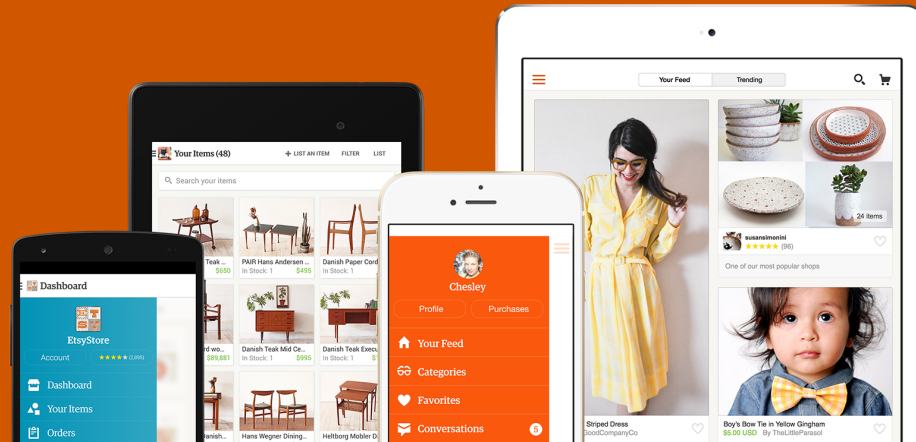


# Distributing a Mobile Team

## A Brave New Etsy Chapter

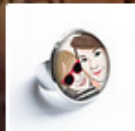


Etsy

Shop directly from people  
around the world.



Todd Borka of ToddBorka  
Lyon, Rhône-Alpes

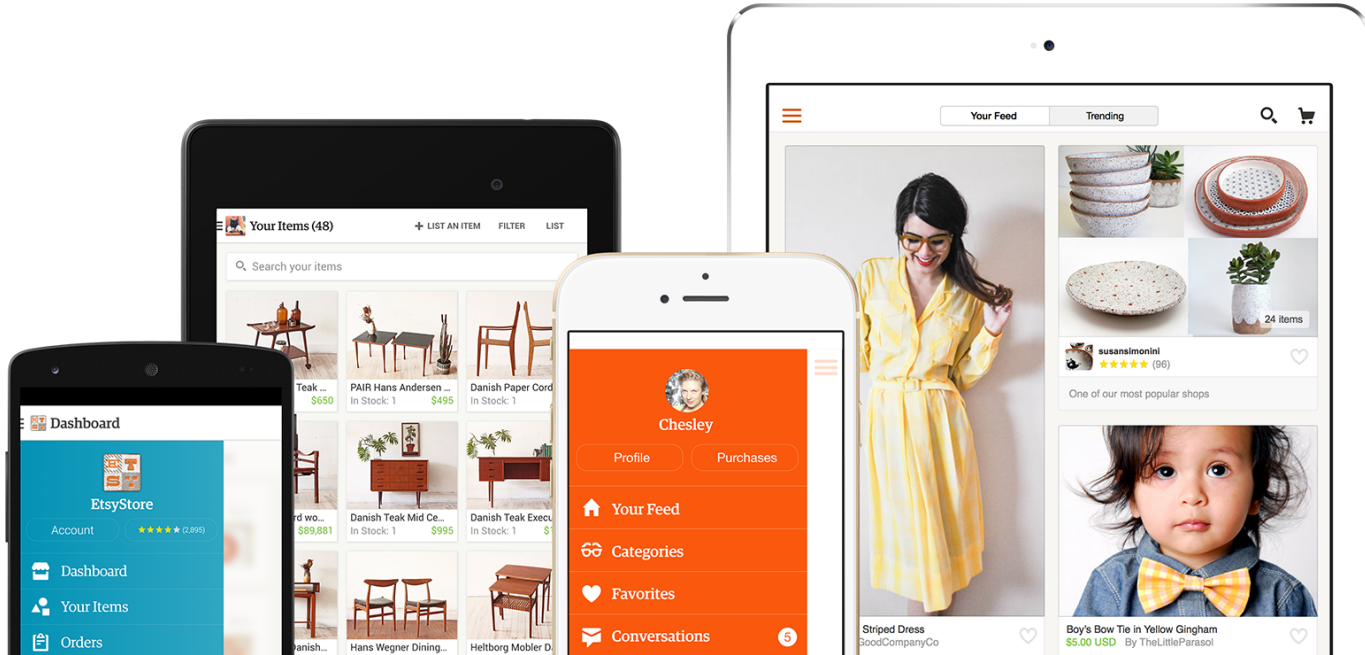


246  
items

## Trending Items

Explore shoppers' top finds from around the marketplace.

# etsy.com/mobile



Etsy



# Hannah Mittelstaedt



+



**Cameron Ketcham**

Software Engineer



**Chris John**

Senior Software Engineer,  
Android



**Deniz Veli**

Engineering Manager,  
Android



**Hannah Mittelstaedt**

Senior Software Engineer



**Jamie Huson**

Senior Software Engineer



**Michael Venzke**

Senior Software Engineer



**Paul Lau**

Senior Product Designer



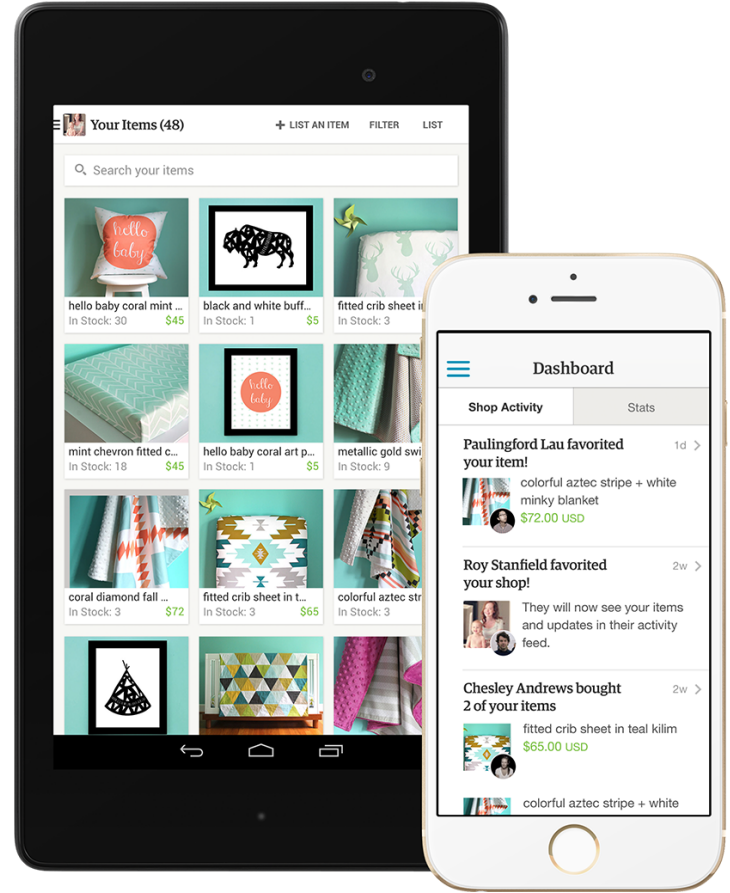
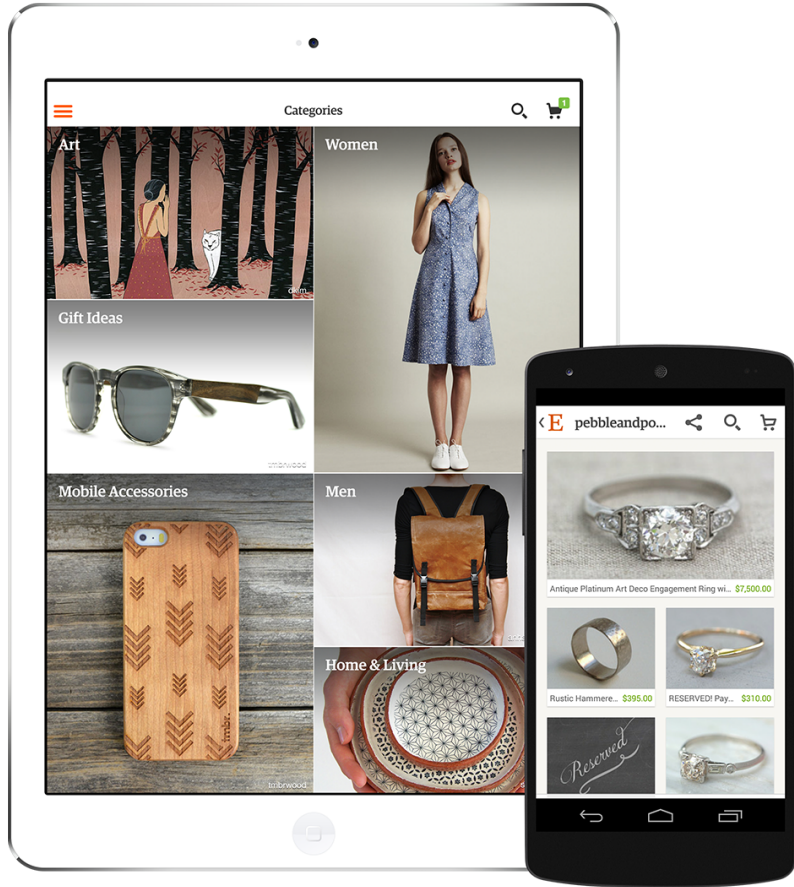
**Quinn Savit**

Software Engineer



**Scott Birksted**

Senior Software Engineer



**“Mobile-First”**

## Partially there:

- Built for mobile web with responsive layouts
- API-first work



## The Problem:

Separation of the web product teams,  
and native app work.

## Product Teams!

Buyer Experience

Shop Management

Search

Shipping

Buyer Activation

Community

Local

Payments

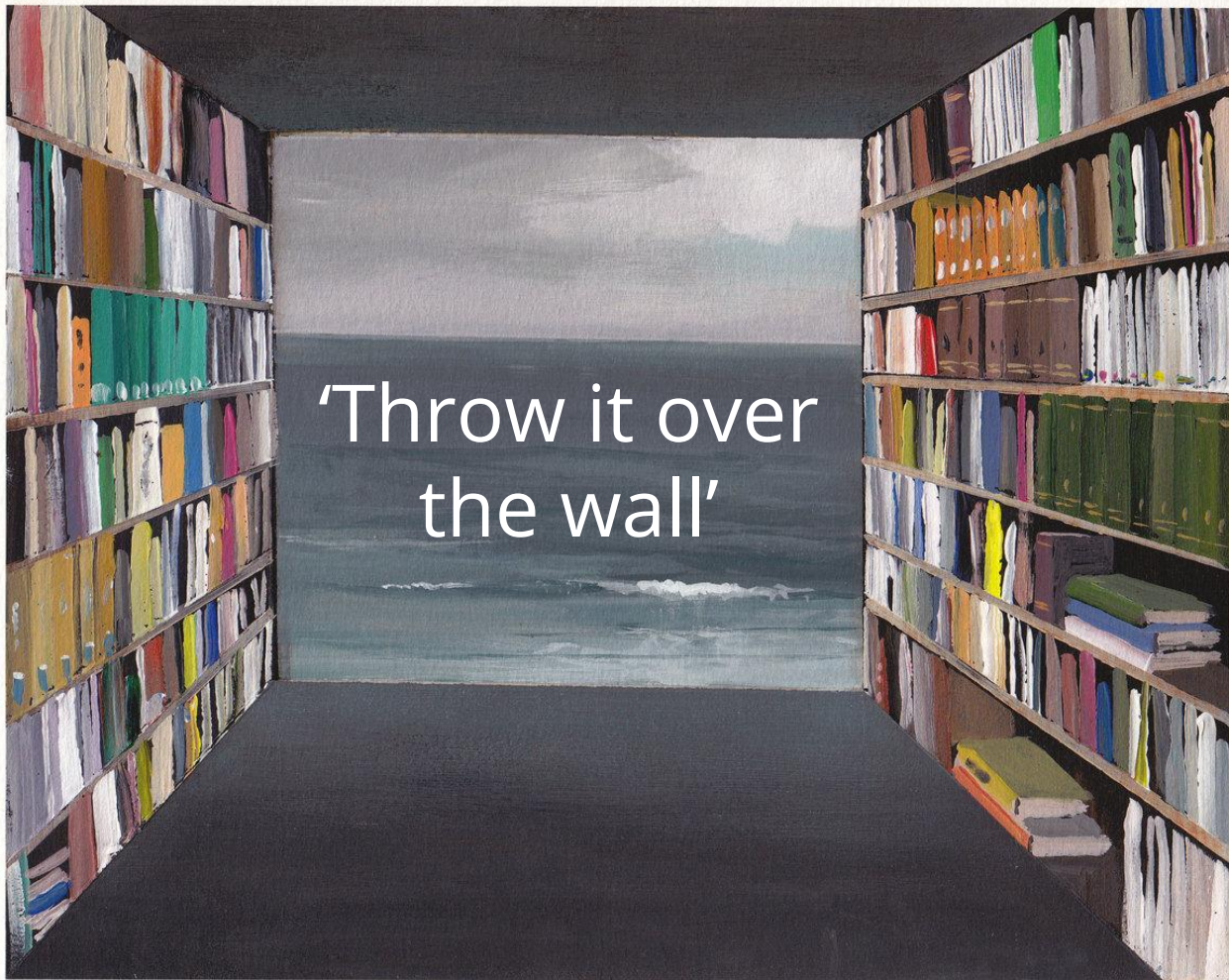
Checkout

Marcom

... etc

## Web Product Teams:

- Innovate
- Keep Deep Domain Knowledge
- Know the Backend and APIs
- Don't work on the apps



'Throw it over  
the wall'

JeremyMiranda



We don't want to be a web company that has apps.

We want to bake mobile into everything we do.

# The Solution!

# The Solution!\*

\*Work in Progress

**You are all the mobile  
team!**





Etsy

LOSTBOYIllustrations



# App Core



**Andrew Morrison**

Senior Staff Engineer



**Anthony Hersey**

Senior Software Engineer



**Justin Sheckler**

Senior Manager, Engineering



**Michael Venzke**

Senior Software Engineer



**Thomas Bonnin**

Software Engineer

# App Growth



**Cameron Ketcham**

Software Engineer



**Dilani Kahawala**

Product Manager



**Justin Sheckler**

Senior Manager, Engineering



**Mike MacDougall**

Software Engineer



**Paul Lau**

Senior Product Designer



**Roy Stanfield**

Senior Product Designer



**Shadi Jurdi**

Product Education  
Coordinator

**How do we app?**

# How do we app?

Hire?

Learn?

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

**How do we app?**

Hire?

**Learn!**

still... [etsy.com/careers](https://etsy.com/careers)

Etsy

# Learn



Chris



Jamie

[teamtreehouse.com/library/google-play-services](https://teamtreehouse.com/library/google-play-services)

Etsy

**Ok but,  
how do we release?**



# CONTINUOUS DEPLOYMENT

Talk by Ross Snyder

[slideshare.net/beamrider9/](https://slideshare.net/beamrider9/)

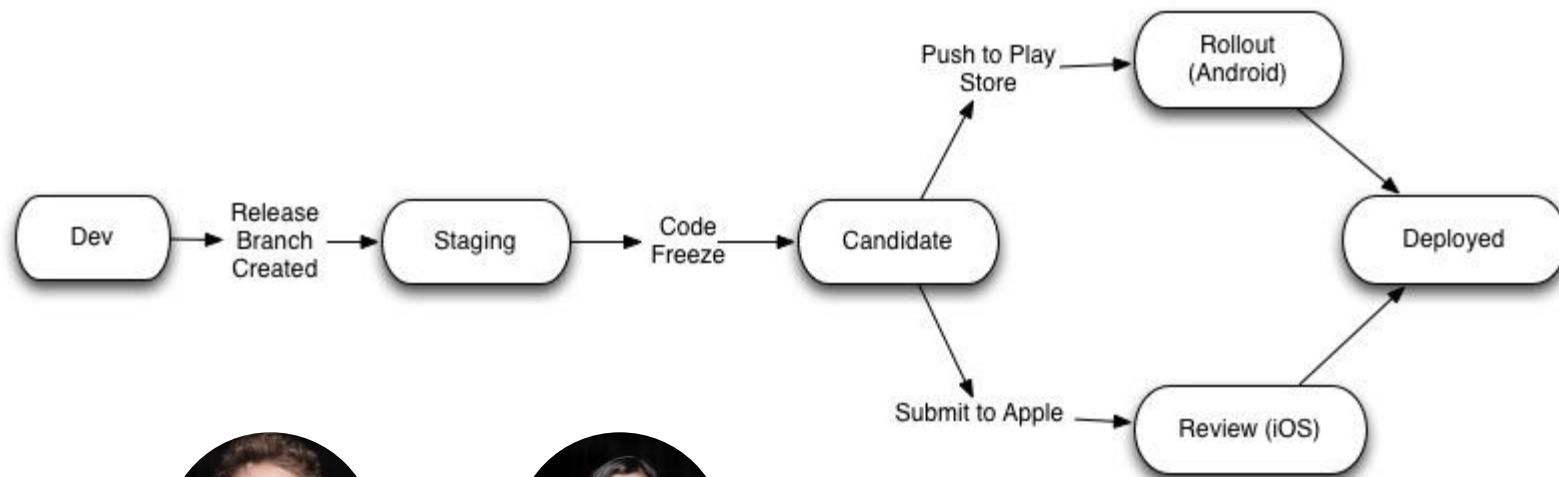
[continuous-deployment-at-etsy-a-tale-of-two-approaches](#)





Not on apps.

# 2 week release cycle



**So that was the plan.**

# The New Problems

## **Not Continuous:**

Leaving validation to pre-release is error-prone and far from continuous.

How do we shorten the feedback loop?

## More Continuous:

Treat master like we might **cut the release at any moment.**



...push to master like  
everyone is

JoyfulRoots



## What release are we on?

Code is shipped from under us every 2 weeks.

What got in?



# Releasinator



RELEASES

Account: hmittelstaedt [logout](#)

Deploy Host: deploy.etsycorp.com is up

Stack:

Current Deploys: [Watch](#)

Releasinator

iOS

Android

## Buy on Etsy

4.14 Review

Codefreeze 06/03 (6 days ago)

Release issue : [AD-133](#)

4.15 Dev

Branch creation 06/12 (in 3 days)

Release issue : [AD-135](#)

## Buy on Etsy

4.14.1 Rollout

Codefreeze 06/04 (5 days ago)

Release issue : [AD-144](#) Patch release for  
<https://jira.etsycorp.com/browse/BUG-3922>

4.15 Dev

Branch creation 06/15 (in 6 days)

Release issue : [AD-136](#)

Current release candidate : [release/soe-2.11.0](#) - 17 committers

hmittelstaedt

.good

.bad

.nm

pending :

▸ Hannah mittelstaedt - 39 commits

good :

▸ Kelly norton - 21 commits

good :

▸ Jhuson - 15 commits

pending :

▸ Deniz veli - 14 commits

pending :

▸ Zgarrett - 13 commits

pending :

▸ Sbirkested - 12 commits

good :

▸ Qsavit - 12 commits

pending :

▸ Cketcham - 9 commits

pending :

## What about our data?

We don't have the data sophistication and tools that we had on the web.

## What about our data?

Dan McKinley on Etsy Data: [mcfunley.com/data-driven-products-now](https://mcfunley.com/data-driven-products-now)

“the way etsy employees imagine that etsy is used is pretty distantly removed from the way etsy is really used”

## What about our data?

We don't have the data sophistication and tools that we had on the web.

# Data Quality Working Group



**Anthony Hersey**

Senior Software Engineer



**David Schott**

Senior Software Engineer



**Gabrielle Gianelli**

Senior Program Manager



**Giovanni Fernandez-Kincade**

Staff Software Engineer



**John Perkins**

Senior Data Analyst



**Justin Sheckler**

Senior Manager, Engineering



**Michael Venzke**

Senior Software Engineer



**Mohit Nayyar**

Software Engineer



**Nell Thomas**

Senior Director, Business Intelligence



**Rafe Colburn**

Senior Manager, Engineering

## What about our data:

Start anyway.

And let's get the company involved in  
fixing it.

# Surprises in What is Hard



# What Actually Wasn't Hard

## What wasn't hard:

1. The web engineers write totally solid app code

## What wasn't hard:

2. Other teams want your product feedback

# What's Really Hard

# Quality

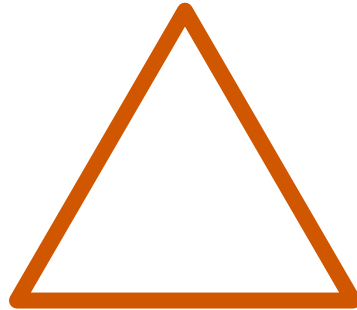
Maintaining product quality and consistency within an app.

# Frustration

Getting good at a new thing sucks.

# Trifecta of Dev Frustration

Learning a New Thing



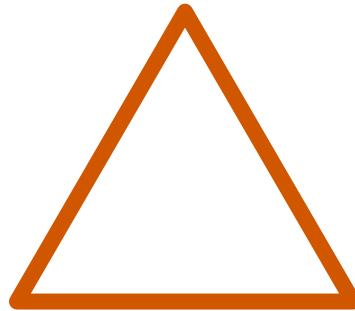
Shipping Slower

Staying Away from  
Comfortable Work

# Trifecta of Dev Frustration

**Learning a New Thing**

Shipping Slower

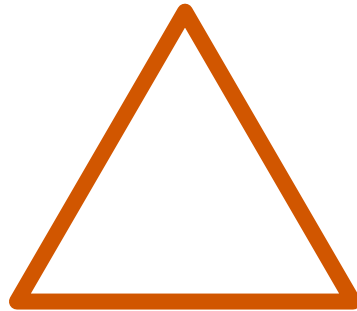


Staying Away from  
Comfortable Work



# Trifecta of Dev Frustration

Learning a New Thing

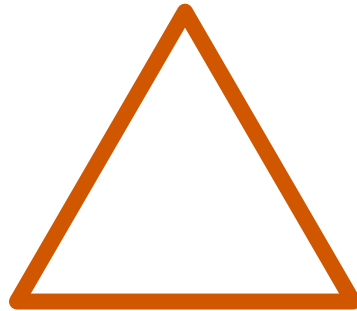


**Shipping Slower**

Staying Away from  
Comfortable Work

# Trifecta of Dev Frustration

Learning a New Thing



Shipping Slower

**Staying Away from  
Comfortable Work**

# Trifecta of Dev Frustration

We've built up a system of dopamine where we ship and know what we're doing.



**Kellan**

You're not going to get as much done next year as you want to.

Apps take longer. The tools aren't as good as we're used to.

You'll be shipping less frequently, and with lower confidence.



**Kellan**

But someone had to write Deployinator, the first dashboard, Statsd, and PushBot. And everything else we take for granted. We're back in that place. We are tool builders, and we need better tools.

**This is a huge exciting opportunity to be part of something new.**



# Successes!

Releasinator

StatsD on native

New analytics infrastructure

Apple Pay & Google Wallet

Social Sign-On

New Homepage

Similar Listings

Appreciation Photos

New Search Taxonomy

Shipping Calculator

And more...



# Questions?

Hannah Mittelstaedt  
@hannahmitt

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

Etsy

