

# Continuous delivery, A/B testing + everyday launch decisions at Etsy

QCon NY 2014

**Nellwyn Thomas**

Director of Analytics, Etsy

[nellwyn@etsy.com](mailto:nellwyn@etsy.com)

@nellwyn

etsy, briefly  
deploying  
experimenting  
making decisions, everyday  
takeaways

Etsy

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Etsy

Etsy

The world's handmade and vintage marketplace.

Etsy

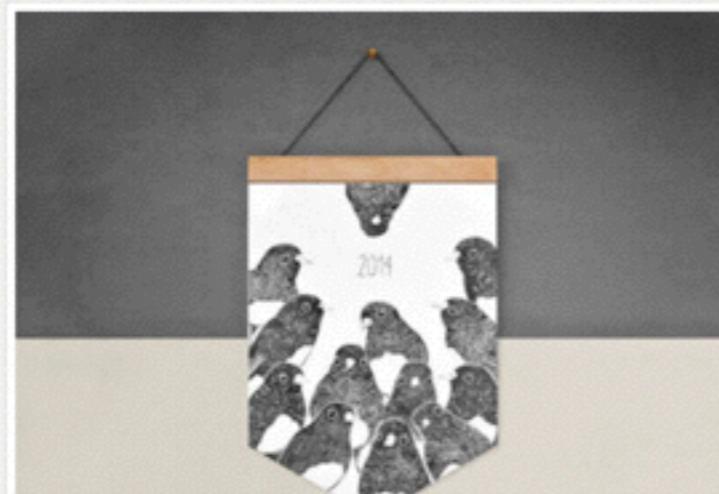
## Make a statement.

[Shop Jewelry](#)

Meet LLiwireworks

## Recent Favorites

Discover finds from around the marketplace.





SHOP  
withcaregoods



Thanksgiving Place Cards - Calligraphy \$10.00 usd  
EverlyCalligraphy



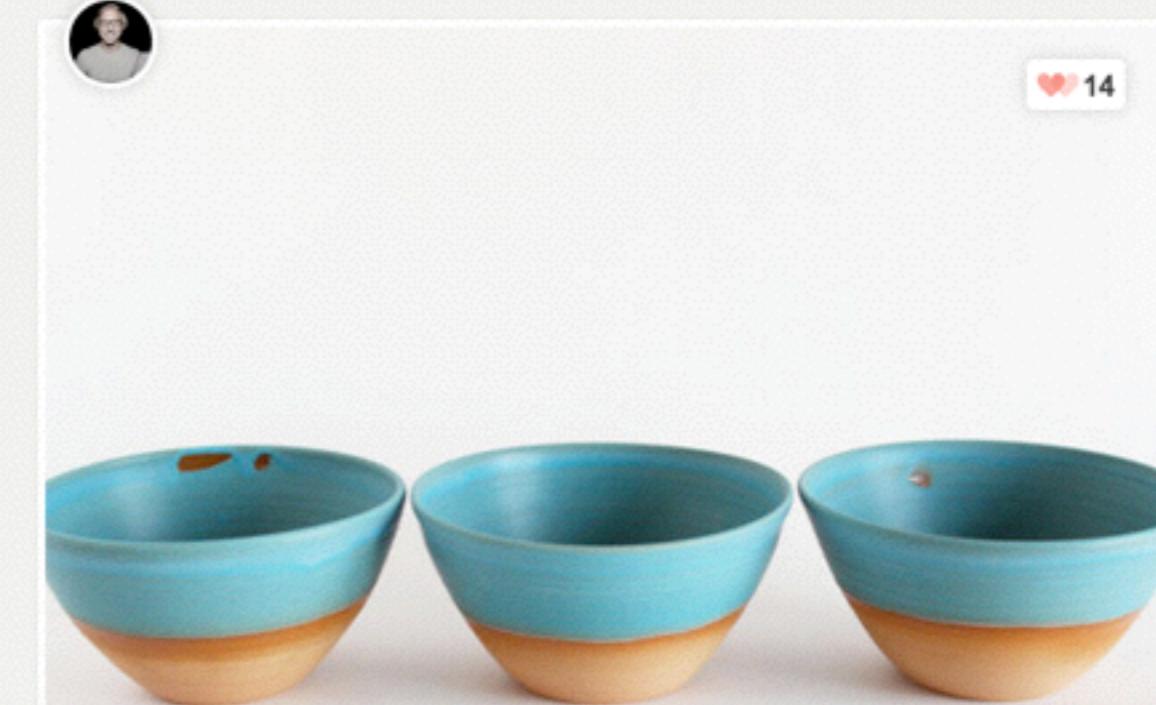
Long Copenhagen... \$69.00 usd  
shlomitofir



Twig Pencils, B... \$15.41 usd  
trees4thewood



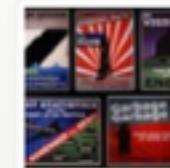
Set of 3 serving... \$115.00 usd  
inherwordsceramics



14

[Etsy](#)[Register](#)[Sign In](#)

Search for items and shops

[Search](#)[Cart](#)**NausicaaDistribution**[Favorite Shop](#)86  
items[Favorite](#)**Like this item?**

Add it to your favorites to revisit it later.

[zoom](#)**Famous Statistician Embroidered Coasters****\$16.00 USD**[Ask a Question](#)

Quantity

1 ▾

**Overview**

- Handmade item
- Materials: felt, thread
- Feedback: [858 reviews](#)
- Ships worldwide from Garden City, Kansas

This shop accepts Etsy Gift Cards

[Add to Cart](#)[Favorite](#) 57 [Add to](#)[Tweet](#) [Pin it](#) [Like](#) 0

If you could have coffee with either Fisher, Gossett, Bayes, or Pearson who would you choose?

Trick question; you don't have to choose, you can have coffee with all of them. They might not talk much but they sure do know how to look awesome. (And they do a good job of protecting your table from moisture!)

This listing is for one set of 4 felt coasters. Each coaster is machine embroidered one famous statistician: Fisher, Gossett, Bayes, and Pearson. The coaster is made of two layers of black felt sandwiching one layer of light blue felt, all stitched together. Each coaster measures approximately 4x4 inches.

If you are interested in purchasing more than one set, contact me using the "Contact" link on the right. I can set you up a listing with more than one.

### Meet the owner of NausicaaDistribution.



Nicole

Statistics Icon Pillow Cov...  
\$20.00 USD



Set of 3 Stat Icon Pillow C...  
\$55.00 USD

Chi-squared Bookend - M...  
\$20.00 USD



Boxplot Bookends  
\$38.00 USD



Prime Number Quilt-Made...  
\$220.00 USD



Set of 5 Statistics Propag...  
\$75.00 USD



Chisquareatops T-Shirt  
\$18.00 USD



Standard Normal Distribut...  
\$15.00 USD

### Related to this Item

Geekery

Housewares

Coaster

felt

stats

statistics

statistician

math

gossett

fisher

bayes

pearson

geek

nerd

**cherlynnephotography**

Favorite Shop

107  
items

Cherlynne Photography



zoom



Request a custom order and have something made just for you.

**Baby Turtle Costume and Photography Prop for Newborns / Turtle Photo Prop / Newborn Turtle Hat****\$39.00 USD**[Ask a Question](#)

Quantity

1

Color

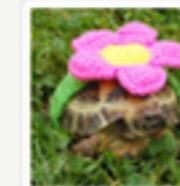
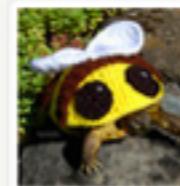
Select a color

**Overview**

- Handmade item
- Size: Newborn
- Material: Super Soft Acrylic Yarn
- Made to order
- Feedback: [481 reviews](#)
- Ships worldwide from United States

This shop accepts Etsy Gift Cards

[Add to Cart](#)

**MossyTortoise**[Favorite Shop](#)

53 items

Katie Bradley  
Tortiediousknits@gmail.com

zoom



Request a custom order and have something made just for you.

View Details

## Cheeseburger tortoise cozy - made to order

\$25.00 USD

[Ask a Question](#)

Quantity

1

### Overview

- Handmade item
- Material: acrylic yarn
- Made to order
- Feedback: [151 reviews](#)
- Ships worldwide from Vancouver, Washington

This shop accepts Etsy Gift Cards

[Add to Cart](#)[Favorite](#)

1089

[Add to](#) ▾[Embed](#)[Tweet](#)[Pin it](#)[Like](#)

452

Over 25M items from 1M shops in 150 countries.

Etsy

\$1.35B sales in 2013

Etsy

30 deploys by 200+ people per day

This is continuous delivery at Etsy

Etsy

3 dozen experiments running simultaneously

This is experimentation at Etsy

Etsy

* prod-news	[Launched to 100%] Improved experience with better user recommendations - As this is now la	Feb 28
* prod-news	[Launched as experiment] Shop Recommendations on the Homepage: Personalized vs Generic	Feb 28
* prod-news	Daily launch report: Friday, February 28, 2014 - Upcoming launches thru Wed, March 05 Fri, Fe	Feb 28
* prod-news	Launched to Admin: Onsite Confirmation Notice Redesign (Variant 1) - Hey all, Dutch translatio	Feb 27
* prod-news	[Launched to admin] Expanded coverage for cart page recommendations - To clarify- the cover	Feb 27
* prod-news	Daily launch report: Thursday, February 27, 2014 - Upcoming launches thru Tue, March 04 No	Feb 27
* prod-news	weekly-updates Research Round-up - Hi all, It's been a busy few weeks for the Research team	Feb 26
* prod-news	[Launched to 20%] Shop Home Experiment, the first of many Johns - UPDATE: we're now at 2	Feb 26
* prod-news	Daily launch report: Wednesday, February 26, 2014 - Upcoming launches thru Mon, March 03 \	Feb 26
* prod-news	Launched to 50% experiment: Account Confirmation Notices in Buyer Receipt - Hi all- Today th	Feb 25
* prod-news	Daily launch report: Tuesday, February 25, 2014 - Upcoming launches thru Sun, March 02 Tue,	Feb 25
* prod-news	[Launched to 1%] Shop Home Experiment, the first of many Johns - UPDATE: we're now out to	Feb 24

etsy, briefly  
deploying  
experimenting  
making decisions, everyday  
takeaways

Etsy

## 02. Deploy to Production

85c3a6f → 85c3a6f

**Deploy to Production**

What to watch after a push

Log Watcher (supergrep)

Forums

# Basic principles

---

- A single source repository
- Automate the build
- Automate the testing
- Automate deployment
- Always ready to deploy quality software





## Updated about page. Added Ashley, removed T

[Browse code](#)

 atuccero authored a month ago

1 parent 7ba588222f commit 3ad94a4ca3f8ea51f9a3a6ff99bb96323b200af7

 Showing 2 changed files with 1 addition and 1 deletion.

[Show Diff Stats](#)

BIN

[View file @ 3ad94a4](#)

2 

[View file @ 3ad94a4](#)

```
... ... @@ -342,6 +342,7 @@
342 342 <li><label>Aaron</label></li>
343 343 <li><label>Anda</label></li>
344 344 <li><label>Andrew</label></li>
345 345 +
346 346 <li><label>Ashley</label></li>
347 347 <li><label>Brittany</label></li>
348 348 <li><label>Chesley</label></li>
... ...
373 374 <li><label>Randy</label></li>
374 375 <li><label>Sam</label></li>
375 376 <li><label>Tim</label></li>
376 377 -
377 377 <li><label>Truong</label></li>
378 378 <li><label>Vineet</label></li>
379 379 <li><label>Wolasi</label></li>
380 380
381 381 </ul>
```

# Why continuous delivery?

---

- Move faster
- Fail faster
- More empowering
- Breeds confidence

# Why continuous delivery?

---

“Because you’re integrating so frequently, there is significantly less back-tracking to discover where things went wrong, so you can spend more time building features.”

<http://www.thoughtworks.com/continuous-integration>

[Etsy](#)

## 1 Item in Your Cart

[Keep Shopping](#)[Order from ThisCharmingManCave](#)

Darn. This item can't be purchased right now.



2 Vintage Rubber Stamps - 1960's - Crown  
Rubber Stamp Co - Justrite Stamp Co - Back to  
School  
\$18.00 USD

This item is currently unavailable.

[Move to favorites](#) [Contact shop owner](#) [Remove](#)

[Etsy](#)

244

19



Search for items and shops

Search

Cart

1 Item in Your Cart

Keep Shopping

Order from [ThisCharmingManCave](#)

Darn. This item can't be purchased right now.

2 Vintage Rubber Stamps - 1960's - Crown



2 Vintage Rubber Stamps - 1960's - Crown  
Rubber Stamp Co - Justrite Stamp Co - Back to  
School  
\$18.00 USD

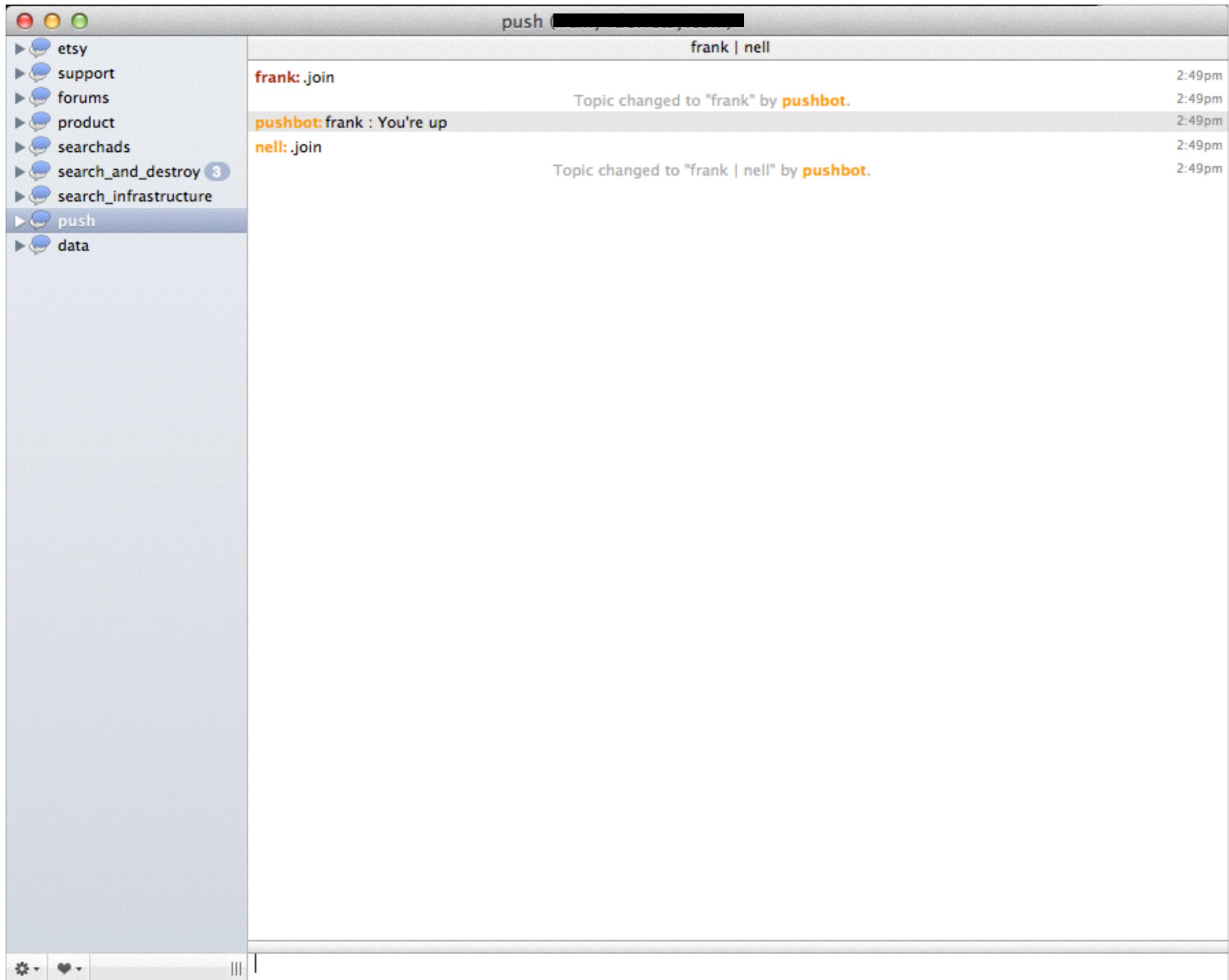
This item is currently unavailable. [See similar items](#)[Move to favorites](#) [Contact shop owner](#) [Remove](#)

# config.php

```
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'off'
);
```

# template.tpl

```
{% if $feature->isEnabled('similar_items_when_unavailable') %}
  <msg desc="See similar items link">
    <a href="/listing/{% $listing->listing_id %}/similar?ref=unavailable_cart">
      See similar items
    </a>
  </msg>
{% /if %}
```



Account: nthomas [logout](#)  
Deploy Host: deploy.etsycorp.com is up  
Stack: [web](#)  
Current Deploys: [Watch](#)



Version: Test: d33fdc614f-20140610-015023-UTC    Princess: d33fdc614f-20140610-015023-UTC    Production: d33fdc614f-20140610-015023-UTC

#push topic: clear

[Watch](#)

mzhou

Deploy Logs

[Deploy Logs](#)

web – 2014-06-10 01:58:45 | **PRODUCTION** | mzhou | Production Deploy: old e1126037ba, new: d33fdc614f | [RUN LOG](#) | [DIFF](#)  
[DASHBOARD](#)

### 01. Get saved by the Princess

d33fdc614f → d33fdc614f



[Get saved by the Princess](#)

Princess Log Watcher (supergrep)

web – 2014-06-10 01:52:21 | **PRINCESS** | mzhou | Princess Deploy: old: e1126037ba, new: d33fdc614f | [RUN LOG](#) | [DIFF](#)  
[DASHBOARD](#)

web – 2014-06-10 01:34:06 | **PRODUCTION** | wgallego | Production Deploy: old 84d74e80e1, new: e1126037ba | [RUN LOG](#) | [DIFF](#)  
[DIFF](#) | [DASHBOARD](#)

web – 2014-06-10 01:29:02 | **PRINCESS** | wgallego | Princess Deploy: old: 84d74e80e1, new: e1126037ba | [RUN LOG](#) | [DIFF](#)  
[DASHBOARD](#)

web\_config – 2014-06-10 00:57:30 | **CONFIG** | rposluszny | CONFIG PRODUCTION Deploy: old 803e9aec44, new: 5eb9f8b638 | [RUN LOG](#) | [DIFF](#)  
[RUN](#) | [DIFF](#) | [DASHBOARD](#)

02

**What to watch after a push**  
**Log Watcher (supergrep)**  
**Forums**

0:52:27 | **CONFIG** | rposluszny | CONFIG Princess Deploy: old 803e9aec44, new: 5eb9f8b638 | [RUN](#)

0:45:59 | **CONFIG** | rposluszny | CONFIG Princess Deploy: old 803e9aec44, new: 5eb9f8b638 | [RUN](#)

| **PRODUCTION** | rposluszny | Production Deploy: old 91886526b9, new: 84d74e80e1 | [RUN LOG](#) | [DIFF](#)

web – 2014-06-10 00:33:49 | **PRINCESS** | rposluszny | Princess Deploy: old: 91886526b9, new: 84d74e80e1 | [RUN LOG](#) | [DIFF](#)  
[DASHBOARD](#)

## CI Status (1 hour)

### Push

rbateman

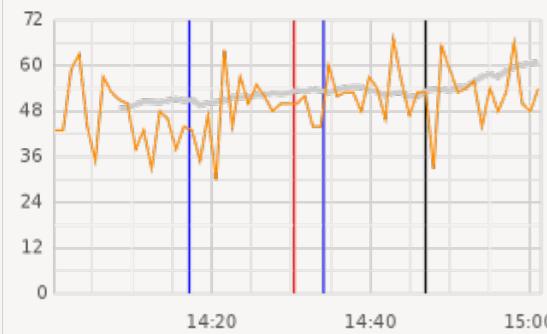
on qa

6m since 7, 2012 9:54

## End-User (1 hour)

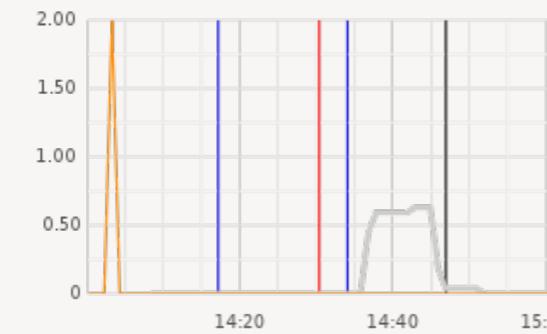
### Three-Armed Sweaters

error pages · historical



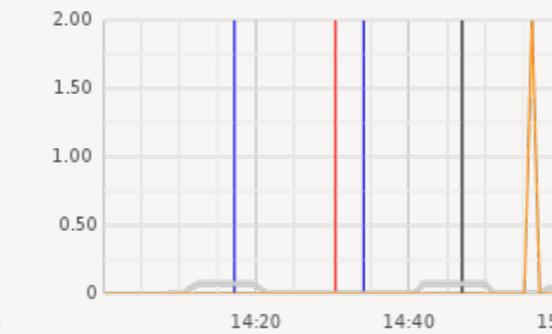
### Akamai Whoopsies

origin failures · historical



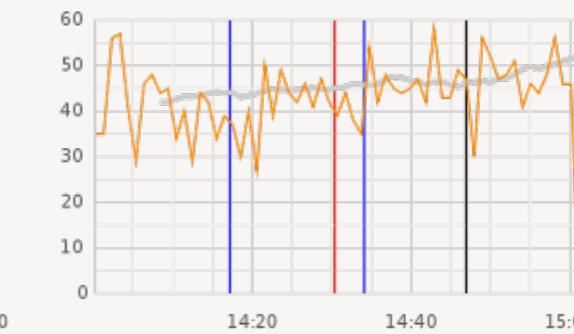
### Edgecast Whoopsies

origin failures · historical



### Screwed Users

unique users · historical

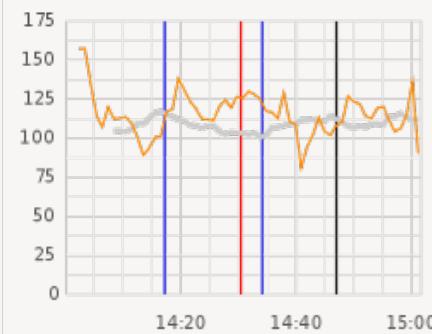


## Error Logs (All) (1 hour)

All

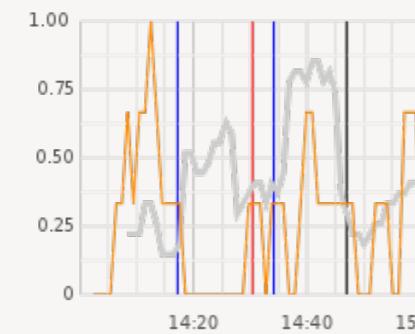
### File or Script Not Found

current · historical



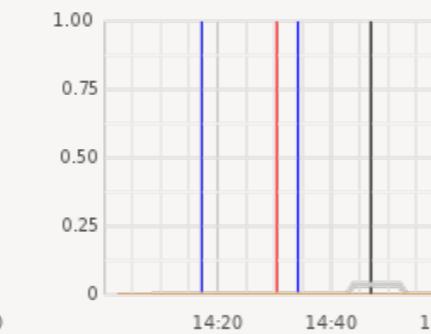
### Exceptions

current · historical



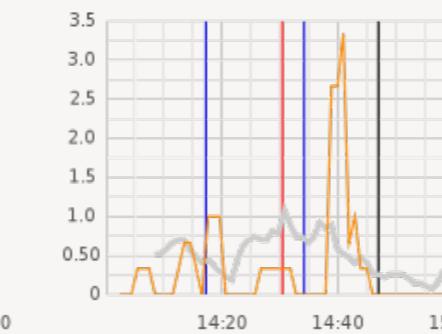
### Fata

current · historical



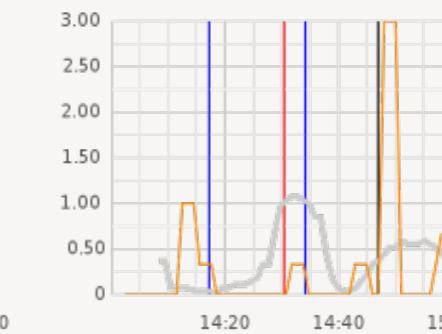
### Errors

current · historical



### Warnings

current · historical



### Segmentation Faults

current · historical



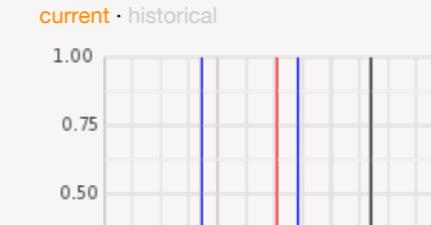
### PHP Allowed Memory Size Exhausted

current · historical



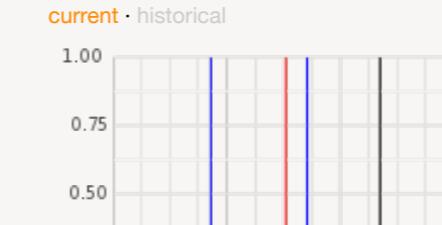
### PHP Maximum Execution Time

current · historical



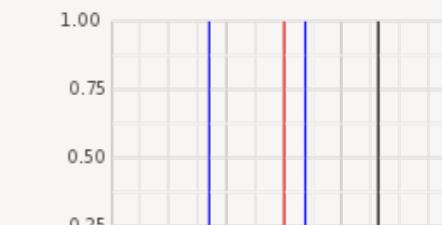
### Memcache Connection Failures

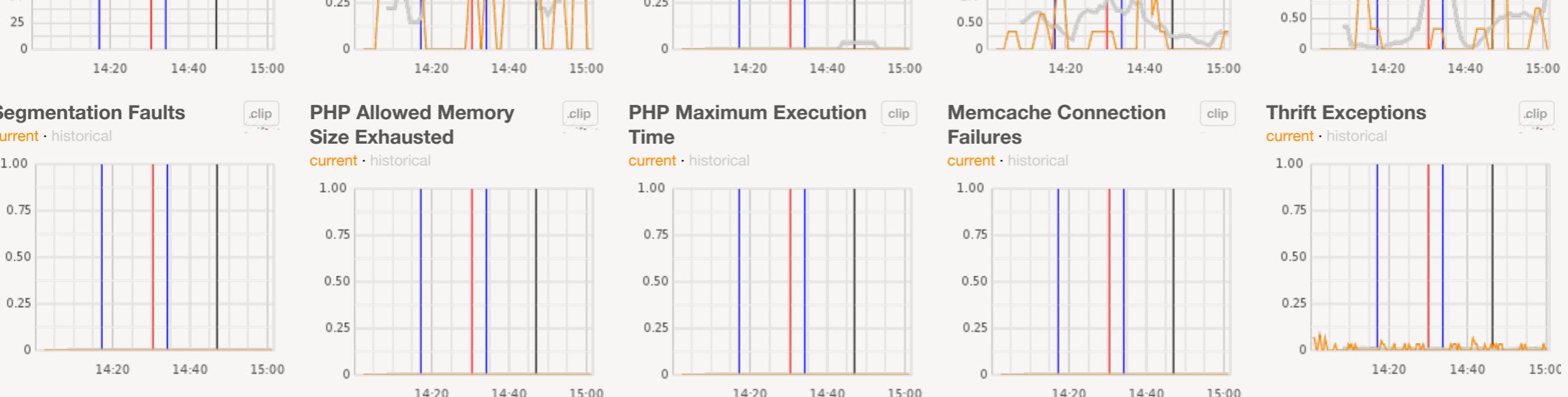
current · historical



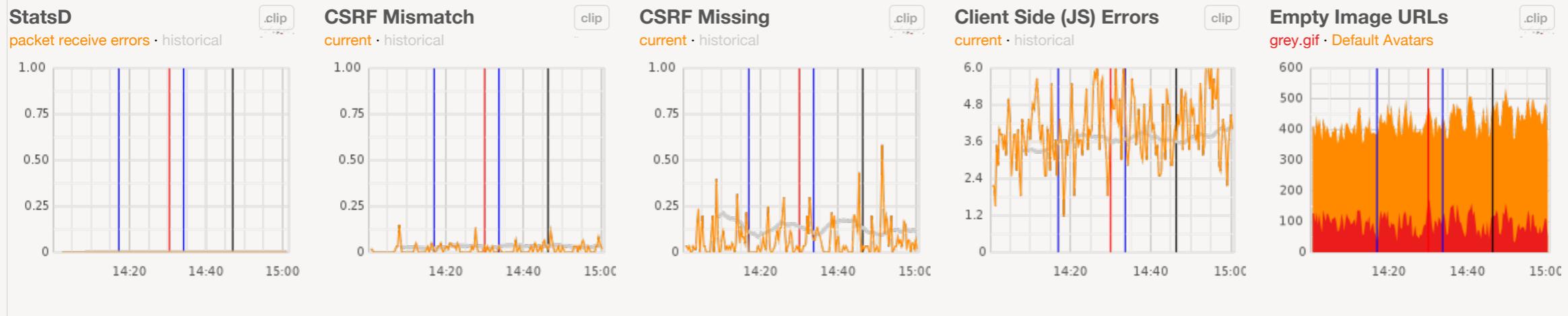
### Thrift Exceptions

current · historical



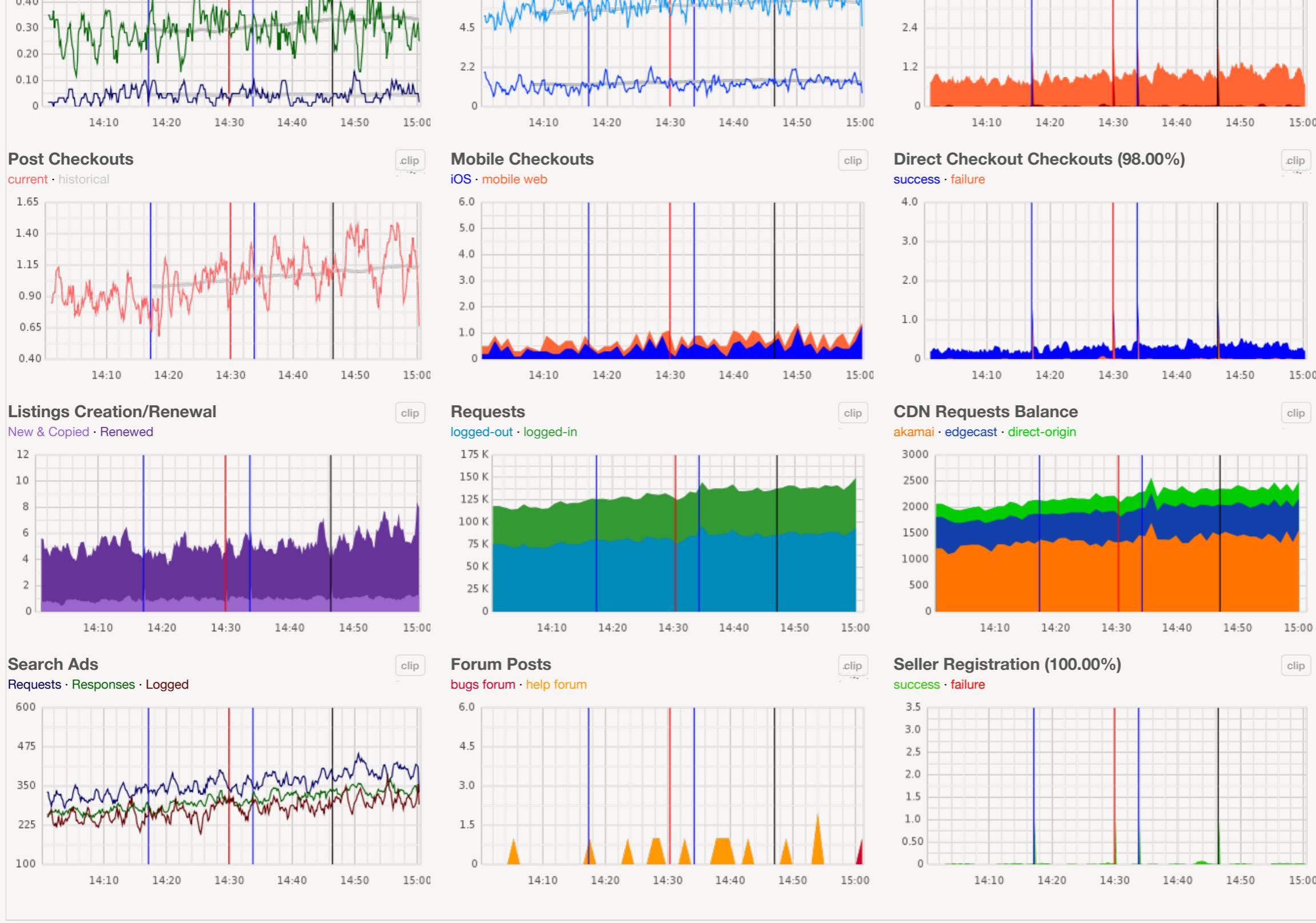


## Other Errors (1 hour)

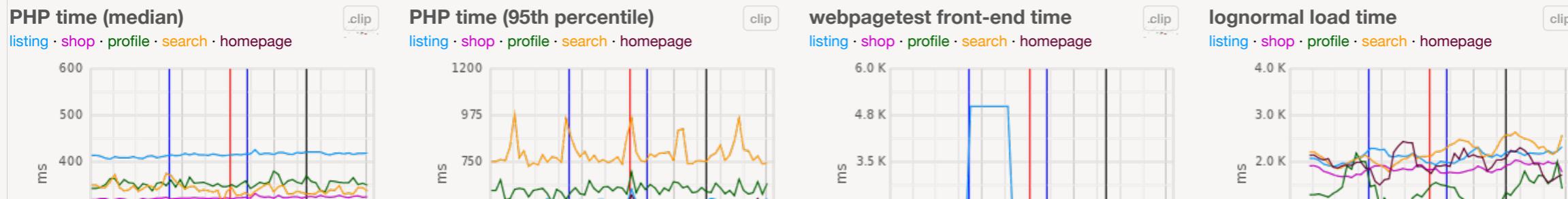


## Business Graphs (1 hour)





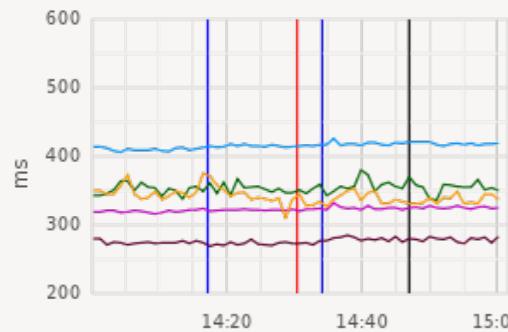
## Page Performance by Site Section (1 hour)



## Page Performance by Site Section (1 hour)

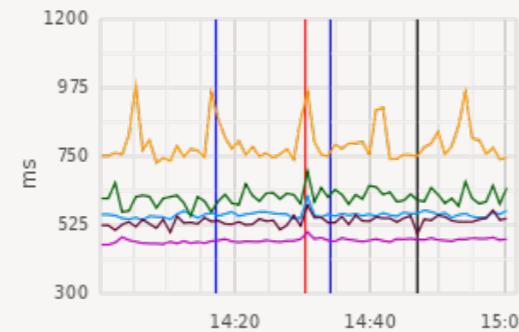
PHP time (median)

listing · shop · profile · search · homepage



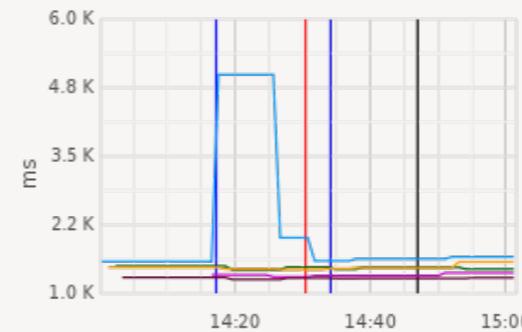
PHP time (95th percentile)

listing · shop · profile · search · homepage



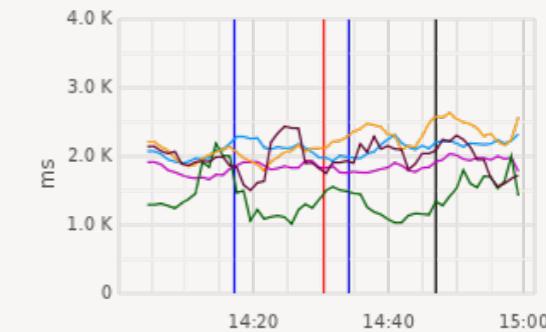
webpagetest front-end time

listing · shop · profile · search · homepage



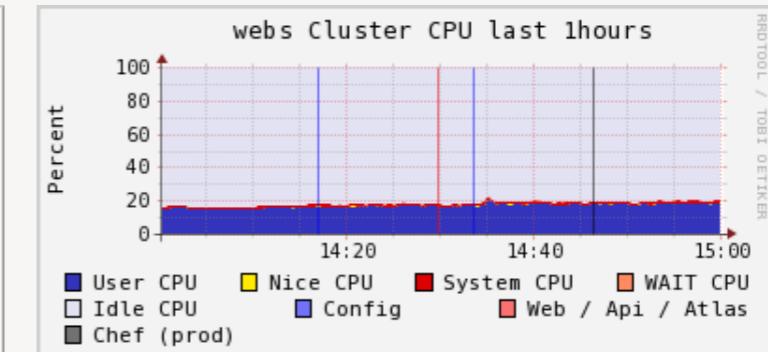
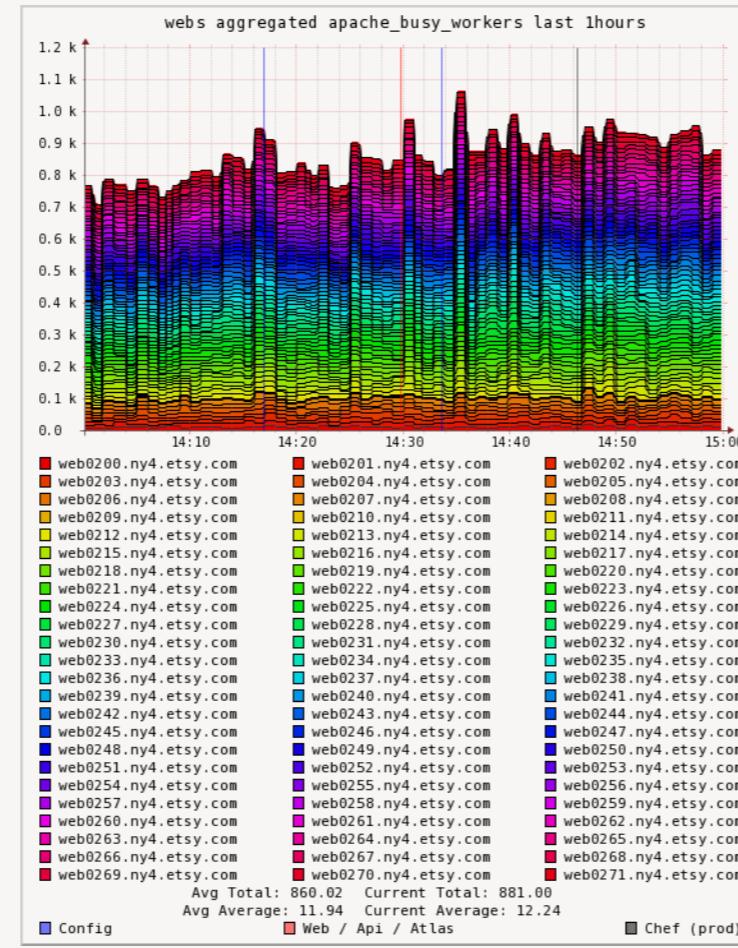
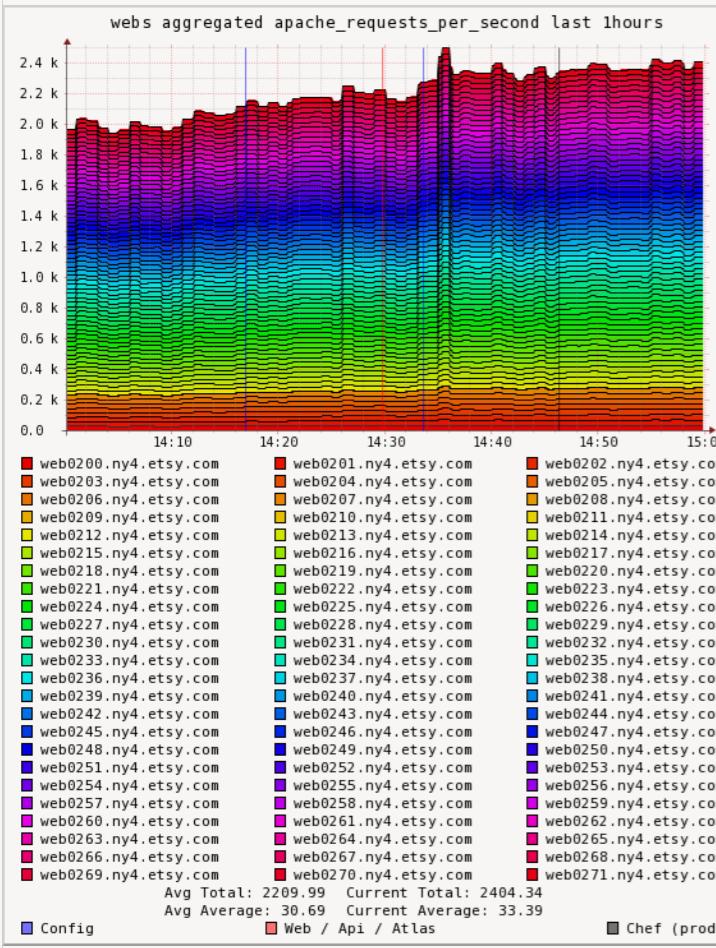
lognormal load time

listing · shop · profile · search · homepage

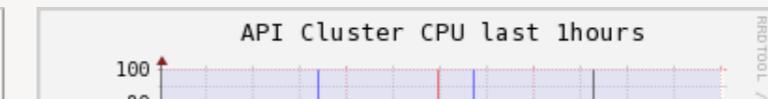
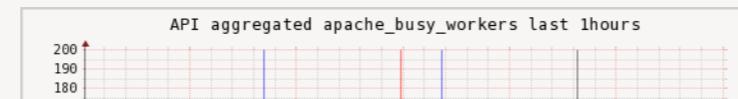
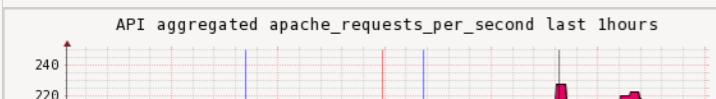


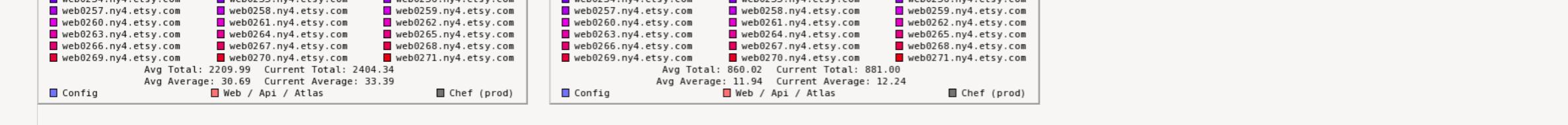
Statistics displayed represent signed in page requests. See [Page Performance Dashboard](#) for more detail.

## Web Cluster (1 hour)

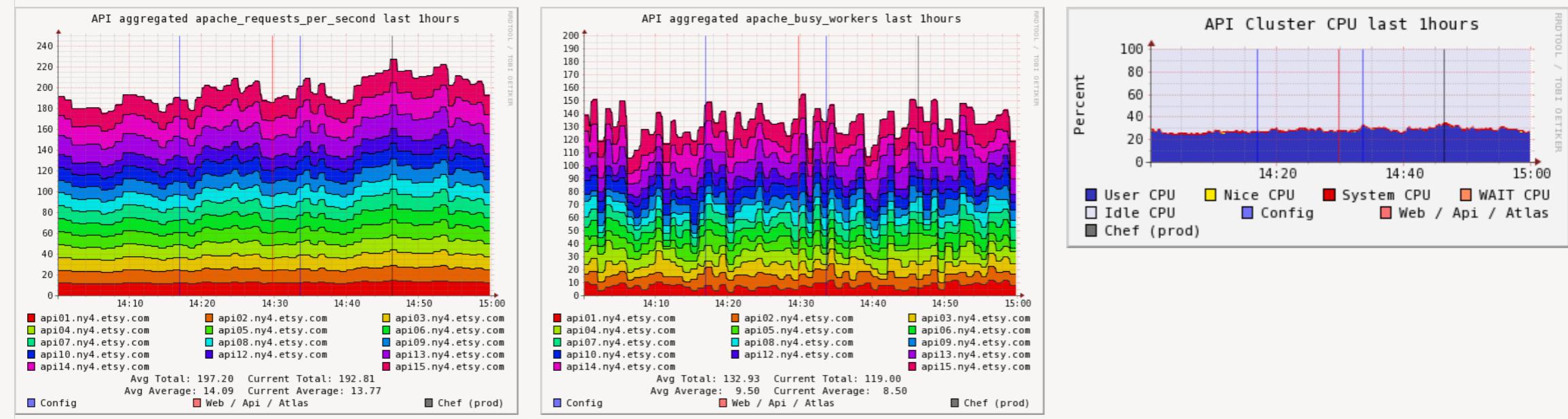


## API Cluster (1 hour)

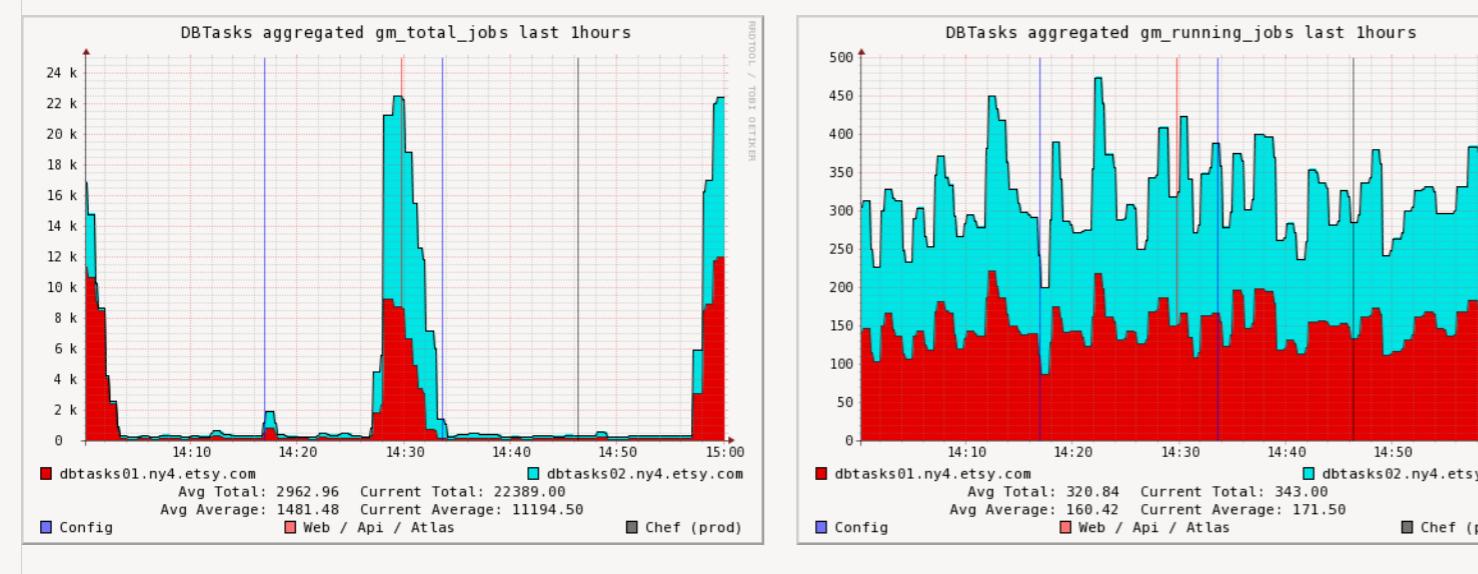




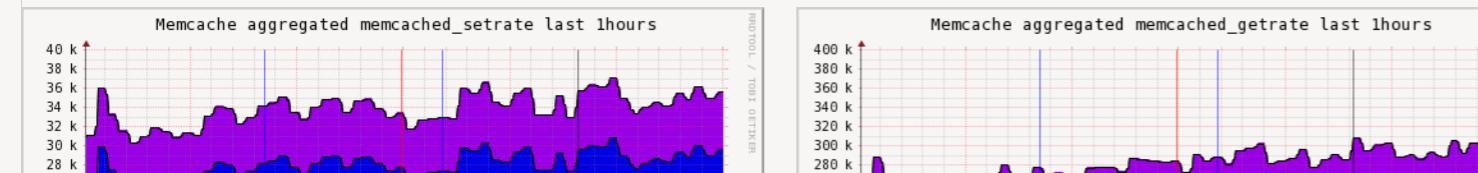
## API Cluster (1 hour)



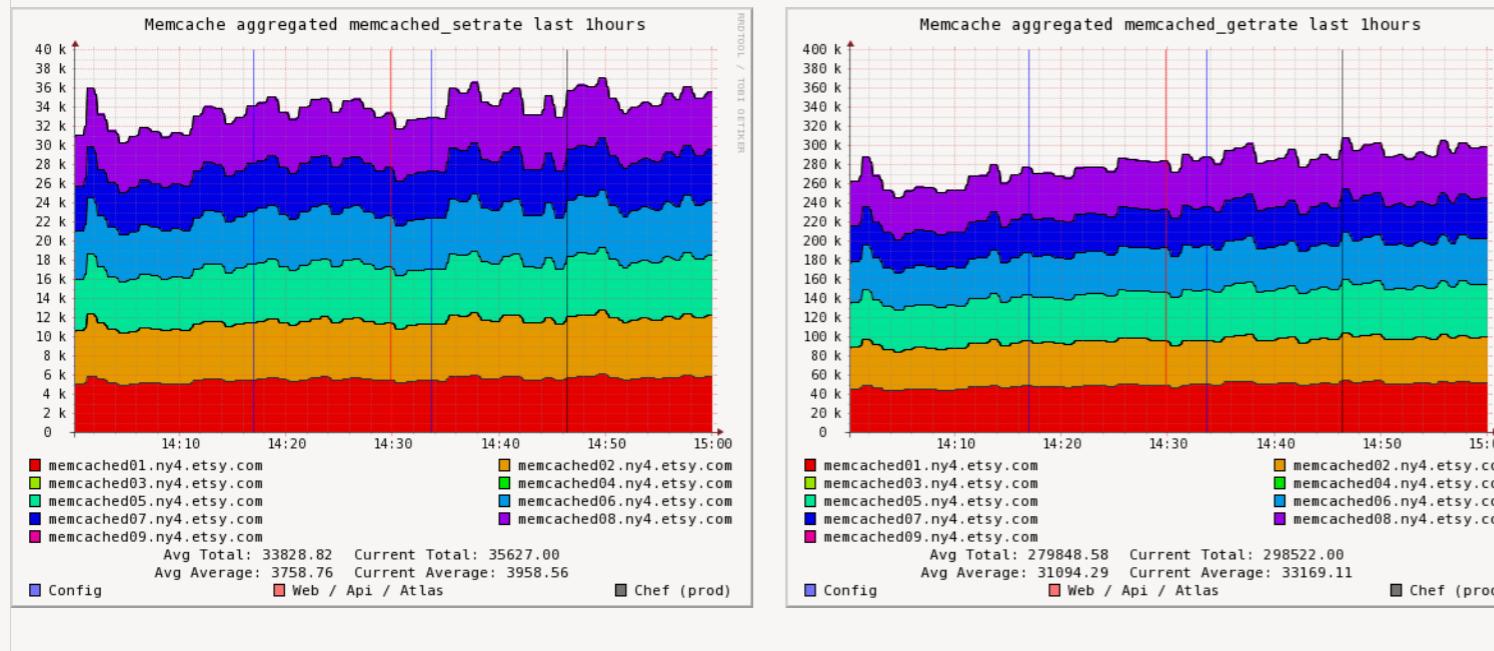
## Gearman (1 hour)



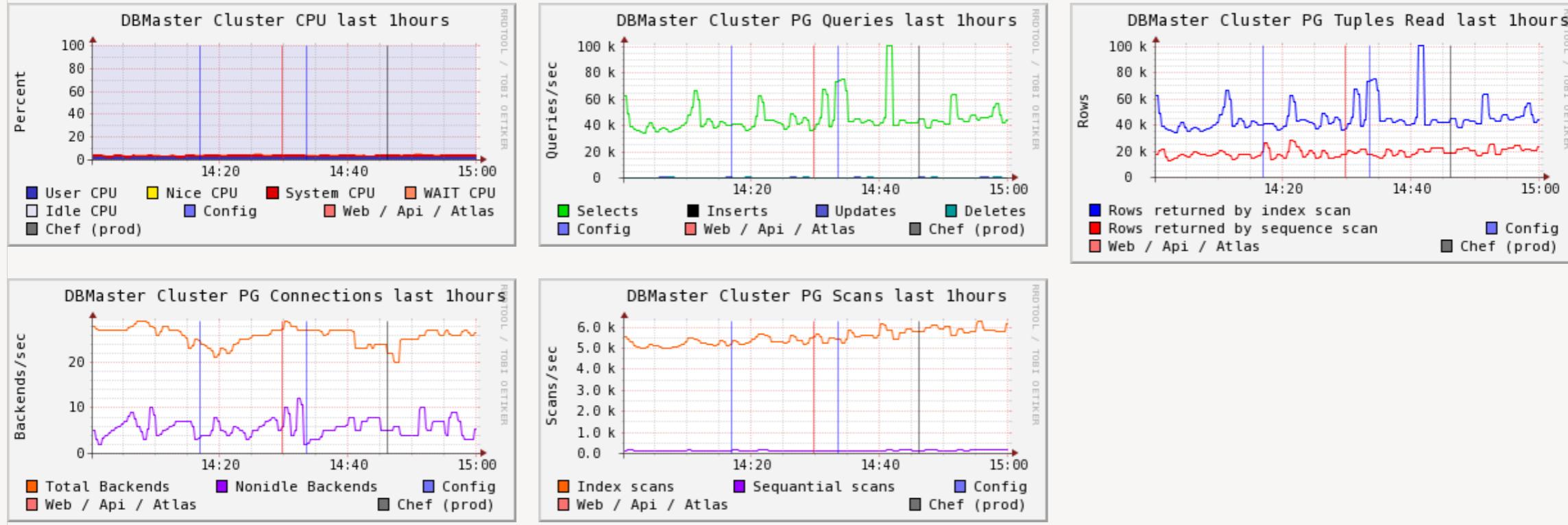
## Memcache (1 hour)



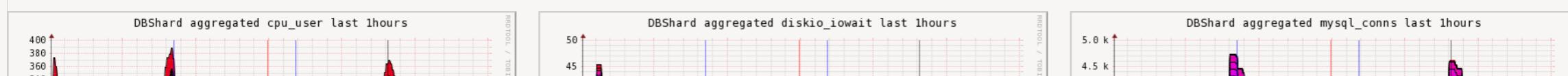
## Memcache (1 hour)



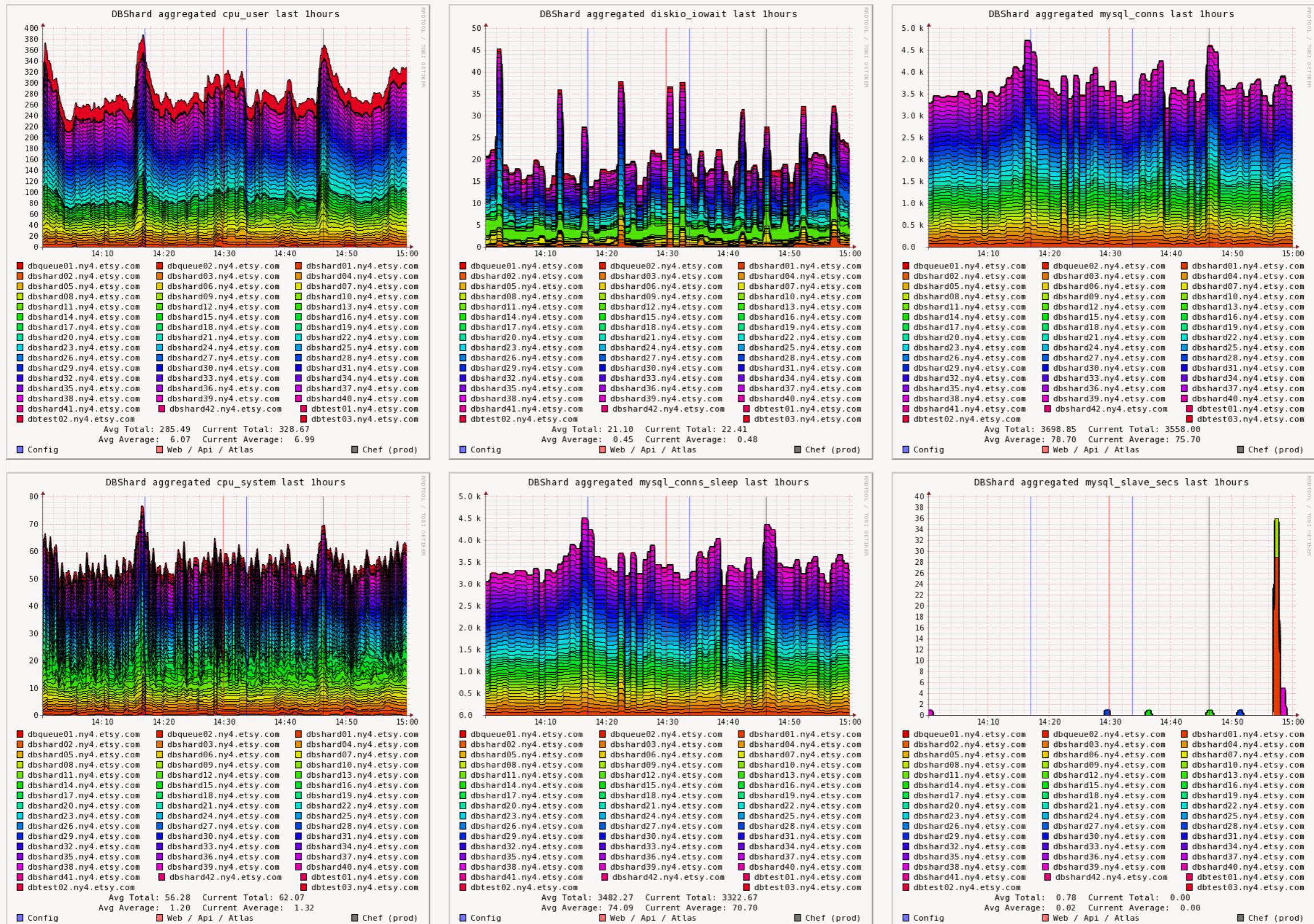
## Master01 Database Activity (1 hour)



## DBShard Database Activity (1 hour)



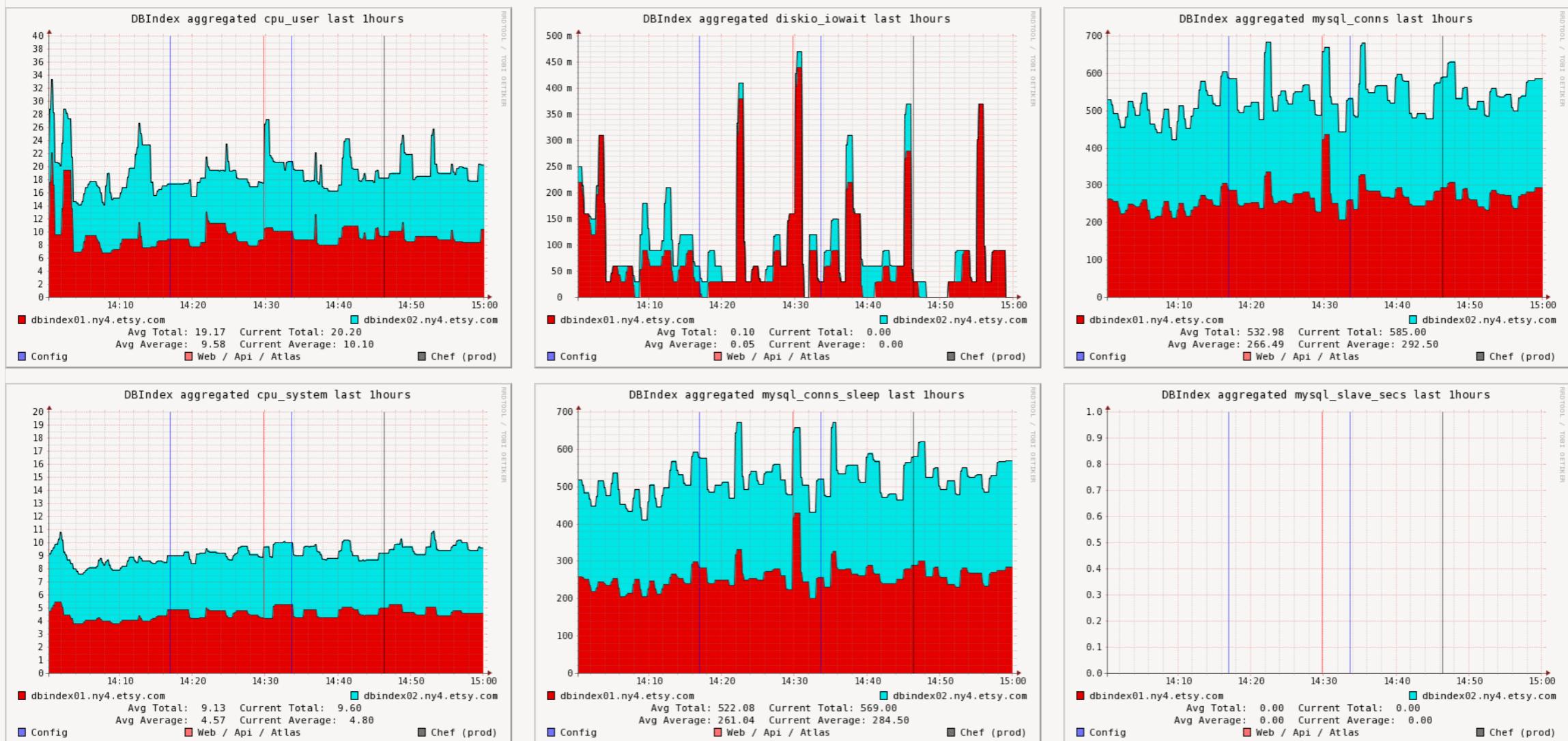
## DBShard Database Activity (1 hour)



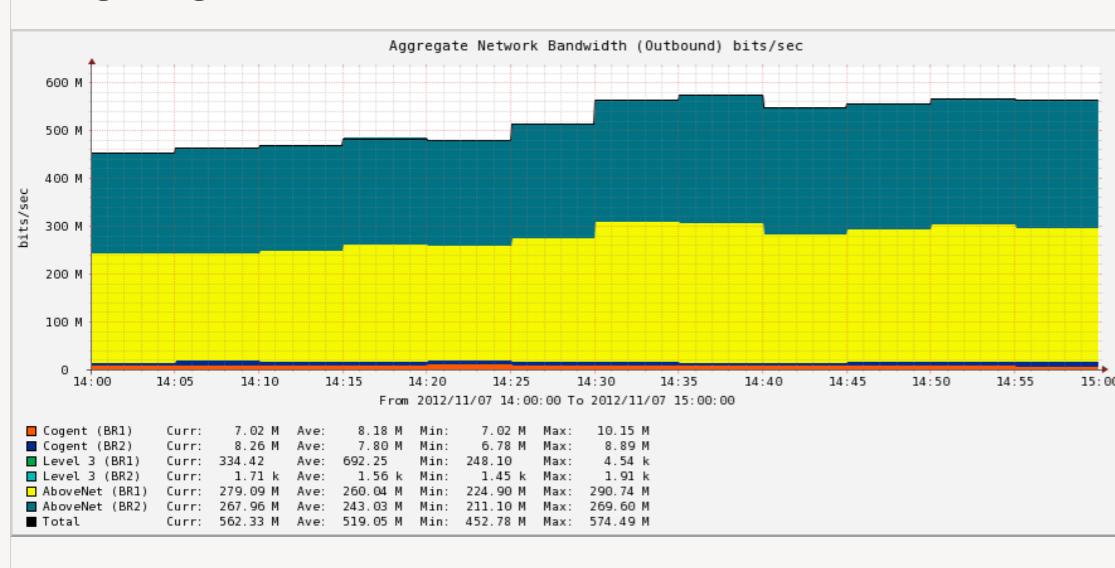
For more detailed shard information see the [MySQL Shards Dashboard](#)

## DBIndex Database Activity (1 hour)

## DBIndex Database Activity (1 hour)



## Outgoing Bandwidth (1 hour)



etsy, briefly  
deploying  
**experimenting**  
making decisions, everyday  
takeaways

Etsy

# Experiments are easy

---

- Experiments need large samples, internet “big data” is all about large samples
- Visitors are free
- Websites are built for iterative change, an experiment is an iterative change

# And they help.

---

- Fail faster
- Fights confirmation bias
- Forces you to tie product to goals (hypotheses!)
- Helps you understand your users

# Why experiment?

---

“Because you’re integrating so frequently, there is significantly less back-tracking to discover where things went wrong, so you can spend more time building features.”

<http://www.thoughtworks.com/continuous-integration>

# How do experiment?

---

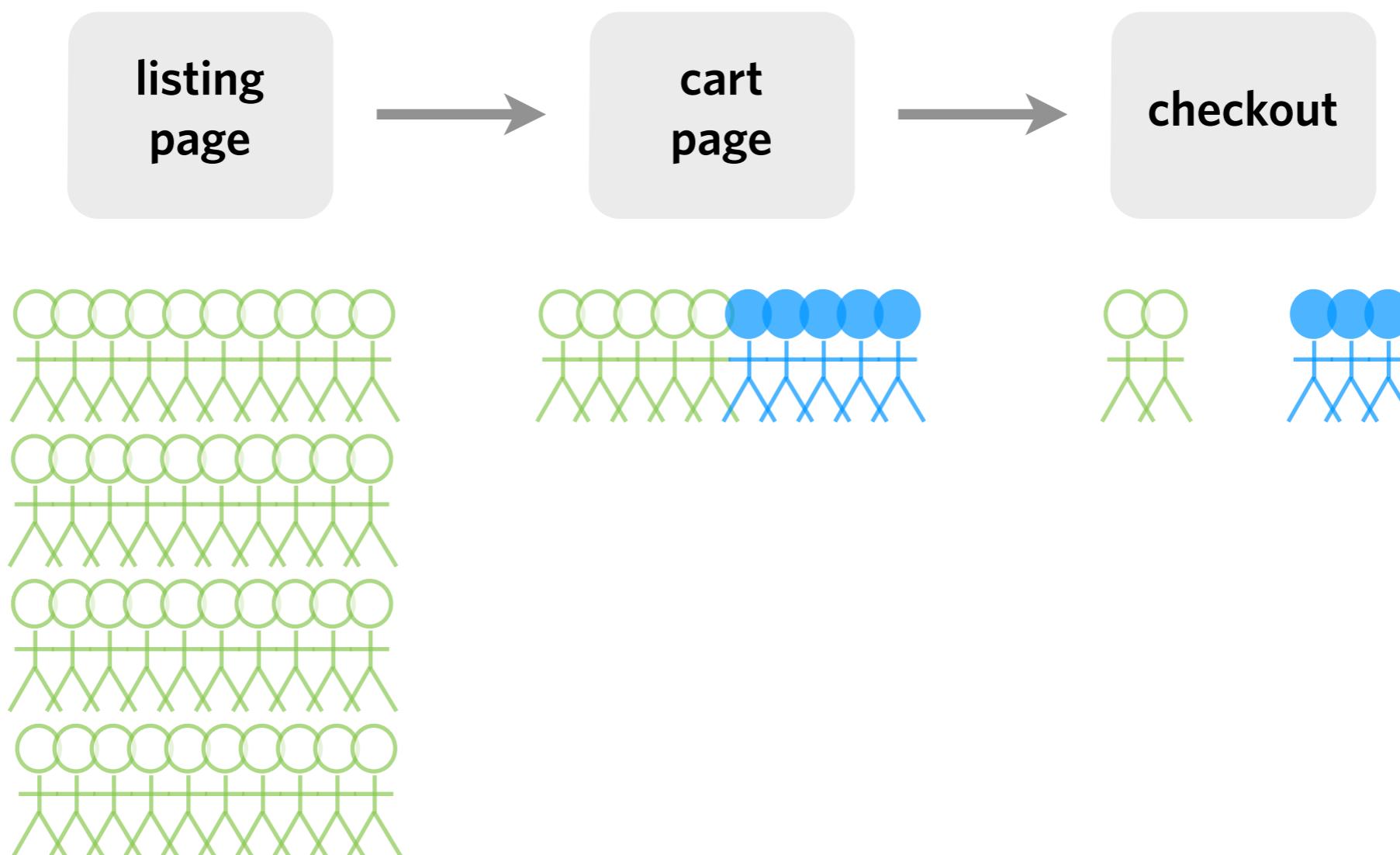
exactly the same way we deploy.

```
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'off'
);
```

```
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => '50' // now 50% of all visits will see this experiment.
);
```

# Bucketing

---



Preserve log

Name

Path

CSS	/assets/dist/css
JS	base.20140609204402.js site.etsystatic.com/assets/dist/js
CSS	base.20140609220609.css /assets/dist/css/home
Image	beacon?.user_id=6097284&request_uuid=4IDtWsqEq_er84yiMg... bcn.etsy.com
Image	beacon?.user_id=6097284&request_uuid=4IDtWsqEq_er84yiMg... bcn.etsy.com
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Headers Preview Response Cookies Timing

Host: bcn.etsy.com  
 Referer: https://www.etsy.com/  
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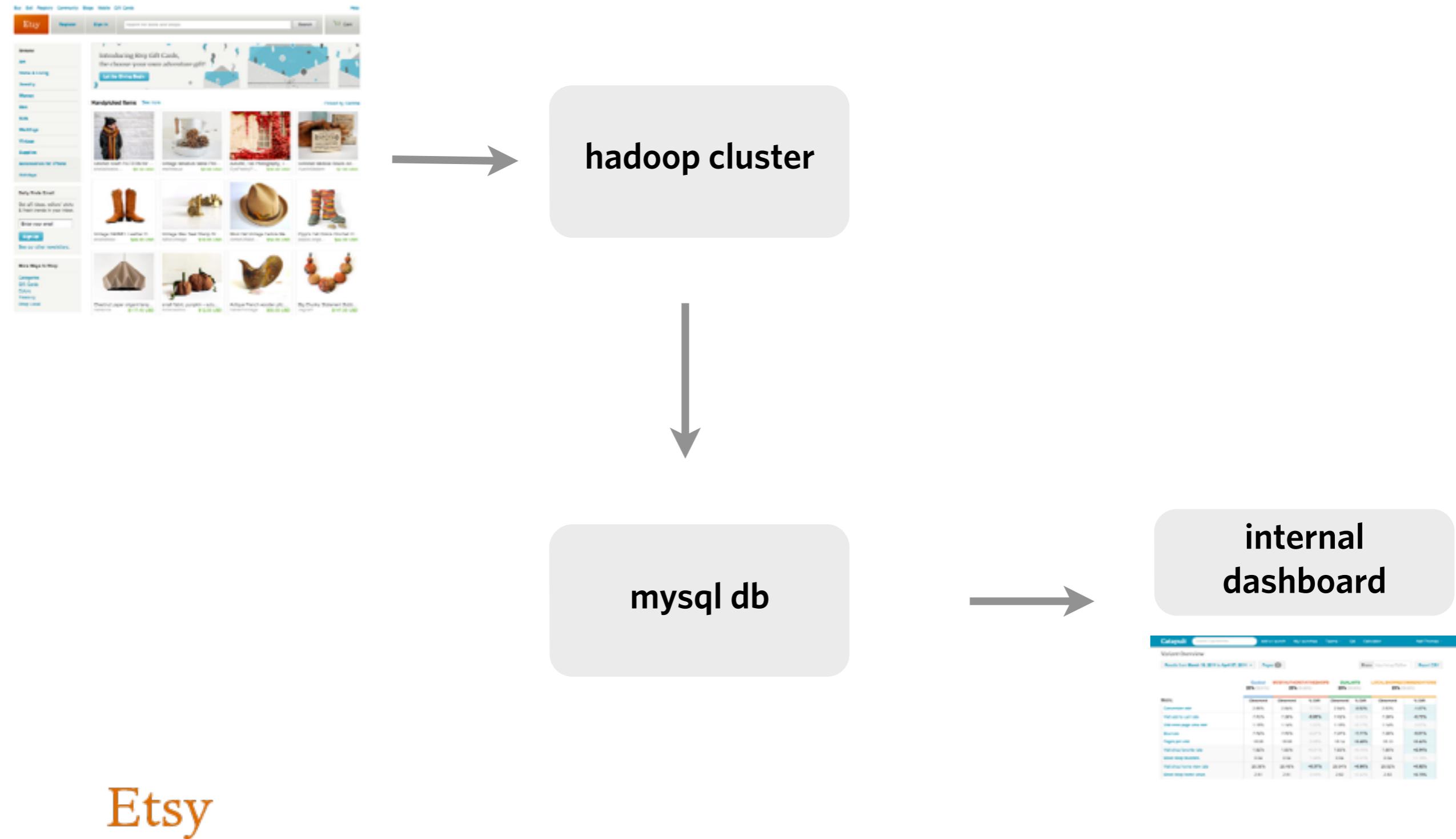
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 detected\_region: US  
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 cdn-provider: fastly  
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 isTabletSupported: 0  
 isTouch: 0  
 isEtsyApp: 0  
 isPreviewRequest: 0  
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 isMozPrefetchRequest: 0  
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 .event\_source: web  
 .event\_logger: frontend  
 php\_ab\_test\_names: translation\_profiler.profiling;translation\_profiler.logging;translation\_profiler.backer...  
 nternational.languages.ja;international.languages.no;international.languages.pl;international.languages.r...  
 in\_toolbar;activity.signed\_in\_homepage\_opt\_out;activity.as\_signed\_in\_homepage;enabled\_locale\_subdirector...  
 plified\_locale\_experience;preserve\_locale\_in\_redirects;buyer\_invites\_recipients;buyer\_invites\_senders;sel...  
 on;refactored\_footer;mustache\_client;activity.separate\_shop\_feed;collections;global\_nav.desktop.force;gl...  
 s\_from\_www;google\_tag\_manager;wholesale;wholesale\_listing\_integration;facebook\_sign\_in;affiliates.landing...  
 nitoring;ga\_replacement\_cookie;stash;geonames.location\_display  
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## ▼ Response Headers view source

Connection: close  
 Content-Length: 0  
 Content-Type: text/html; charset=UTF-8  
 Date: Tue, 10 Jun 2014 18:25:38 GMT  
 Server: Apache

# Logging



## Key Health Metrics by Day

Conversion rate delta

● Control



Visit add to cart rate delta

● Control



Variants	● Control	● mostauthoritativeshops	● dualhits	● localshoprecommendations
Observed	1.15%	1.14%	1.15%	1.14%
% Diff	-	-2.46% to +0.423%	-1.27% to +1.62%	-2.11% to +0.773%

Visit error page view rate delta

● Control



Bounces delta

● Control



reusing config,  
automated bucketing,  
automated analysis & graphing

with no additional effort

Etsy

on

```
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'on'
);
```

off

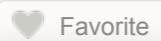
```
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'off'
);
```

etsy, briefly  
deploying  
experimenting  
making decisions, everyday  
takeaways

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Add it to your favorites to revisit it later.

## Leather Ipad Sleeve/ Case/ Envelope/ Folio for IPAD 2 or 3. Full Grain Veg Tan Leather. Handmade by BayTowneLeatherUSA.

[zoom](#)

This luxurious/rugged and well built IPAD case will protect your IPAD in style. Or you can use it as a folio to carry your necessities . Luxurious enough for use at the office, and rugged enough for use on the trail.

Made of beautiful - rugged 5/6 oz. Premium veg tan leather (which will break in beautifully) ; it will develop a wonderful natural patina over time as only full grain veg tan leather can do. (Gets better with age)

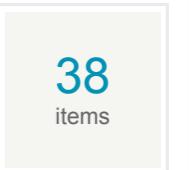
\*\*\*I make these cases ONE BY ONE as orders are received\*\*\*

**\$74.00 USD** Only 1 available[Add to Cart](#)

### Shop

[BayTowneLeatherUSA](#)

BayTowneLeatherUSA

**38**  
items[Add shop to favorites](#)[See who favorites this shop](#)

### Shop owner

**Roger**

Marion, Illinois, United States

[Favorites](#)[Circle](#)

Feedback: 27, 100% pos.

[Contact](#)

### Item

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leather ipad sleeve

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items[Favorite](#)**Like this item?**

Add it to your favorites to revisit it later.

[zoom](#)[Request a custom order](#) and have something made just for you.[Item Details](#)

(173)

[Shipping & Policies](#)

NOTE: Current build times are running about 10 business days.

**Leather Ipad Sleeve/ Case/ Envelope for iPad AIR or iPad 3. Full Grain Leather. Handmade by BayTowneLeatherUSA.****\$75.00 USD**[Ask a Question](#)

Only 1 available

Device

[Select an option](#)

stitch color

[Select an option](#)**Overview**

- Handmade item
- Materials: full grain leather, veg tan leather, wrap around closure, leather closure
- Made to order
- Feedback: [173 reviews](#)
- Ships worldwide from United States

[Add to Cart](#)[Favorite](#)

892

[Add to](#)[Tweet](#)[Pin It](#)[Like](#)

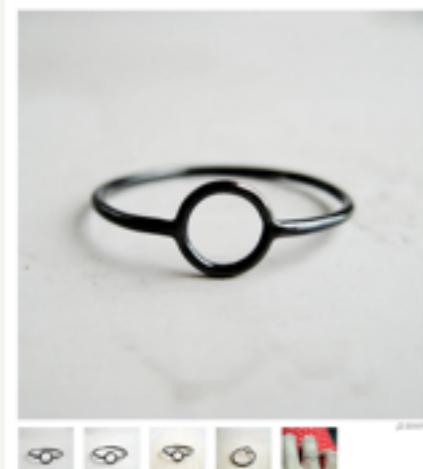
0

**BayTowneLeatherUSA**

in United States

## Black Circle Ring

By MeanderWorks in San Diego, California



Quantity  \$48.00 USD

Size

**Overview**

- Handmade item
- Materials: sterling silver, argentum
- Made in San Diego, California

Ships to United States for \$6.00 USD

PayPal • HSA • OGCPay • Etsy Gift Cards

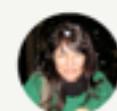
[Add to Cart](#)

## About this item

PLEASE INCLUDE RING SIZE in notes to seller

A comfortable, minimal design, a sweet addition to your everyday wear. Please note that the black patina is a surface treatment on the sterling silver and will naturally wear over time to a lovely, rich, steel grey color then eventually to silver.

The circle is approximately 1mm across. This ring is also available in:

[Read More](#)Have a question? [Contact the shop owner](#).[Twitter](#) [Facebook](#) [Etsy](#)

## MeanderWorks

Marilyn Brogan, owner, maker, designer, curator  
Originally from the Blue Ridge Mountains of Virginia, I now reside in sunny San Diego. I went to art school at VCU and studied sculpture, a little while later I became a Core student at Penland School of Crafts and fell in love with metal working!

[Contact Seller](#)[Shop Policies](#) [Feedback 100%](#) [About](#)

## Related to this item

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[Commitment](#) [Linear](#) [Men's ring](#) [Unisex ring](#) [Small circle ring](#) [Elemental team](#)

Listed on Feb 3, 2012 3275 views 114 Favorites 75 Treasury picks

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Etsy

MeanderWorks  
In San Diego, California  
Add Shop to Favorites

**Black Circle Ring**  
**\$48.00 USD**  
\$7.00 Shipping from San Diego, California  
Quantity  
Size  
Overview  
Add to Cart

**About This Item**  
PLEASE INCLUDE RING SIZE in notes to seller  
A comfortable, minimal design, a sweet addition to your everyday wear. Please note that the black patina is a surface treatment on the sterling silver and will naturally wear over time to a lovely, rich, steel/grey color (this eventually happens).  
• The circle is approximately 1mm across, this ring is also available in:  
• "White" sterling silver: <http://www.etsy.com/listing/147924166/ring>  
• 14K gold and black sterling: <http://www.etsy.com/listing/147924166/gold-circle-ring>

If you need a ring size not listed above I can try to make it for you - simply include ring size in notes to seller.  
Not sure what your ring size is? Please consult this handy tool: <http://www.convertisores.com/talla.php>  
Please make sure your ring size is accurate!  
See my policy page for information on ring resizing.  
Check out more of my rings here: [www.etsy.com/shop/meanderworks?\\_i=rls214](http://www.etsy.com/shop/meanderworks?_i=rls214)  
I am dedicated to creating simple, delicate, unique pieces of jewelry for people who appreciate the little details found only in handmade work.  
Thanks for looking!

Want to know more? Ask the shop owner:  
  
**Madlyn Brogan**  
owner, maker, designer, surfer  
Contact Seller

Etsy

WindandWillowHome  
in United States  
Add Shop to Favorites

**Mini Planters set of 4, Peach, Grey, Purple and Tan, Natural Wedding, Spring Decor**  
**\$29.00 USD**  
Add a Question  
Quantity  
Overview  
Handmade item  
Materials: wood, synthetic rubber  
Ships worldwide from United States  
This shop accepts Etsy Gift Cards  
Add to Cart

**You might also like**

**Country: Mini Planters set of 4**  
Bring the outdoors in...in style with these adorably modern mini planters. Great for small succulents, cuttings or other cactus-varieties. Each carefully hand-dipped in a soft Peach, Grey, Purple/Purple and Tan. The colored portion is a soft rubbery plastic which makes them durable and non-slip. The wood is left natural, SWE.

**BEAUTY IS IN THE DETAILS**  
Size: 2-1/8" tall x 1-1/16" wide  
Each item has been hand-dipped by ME. I don't measure or tape these little guys to create perfectly identical rings. I believe beauty is in organic lines and natural movement, which means the color dipped portion may vary between rings and may show more or less wood on your more round it. Wood grain are part of the natural beauty of the wood (wood/grain make me HAPPY). Glaze colors can vary from light to dark brown or even a greyish tone. These colors should not be construed as flaws but part of the uniqueness of the item.  
\*Please note due to the reaction of the dip there may be small bubbles that occur on the dipped portion of the planter\*

**FOR ONE OR ALL:**  
Of course your friends would also love a Modern gift. How about for your guests? \*Party Favor,\* Natural wedding favors... The options are endless.

**CARE:**  
Like all wooden tools and utensils, a natural patina is gained with each use showing the natural richness and character of each piece. Hand wash.

**SHIPPING:**  
My items are shipped USPS First Class Mail (2-5 days within US, 4-6+ days outside US), without 3-5 days of receiving payment.  
\*International recipients, please note: you may be subject to import taxes or other fees prior to receiving your merchandise. These fees vary per country and are not included in the shipping charges listed. Wind & Willow Home is not responsible for these fees.  
Our standard USPS First Class International Mail includes tracking but does not give dates or times once it leaves the USA since all countries have their own postal systems.

If you'd like to upgrade to another mode of shipping, please convo me.  
See our SHOP POLICIES to ensure we remain friends  
<http://www.etsy.com/shop/WindandWillowHome/policy>  
mf-shops/policies Jefferson

Thanks so much for visiting us here on ETSY.  
<http://www.etsy.com/shop/WindandWillowHome>

Etsy

jillapaulpottery  
41 Items  
Add Shop to Favorites

**Four-piece nesting bowl set, white modern ceramic pottery bowls**  
**\$320.00 USD**  
Only 1 available  
Overview  
Handmade item  
Materials: clay, glaze, minerals, mud, earth, pottery, ceramics  
Feedback: 43, 100% positive  
Ships from United States to Limited locations  
This shop accepts Etsy Gift Cards

**Add to Cart**

**Nesting bowls, set of four bowls. White glossy glaze-on cream white clay. Thin undulating sides. Very loose, organic bowel and vase forms. May remind you of the forest.**  
A: 3.5 x 2.25 in.  
B: 4 x 3.5 in.  
C: 4.25 x 3.5 in.  
D: 4.5 x 3.5 in.  
more bowl sets  
[https://www.etsy.com/shop/jillapaulpottery?section\\_id=11159574](https://www.etsy.com/shop/jillapaulpottery?section_id=11159574)

All glazes are food and dishwasher safe. However, because microwaves may not heat evenly, please do not put handmade pottery in the microwave.

Fresh\_modern\_ceramics, jillapaulpottery.com

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ES-NW-0,3,6,5

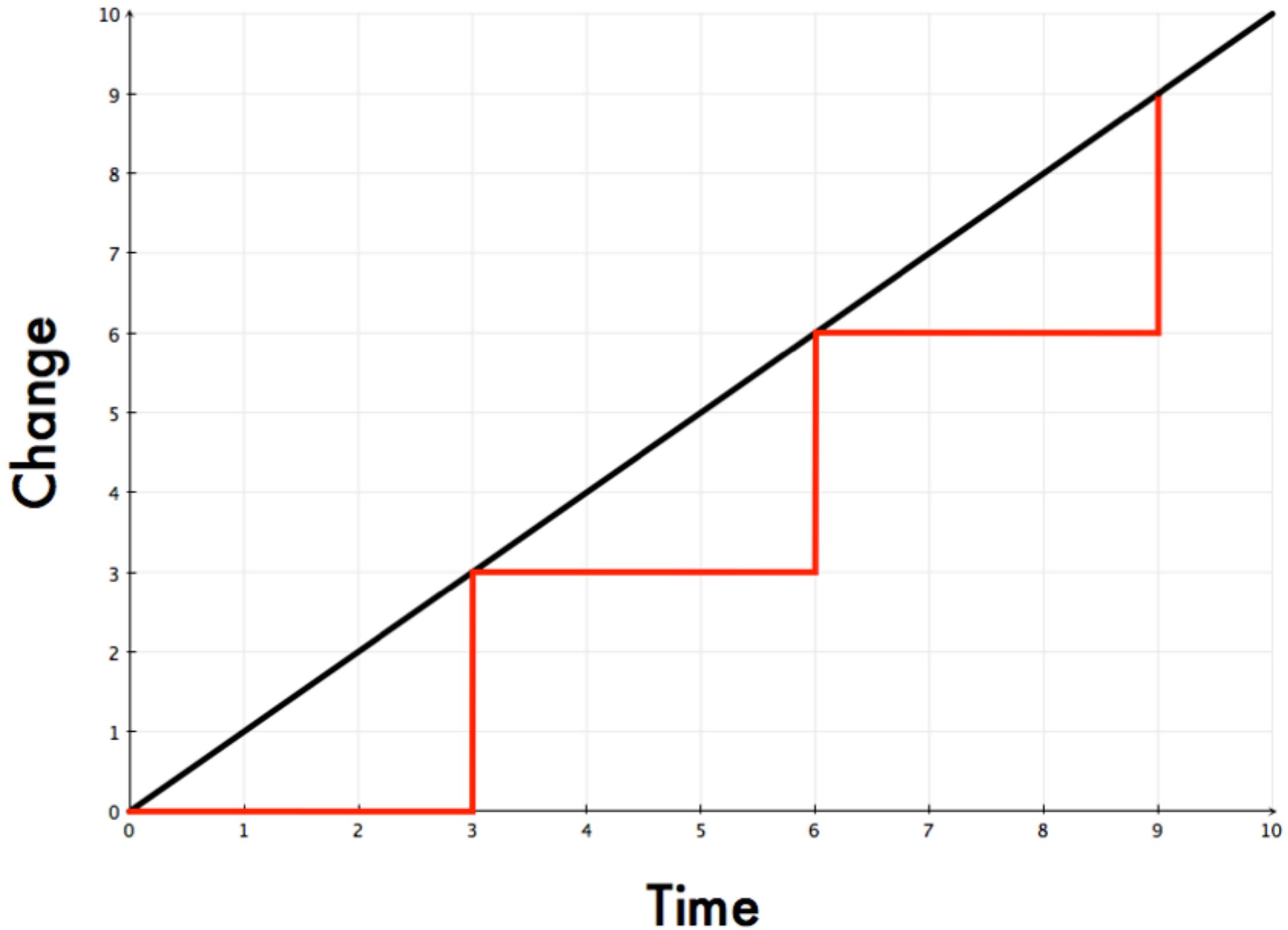
Related to this item

Ceramic and Pottery | Serving | Bowl | pottery and ceramics | julia paul pottery | ceramic pottery bowl | serving bowl | pottery

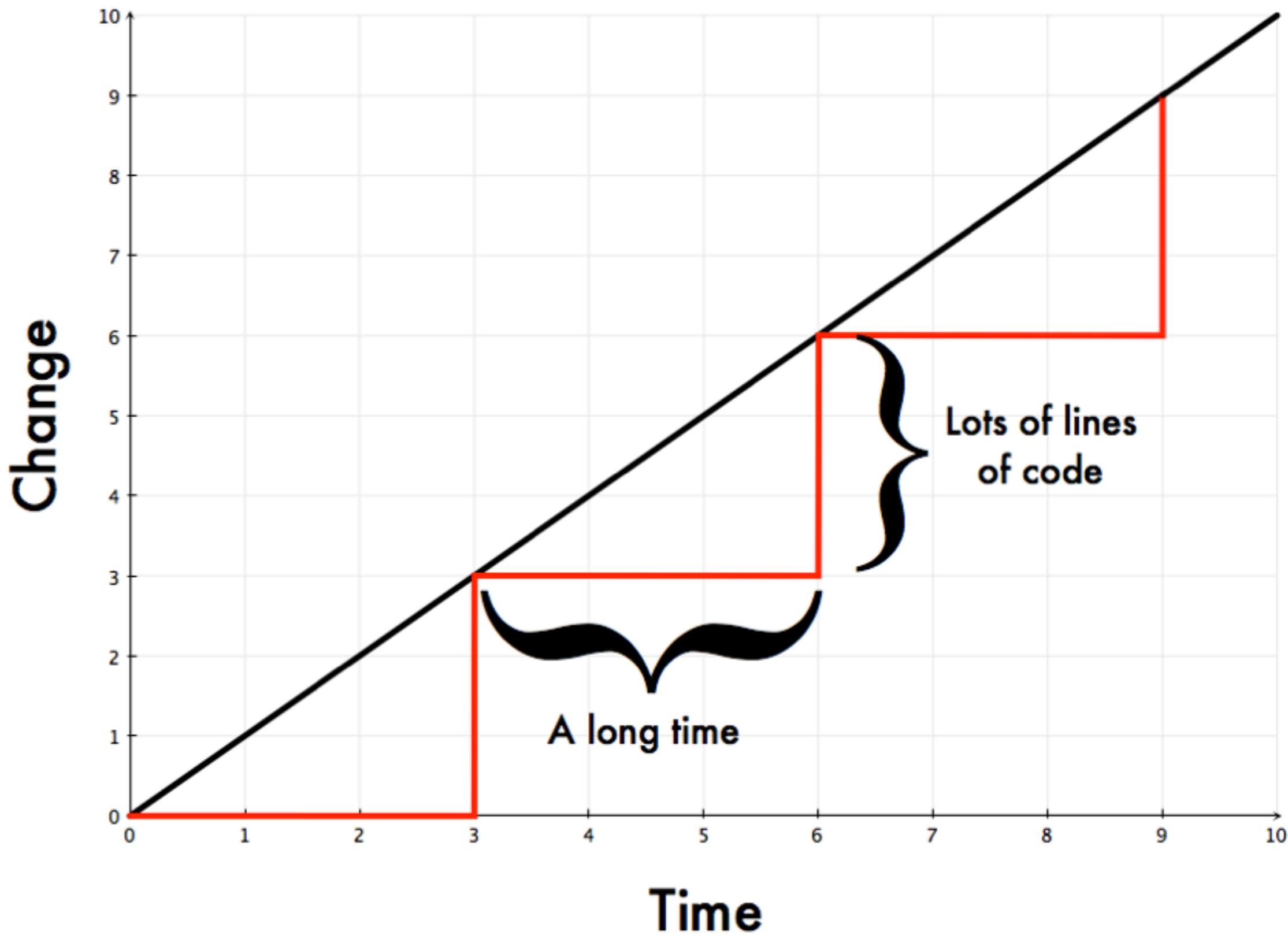
white bowl | nesting bowls | pottery nesting bowl | modern pottery | bowl set | minimal pottery | vase | ceramic vase set

Updated on May 20, 2013 800 views 201 Favorites 20 Treasury lists Seller Information Report this item to eBay

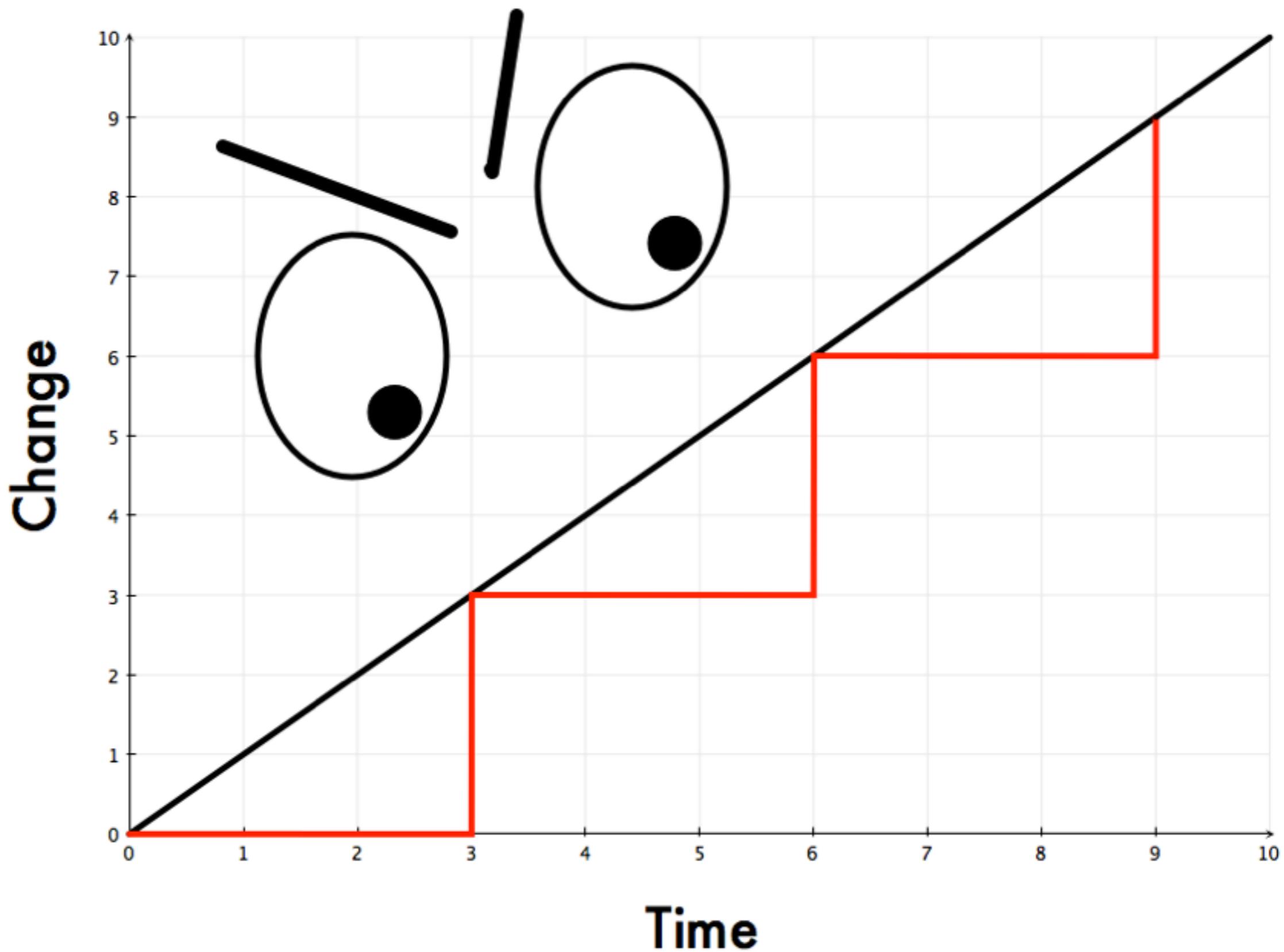
Day	Jewelry	Home & Living	Women	Men	Kids
Follow eBay on:	Body Jewelry	Home & Garden	Bags & Purses	Boys & Toddler	Bags & Purses
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<a href="#">Twitter</a>	Brooches	Decor	Hats & Caps	Boots	Music & Media
<a href="#">Pinterest</a>	Earrings	Costumes	Bottoms	Boys' Shoes	Accessories
	Gold & Jewelry	Decor & Home	Coats & Jackets	Boys' Tops	Books & Media
	Gold & Jewelry	Costumes	Costume	Boys' Tops	Boots
	Handbags	Decorative Arts	Costumes & Accessories	Boys' Tops	Boys' Shoes
	Furniture	Dining & Entertaining	Customer Service	Boys' Tops	Boys' Tops
	Furniture	Electronics	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Furniture & Decor	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Gardening	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Gifts	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Home & Garden	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Household	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Interior Design	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Leisure	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Living Room	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Office Products	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Personal Care	Customer Support	Boys' Tops	Boys' Tops
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	Furniture	Power Tools	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Recreational	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Seasonal	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Storage & Organization	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Tools & Hardware	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Travel	Customer Support	Boys' Tops	Boys' Tops
	Furniture	Watches	Customer Support	Boys' Tops	Boys' Tops
	Gifts	Entertainment	Customer Support	Boys' Tops	Boys' Tops
	Gifts	Gifts	Customer Support	Boys' Tops	Boys' Tops
	Gifts	Gifts & Novelties	Customer Support	Boys' Tops	Boys' Tops
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	Home & Living	Gifts & Novelties	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Home & Garden	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Interior Design	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Leisure	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Living Room	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Office Products	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Personal Care	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Power Tools	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Recreational	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Seasonal	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Storage & Organization	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Tools & Hardware	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Travel	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Watches	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Entertainment	Customer Support	Boys' Tops	Boys' Tops
	Home & Living	Gifts</td			



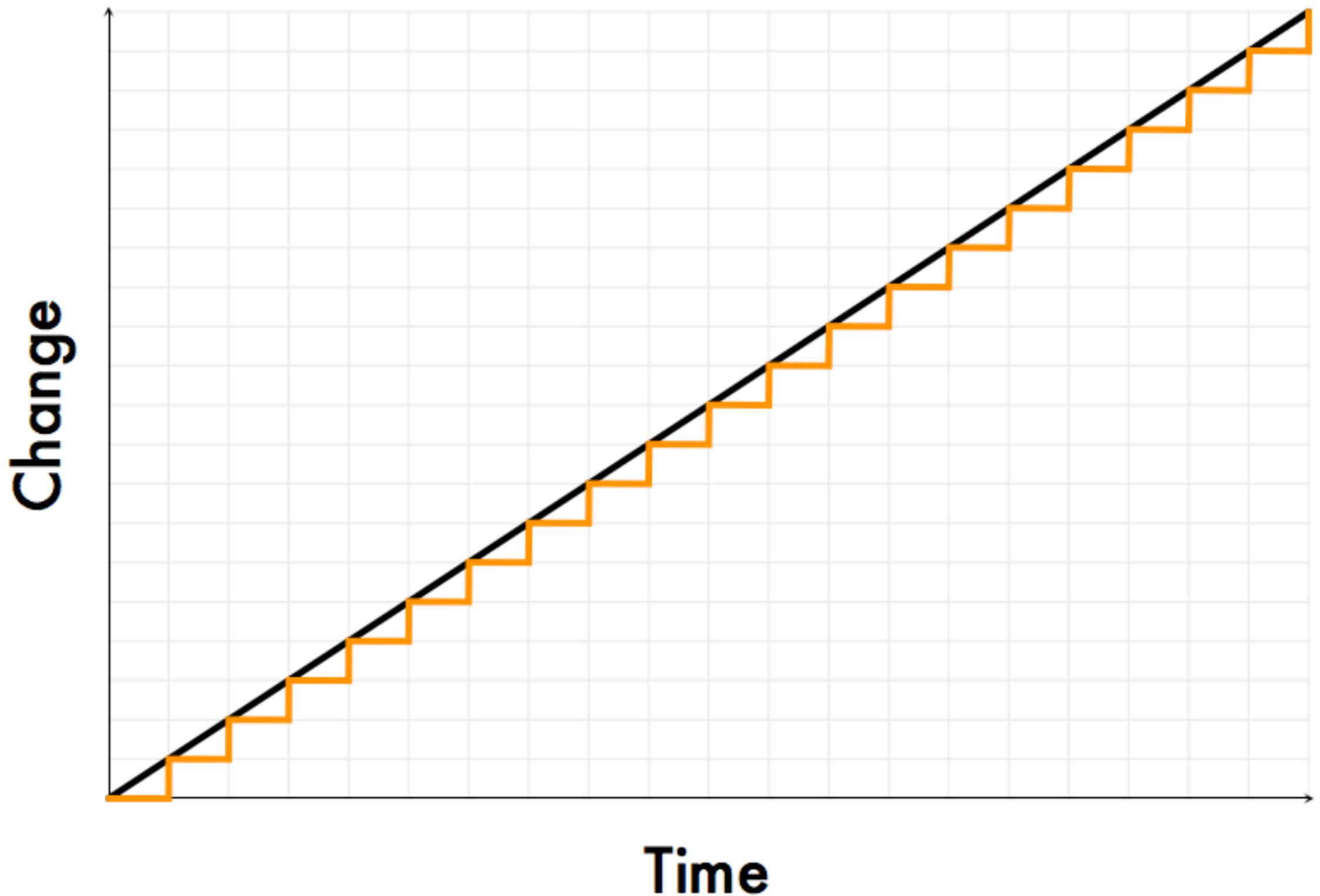
All credit: John Allspaw



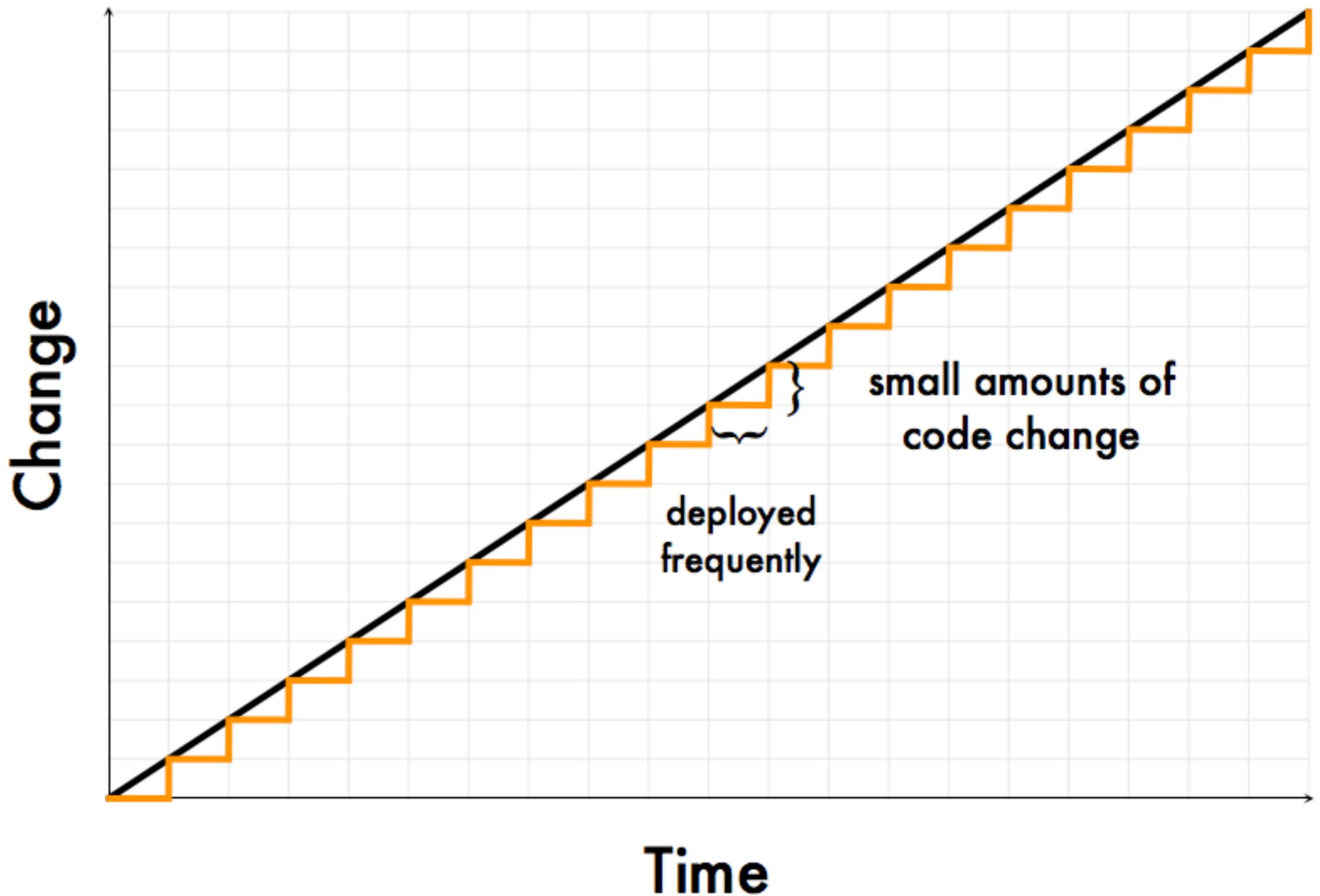
All credit: John Allspaw



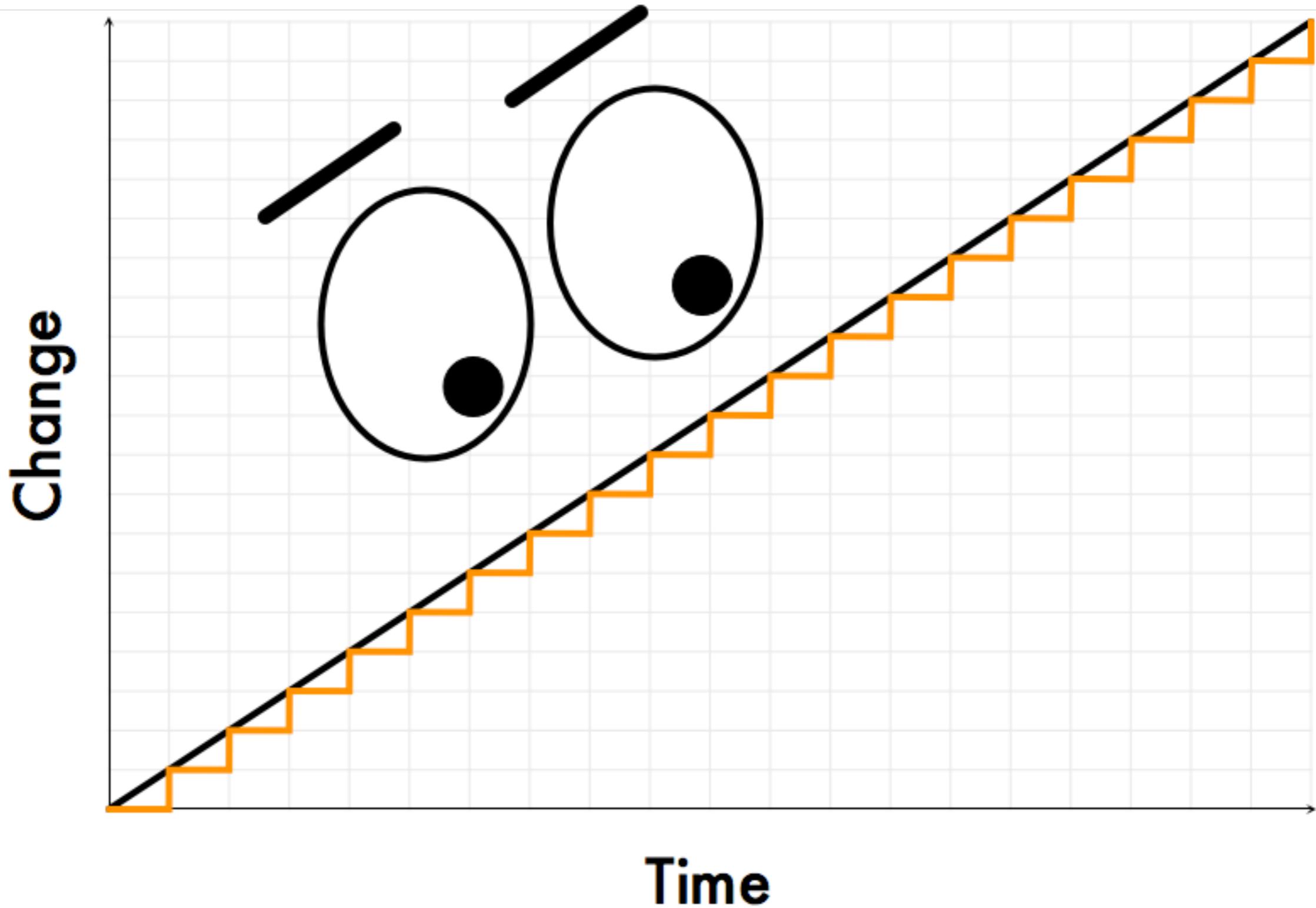
All credit: John Allspaw



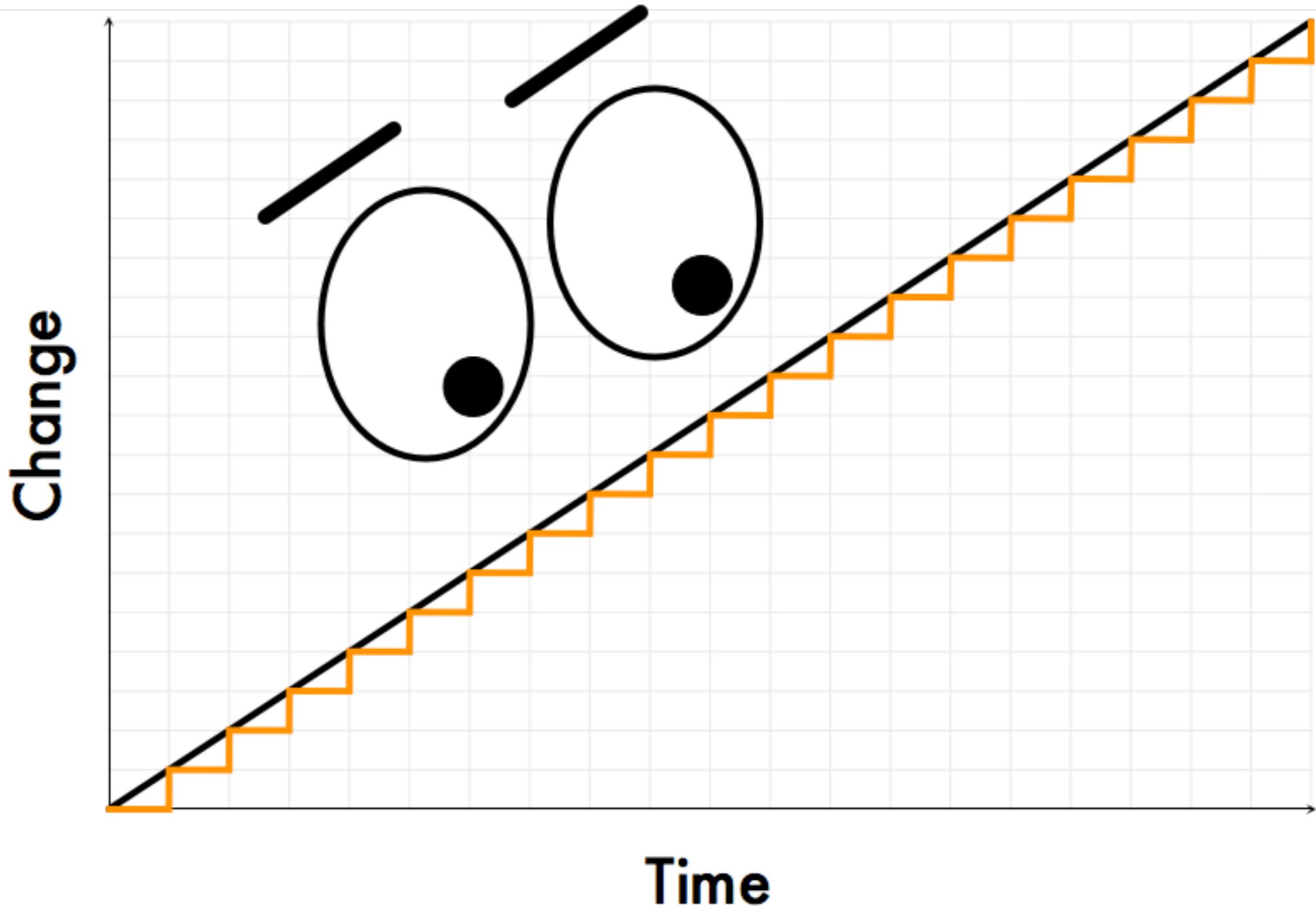
All credit: John Allspaw



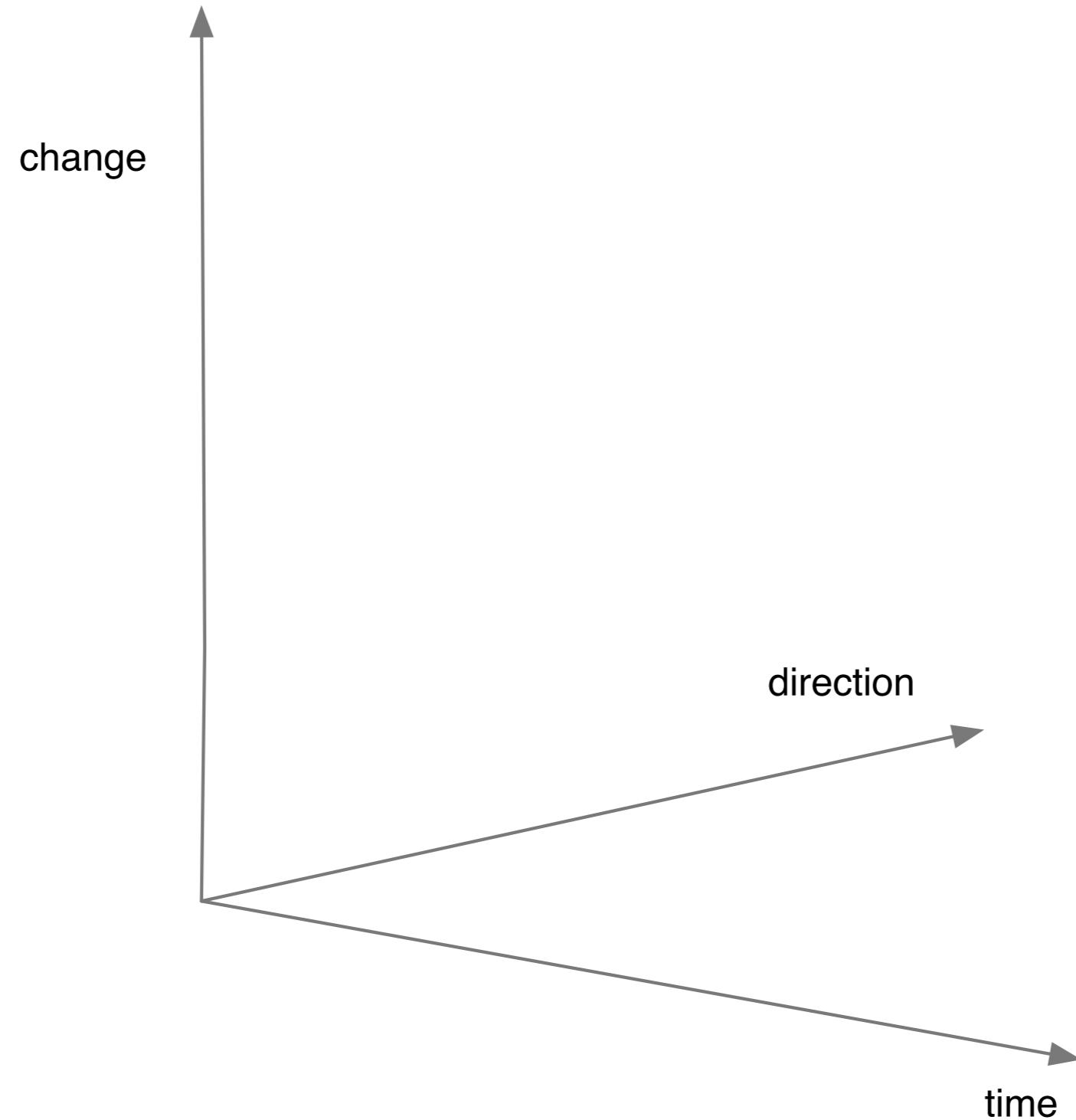
All credit: John Allspaw



All credit: John Allspaw



All credit: John Allspaw



All credit: me

# 2014

## February

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

## March

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## April

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## May

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## June

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## July

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## August

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## September

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

# 2014

## February

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

## March

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## April

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## May

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

## June

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## July

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## August

S	M	T	W	T	F	S
		1	2			
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## September

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

* prod-news	[Launched to 100%] Improved experience with better user recommendations - As this is now la	Feb 28
* prod-news	[Launched as experiment] Shop Recommendations on the Homepage: Personalized vs Generic	Feb 28
* prod-news	Daily launch report: Friday, February 28, 2014 - Upcoming launches thru Wed, March 05 Fri, Fe	Feb 28
* prod-news	Launched to Admin: Onsite Confirmation Notice Redesign (Variant 1) - Hey all, Dutch translatio	Feb 27
* prod-news	[Launched to admin] Expanded coverage for cart page recommendations - To clarify- the cover	Feb 27
* prod-news	Daily launch report: Thursday, February 27, 2014 - Upcoming launches thru Tue, March 04 No	Feb 27
* prod-news	weekly-updates Research Round-up - Hi all, It's been a busy few weeks for the Research team	Feb 26
* prod-news	[Launched to 20%] Shop Home Experiment, the first of many Johns - UPDATE: we're now at 2	Feb 26
* prod-news	Daily launch report: Wednesday, February 26, 2014 - Upcoming launches thru Mon, March 03 \	Feb 26
* prod-news	Launched to 50% experiment: Account Confirmation Notices in Buyer Receipt - Hi all- Today th	Feb 25
* prod-news	Daily launch report: Tuesday, February 25, 2014 - Upcoming launches thru Sun, March 02 Tue,	Feb 25
* prod-news	[Launched to 1%] Shop Home Experiment, the first of many Johns - UPDATE: we're now out to	Feb 24

etsy, briefly  
deploying  
experimenting  
making decisions, everyday  
**takeaways**

Etsy

**validate early  
and often.**

# leverage existing workflows.

“Changing behavior works only if it can be based on the existing ‘culture.’”

Peter Drucker

don't conflate  
the importance  
of the change  
with the size of  
the change

# More Goodness

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## **John Allspaw on CD**

<http://www.kitchensoap.com/category/talks/>

## **Mike Brittain on CD**

[www.mikebrittain.com/blog/talks/](http://www.mikebrittain.com/blog/talks/)

## **Dan McKinley on CE**

<http://mcfunley.com/design-for-continuous-experimentation>

Etsy

# The End

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**Learn more**

[etsy.com/careers](https://www.etsy.com/careers)  
[github.com/etsy](https://github.com/etsy)

**Nellwyn Thomas**

[nellwyn@etsy.com](mailto:nellwyn@etsy.com)  
[@nellwyn](https://twitter.com/nellwyn)

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