

Build, Reuse, and Buy Tradeoffs

Maximize your impact!*

Liz Fong-Jones

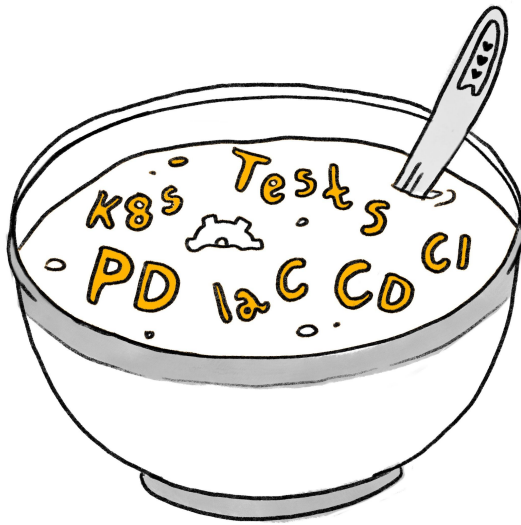
@lizthegrey

Write/Speak/Code 2019 (#WSC2019Conf)

August 16, 2019

* and get promoted for it!





Once upon a time...





Twenty ways to do anything.





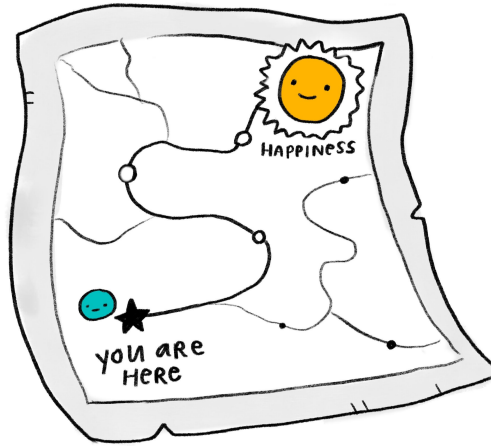
"Fanatical Support"





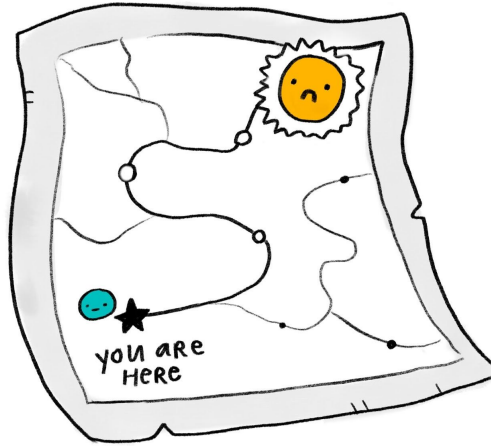
"Focus on the user..."





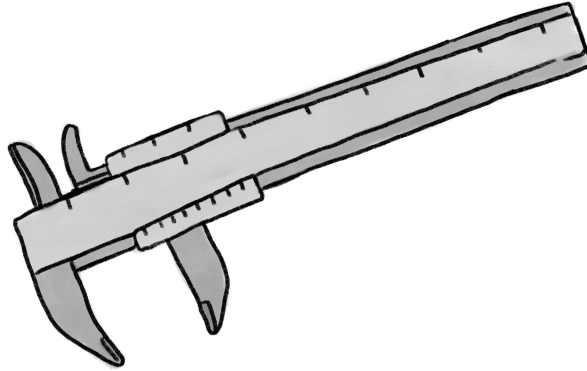
The road to happiness...





The road to ~~happiness~~ pain...





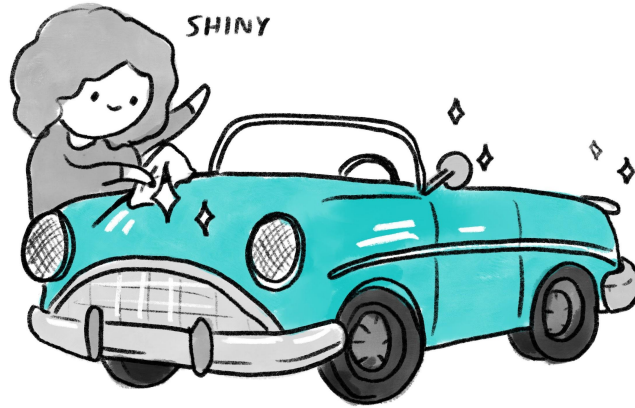
The wrong incentives.





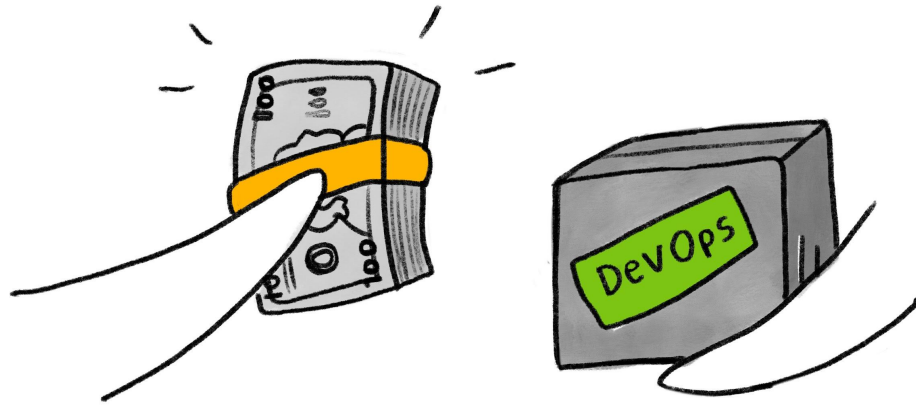
"Not invented here"





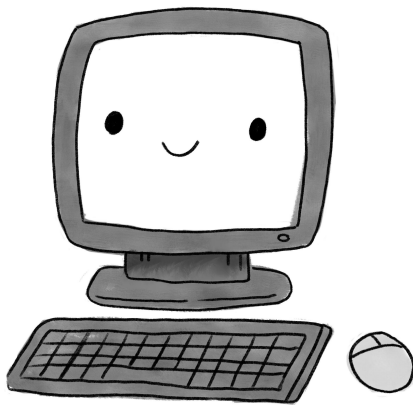
"Chrome polishing"





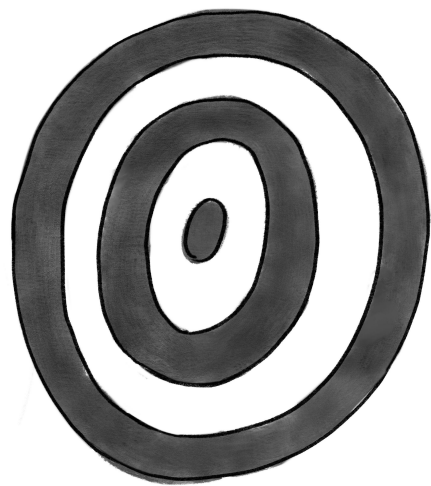
Or: "Just trust the consultants."





There's a better way.





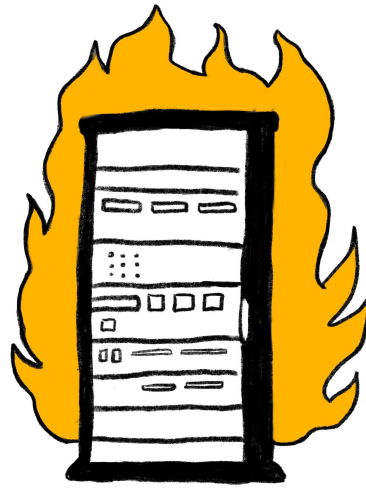
What's our **goal**?





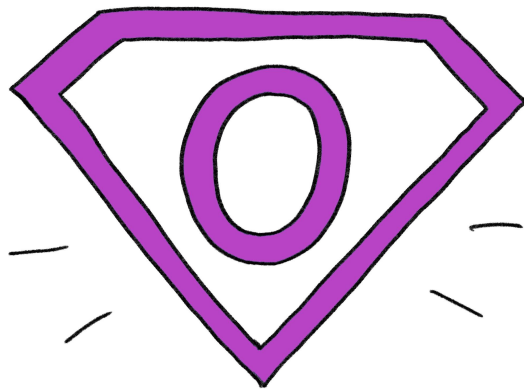
Appropriate reliability & scalability.



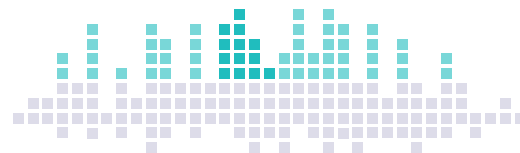


Scalability of humans & machines





Appropriate observability.



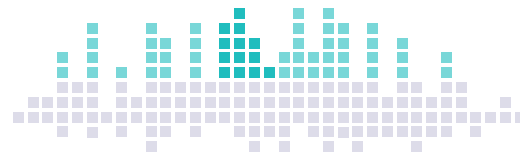


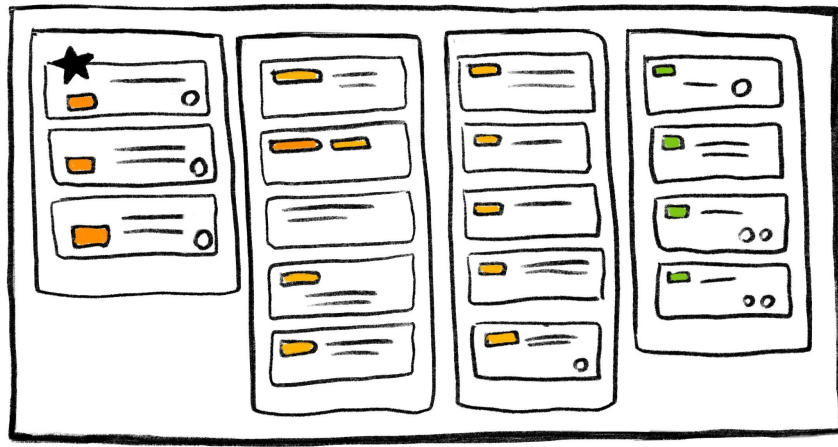
Importance != demand for attention





Engineering for **all** teams.





Engineering != writing software.





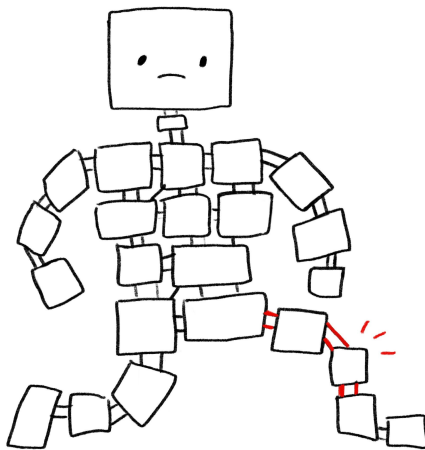
So, **you** have a **problem...**



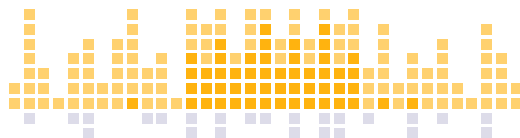


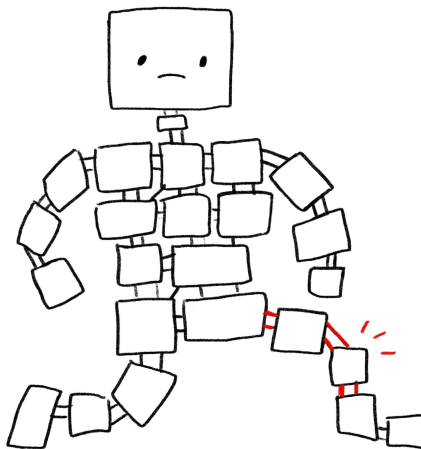
Change the **incentives**.



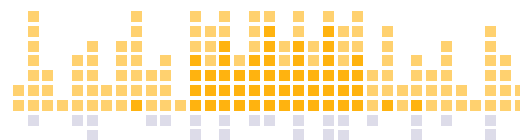


Hey, look at this thing I duct taped!



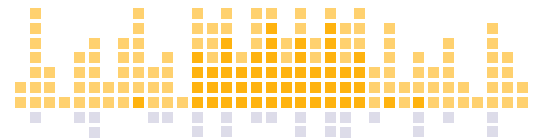


~~Hey, look at this thing I~~ **duet taped!**



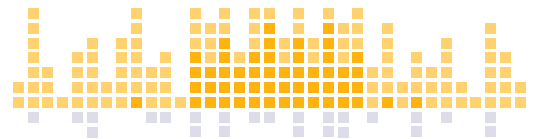


Hey, look at this success case!



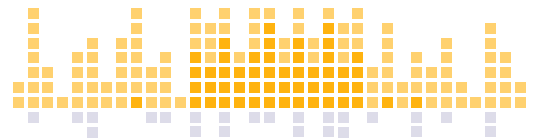


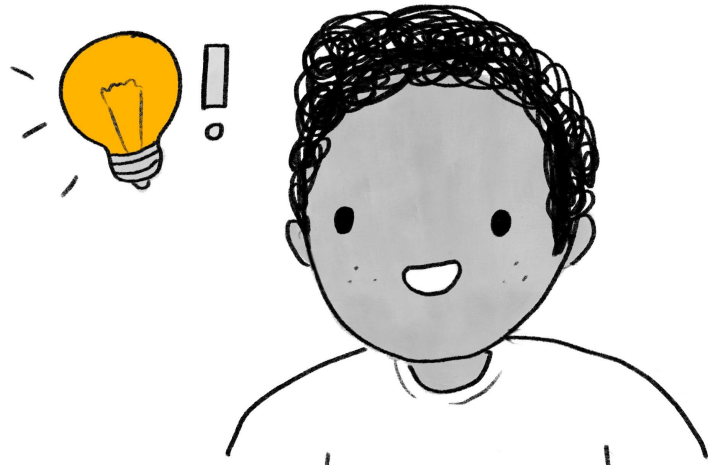
What was the **problem**?



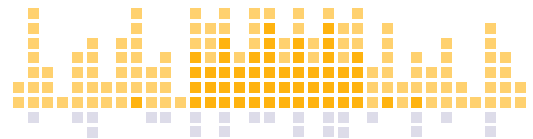


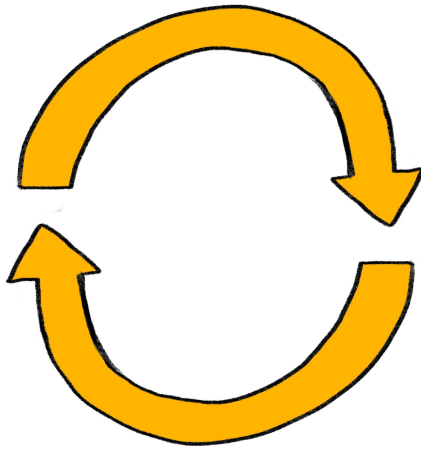
What did we **try**?



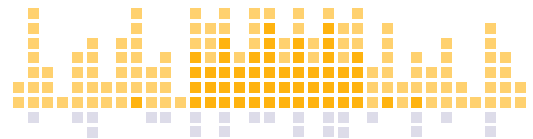


How did we **solve** it?



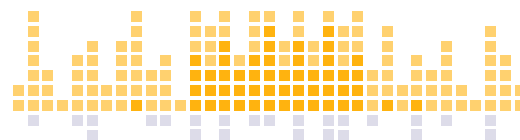


Look how **reusable** it is!



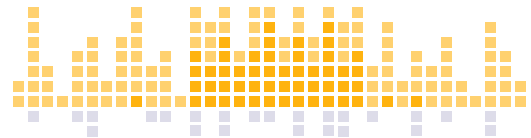


Here's how much work I saved!



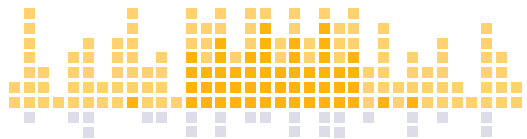


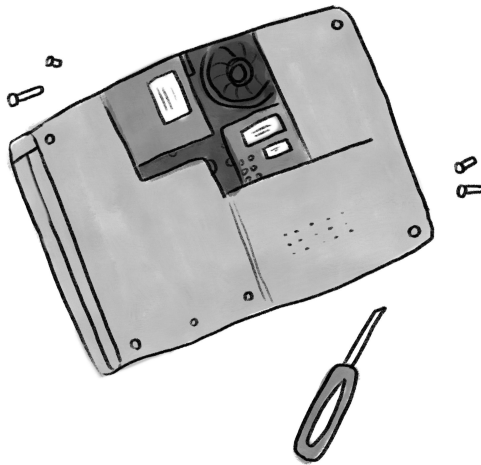
Not: here's how much code I wrote.





Don't glorify creating complexity.

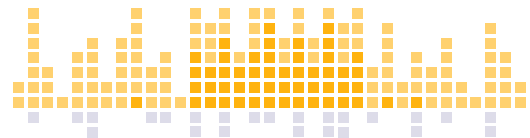




Open source exists.

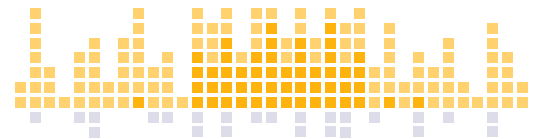


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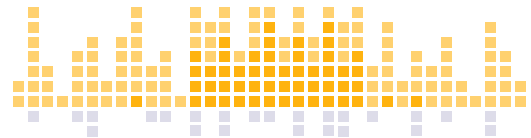


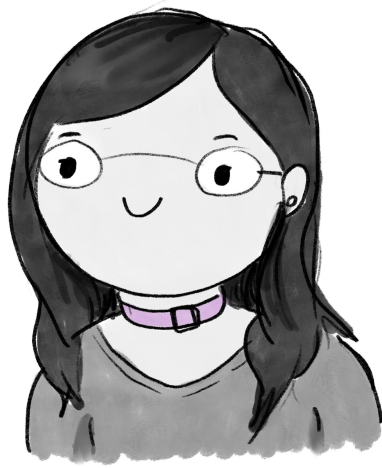
Your coworkers' code exists.





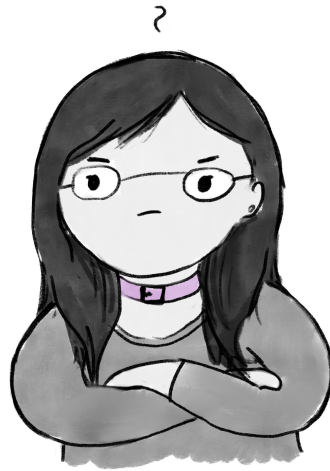
Vendors exist.



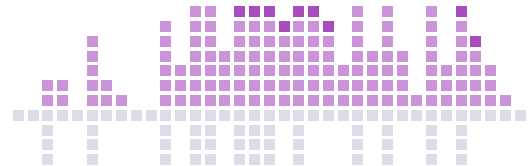


Tell me **what to do!**





I can't.



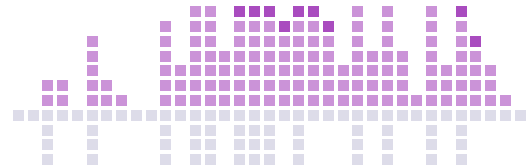


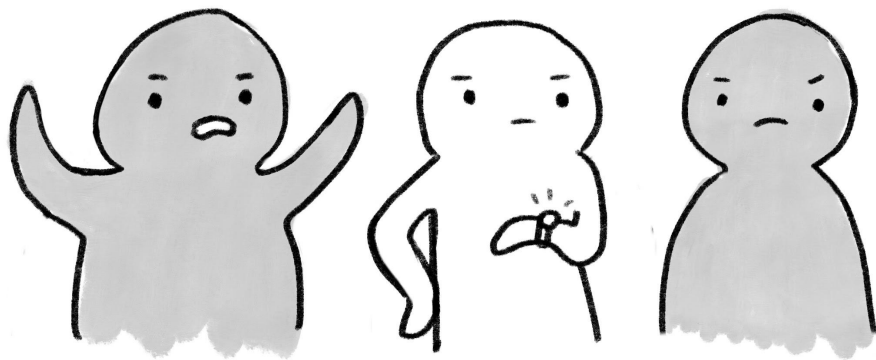
What problem are **you** solving?



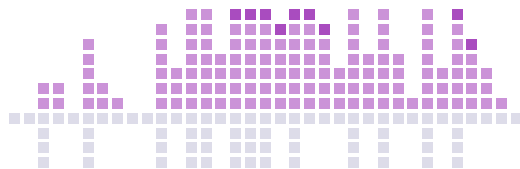


What problem are ~~you~~ solving?



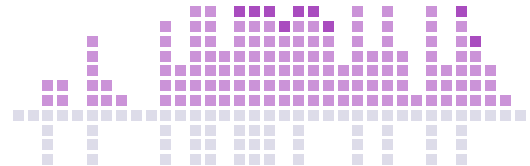


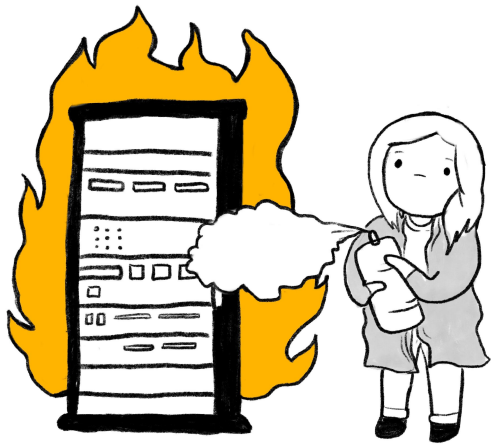
What problem are **customers** having?



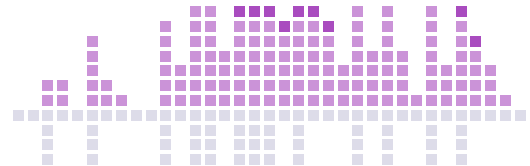


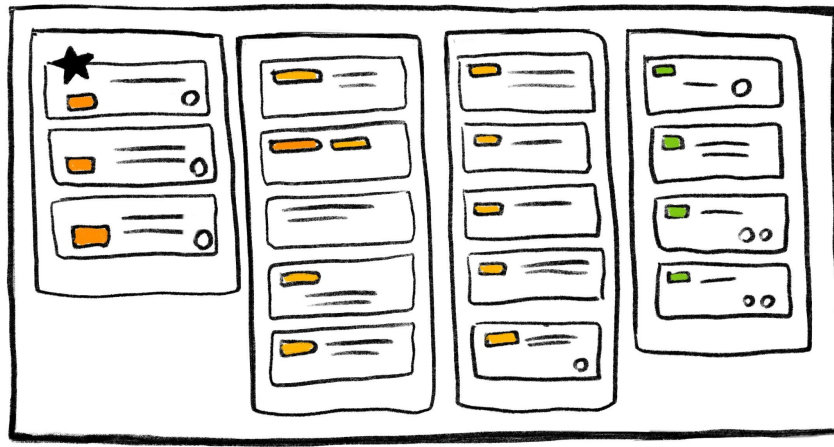
Why? Why? Why?



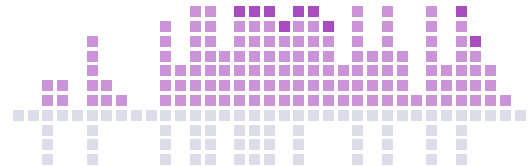


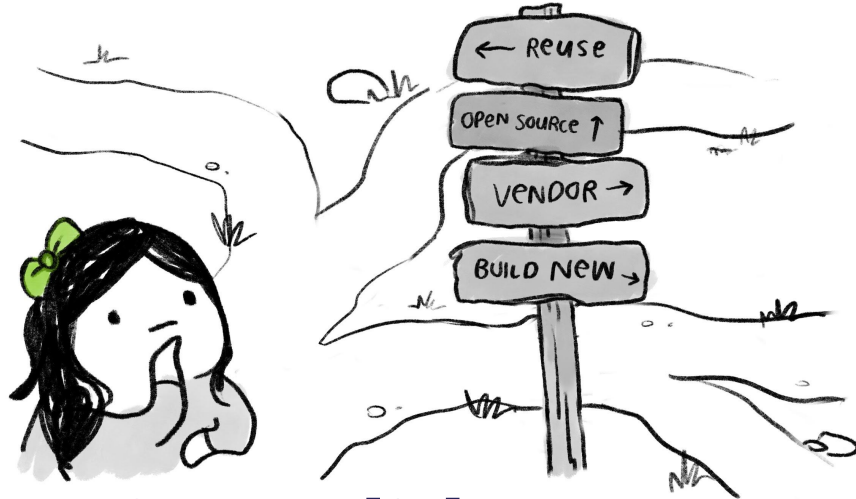
Who will run it?



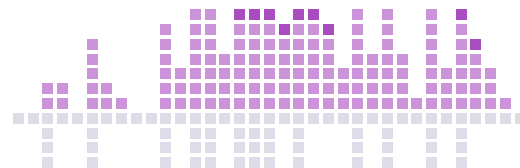


Who will maintain it?



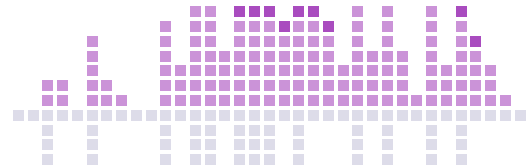


What **options** did you consider?



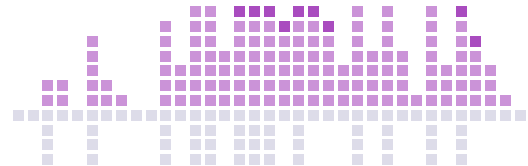


Maybe **one** thing won't solve it.





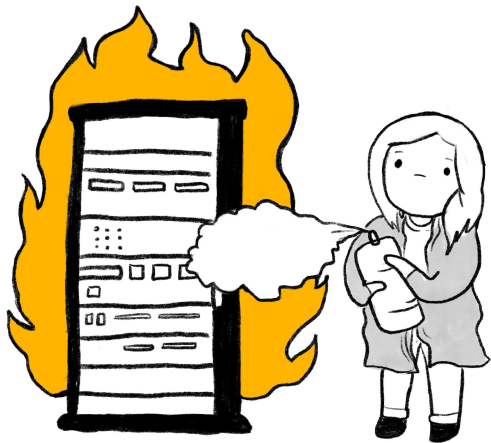
Adapt an existing solution (or two!)





New code is tech debt.



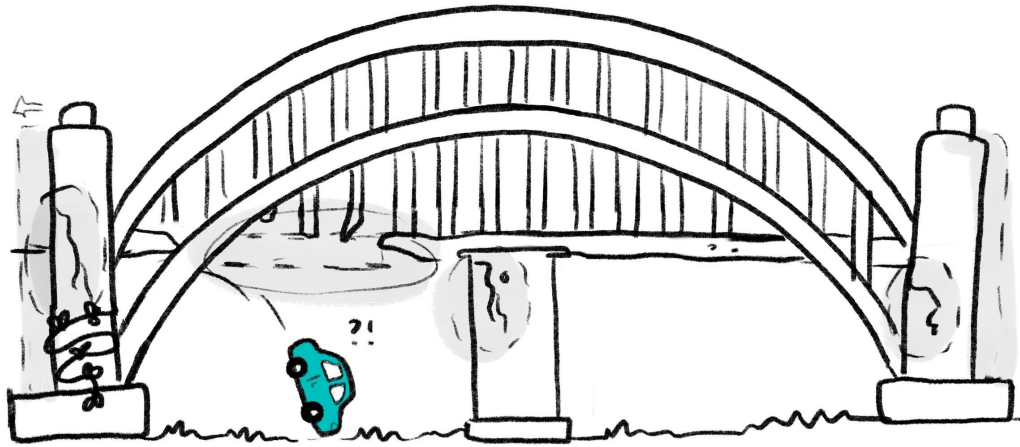


Running software is tech debt.

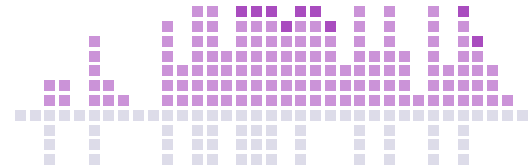


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Building the wrong thing is ruinous.



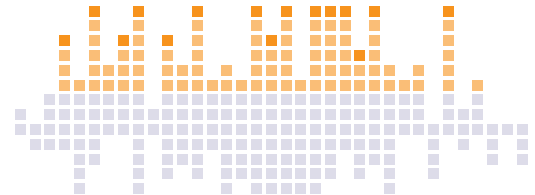


Collaborate within your organization



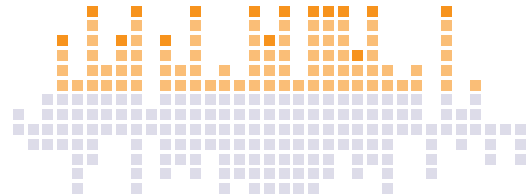


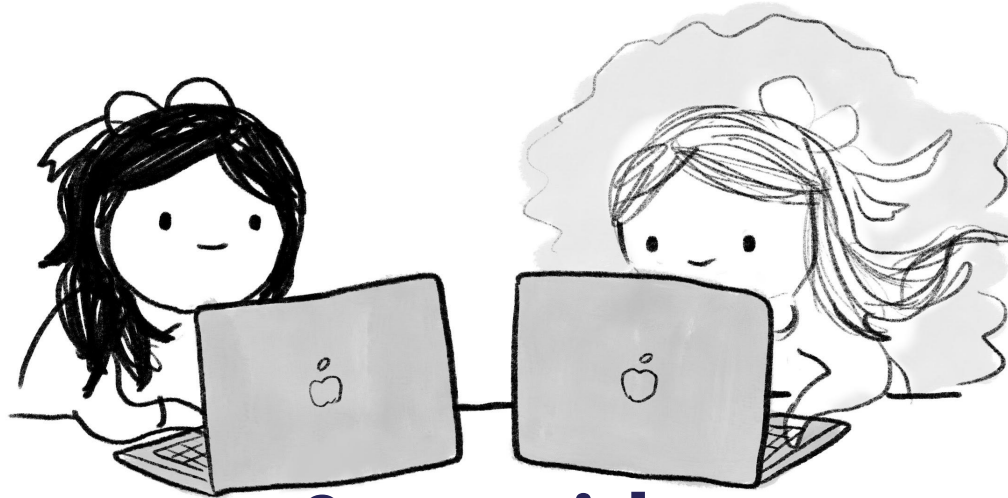
Listen first. Do user studies!



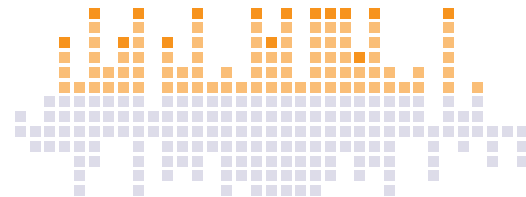


Look for **similar problems**.



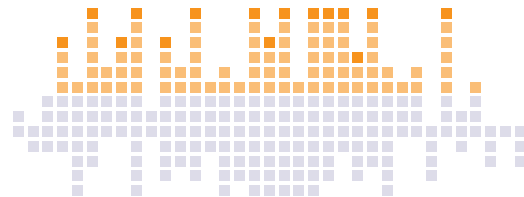


Document & provide examples.



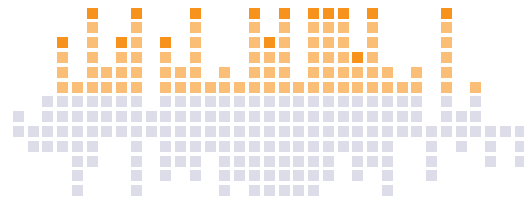


Upskill each other.



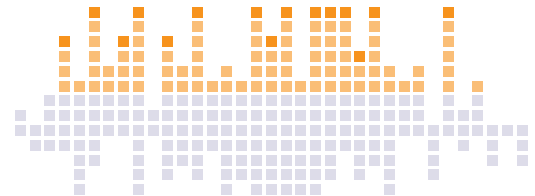


User confusion is costly.





Share tools and code.





Give to **the community!**





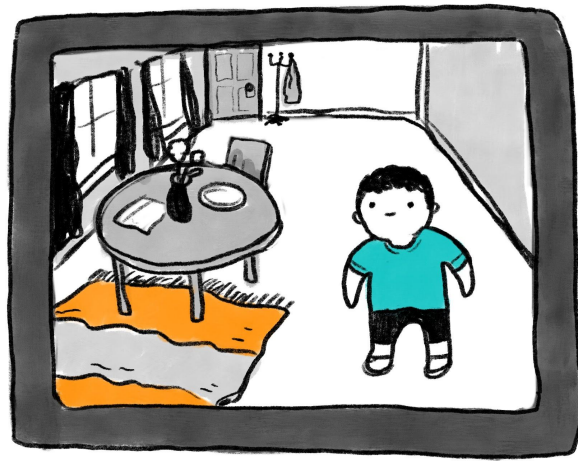
Use common idioms.





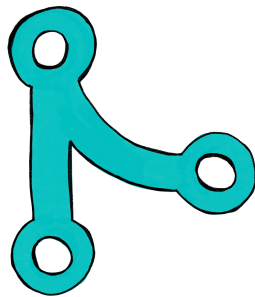
Don't dump hacks.





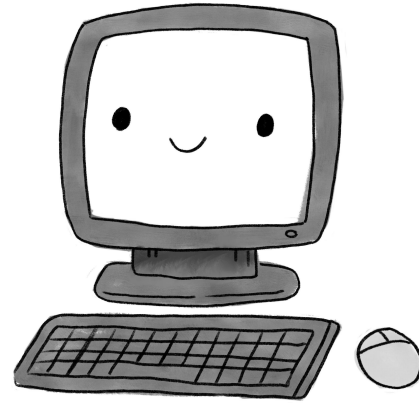
Explain your full context.





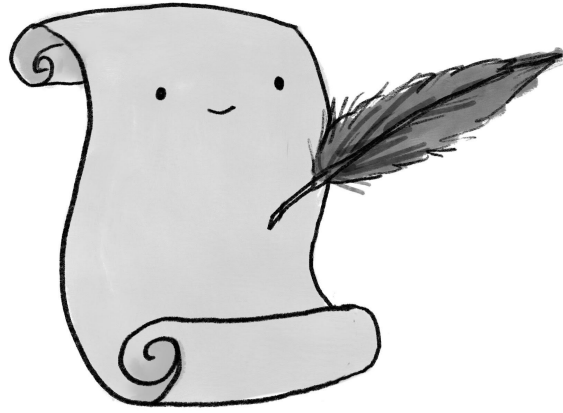
Upstream code & specs.





Find external maintainers.





Document technical decisions.



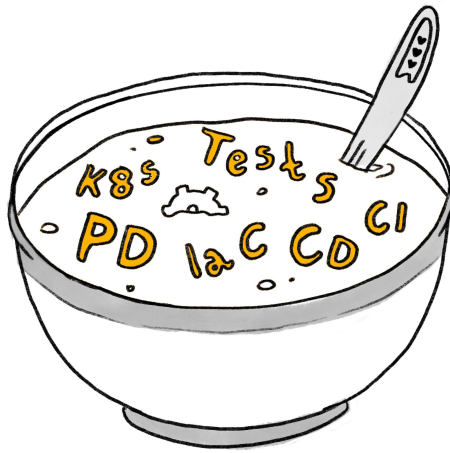


Success doesn't demand heroism.



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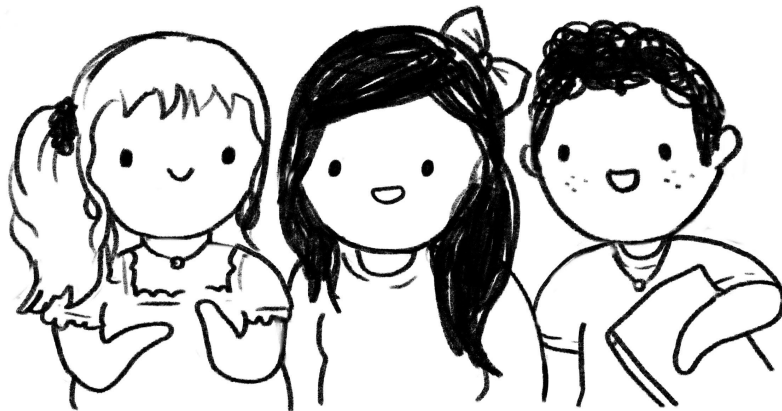


Be **fast casual**, not farm to table.



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Write less software.

Look. Evaluate. Collaborate. Share.

lizthegrey.com; [@lizthegrey](https://twitter.com/lizthegrey)

