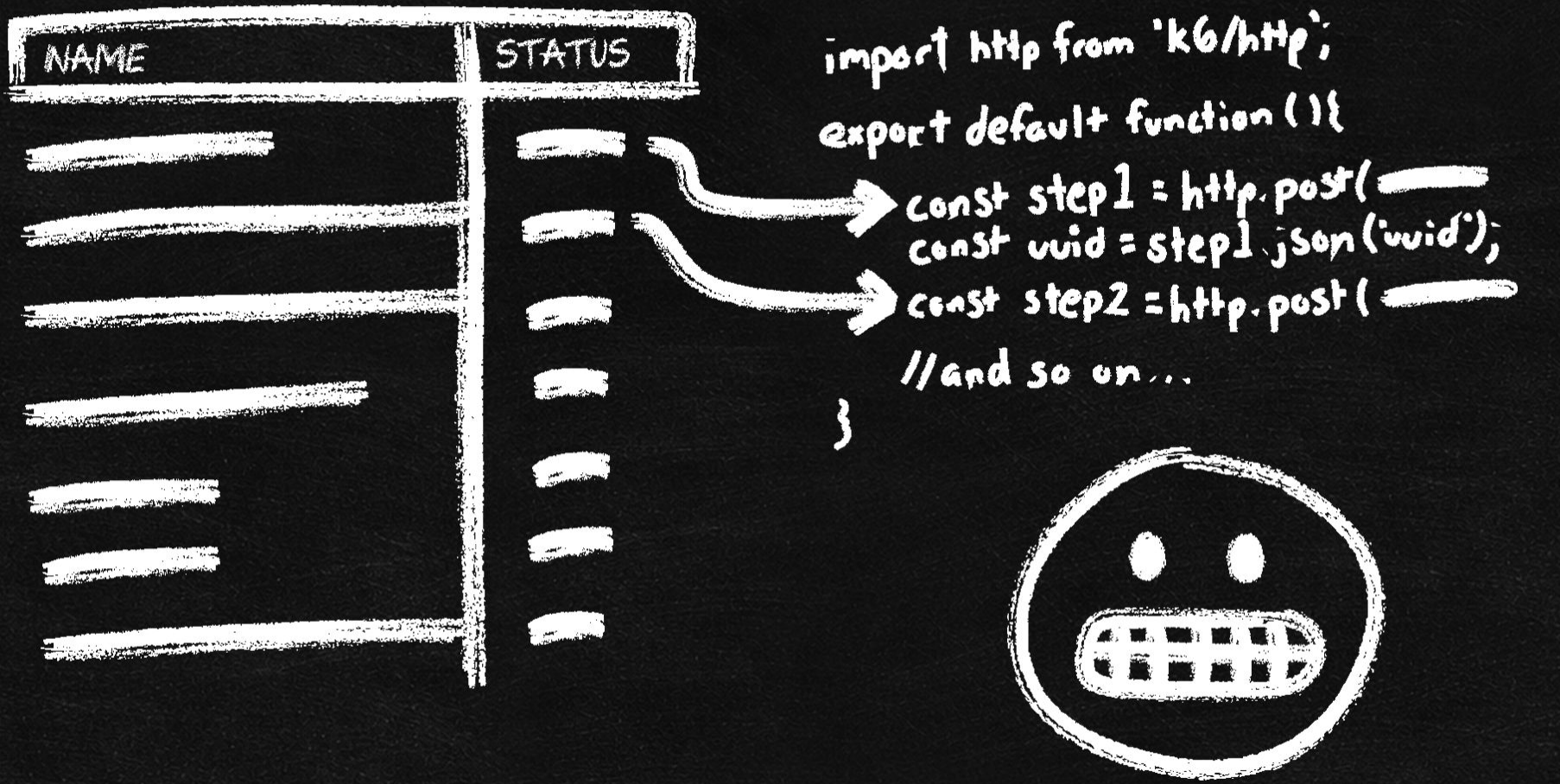
~~6 WEEKS~~

1.5 DAYS


2
3
9
6 WEEKS
1.5 DAYS
k6




```
import http from 'k6/http';
export default function (){
  const step1 = http.post(
  const uuid = step1.json('uuid');
  const step2 = http.post(
  //and so on...
}
```

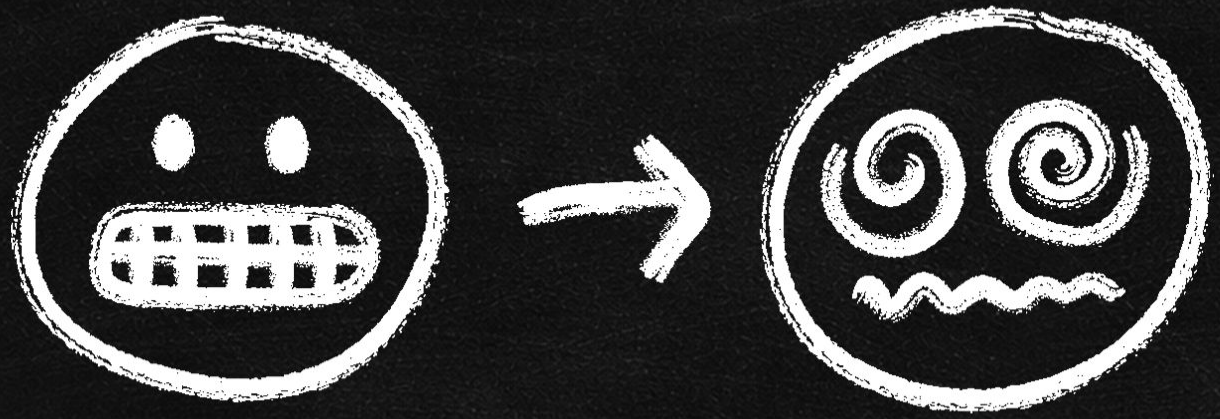

NAME
STATUS
import http from 'k6/http';
export default function (){
const step1 = http.post(
const uuid = step1.json('uuid');
const step2 = http.post(
//and so on...
}

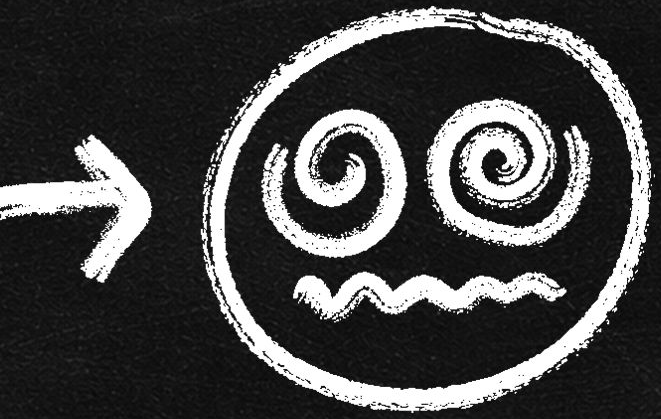
1

2

NCE

```
const step1 = http.post(
const uuid = step1.json('uuid');
const step2 = http.post(
//and so on...
}
```





plum 5 minutes ago

in our staging tests (granted not 1:1 with size of things) SQS held up well, limiting factor was still member create

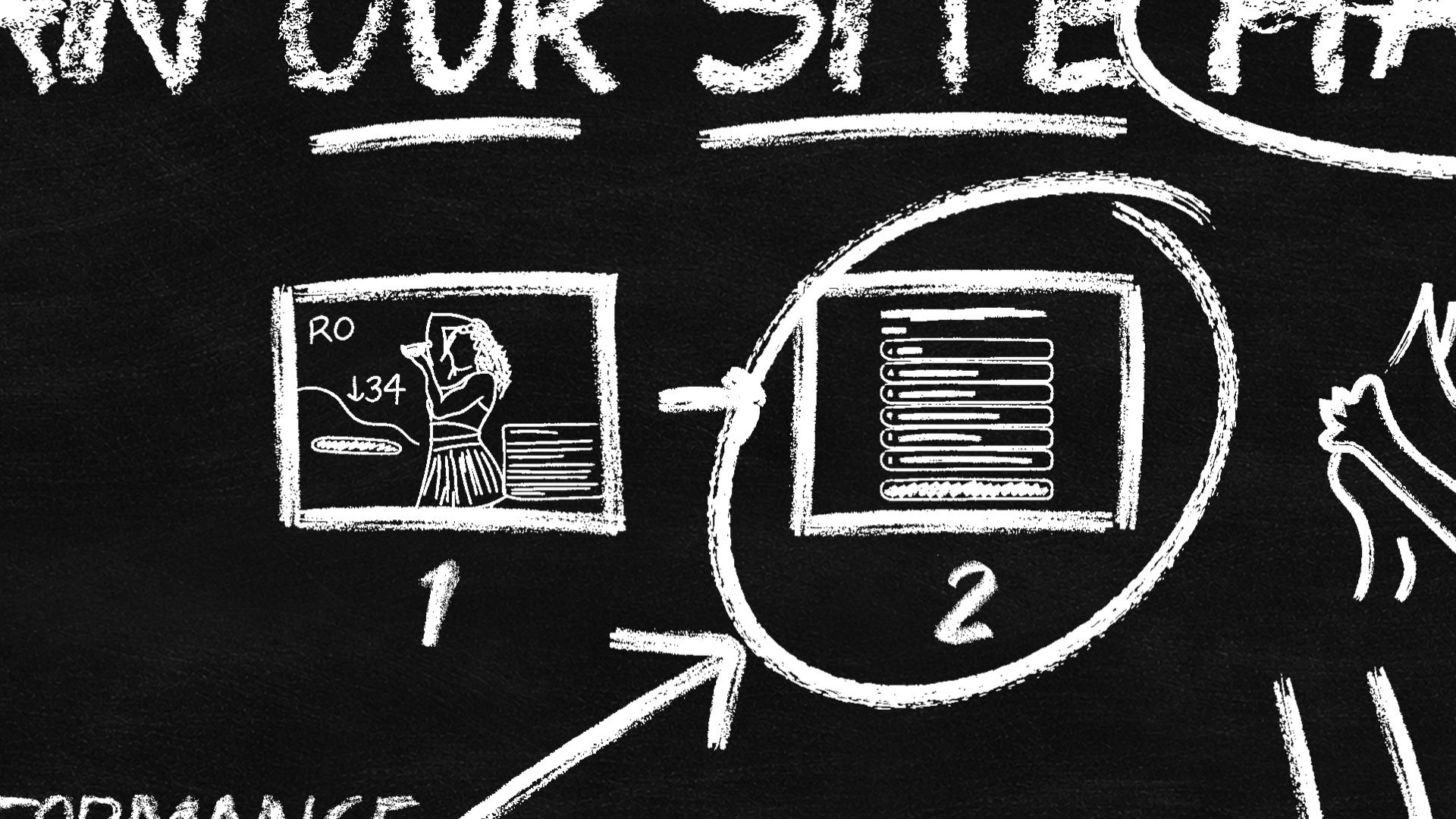
plum 5 minutes ago

(which we briefly discussed how we make member create async and then determined that 8PM on a friday was not the time for that architecture decision)

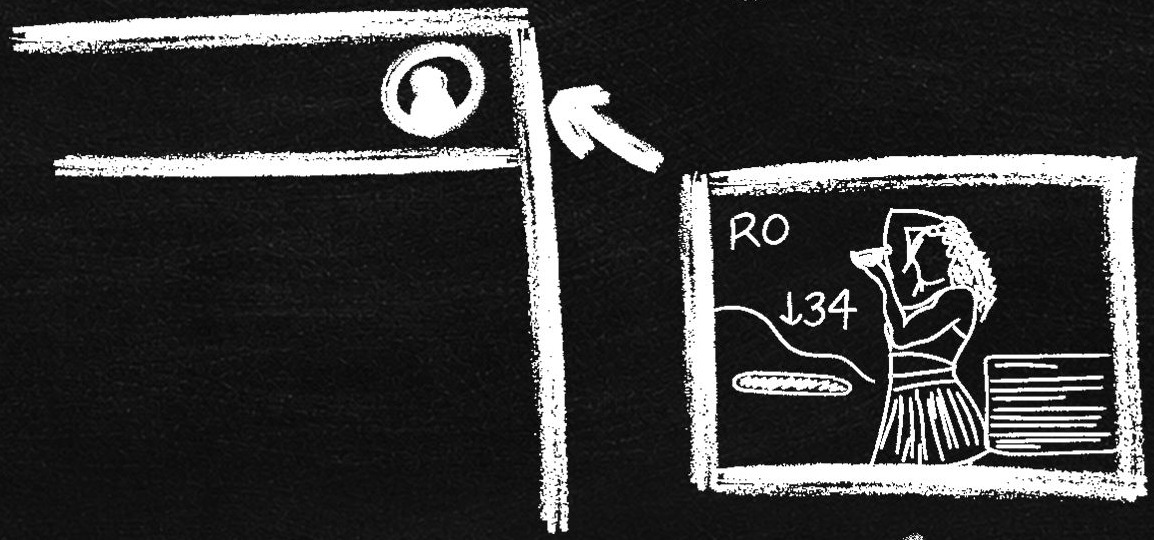
mccutchen 4 minutes ago

hahahahahaha COWARDS


BAD!


RO
134
1
2

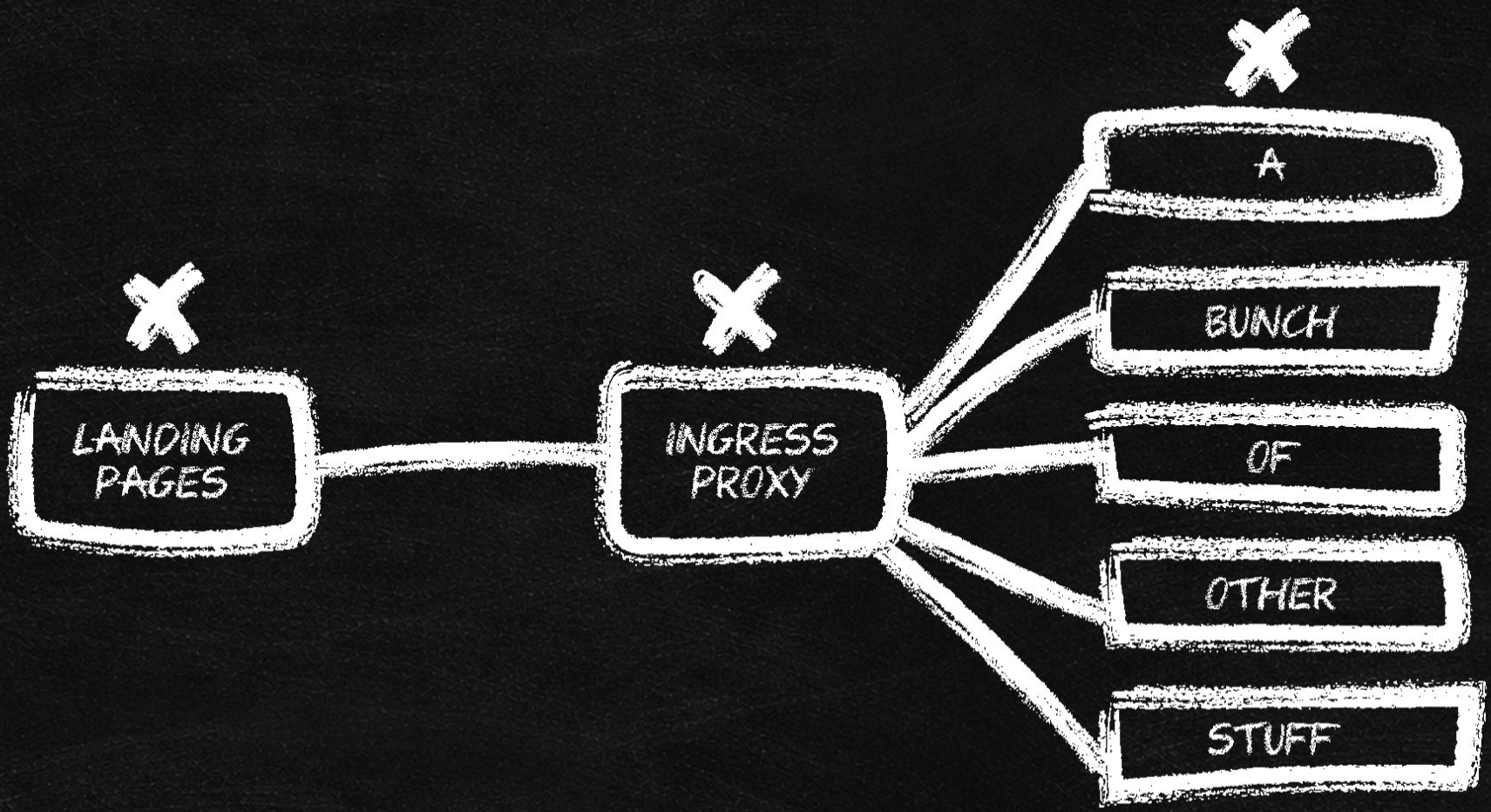
GRAB OUR SITE

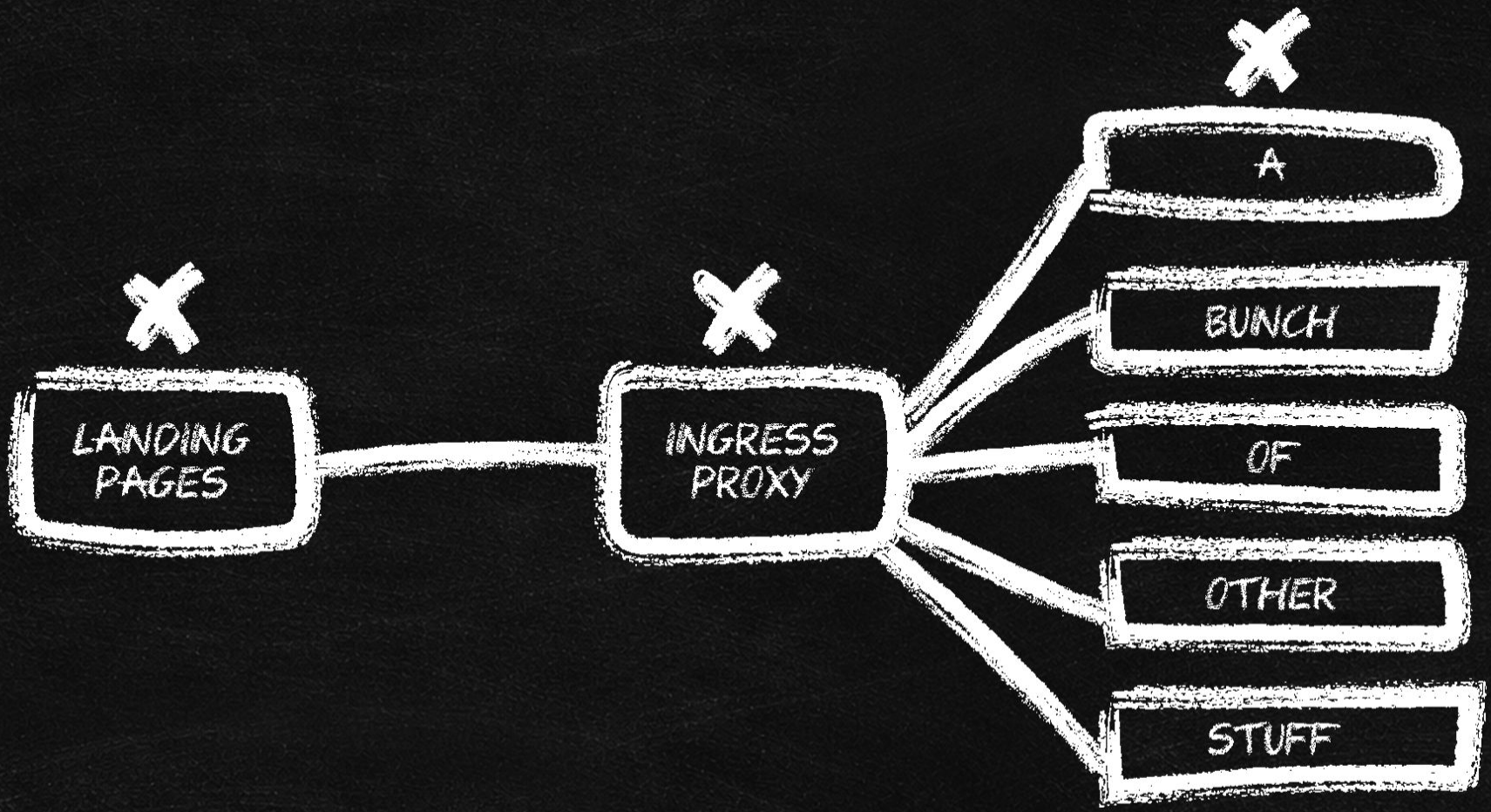


1

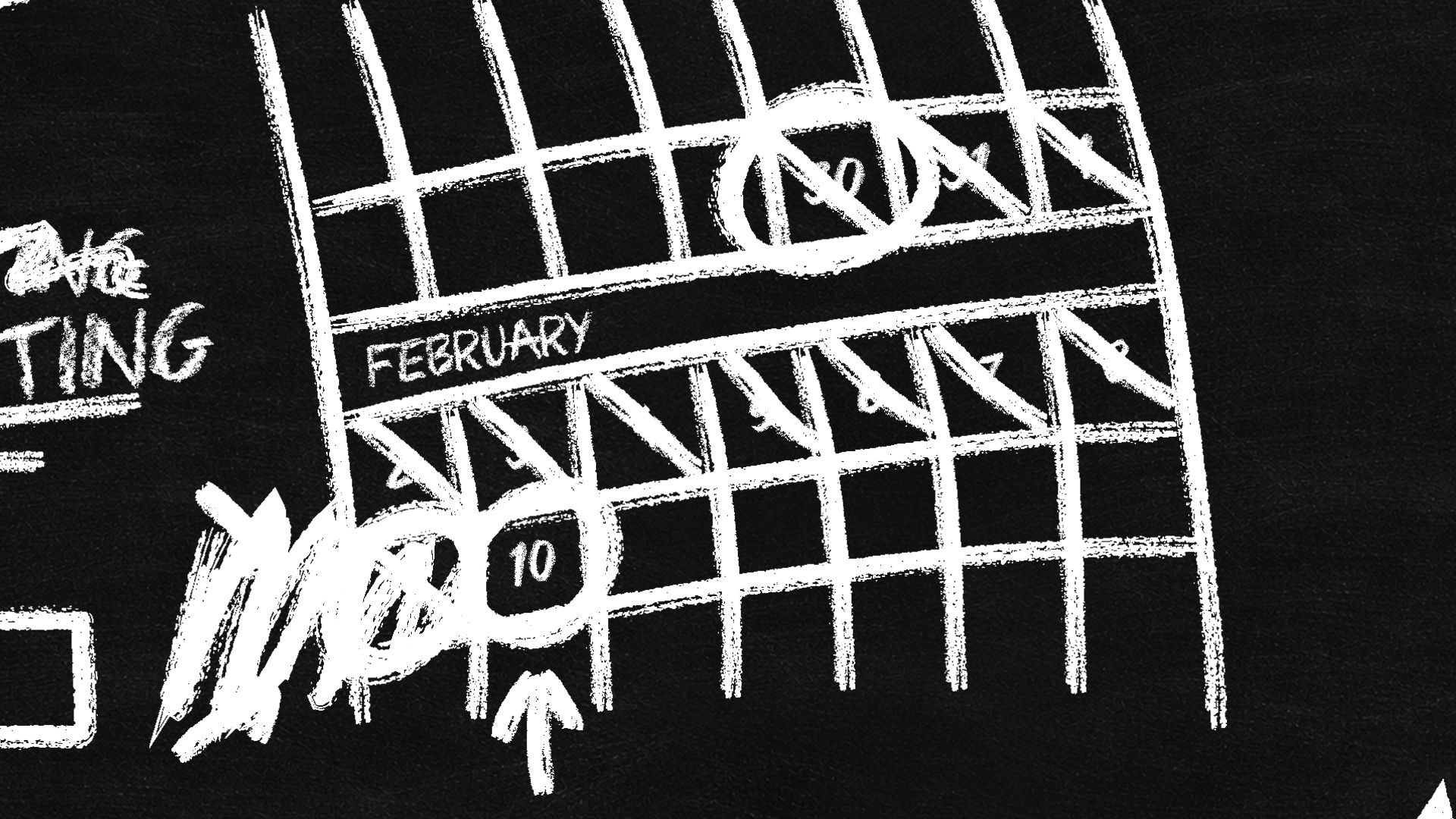
2

PERFORMANCE

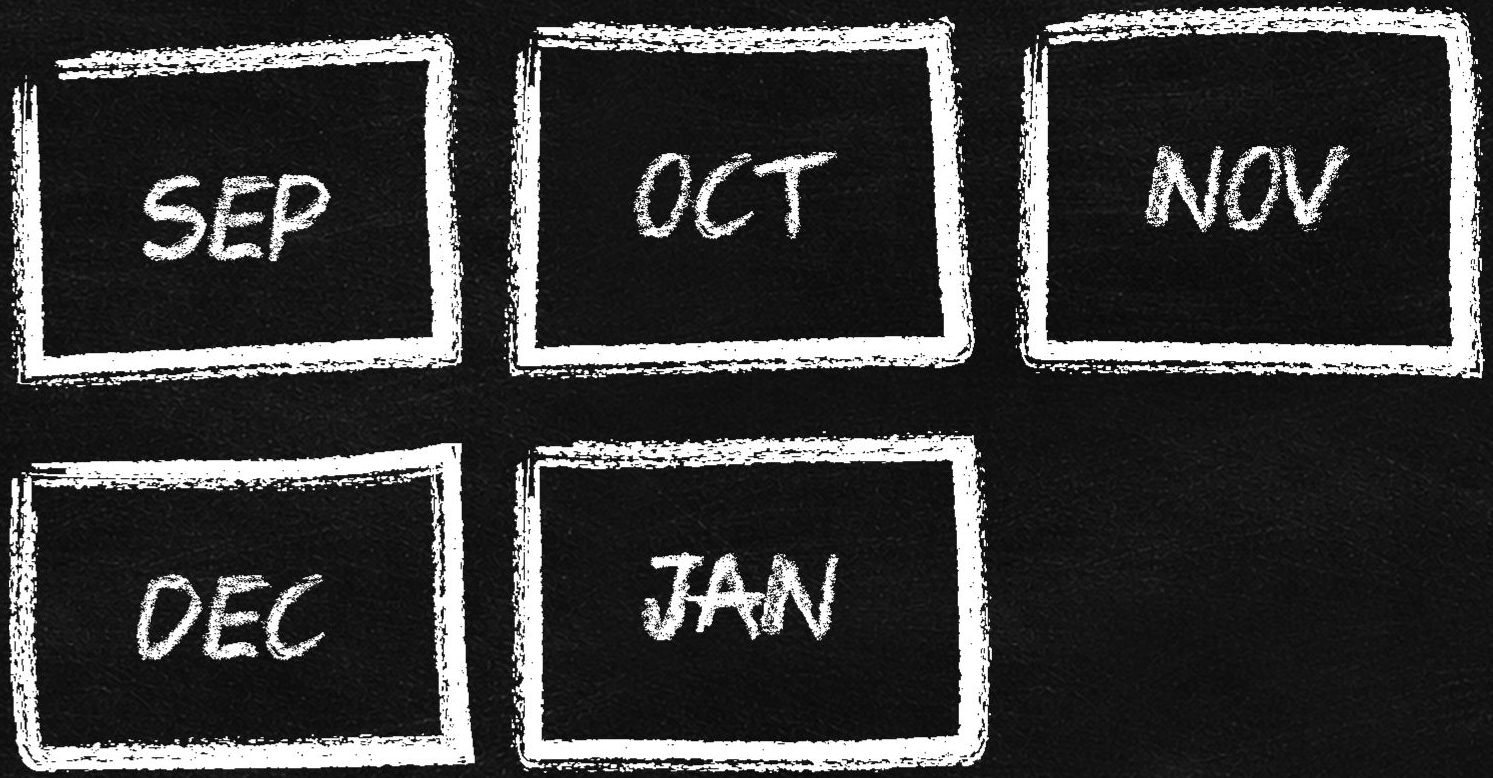

LANDING PAGES
INGRESS PROXY
A
BUNCH
OF
OTHER
STUFF

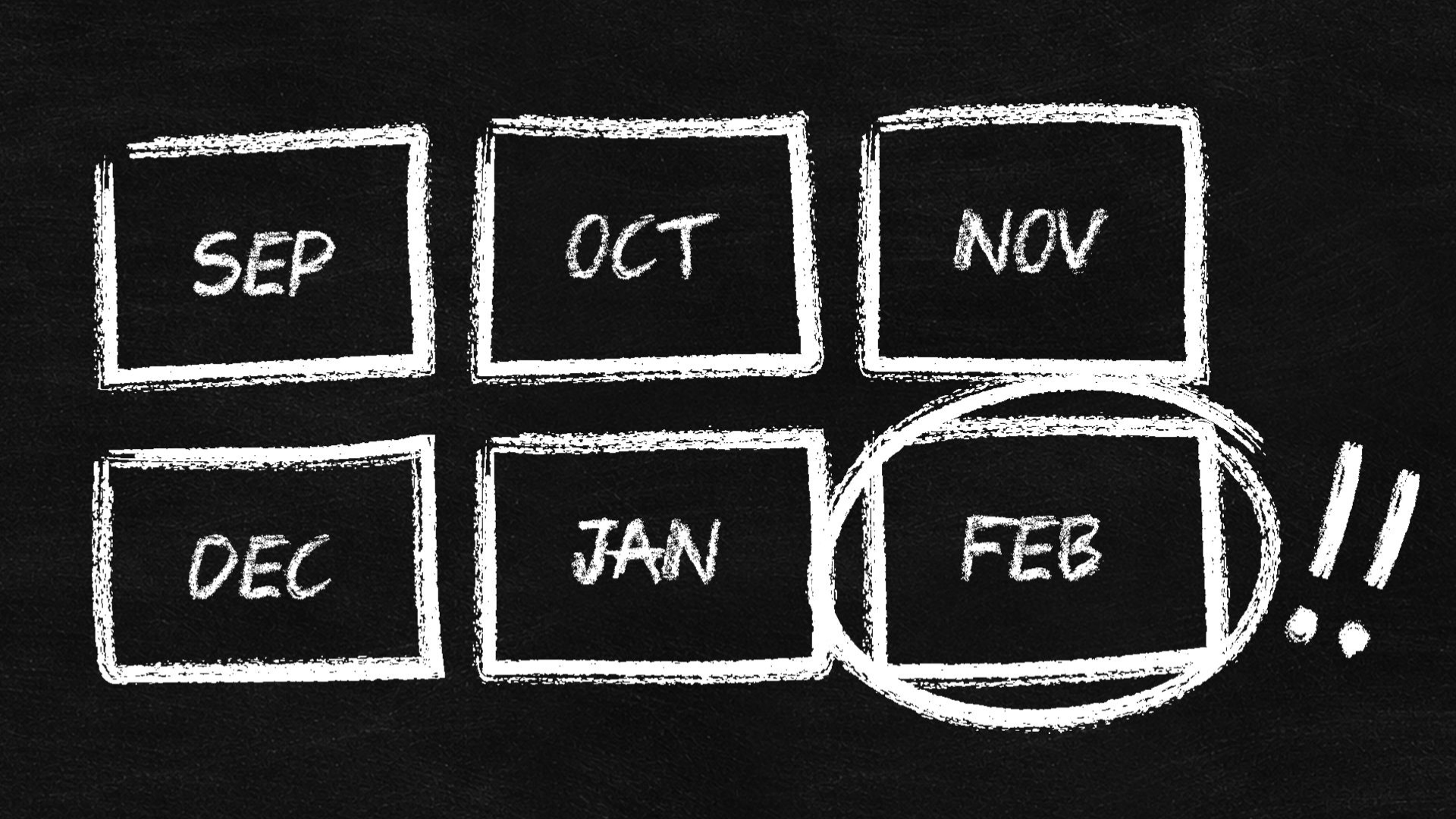

LANDING PAGES
INGRESS PROXY
A
BUNCH
OF
OTHER
STUFF


TE HANDLE A S


TING
FEBRUARY
10


SEP


SEP
OCT
NOV
DEC
JAN


SEP
OCT
NOV
DEC
JAN
FEB
!!

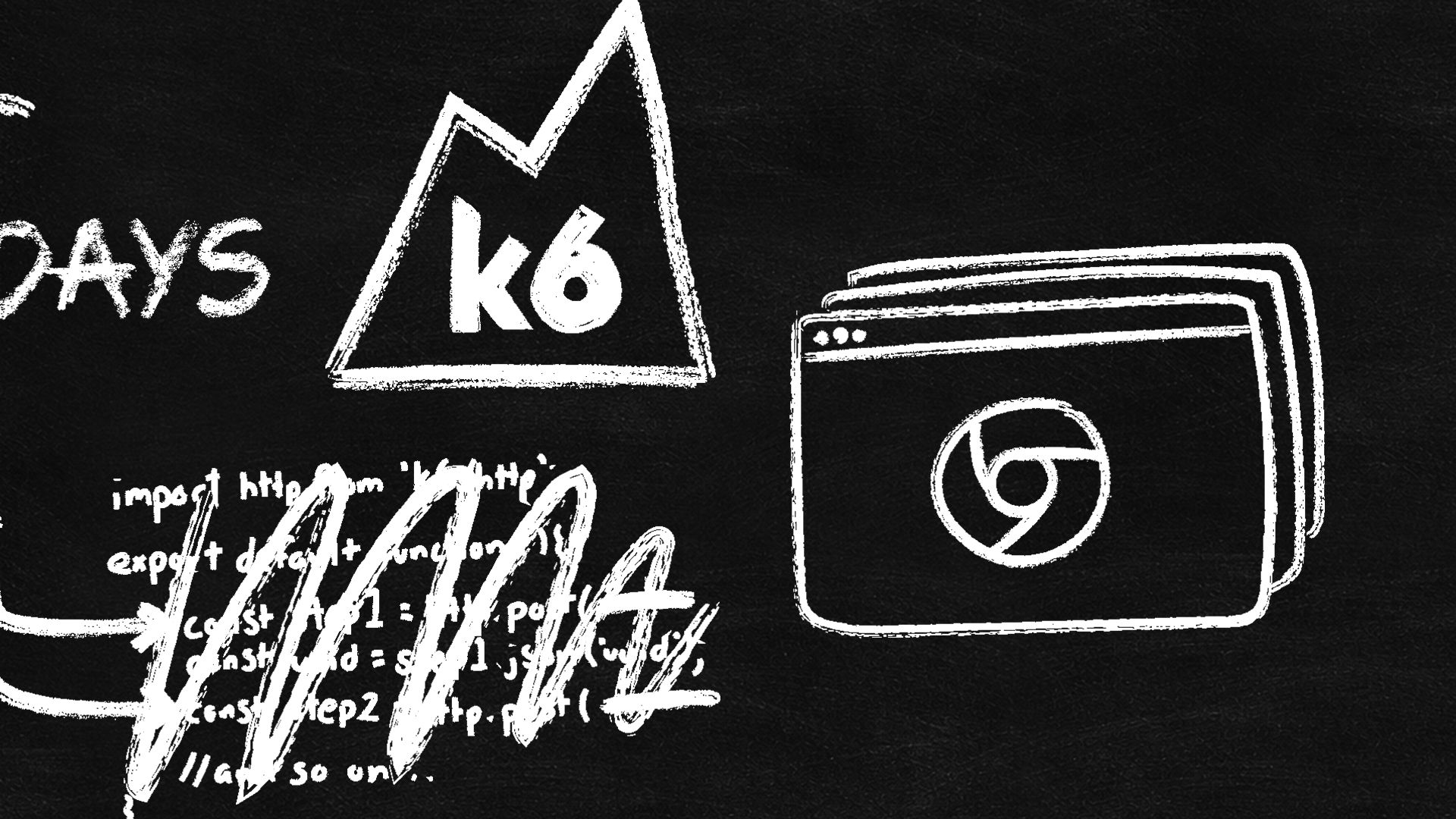
$$\frac{\text{X HITS}}{\text{5 MINUTES}} = \frac{\text{Y REQUESTS}}{\text{SECOND}}$$

$$\frac{X \text{ HITS}}{5 \text{ MINUTES}} = \frac{Y \text{ REQUESTS}}{\text{SECOND}}$$

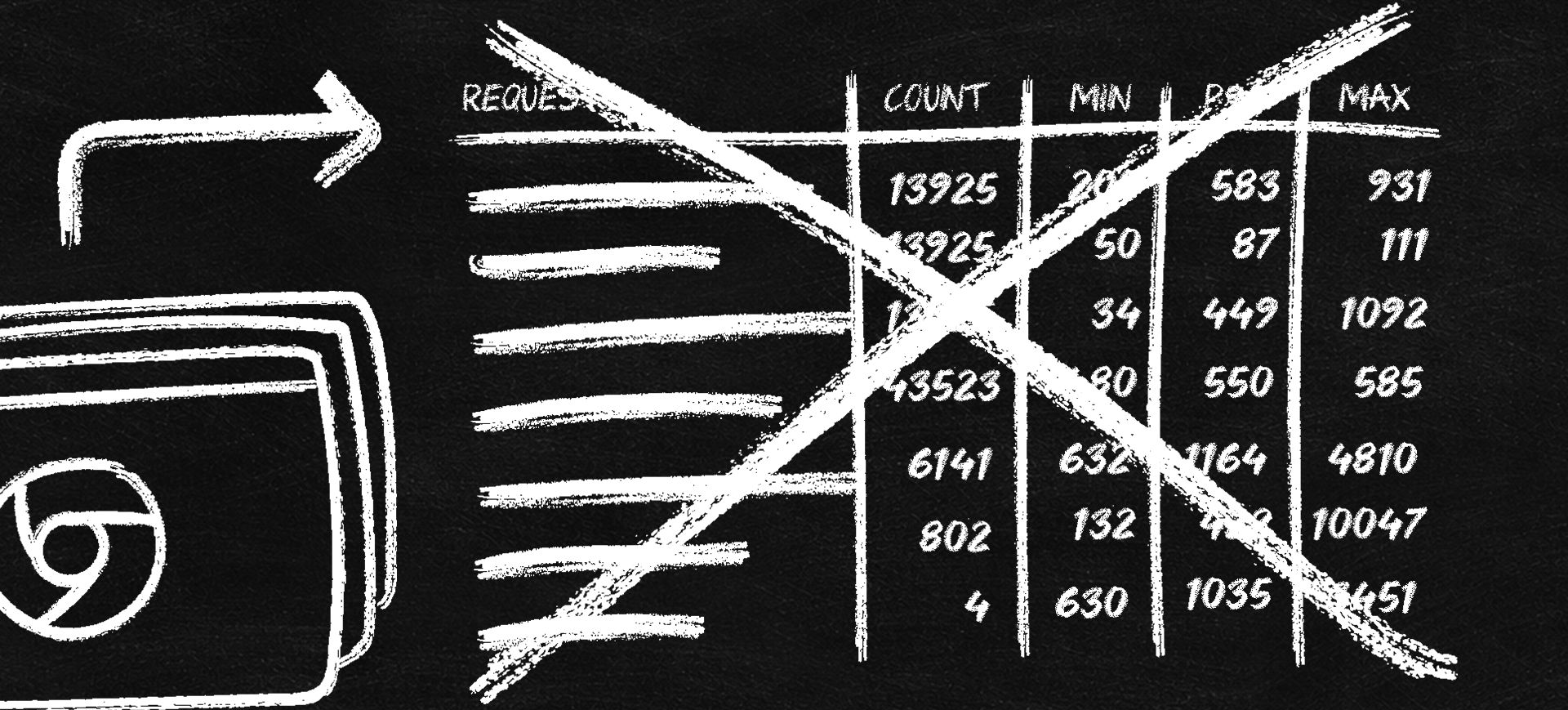
"PATHOLOGICAL LOAD"

DAYS


```
import http from 'k6/http';
export default function (){
  const step1 = http.post(
  const uuid = step1.json('uuid');
  const step2 = http.post(
  //and so on...
}
```


k6

REQUEST	COUNT	MIN	P95	MAX
	13925	200	583	931
	13925	50	87	111
	13925	34	449	1092
	43523	480	550	585
	6141	632	1164	4810
	802	132	422	10047
	4	630	1035	3451


REQUES
COUNT
MIN
MAX
13925
583
931
50
87
111
34
449
1092
43523
550
585
6141
632
1164
4810
802
132
10047
4
630
1035


REQUES
COUNT
MIN
MAX
13925
583
931
50
87
111
34
449
1092
43523
550
585
6141
632
1164
4810
802
132
10047
4
630
1035
2

$$2 < 60$$

1. CRUFT

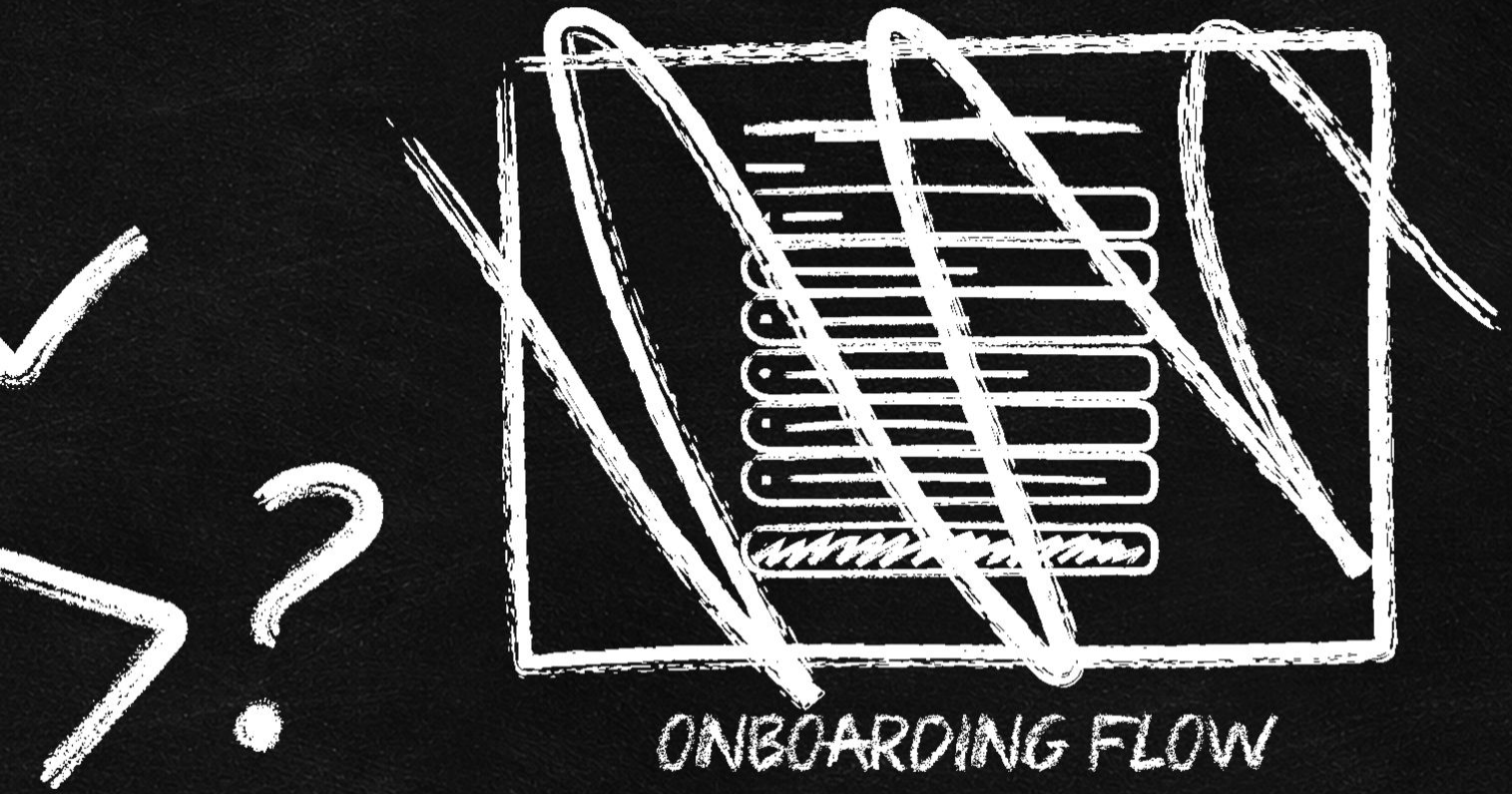
1. CRUFT
2. CONFIGURATION

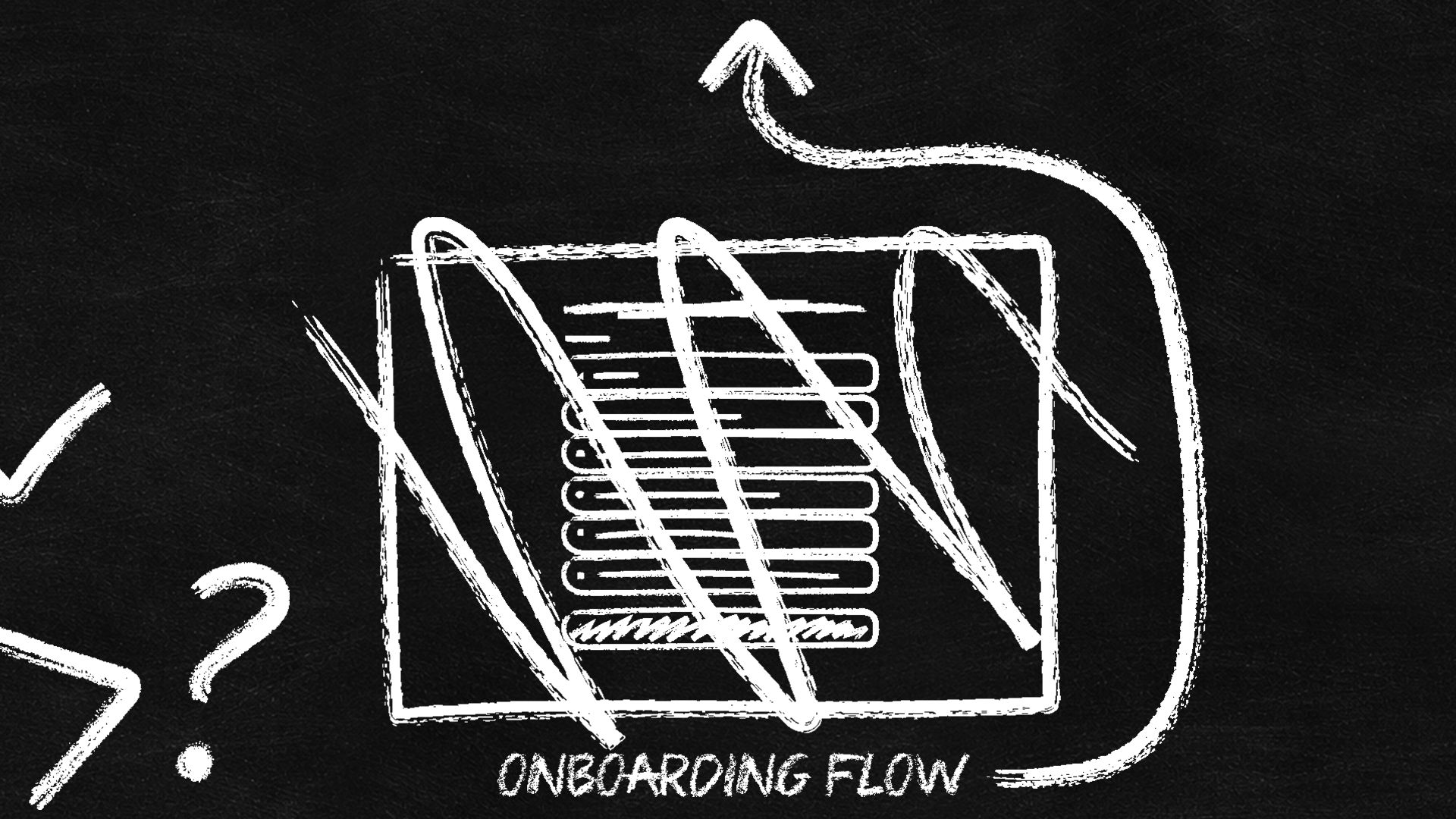
1. CRUFT
2. CONFIGURATION
3. ESSENTIAL

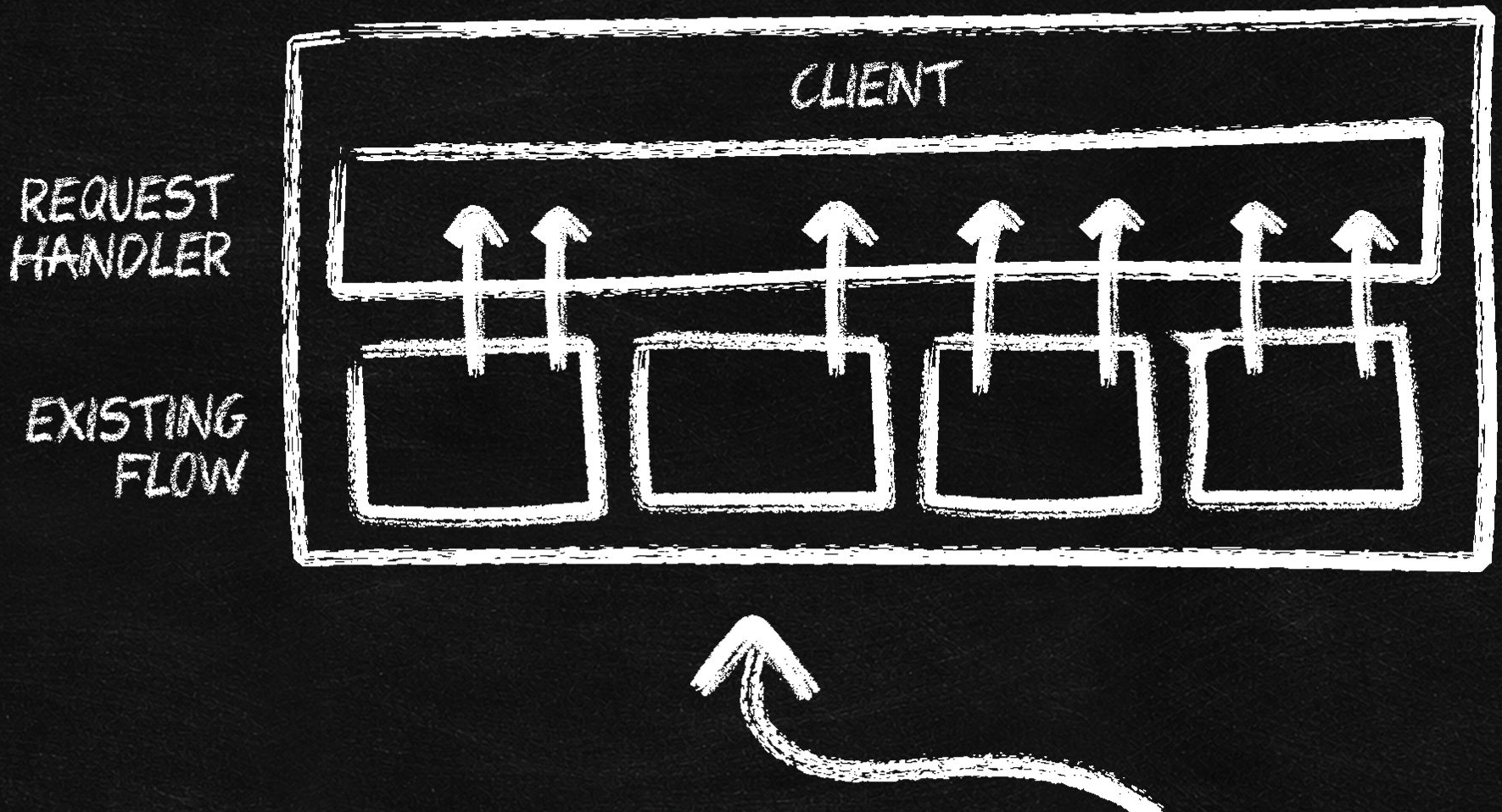
1. CRUFT
2. CONFIGURATION
3. ESSENTIAL
4. PROGRESSIVE ENHANCEMENT

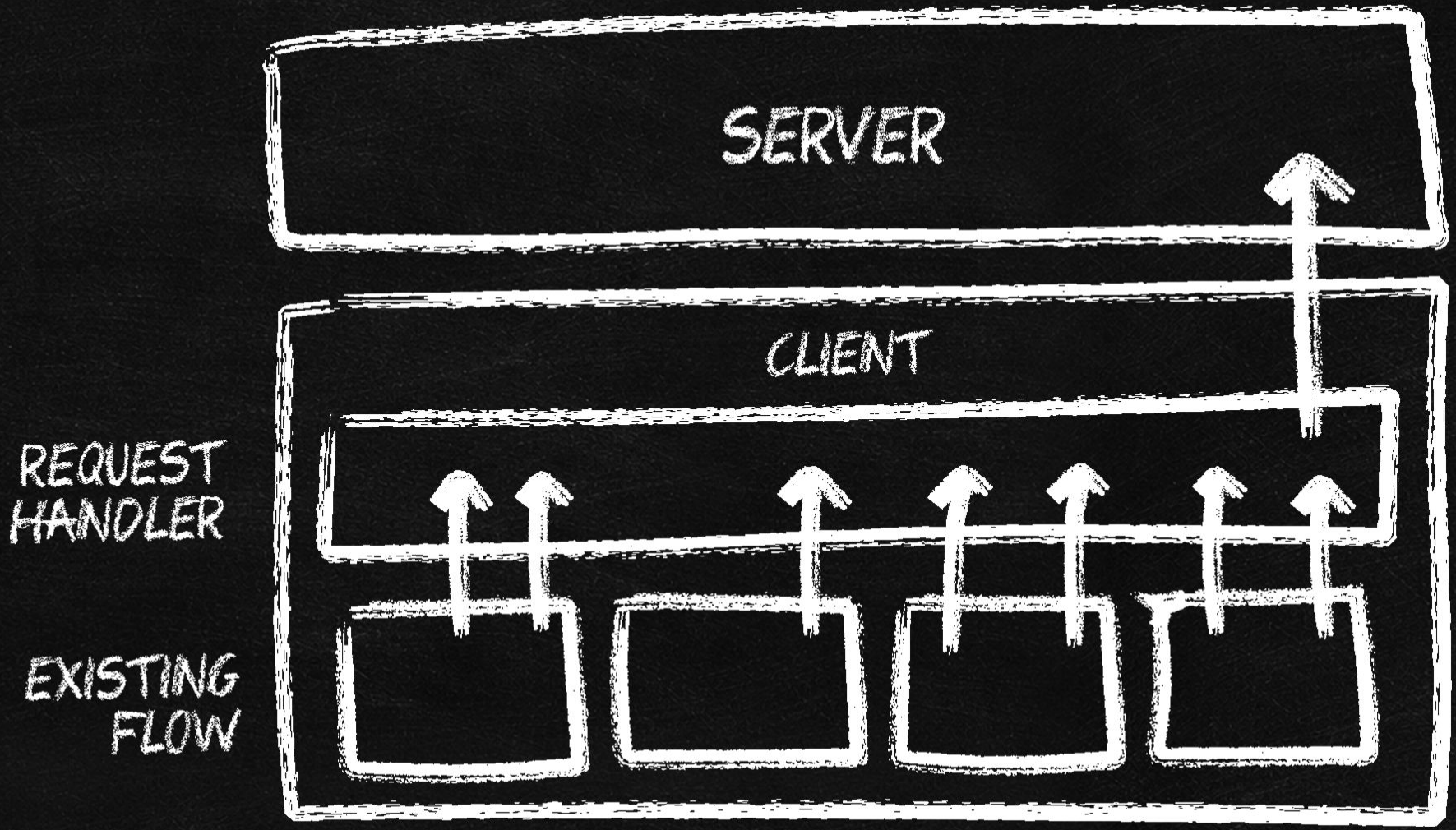
1. CRUFT ✓
2. CONFIGURATION ✓
3. ESSENTIAL
4. PROGRESSIVE ENHANCEMENT

>?


ONBOARDING FLOW


ONBOARDING FLOW


CLIENT
REQUEST HANDLER
EXISTING FLOW

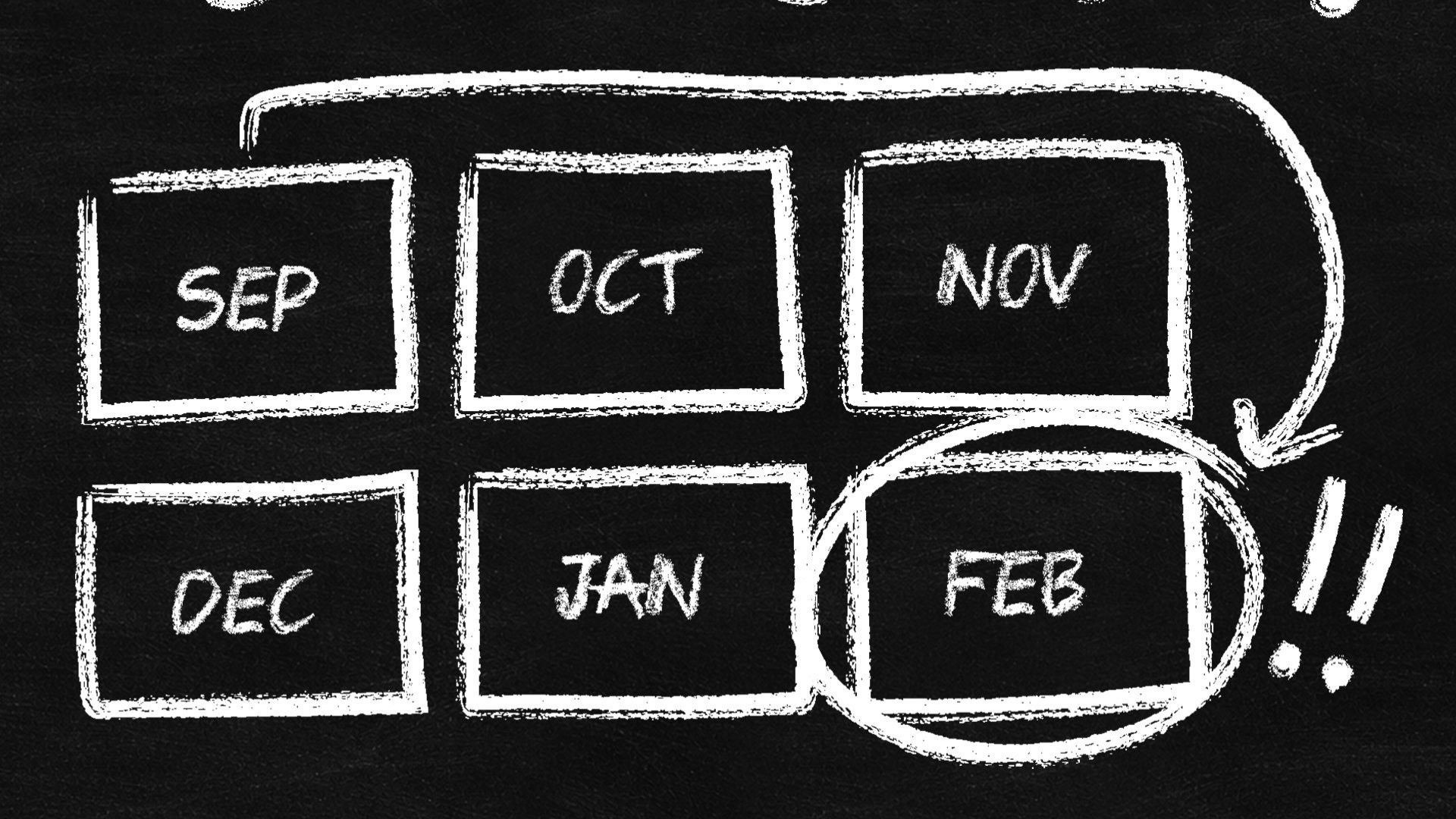

SERVER
CLIENT
REQUEST HANDLER
EXISTING FLOW

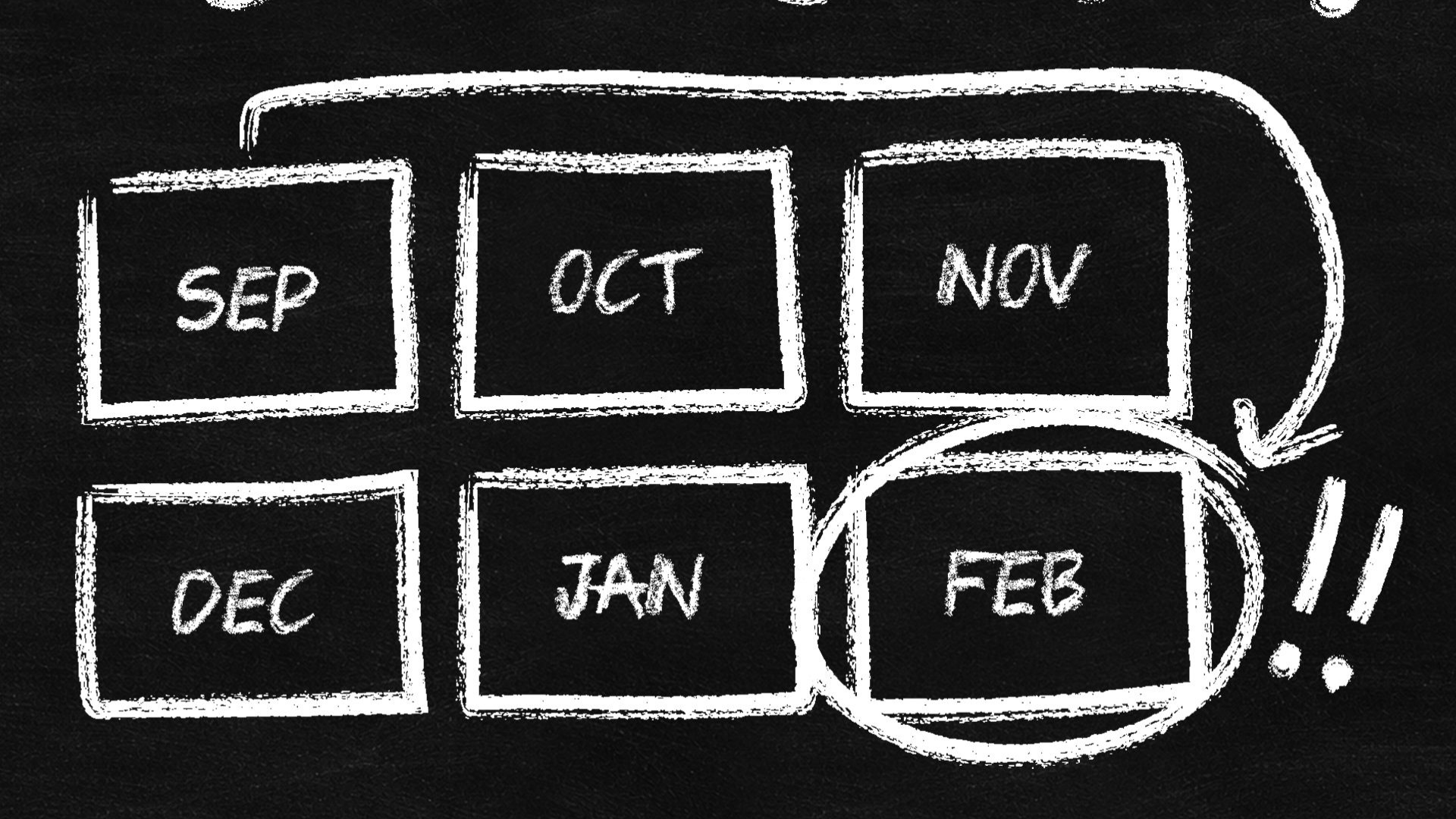

THROUGHPUT =
CAPACITY × TIME

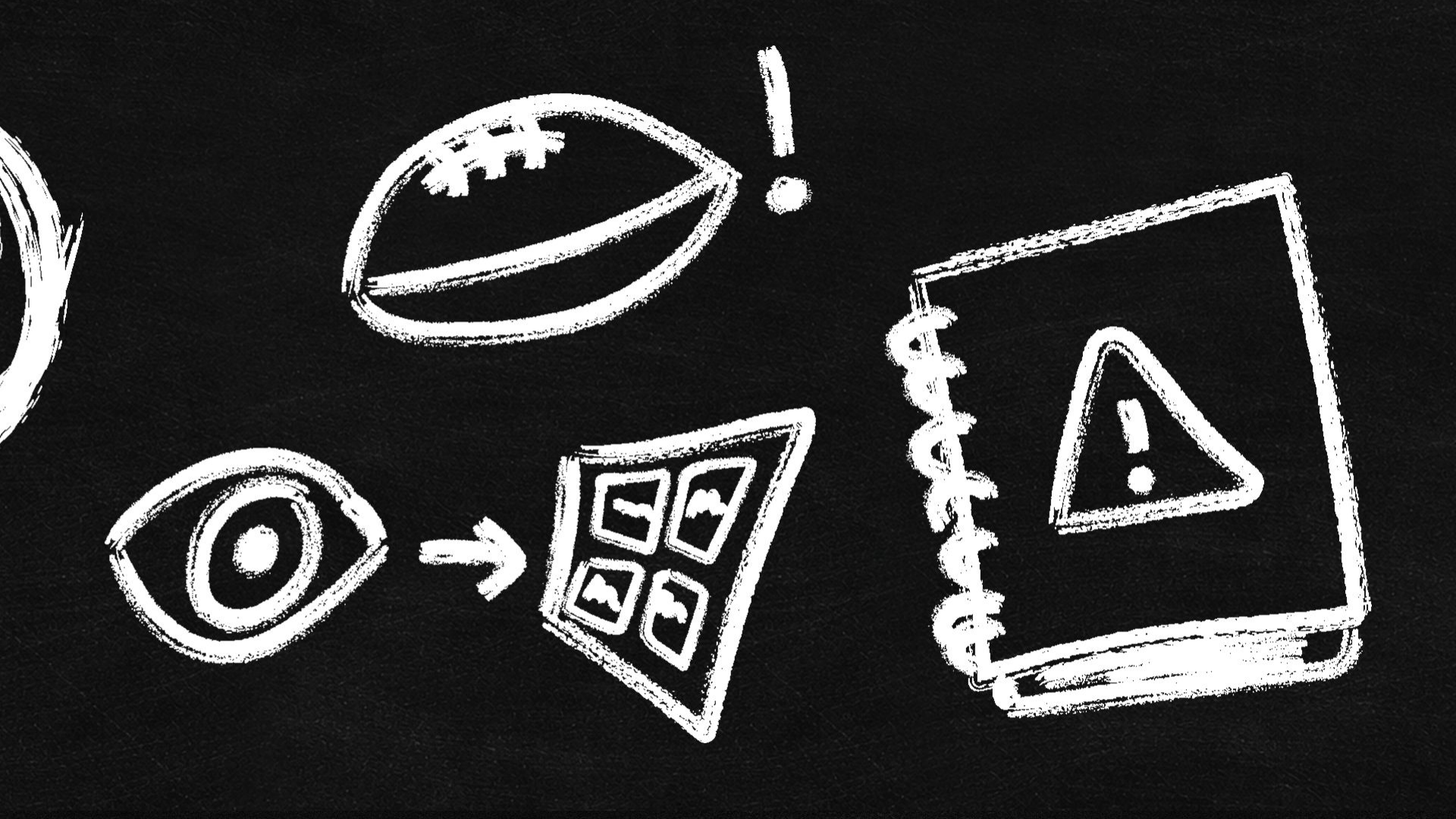
INBOUND VOLUME

PROCESSED VOLUME


MY FAVORITE TEST ENVIRONMENT IS ♡
PRODUCTION!


SEP
OCT
NOV
DEC
JAN
FEB
!!


SEP
OCT
NOV
DEC
JAN
FEB
!!



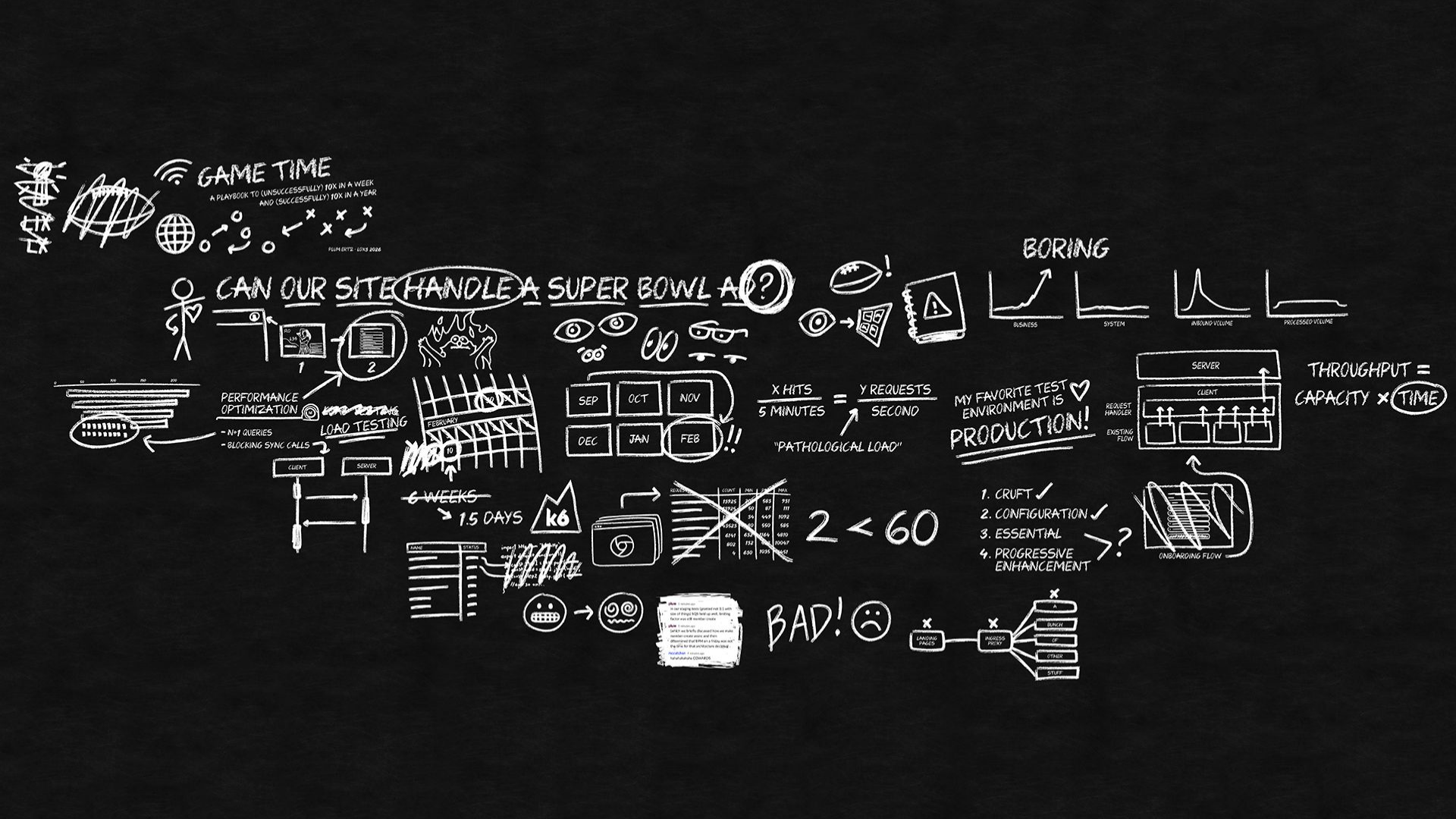
BUSINESS

SYSTEM

BORING

BUSINESS

SYSTEM


GAME TIME
A PLAYBOOK TO (UNSUCCESSFULLY) 10X IN A WEEK AND (SUCCESSFULLY) 10X IN A YEAR
CAN OUR SITE HANDLE A SUPER BOWL AD?
BORING
BUSINESS
SYSTEM
INBOUND VOLUME
PROCESSED VOLUME
PERFORMANCE OPTIMIZATION
LOAD TESTING
- N+1 QUERIES
- BLOCKING SYNC CALLS
CLIENT
SERVER
SEP
OCT
NOV
DEC
JAN
FEB
X HITS / 5 MINUTES = Y REQUESTS / SECOND
"PATHOLOGICAL LOAD"
MY FAVORITE TEST ENVIRONMENT IS PRODUCTION!
SERVER
CLIENT
REQUEST HANDLER
EXISTING FLOW
THROUGHPUT = CAPACITY × TIME
6 WEEKS
1.5 DAYS
k6
2 < 60
1. CRUFT ✓
2. CONFIGURATION ✓
3. ESSENTIAL
4. PROGRESSIVE ENHANCEMENT
ONBOARDING FLOW
BAD!
LANDING PAGES
INGRESS PROXY
A BUNCH OF OTHER STUFF

1. CACHED HTML != CACHED XHR

1. CACHED HTML != CACHED XHR
2. SET GOAL + MEASURE PROGRESS

1. CACHED HTML != CACHED XHR
2. SET GOAL + MEASURE PROGRESS
3. START AT THE BEGINNING

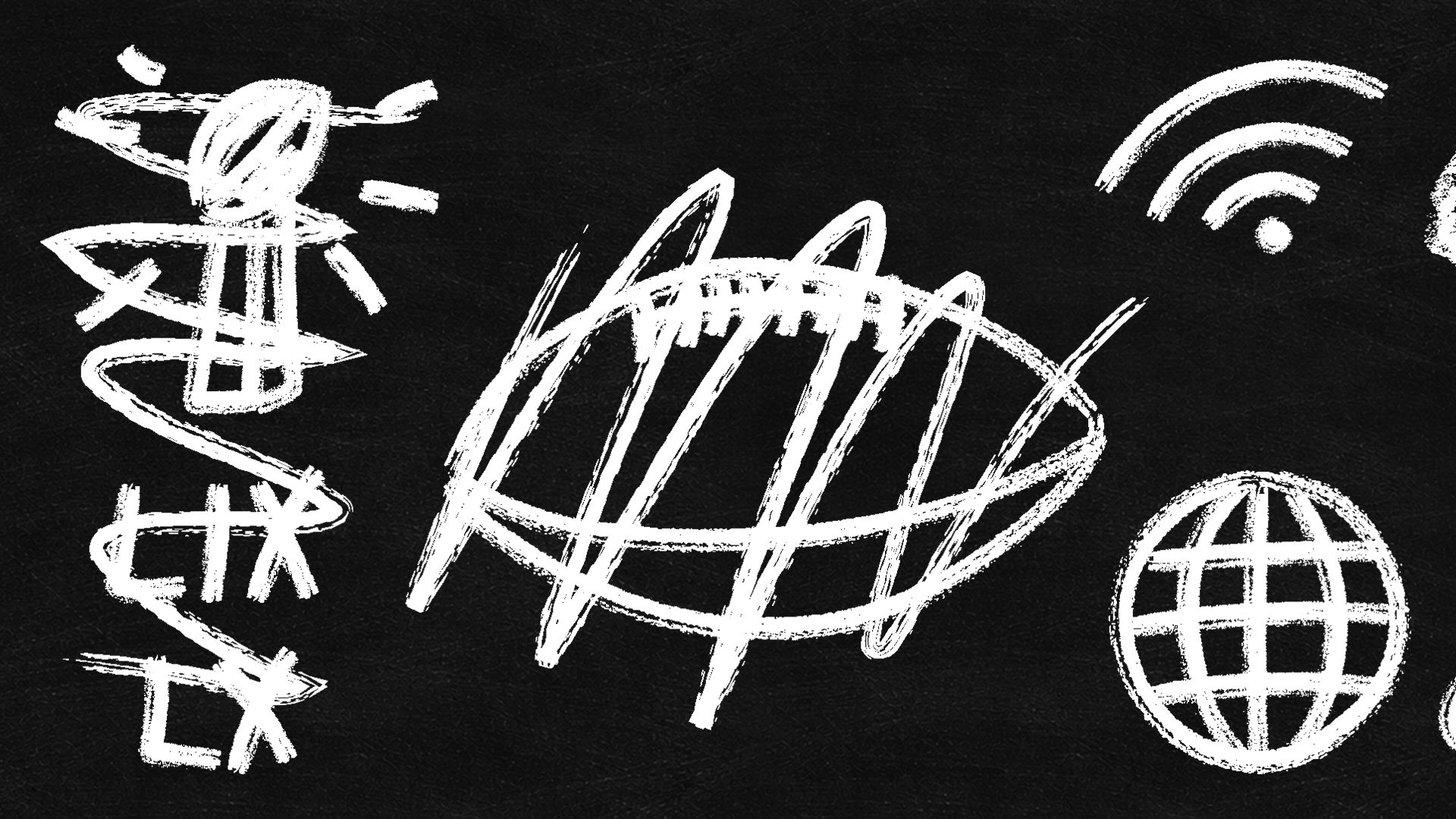
1. CACHED HTML != CACHED XHR
2. SET GOAL + MEASURE PROGRESS
3. START AT THE BEGINNING
4. GOOD > PERFECT

1 WEEK

FIND QUICK WINS

KNOW YOUR LIMITS

1 WEEK	1 YEAR
FIND QUICK WINS	BIG CHANGE = TIME + FOCUS
KNOW YOUR LIMITS	FIND WINS ALONG THE WAY



THANK YOU!!

(SORRY FOR THE PUN)
(NOT REALLY)