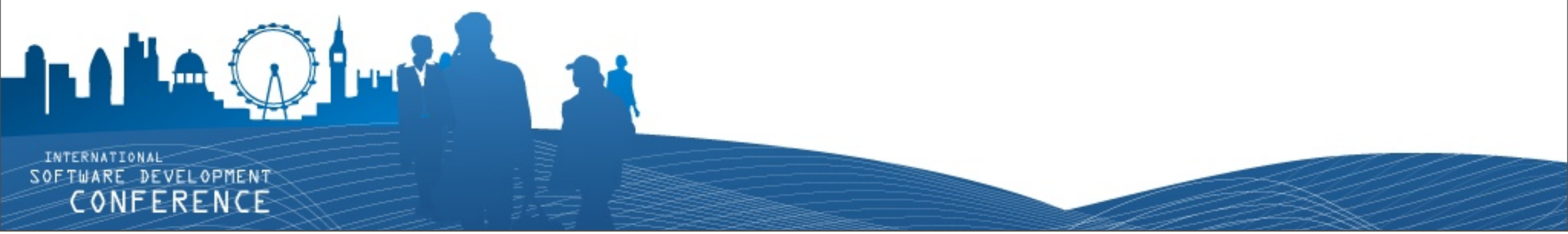
QCon

Please evaluate my talk via the mobile app!



Mapping Etsy's Frontend

Tools and Techniques for Managing Complexity at Scale

@danielespeset

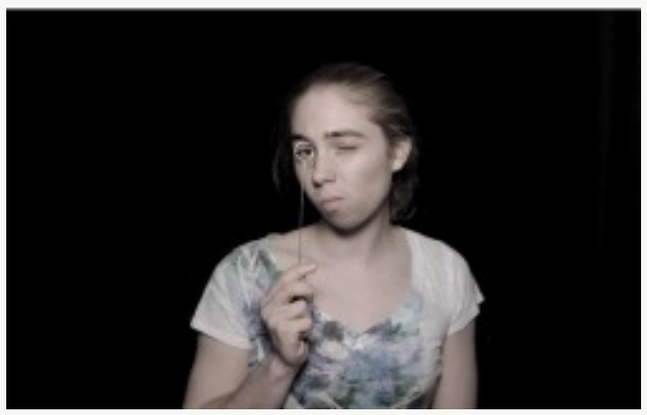
Brought to you by

Seth Walker

@sethwalker

Daniel Espeset

@danielespeset



Allison McKnight

@aemcknig

Jonathan Klein

@jonathanklein

Etsy

Etsy

A global marketplace for
buying and selling unique goods.

18M

ITEMS

listed

OVER

25

million

MEMBERS

Etsy

@danielespeset

60 MILLION

MONTHLY

VISITORS

1.5 BILLION

PAGEVIEWS

per month

roughly

180 engineers

Etsy

@danielespeset

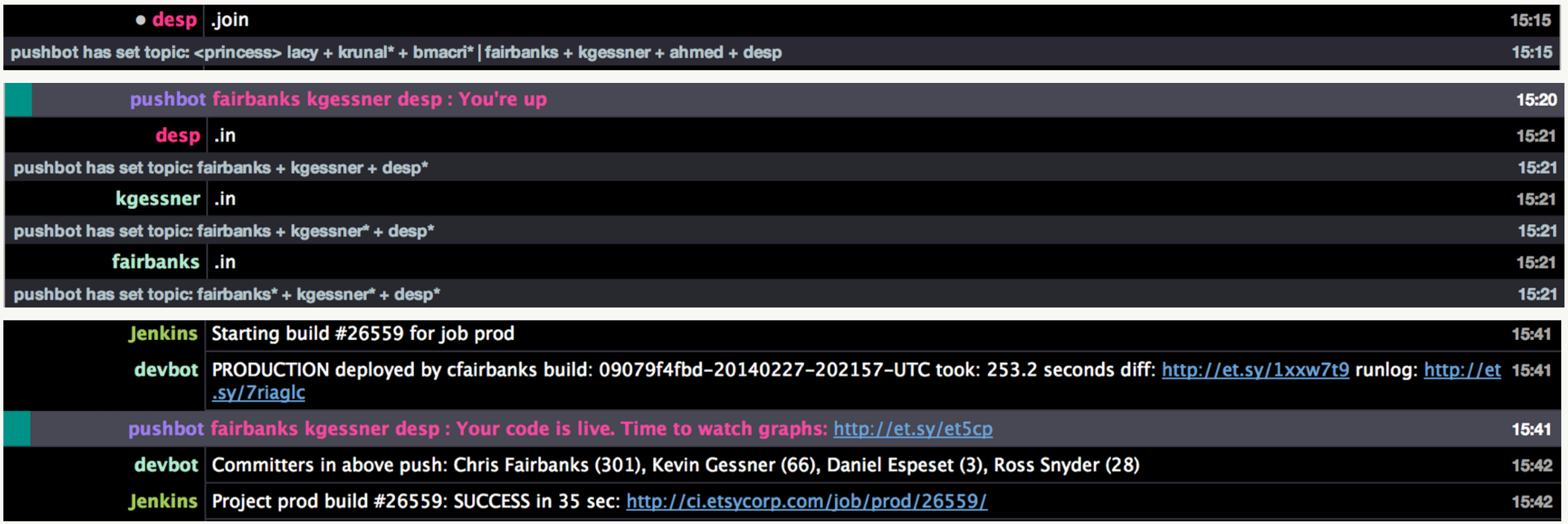
50 deploys a day

Etsy

@danielespeset

Deployinator

IRC Push Queue



Etsy

@danielespeset

Anybody can touch **anything.**

Etsy

@danielespeset

Anybody can touch **anything.**

try not to break the site

Etsy

@danielespeset

Continuous Experimentation

Etsy

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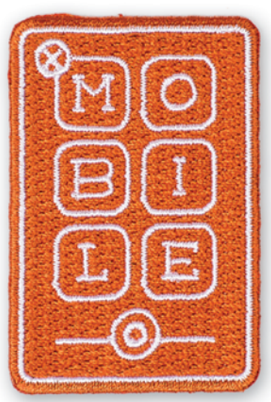
Engineers own their code through the entire stack.

Etsy

@danielespeset

Bootcamps



Our frontend is made up of

300

different “pages”

At any given time we may be running **dozens** of experiments **per page**

Etsy

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$$2^{12} = 4{,}096$$

$$2^{12} \times 300 = 1{,}228{,}800$$

OMG, how do actually you do anything?

Etsy

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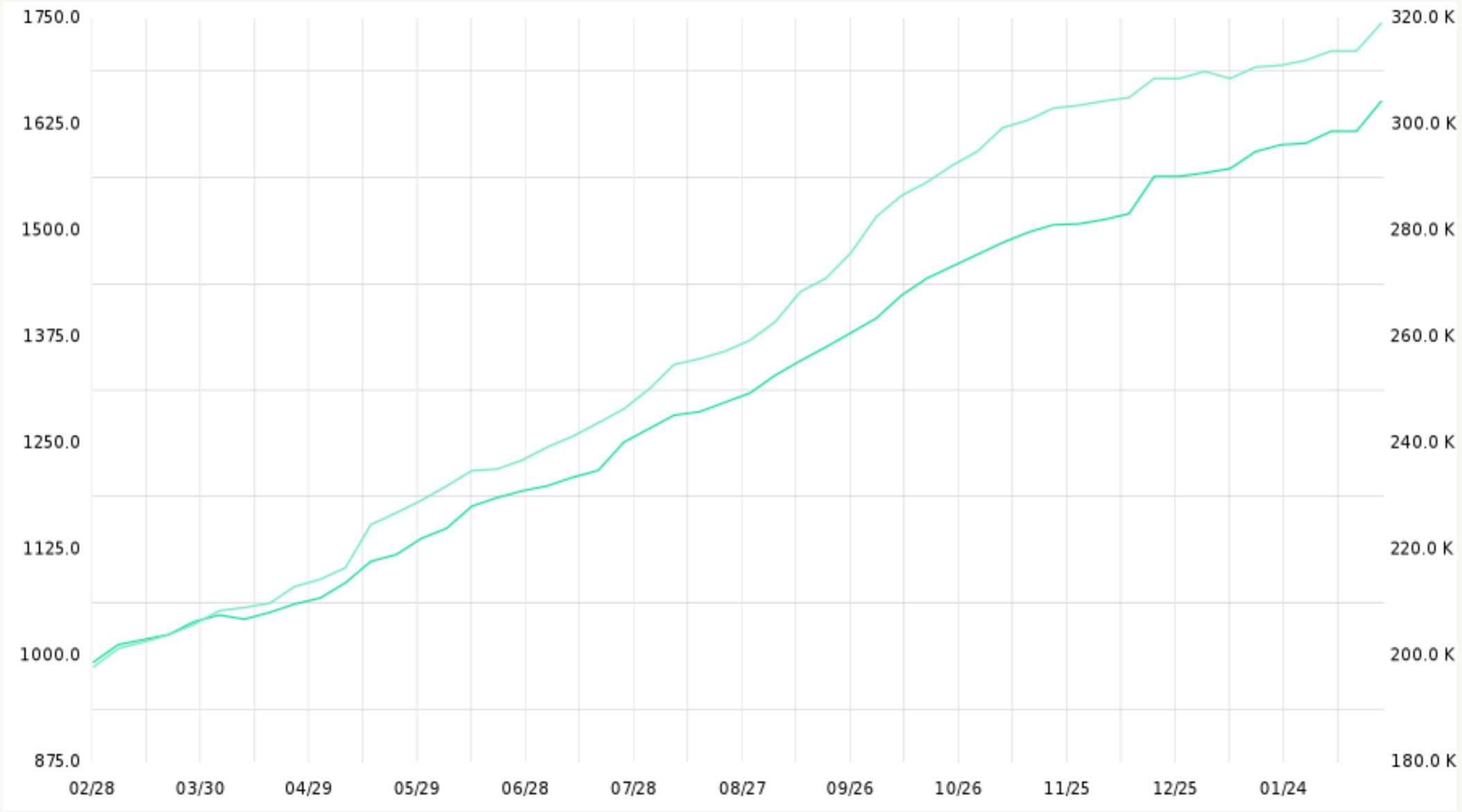
12 month growth of CSS code



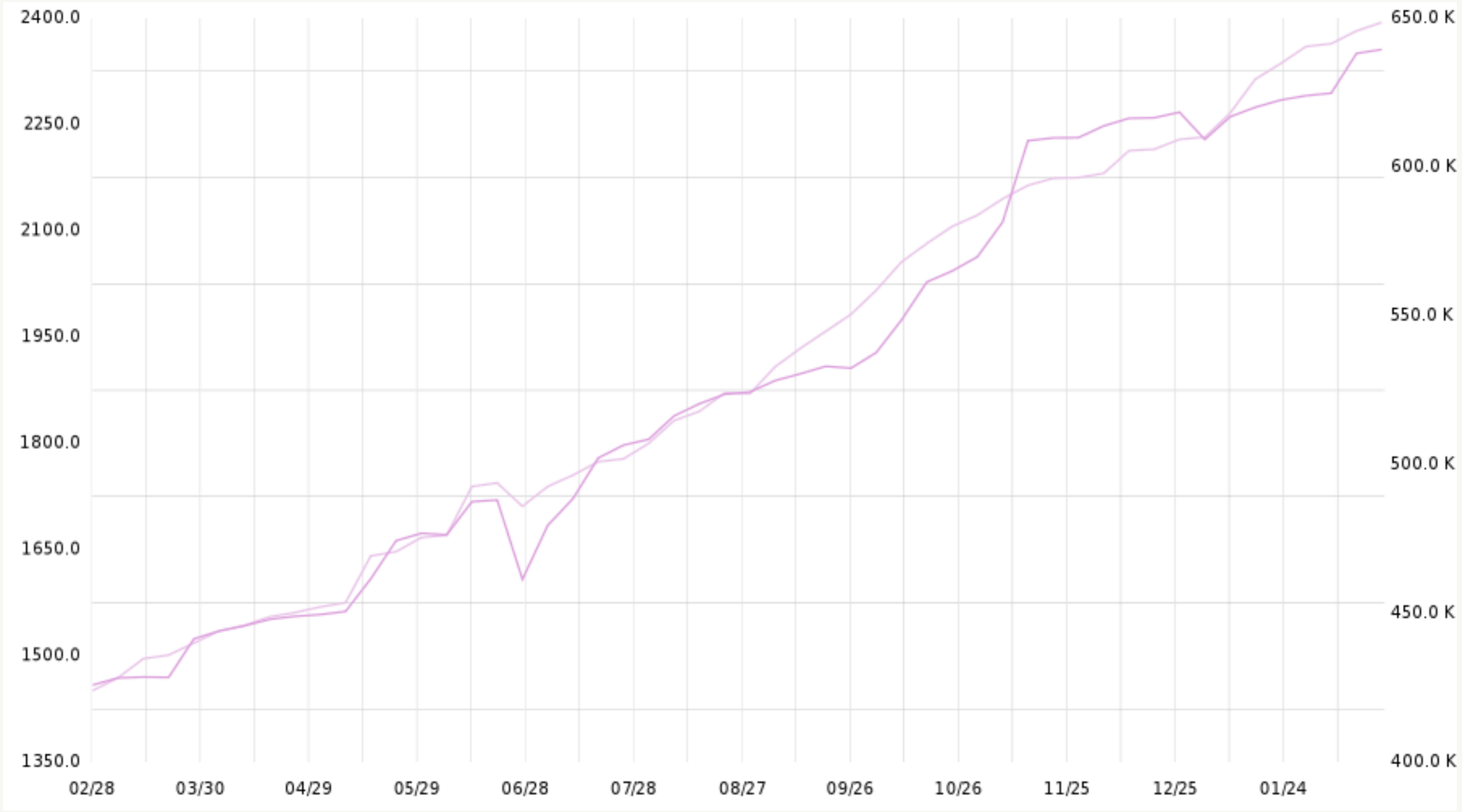
last year
992 files
197,812 lines

last week
1,653 files (1.67x)
319,152 lines (1.61x)

Etsy

@danielespeset

12 month growth of JavaScript code

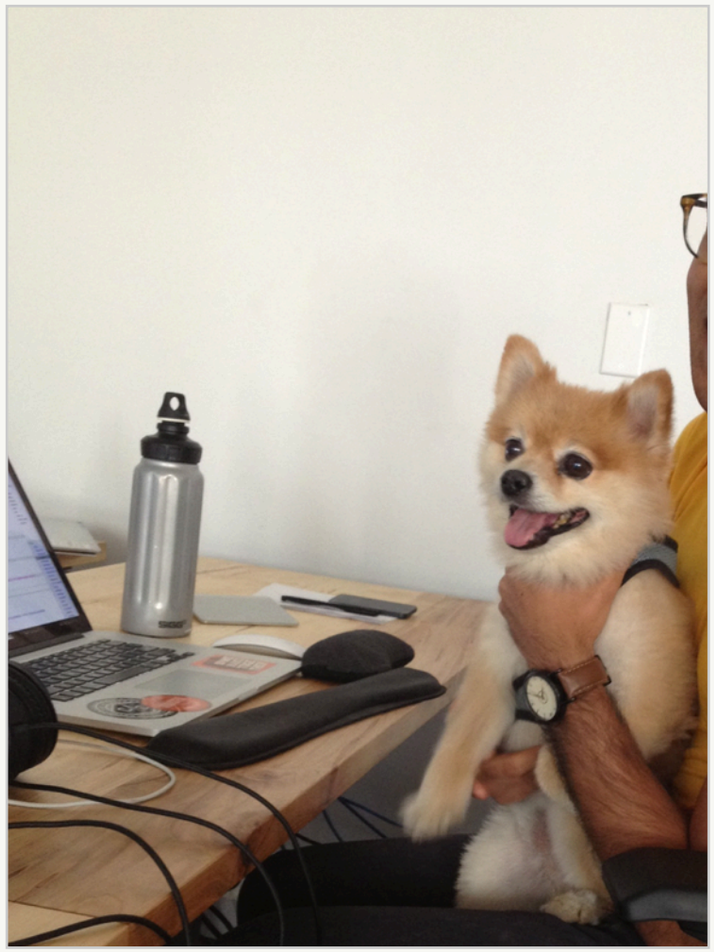


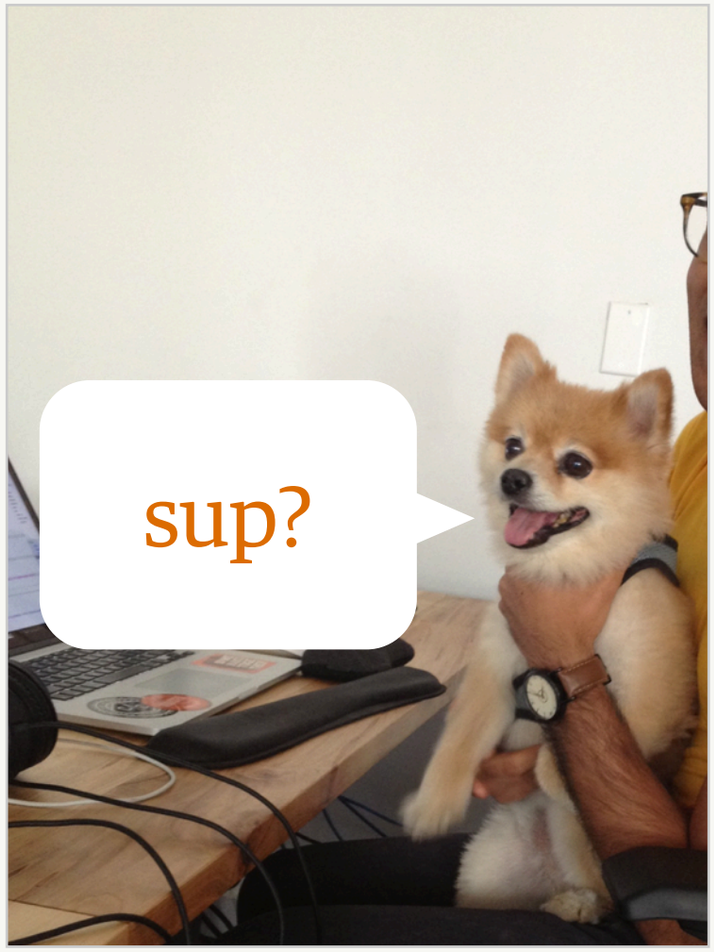
last year
1,451 files
425,915 lines

last week
2,394 files (1.65x)
639,484 lines (1.5x)

Etsy

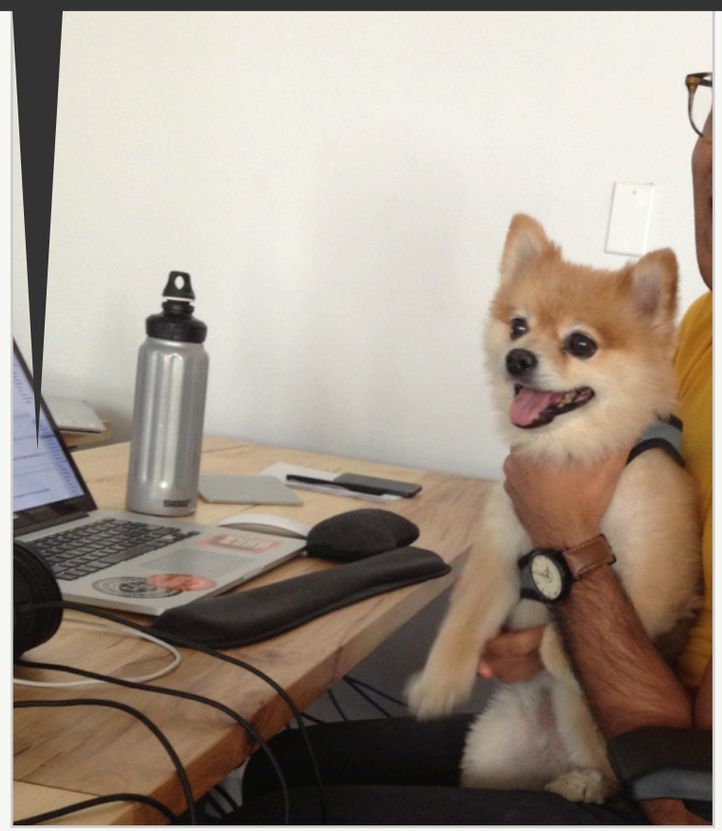
@danielespeset




sup?

modules/buttons.css

```
html * #buttons button.button {
```

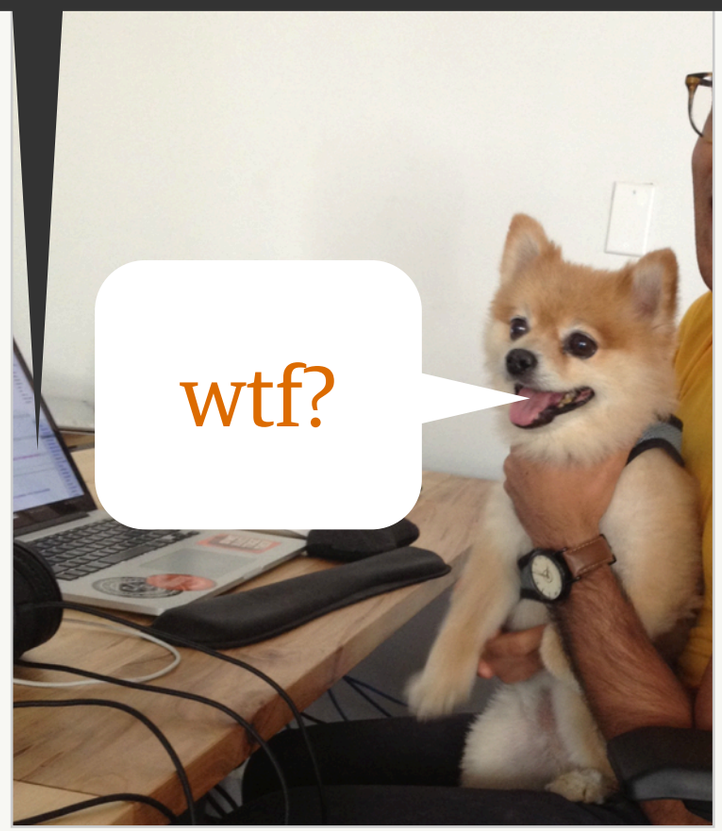


Etsy

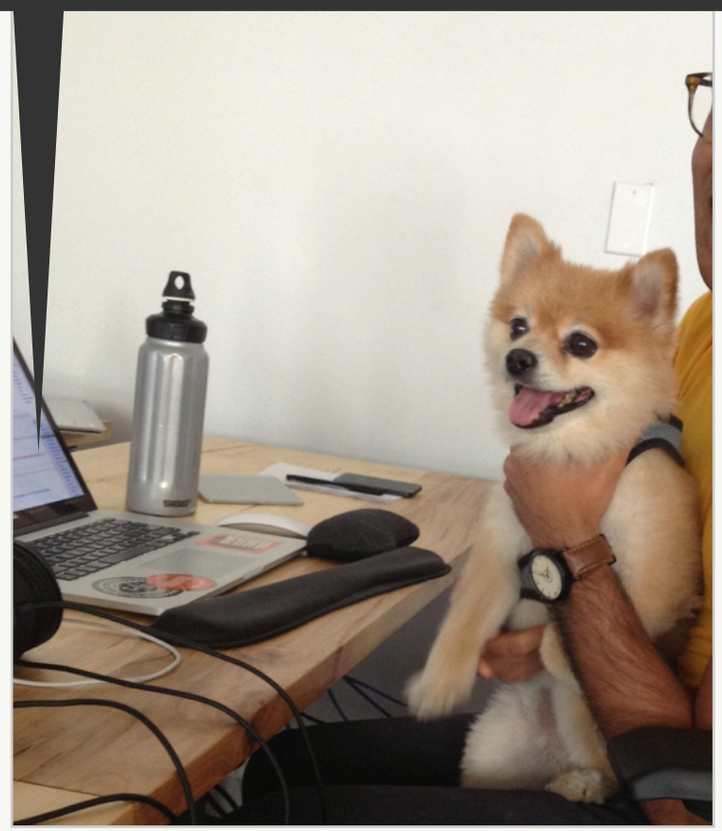
@danielespeset

modules/buttons.css

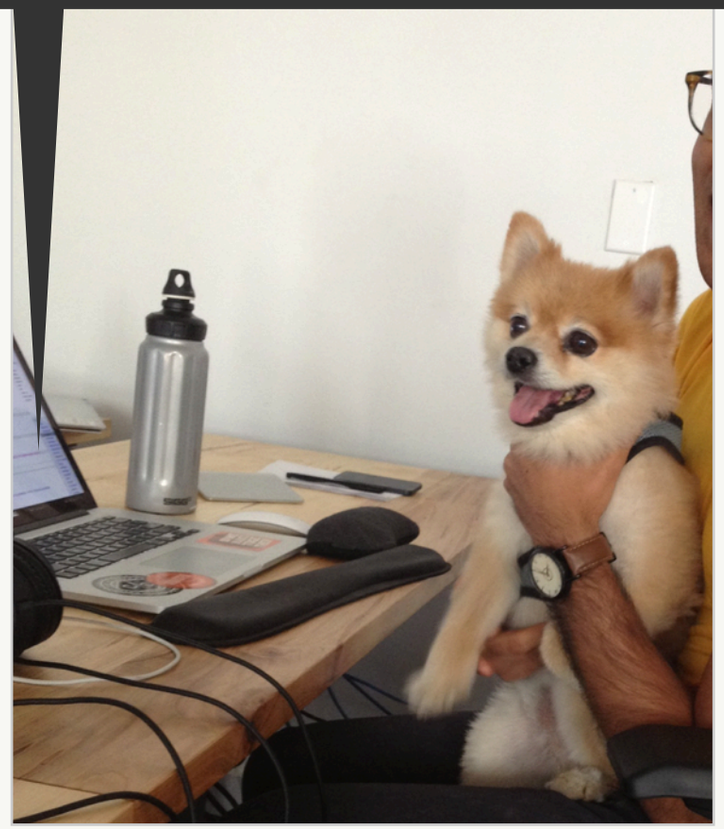
```
html * #buttons button.button {
```



```
$css/> grep “@import modules/buttons”
```



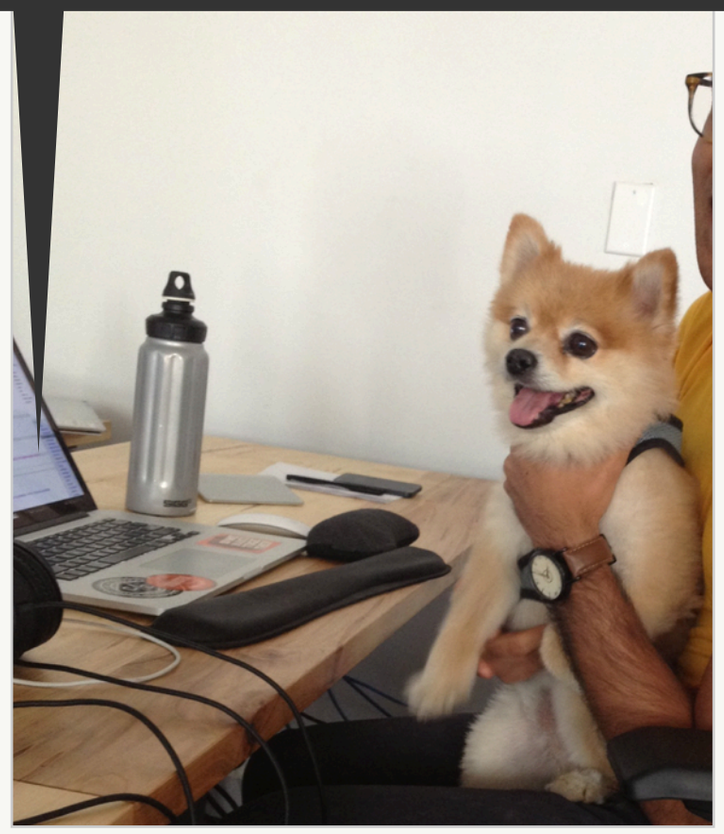
```
$css/> grep “@import modules/buttons”
```



```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
b/modules-responsive.css
b/modules.css
a/orders/refund.css
a/scout/scout.css
c/account/credit-card.css
c/bill/autobilling.css
c/bill/index.css
c/bill/payments.css
c/shop/registration/billing.css
```

```
$css/> for ... grep “@import $1” ...
```

```
base-responsive
base
base_after_inline
```

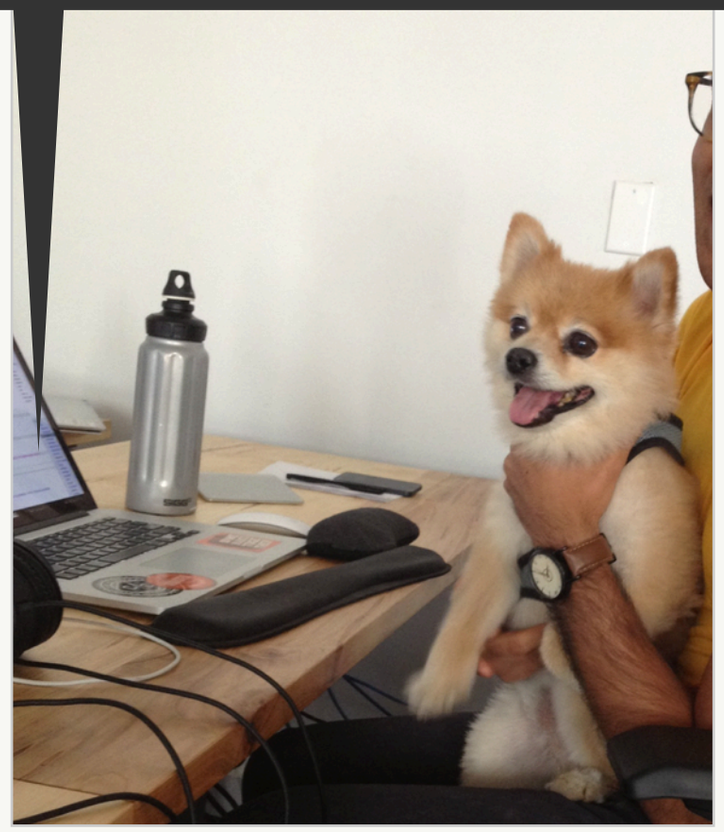


```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
b/modules-responsive.css
b/modules.css
a/orders/refund.css
a/scout/scout.css
c/account/credit-card.css
c/bill/autobilling.css
c/bill/index.css
c/bill/payments.css
c/shop/registration/billing.css
```

```
$css/> for ... grep “@import $1” ...
```

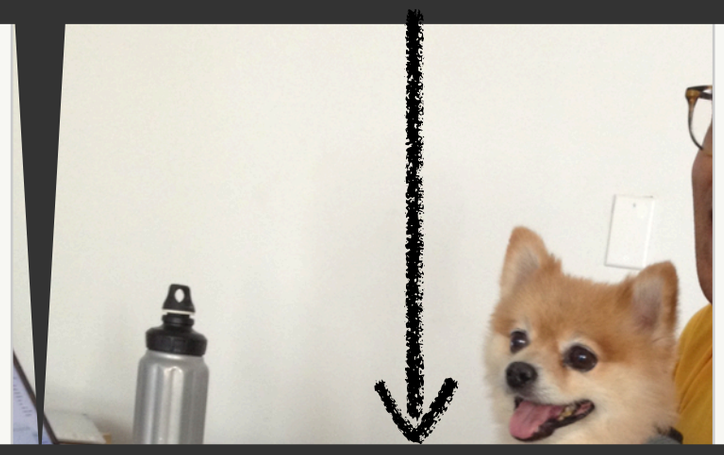
```
/base-responsive
/base
/base_after_inline
```

```
c/template_editor
c/mini
a/scout/dashboard
```



```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
b/modules-responsive.css
b/modules.css
a/orders/refund.css
a/scout/scout.css
c/account/credit-card.css
c/bill/autobilling.css
c/bill/index.css
c/bill/payments.css
c/shop/registration/billing.css
```

```
$templates/> for ... grep “{% css=$1” ...
```



```
/base-responsive
/base
/base_after_inline
```

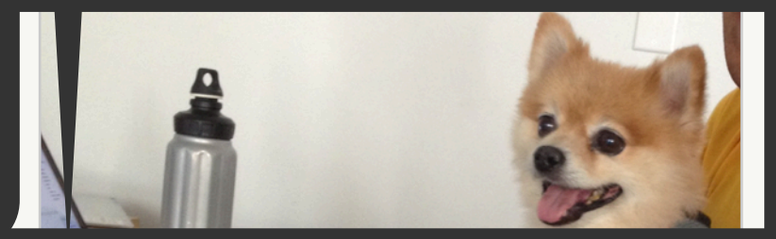
```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
                    ɔnsive.css
```

```
      wholesale/modules/vendor_avatar
c/t   wholesale/modules/address_from_array
c/n   wholesale/pages/purchase_order/modules/uneditable_fields/payment_method
a/s   wholesale/pages/purchase_order/modules/uneditable_fields/payment_terms
      wholesale/pages/purchase_order/modules/uneditable_fields/ship_date
      wholesale/pages/purchase_order/modules/uneditable_fields/billing_address
      wholesale/pages/purchase_order/modules/uneditable_fields/shipping_address
      wholesale/pages/purchase_order/modules/product_grid
      modules/time_utils
      base
```

```
ɹ.css
ɔss
it-card.css
ling.css
ss
s.css
ɹtion/billing.css
```

```
modules/deferred_clientlogger
modules/jquery
modules/async_analytics_init
notice/experiment_notice
modules/locale/dismissible_link
pages/recommendations/friends/v2/modules/gift-ideas-reminder
header
pages/translator/_modules/md5_overlay
modules/breadcrumbs
pages/browse/_modules/footer
footer
```

```
/base-responsive
/base
/base_after_inline
```



```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
                    onsive.css
```

```
wholesale/modules/vendor_avatar
wholesale/modules/address_from_array
wholesale/pages/purchase_order/modules/uneditable_fields/payment_method
wholesale/pages/purchase_order/modules/uneditable_fields/payment_terms
wholesale/pages/purchase_order/modules/uneditable_fields/ship_date
wholesale/pages/purchase_order/modules/uneditable_fields/billing_address
wholesale/pages/purchase_order/modules/uneditable_fields/shipping_address
wholesale/pages/purchase_order/modules/product_grid
modules/time_utils
base
```

```
c/t
c/n
a/s
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css
it-card.css
ling.css
ss
s.css
ation/billing.css
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modules/deferred_clientlogger
modules/jquery
modules/async_analytics_init
notice/experiment_notice
modules/locale/dismissible_link
pages/recommendations/friends/v2/modules/gift-ideas-reminder
header
pages/translator/_modules/md5_overlay
modules/breadcrumbs
pages/browse/_modules/footer
footer
```

```
/base-responsive
/base
/base_after_inline
```

```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
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wholes(
wholes(
wholes(
wholes(
modules
base
```

```
Some/Controller/Class.php
Other/Controller/Class.php
Foo/Controller/Class.php
Bar/Controller/Class.php
Baz/Controller/Class.php
Batman/Controller/Class.php
...
```

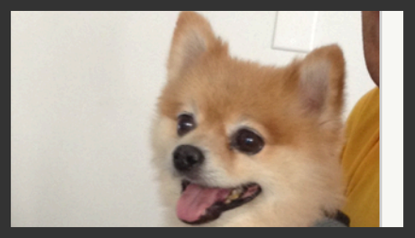
```
c/t
c/m
a/s
```

```
s
ing.css
```

```
modules/deferred_clientlogger
modules/jquery
modules/async_analytics_init
notice/experiment_notice
modules/locale/dismissible_link
pages/recommendations/friends/v2/modules/gift-ideas-reminder
header
pages/tran
modules/br
pages/brow
footer
```

```
/base-responsive
/base
/base_after_inline
```

```
htdocs/my_endpoint.php
htdocs/foo.php
htdocs/other_endpoint.php
htdocs/baz/index.php
htdocs/index.php
```



```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
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wholesc
modules
base
```

```
c/t
c/m
a/s
```

```
Some/Controller/Class.php
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Bar/Controller/Class.php
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Batman/Controller/Class.php
...
```

```
s
ing.css
```

```
modules/deferre
modules/jquery
modules/async_a
notice/experime
modules/locale/
pages/recom
header
pages/tran
modules/br
pages/brow
footer
```

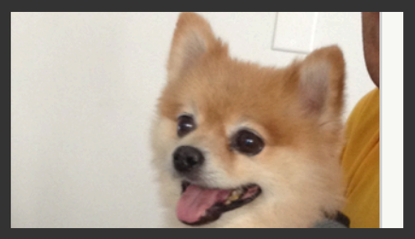
```
RewriteRule ^(.*)/ve/(.*)$    $1/voluntary-employee/$2 [L,R=301]
RewriteRule ^(.*)/hsa/(.*)$     $1/health-saving-account/$2 [L,R=301]

RewriteCond %{REQUEST_FILENAME} !-f    # Existing File
RewriteCond %{REQUEST_FILENAME} !-d    # Existing Directory
RewriteRule . /index.php [L]

RewriteCond %{HTTP_REFERER} !^$
RewriteCond %{HTTP_REFERER} !^http://(subdomain\.)?domain\.tld/.*$ [NC]
RewriteRule ^.*.(bmp|tif|gif|jpg|jpeg|jpe|png)$ - [F]
```

```
/base-responsive
/base
/base_after_inline
```

```
htc
hta
htdocs/other_endpoint.php
htdocs/baz/index.php
htdocs/index.php
```



```
a/browse.css
a/taxeditor.css
a/taxonomies.css
a/weddings.css
```

```
wholes
c/t   wholes
c/m   wholes
a/s   wholes
      wholes
      wholes
      wholes
      wholes
      wholes
      wholes
      modules
      base
```

```
Some/Controller/Class.php
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Batman/Controller/Class.php
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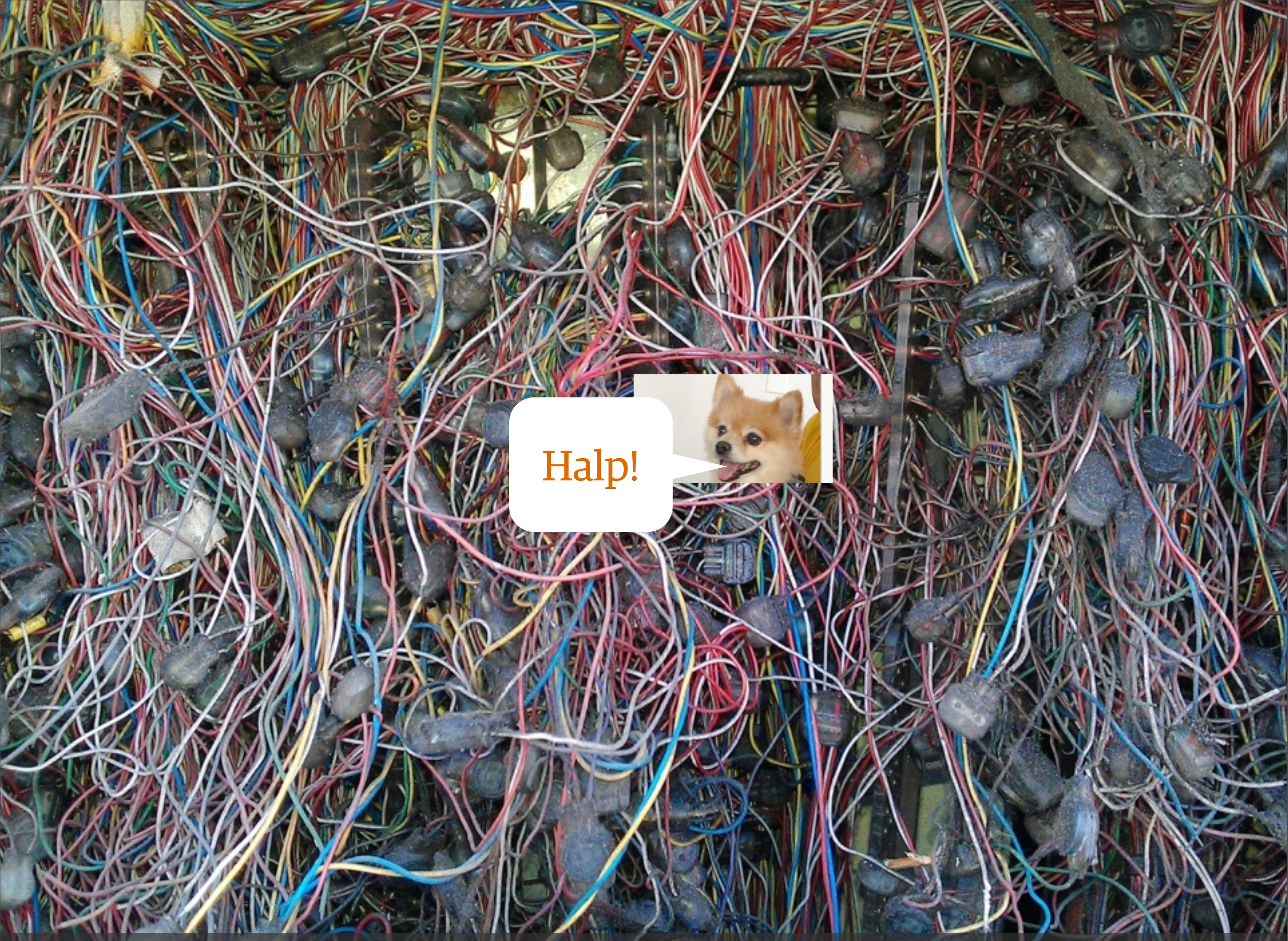
```

```
s
ing.css
```



CC Image courtesy of Mark Skipper (bitterjug) on Flickr

Reasoning about our frontend is **hard**.

Etsy

@danielespeset

Deleting code is **scary**.

Testing changes is **difficult.**

Etsy

@danielespeset

Mental overhead is a **performance** problem.

Etsy

@danielespeset

What are our options?

- Static Analysis
- Synthetic Testing
- Access Logs
- Dynamic Analysis

What are our options?

- Static Analysis
- Synthetic Testing
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What are our options?

- ~~Static Analysis~~
- Synthetic Testing
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- ~~Synthetic Testing~~
- ~~Access Logs~~
- Dynamic Analysis

What are our options?

- ~~Static Analysis~~
- ~~Synthetic Testing~~
- ~~Access Logs~~
- Dynamic Analysis

Builda

A brief history of JS loading at Etsy

- `<script>`

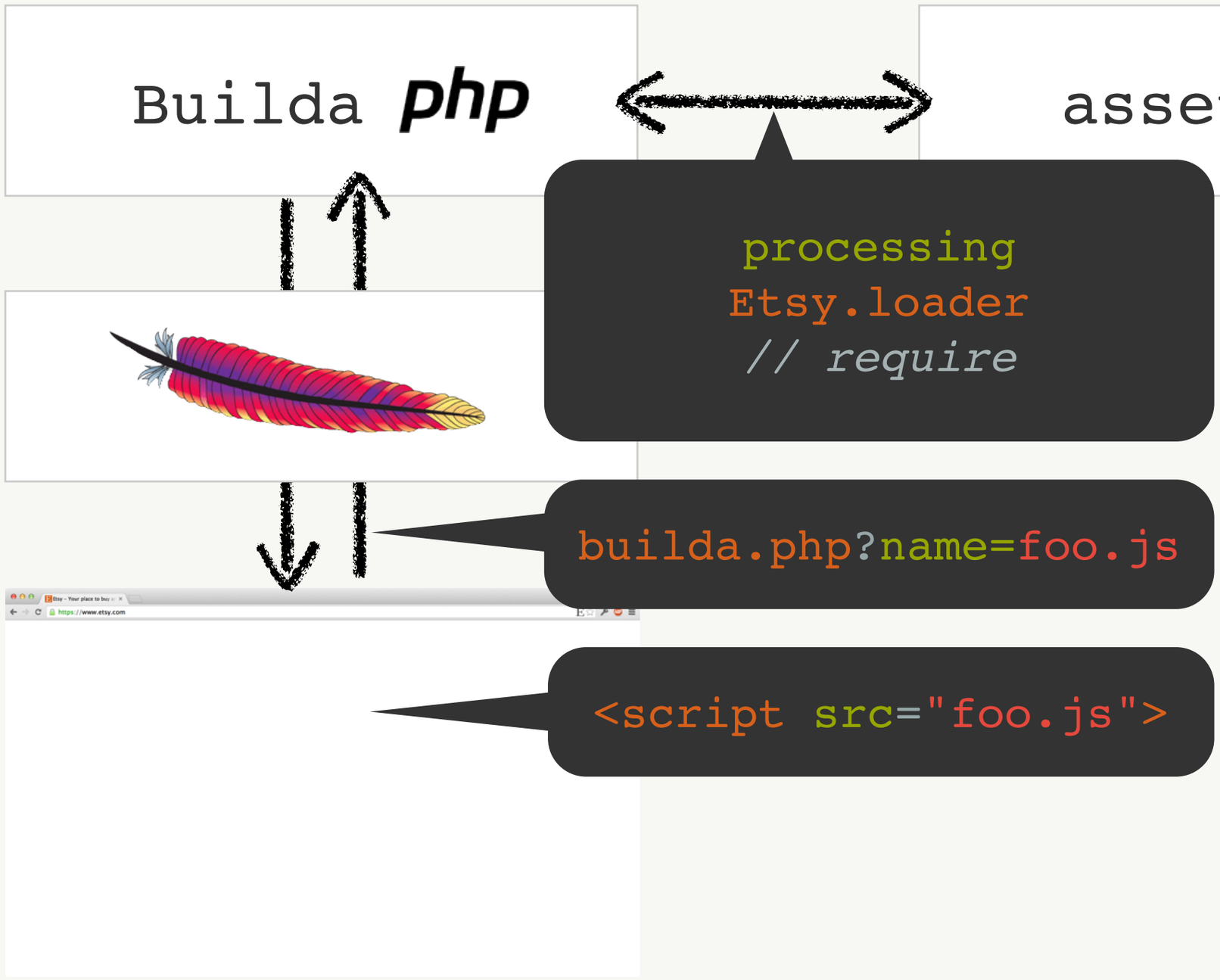
A brief history of JS loading at Etsy

- `<script>`
- `Etsy.loader`

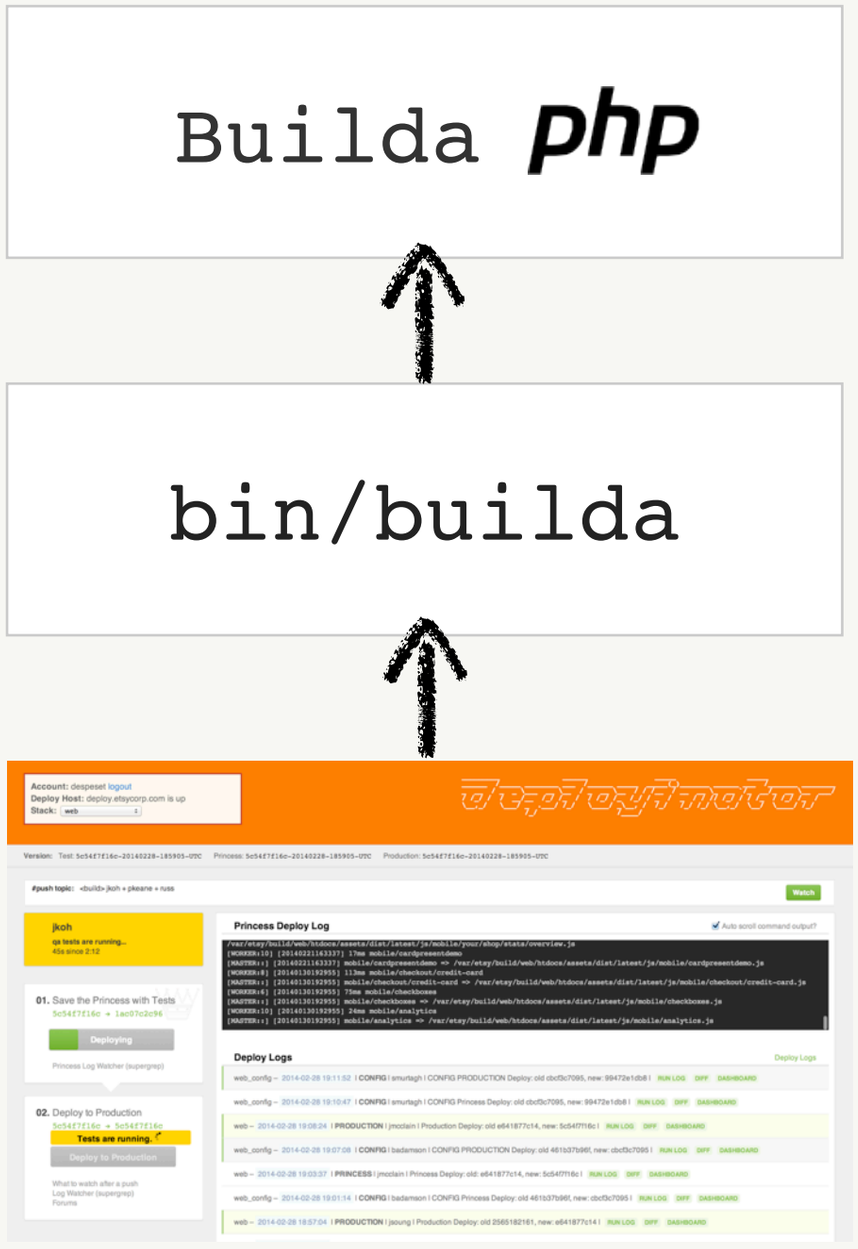
A brief history of JS loading at Etsy

- `<script>`
- `Etsy.loader`
- `//= require`

Loading JS in development



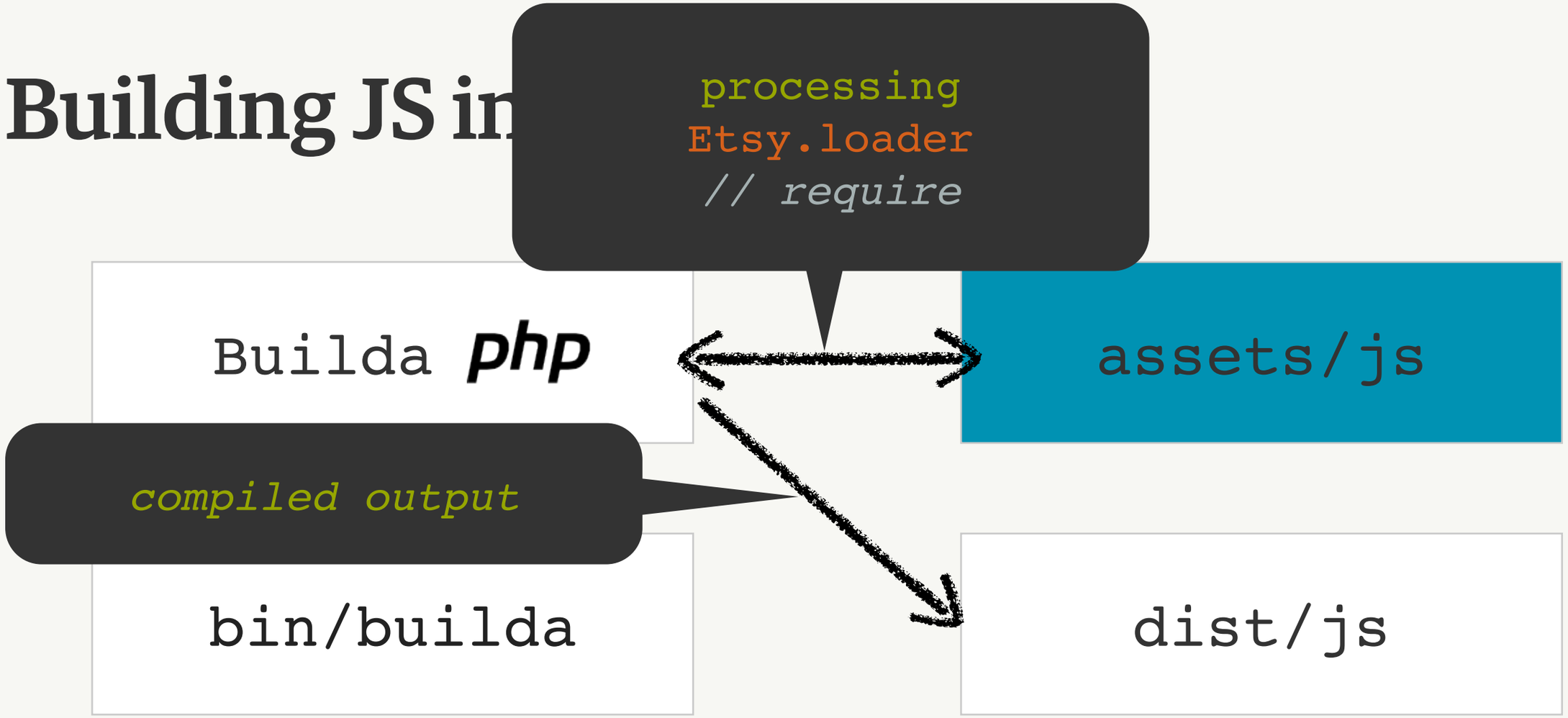
Building JS in deploys

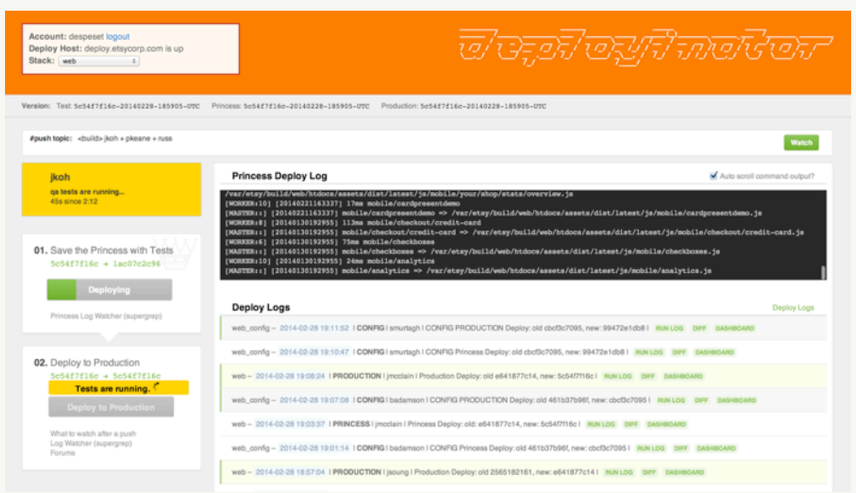


Etsy

@danielespeset

Building JS in

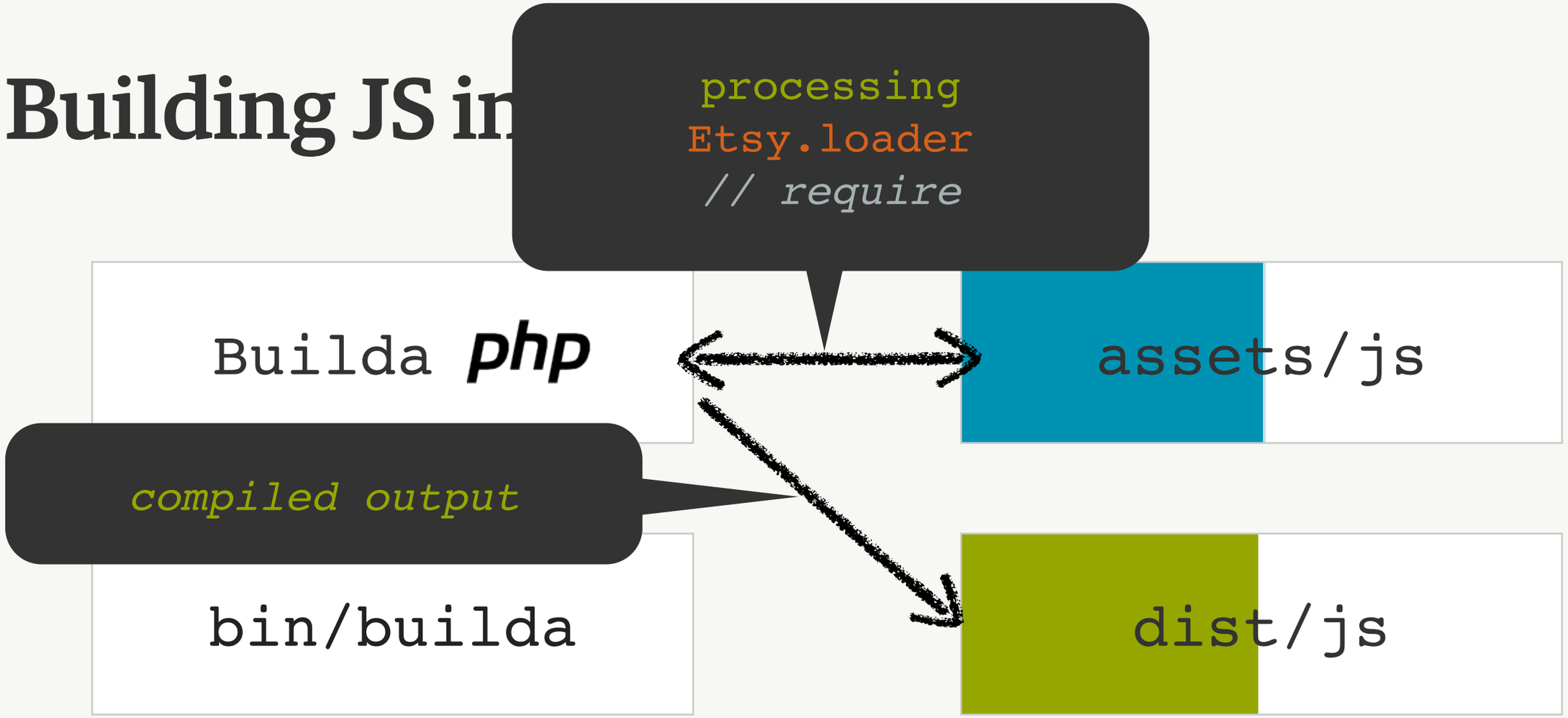


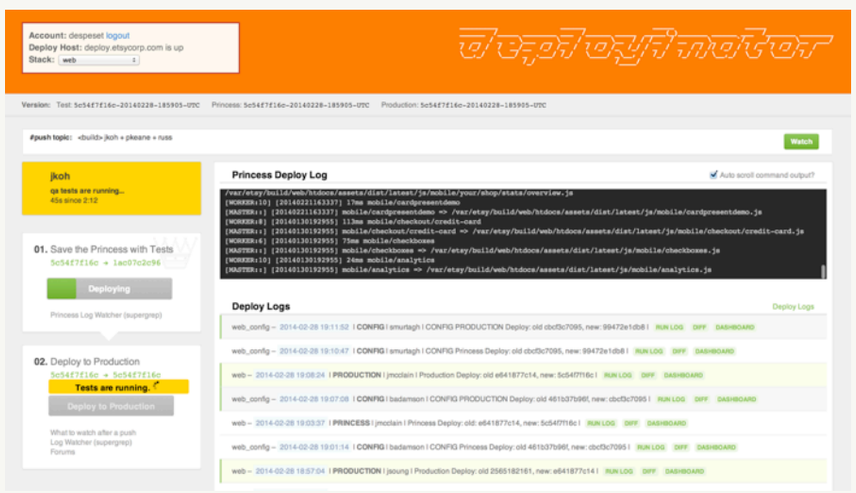


Etsy

@danielespeset

Building JS in

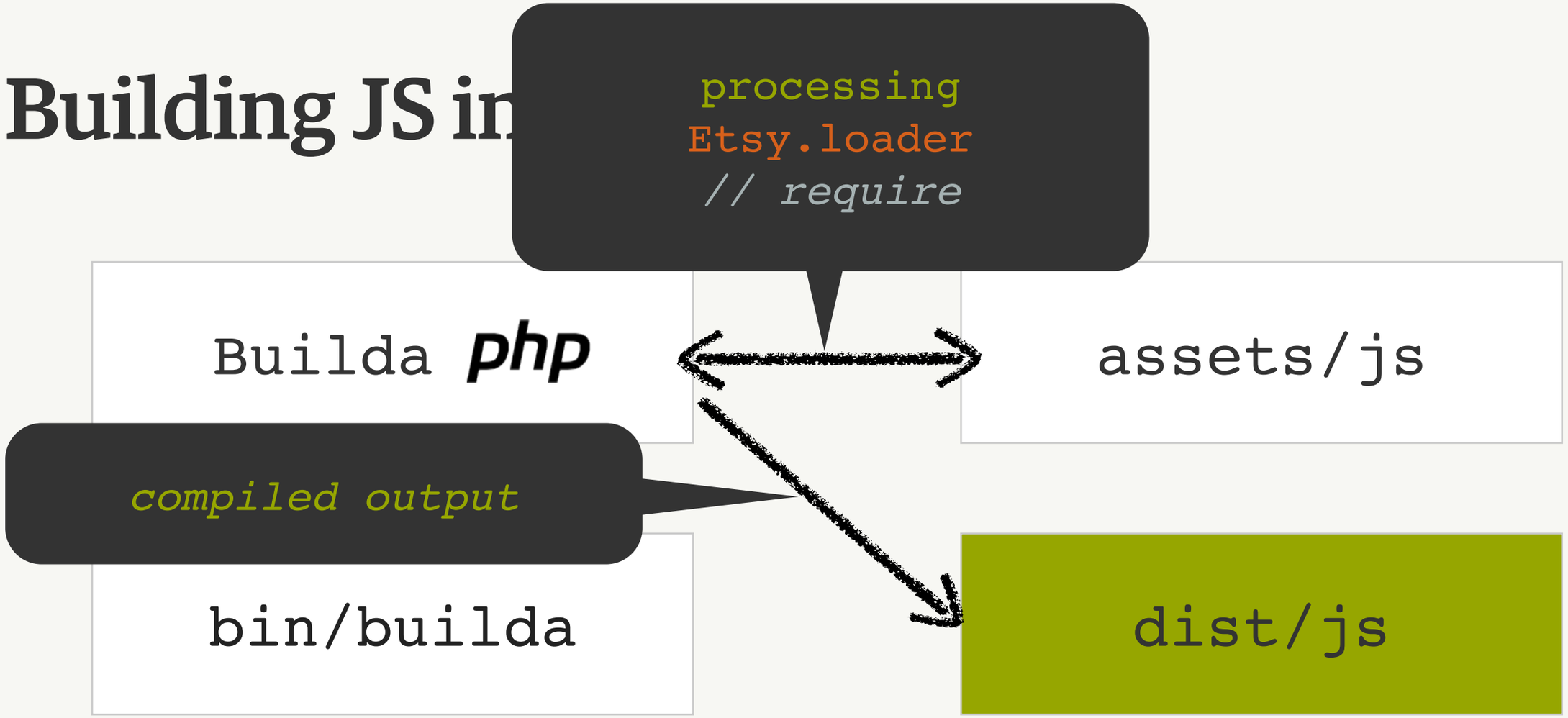


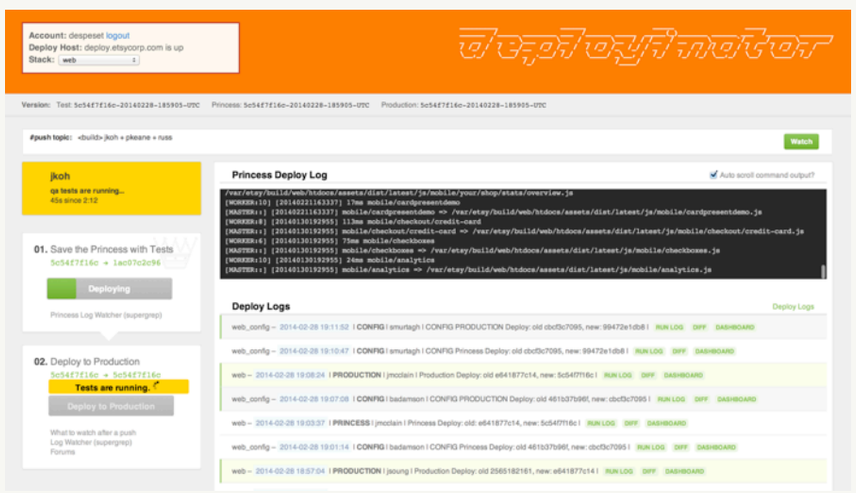


Etsy

@danielespeset

Building JS in

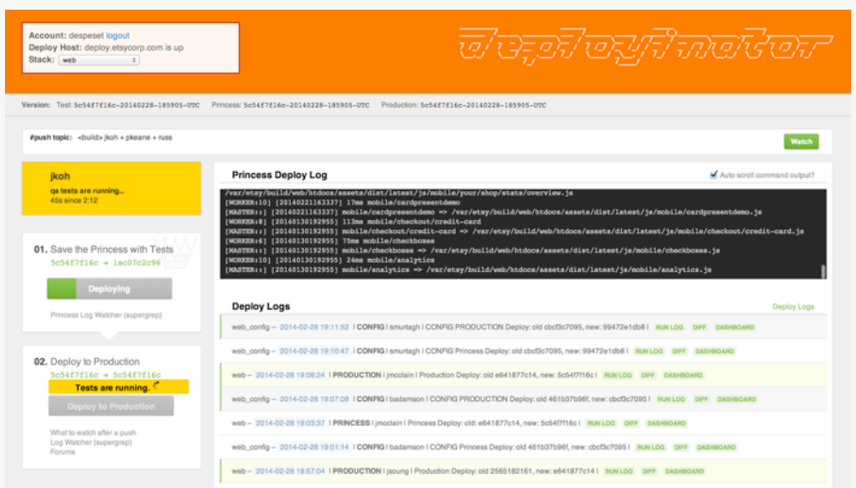




Etsy

@danielespeset

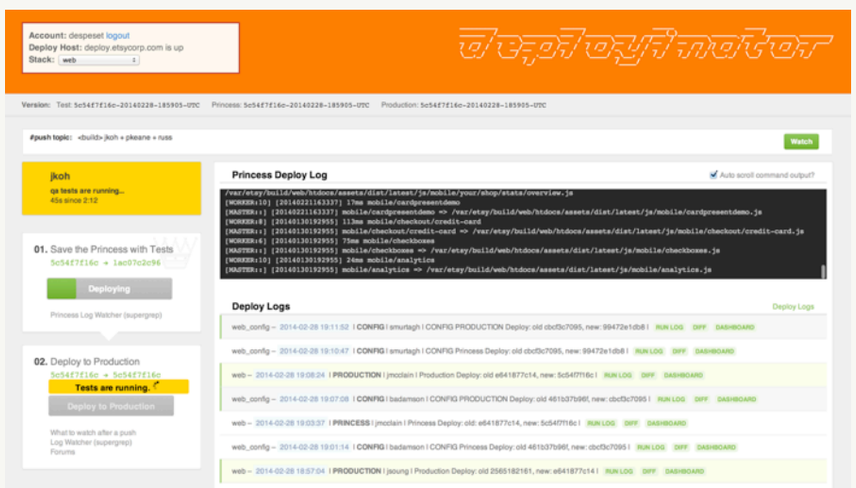
Building JS in deploys



Etsy

@danielespeset

Building JS in deploys



Etsy

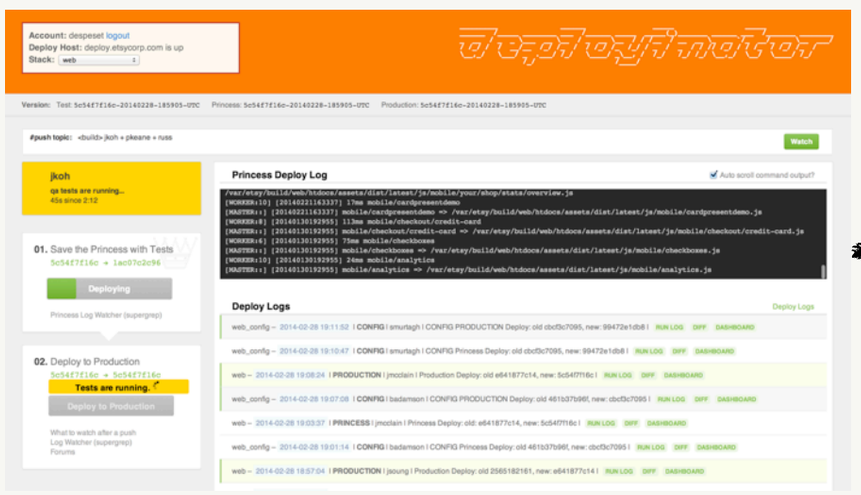
@danielespeset

Building JS in deploys

`Builda`

`assets/js`

`bin/builda`



dist/js → www

A brief history of JS loading at Etsy

- `<script>`
- `Etsy.loader`
- `//= require`
- AMD (requirejs)

Asyncronous **M**odule **D**efinition

Etsy

@danielespeset

lightsaber.js

```
define(function() {
    return function Lightsaber(color) {
        this.color = color;
    };
});
```

lightsaber.js

```
define(function() {
    return function Lightsaber(color) {
        this.color = color;
    };
});
```

luke.js

```
define(['lightsaber'], function(Lightsaber) {
    return function Luke() {
        this.lightsaber = new Lightsaber('green');
    };
});
```

lightsaber.js

```
define(function() {
    return function Lightsaber(color) {
        this.color = color;
    };
});
```

luke.js

```
define(['lightsaber'], function(Lightsaber) {
    return function Luke() {
        this.lightsaber = new Lightsaber('green');
    };
});
```

starwars.js

```
require(['plot','luke','vader'], function(plot, Luke,
Vader) {
    var luke  = new Luke(),
        vader = new Vader();
    plot.exploreFatherIssues(luke, vader);
});
```

Async loading AMD in development

lightsaber.js

```
define(function() {
    return function Lightsaber(color) {
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    };
});
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luke.js

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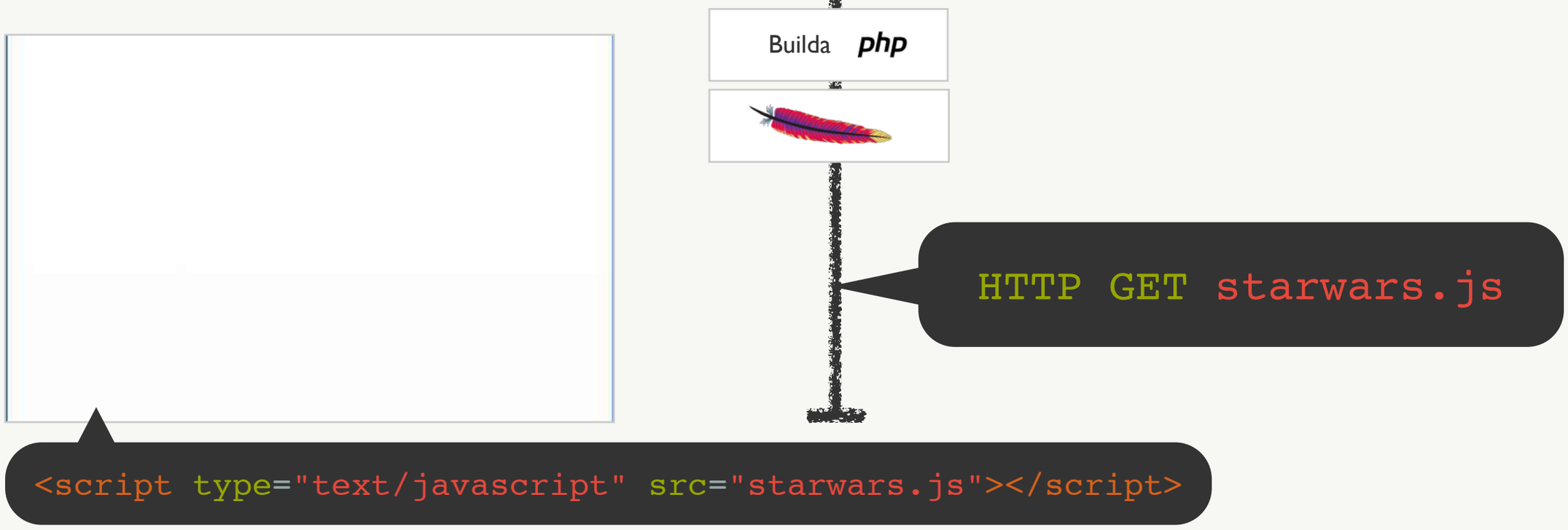
    plot.exploreFatherIssues(luke, vader);
});
```



Async loading AMD in development

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luke.js

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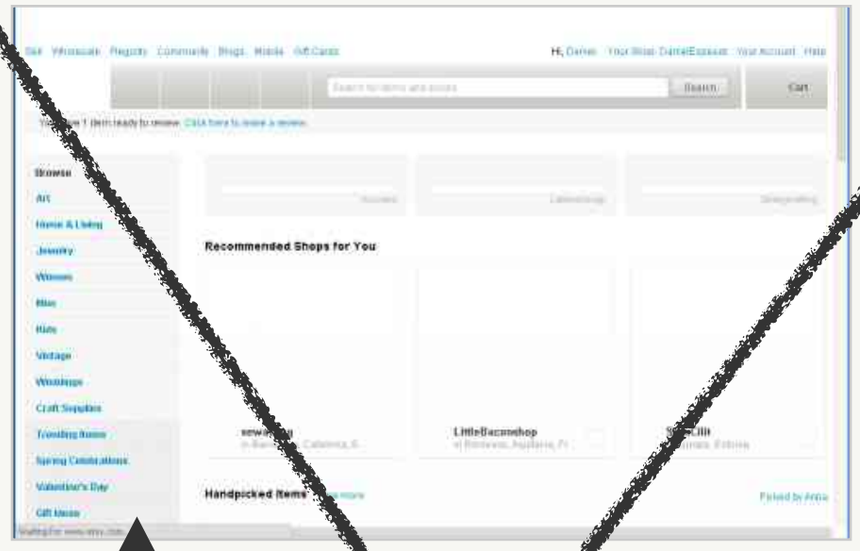
```



HTTP GET luke.js

```
require(['plot','luke','vader'], function(plot, Luke, Vader) {
```

Etsy

@danielespeset

Async loading AMD in development

lightsaber.js

```
define(function() {
    return function Lightsaber(color) {
        this.color = color;
    };
});
```

Builda php

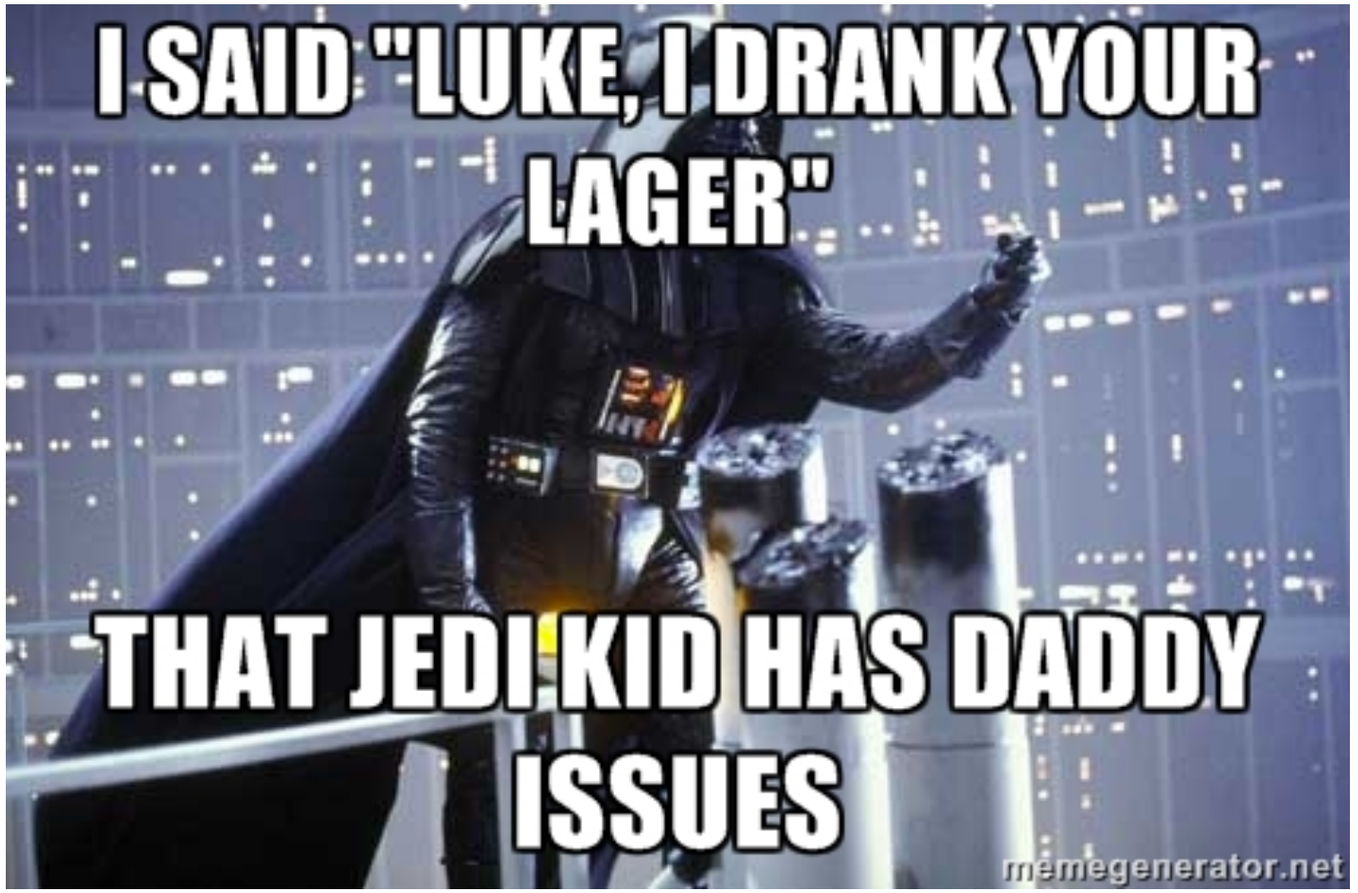
HTTP GET lightsaber.js

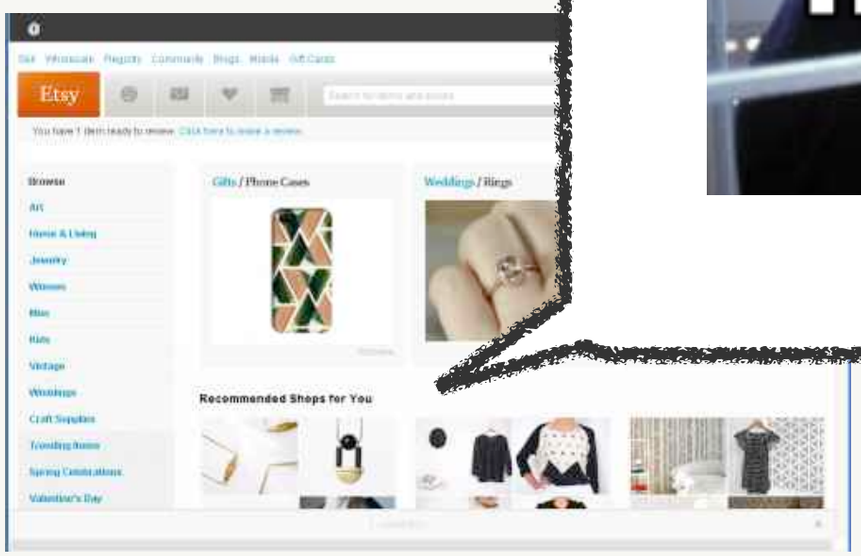
```
define(['lightsaber'], function(Lightsaber) {
```

Etsy

@danielespeset

Async loadin



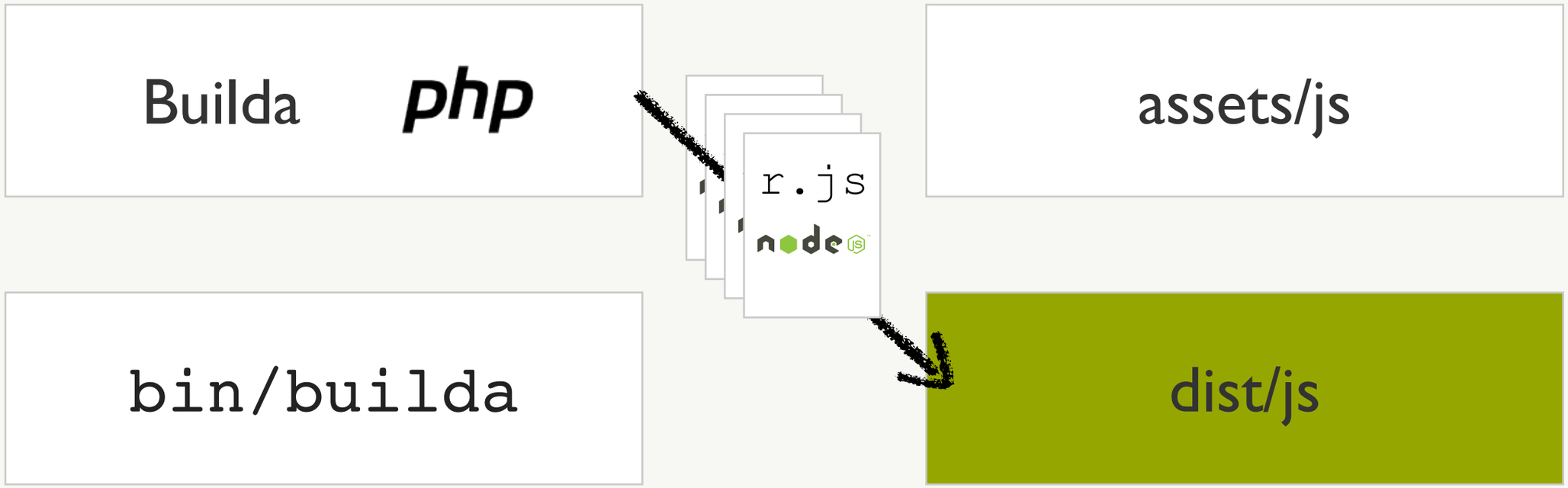


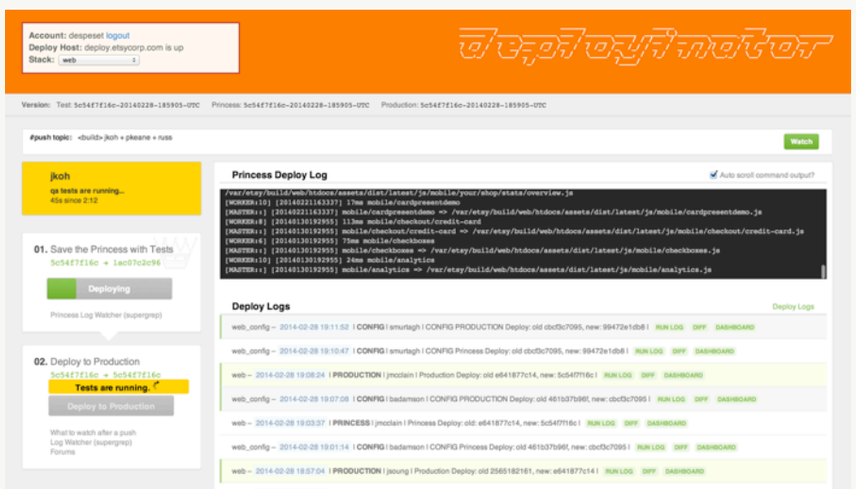
Etsy

@danielespeset

Incorporating **AMD** into Builda, phase 1

Building JS with AMD in deploys





Etsy

@danielespeset

lightsaber.js

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```

starwars.js

```
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Vader) {
    var luke  = new Luke(),
        vader = new Vader();
    plot.exploreFatherIssues(luke, vader);
});
```

starwars.12345678901234.js

```
define('lightsaber', function() {
    return function Lightsaber(color) {
        this.color = color;
    };
});

// more modules...

define('luke', ['lightsaber'], function(Lightsaber) {
    return function Luke() {
        this.lightsaber = new Lightsaber('green');
    };
});

// more modules...

require(['plot','luke','vader'], function(plot, Luke,
Vader) {
    var luke  = new Luke(),
        vader = new Vader();
    plot.exploreFatherIssues(luke, vader);
});
```

This broke dev-prod environment parity

Also it was **crazy slow**

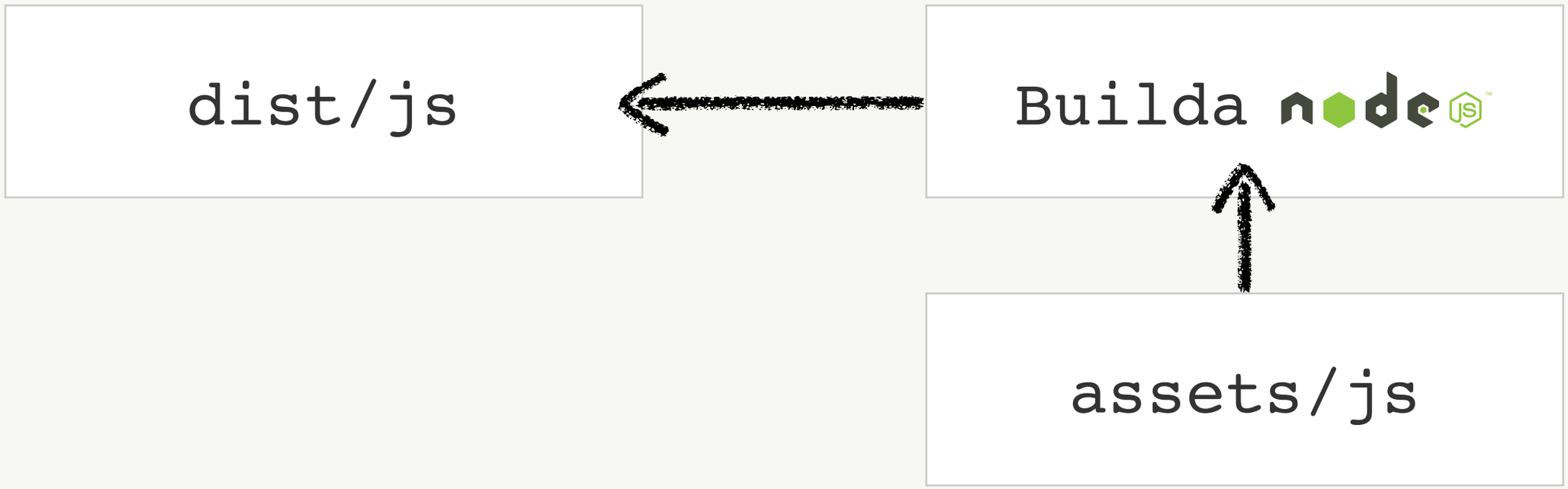
Builda Revised

AKA taking the **A** out of **AMD**

Etsy

@danielespeset

Building JS in development



Building JS in develop

```
"foo": {
    "dependency_of": ["bar", "baz"]
}
```

dist/js

Builda node

inotify
IN_CLOSE_WRITE
foo.js

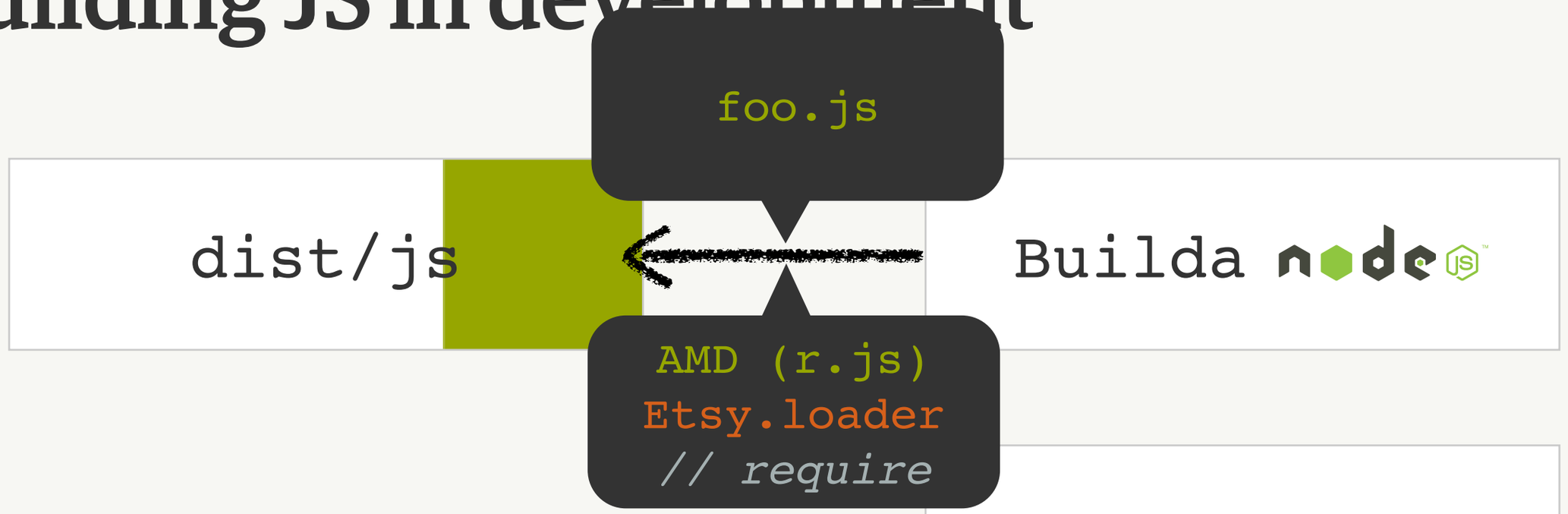
assets/js

Save *foo.js*

2. vim

```
0 // require bar.js
1 // require baz.js
2
3 (function(){
4     var bar = Etsy.bar.init();
5     var baz = Etsy.baz.init();
6     // ...
7 })();
8
9
10 (function() {
11     window.Etsy.bar = { init: function(){ } };
12 })();
13
14 (function() {
15     window.Etsy.baz = { init: function(){ } };
16 })();
17
18 (function(){
19     var bar = Etsy.bar.init();
20     var baz = Etsy.baz.init();
21     // ...
22 })();
~
```

Building JS in development



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1 // require baz.js
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11     window.Etsy.bar = { init: function(){ } };
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16 })();
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20     var baz = Etsy.baz.init();
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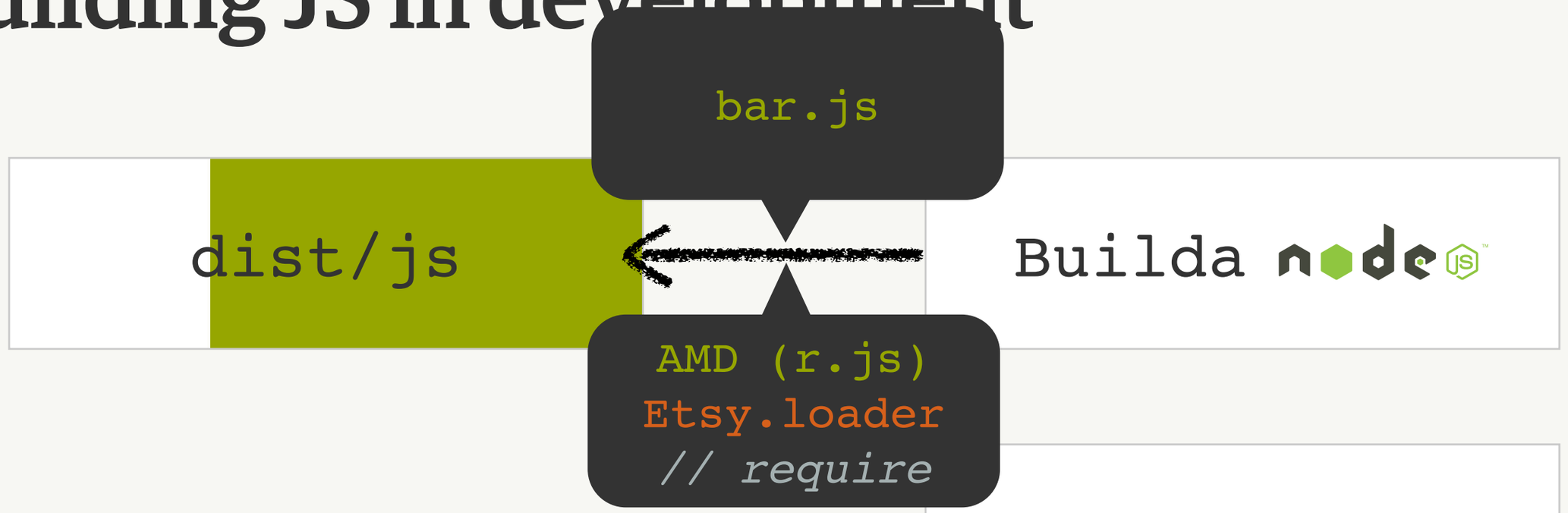
~
```

Building JS in development



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20     var baz = Etsy.baz.init();
21     // ...
22 })();
~
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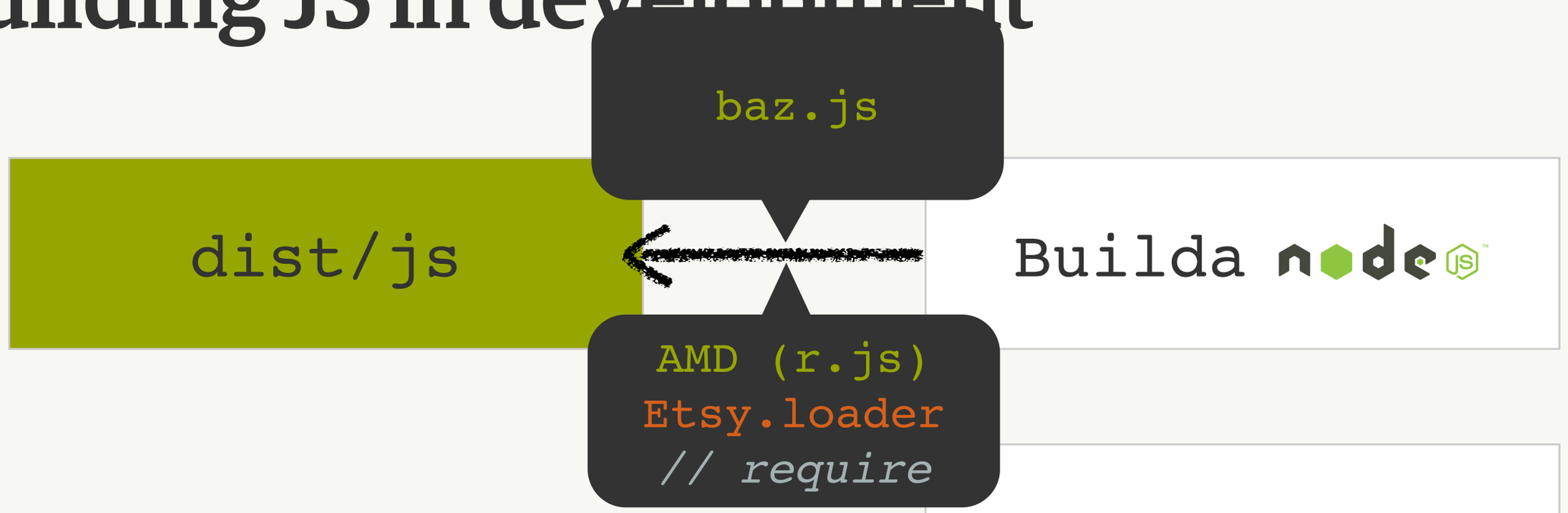
Building JS in development



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```

Building JS in development

dist/js

Builda node

assets/js

HTTP GET foo.js

2. vim

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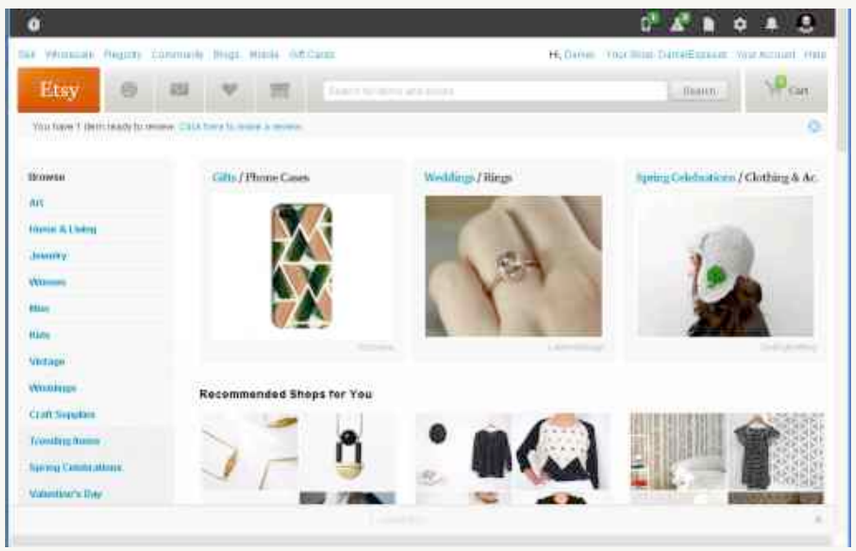
~
```

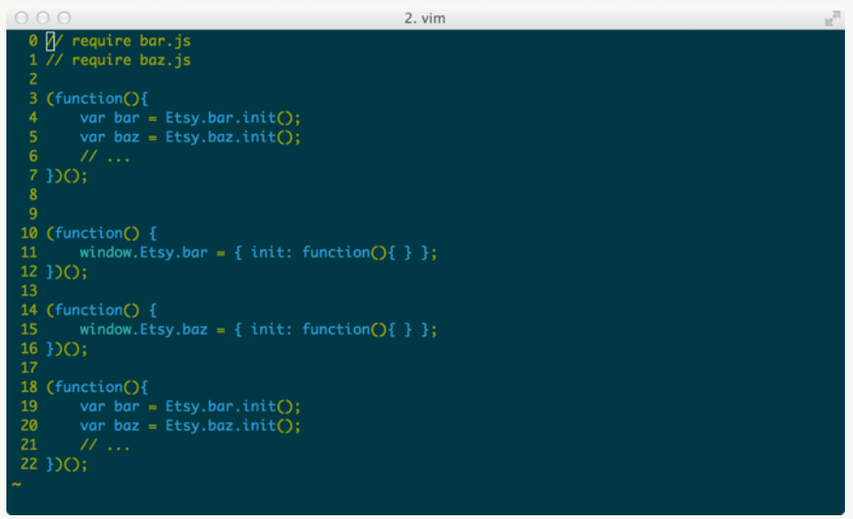
Building JS in development

dist/js

Builda node

assets/js

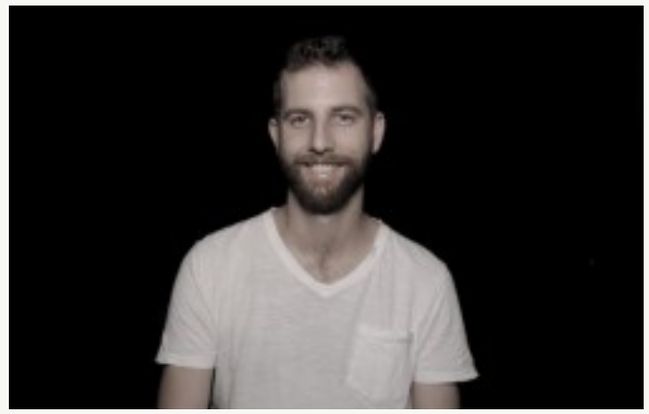




Etsy

@danielespeset

Ranger



Jason Huff
@jsnhff

Aaron Moodie
@aaronmoodie

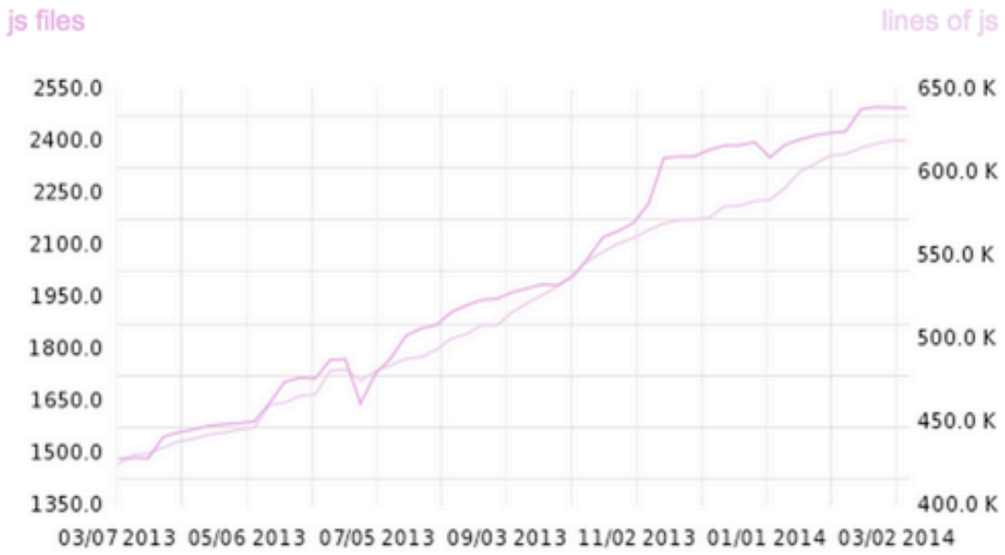
Etsy

@danielespeset

Ranger

Search for CSS, JS, or URLs

JavaScript growth (1 year)



last year

1,469 files

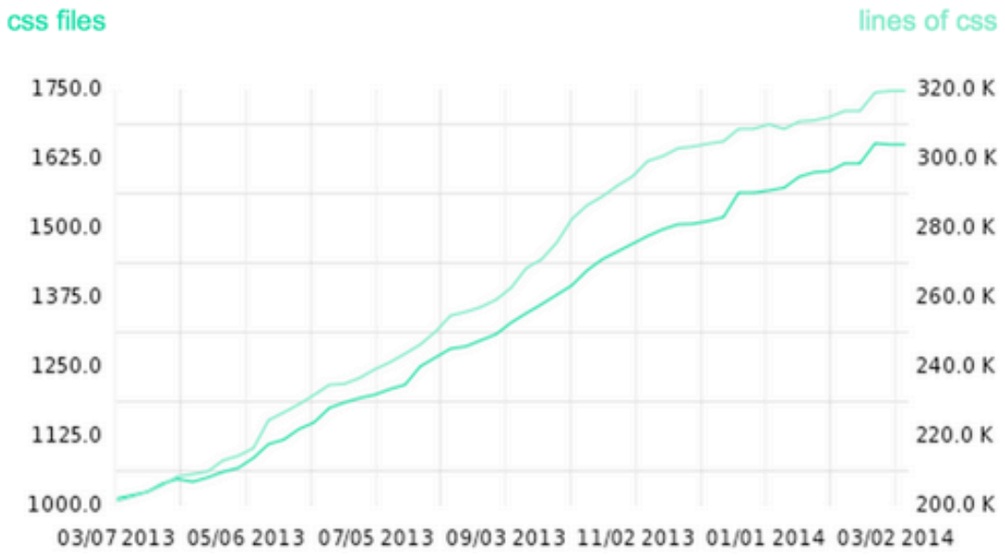
428,283 lines

this week

2,403 files (1.64x)

639,162 lines (1.49x)

CSS growth (1 year)



last year

1,013 files

201,357 lines

this week

1,651 files (1.63x)

319,613 lines (1.59x)

Total CSSLint Warnings: 3696

Worst Files

File	# Warnings
atlas/meteor/canvas/newsletter_responsive.css	69

CSS

Etsy

@danielespeset

Ranger modules/buttons

modules/buttons.css

TOTAL SELECTORS	DEFINED SELECTORS	IMPORTED SELECTORS	IMPORTED FILES
159	159	0	0

jklein / 6 months ago fa9ad02

PERF-433 Fixing the follow link on the sent conversations page

CSSLint Warnings 32	Line
Outlines should only be modified using :focus.	13
Use of !important	49
Use of !important	50
float can't be used with display: inline-block.	63
Use of !important	70
Use of !important	85
Outlines should only be modified using :focus.	230
Outlines shouldn't be hidden unless other visual changes are made.	269
Background image '/images/sprites/buttons-master.png' was used multiple times, first declared at line 21, col 5.	284
Use of !important	313

Etsy

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Ranger

modules/buttons

Pages 310

index → base → base/modules → modules/buttons

listing → base → base/modules → modules/buttons

cart/index → base → base/modules → modules/buttons

sell → base → base/modules → modules/buttons

registry/index → base → base/modules → modules/buttons

registry/search → base → base/modules → modules/buttons

registry/view → base → base/modules → modules/buttons

browse → base → base/modules → modules/buttons

shop/available → base → base/modules → modules/buttons

your/shops/dashboard → base → base/modules → modules/buttons

your/shops/stats/overview → base → base/modules → modules/buttons

your/shops/about/about → base → base/modules → modules/buttons

your/shops/appearance → base → base/modules → modules/buttons

your/shops/manufacturing/edit → base → base/modules → modules/buttons

your/shops/policies → base → base/modules → modules/buttons

your/shops/name → base → base/modules → modules/buttons

your/shops/languages → base → base/modules → modules/buttons

your/shops/payments → base → base/modules → modules/buttons

your/shops/success-steps → base → base/modules → modules/buttons

Ranger

modules/buttons

Parents 19	Depth
base-responsive	2
base	2
base_after_inline	2
base/modules-responsive	1
base/modules	1
atlas/browse	1
atlas/taxeditor	1
atlas/taxonomies	1
atlas/weddings	1
custshops/template_editor	3
your/mini	3
atlas/orders/refund	1
atlas/scout/dashboard	3
atlas/scout/scout	1
your/account/credit-card	1
your/bill/autobilling	1
your/bill/index	1
your/bill/payments	1
your/shop/registration/billing	1

Pages

Ranger modules/buttons

teams/list.php

Stylesheets

email-signup-panel.css

↳ homepage/_modules/homepage-layout.css

↳ modules/layout.css

↳ modules/panels.css

↳ modules/forms.css

↳ modules/form-saver.css

↳ modules/typography.css

staleness.css

modules/search-header.css

staleness.css

base.css

↳ base/modules.css

↳ modules/overlay.css

↳ modules/currency-selector.css

↳ modules/messages.css

↳ fonts/ss-standard.css

↳ modules/tabs.css

Ranger

modules/buttons

JavaScripts

bootstrap/email-landing-page.js

↳ etsy.email-list-signup.js

↳ staleness.js

base.js

↳ common/etsy.loader.js

↳ common/etsy.sendreport.js

↳ common/etsy.namespace.js

↳ common/etsy.template.js

↳ common/etsy.topic.js

↳ common/etsy.eventlogger.js

↳ util/random.js

↳ common/etsy.ga.js

↳ common/etsy.framelogger.js

↳ common/etsy.orientation-event.js

↳ jquery.util.js

↳ json2.js

↳ lib/underscore.js

↳ common/etsy.logger.js

↳ common/etsy.context.js

JavaScript

Etsy

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Ranger

Search for CSS, JS, or URLs

shop.rearrange.js

Chris Fairbanks / 1 year, 3 months ago

9050bc7

fix ie8 bug with rearrange your shop and window.onbeforeunload

JSHint Warnings 7	Line
Variables should not be deleted.	445
Bad escaping of EOL. Use option multistr if needed.	654
Bad escaping of EOL. Use option multistr if needed.	655
Bad escaping of EOL. Use option multistr if needed.	656
Bad escaping of EOL. Use option multistr if needed.	657
Bad escaping of EOL. Use option multistr if needed.	658
Bad escaping of EOL. Use option multistr if needed.	659

Code Complexity	Value
Physical Lines	703
Logical Lines	414
Cyclomatic Complexity (lower is better)	47
Maintainability Index (-infinity to 171, higher is better)	110.82

Etsy

@danielespeset

Ranger | Search for CSS, JS, or URLs

Bad escaping of EOL. Use option multistr if needed.	659

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Pages 1

shop/rearrange → shop.rearrange

Dependants 6	Type
jquery-ui/jquery.ui.core	sprockets
jquery-ui/jquery.ui.widget	sprockets
jquery-ui/jquery.ui.mouse	sprockets
jquery-ui/jquery.ui.sortable	sprockets
etsy.humanmessage	sprockets
etsy.paginator	sprockets

Ranger is an API
Lodge is a client

Etsy

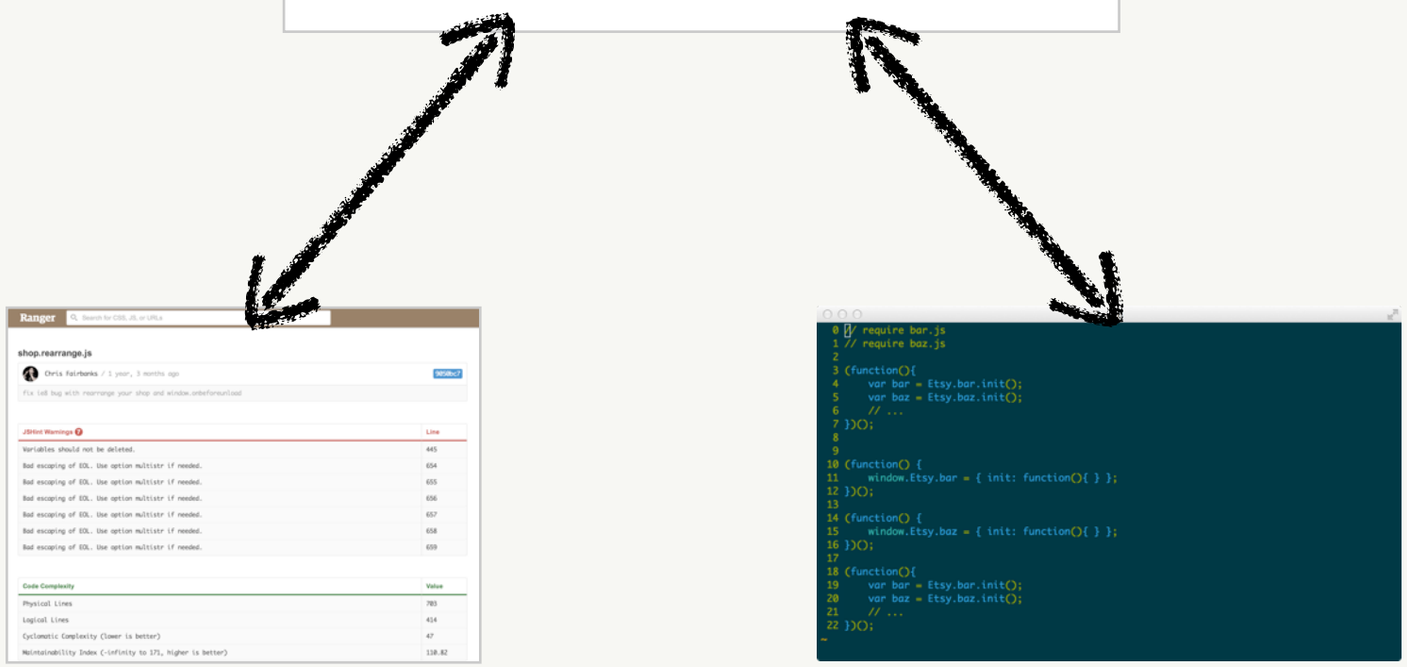
@danielespeset

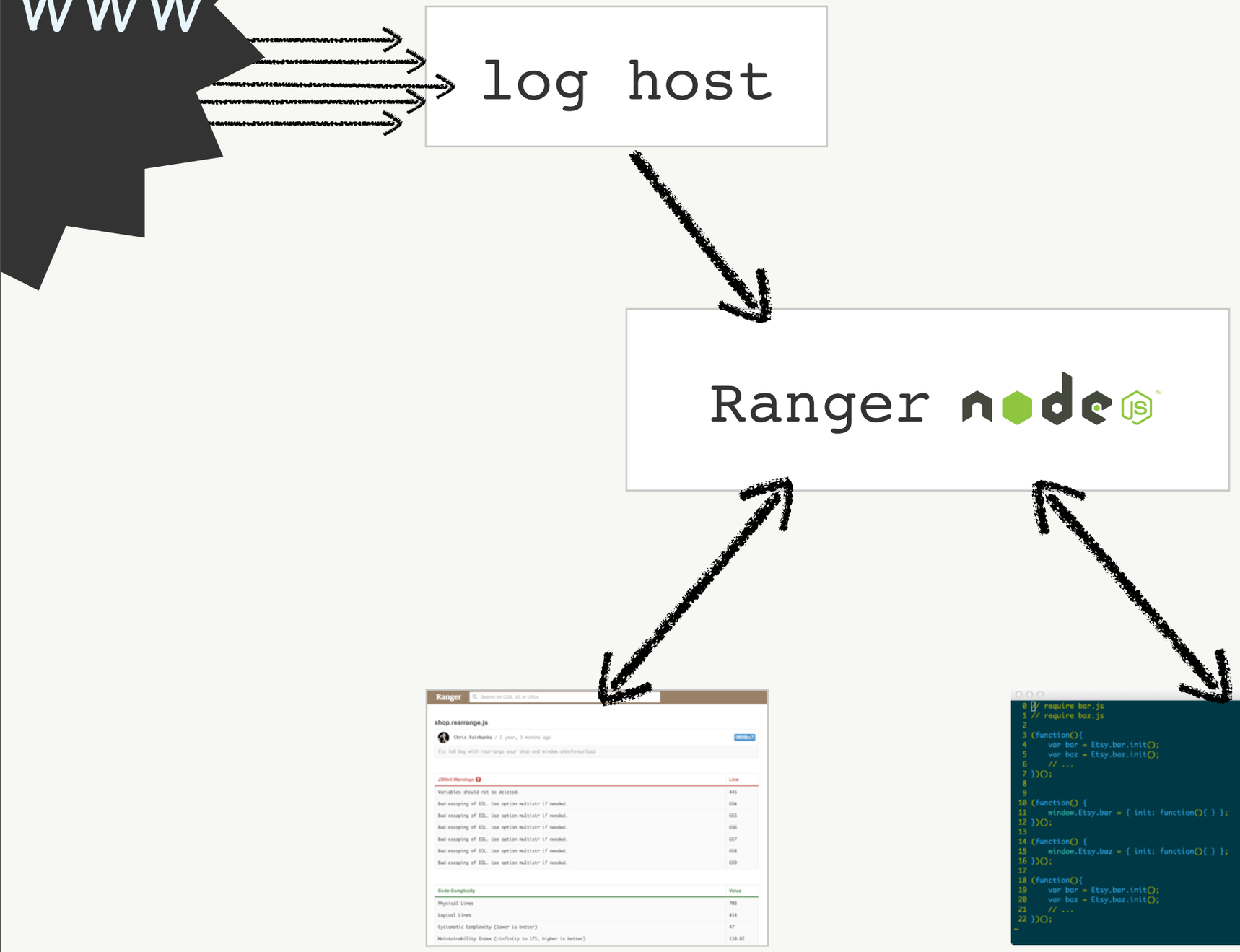
Ranger node.js

Etsy

@danielespeset

Ranger node.js




www
log host
Ranger
node
Ranger
shop.rearrange.js
Chris Fairbanks / 1 year, 3 months ago
JSHint Warnings
Line
Variables should not be deleted.
445
Bad escaping of EOL. Use option multistr if needed.
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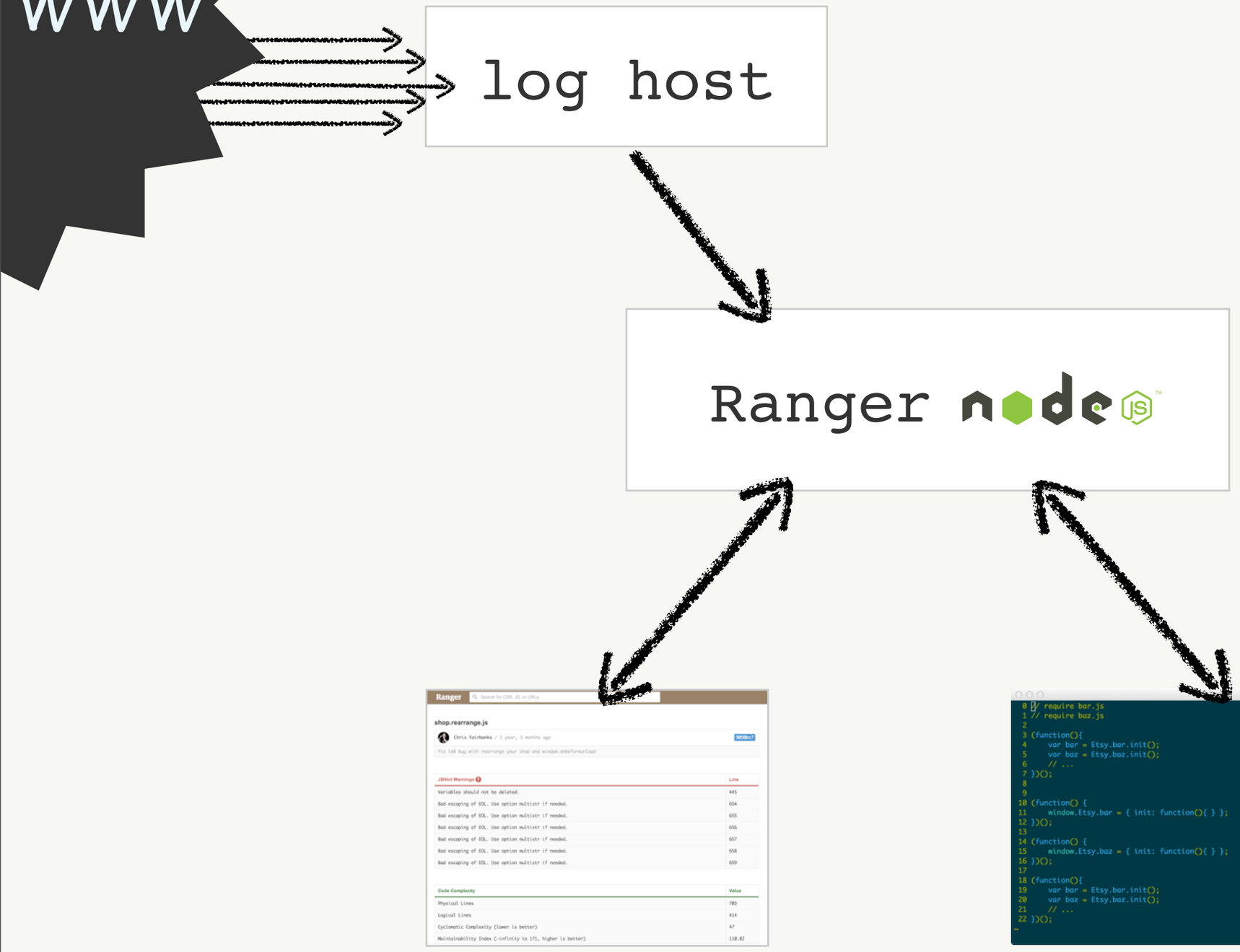
www
log host
Ranger
node
Ranger
shop.rearrange.js
Chris Fairbanks / 1 year, 3 months ago
JSHint Warnings
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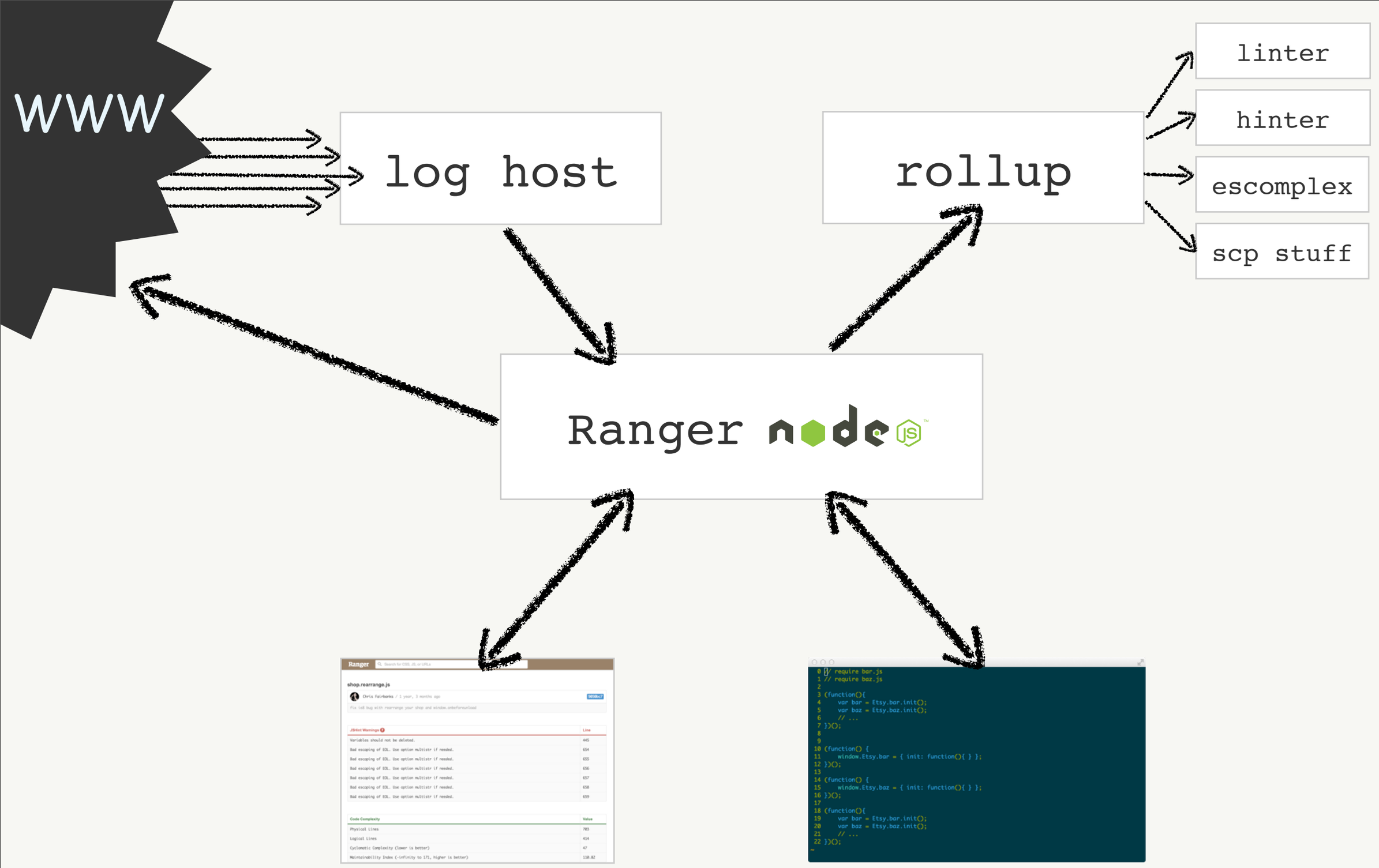
www
log host
rollup
linter
hinter
escomplex
scp stuff
Ranger
node
Ranger
shop.rearrange.js
Chris Fairbanks / 1 year, 3 months ago
fix ie8 bug with rearrange your shop and window.onbeforeunload
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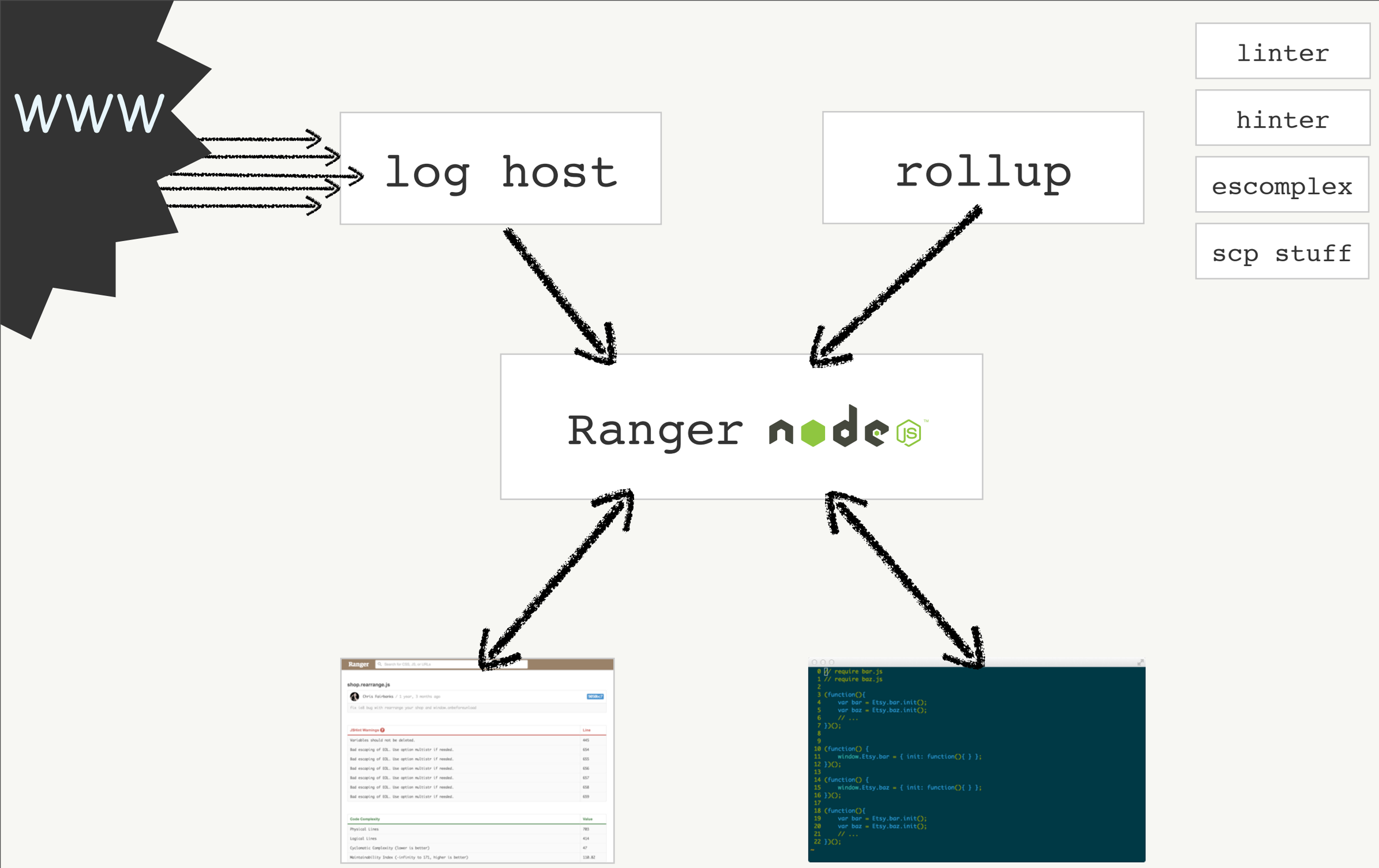
www
log host
rollup
linter
hinter
escomplex
scp stuff
Ranger
Ranger
shop.rearrange.js
Chris Fairbanks / 1 year, 3 months ago
fix ie8 bug with rearrange your shop and window.onbeforeunload
JSHint Warnings
Line
Variables should not be deleted.
445
Bad escaping of EOL. Use option multistr if needed.
654
Bad escaping of EOL. Use option multistr if needed.
655
Bad escaping of EOL. Use option multistr if needed.
656
Bad escaping of EOL. Use option multistr if needed.
657
Bad escaping of EOL. Use option multistr if needed.
658
Bad escaping of EOL. Use option multistr if needed.
659
Code Complexity
Value
Physical Lines
703
Logical Lines
414
Cyclomatic Complexity (lower is better)
47
Maintainability Index (-infinity to 171, higher is better)
110.82
// require bar.js
// require baz.js
(function(){
var bar = Etsy.bar.init();
var baz = Etsy.baz.init();
// ...
})();
(function() {
window.Etsy.bar = { init: function(){ } };
})();
(function() {
window.Etsy.baz = { init: function(){ } };
})();
(function(){
var bar = Etsy.bar.init();
var baz = Etsy.baz.init();
// ...
})();

Now we know enough to surface dead files with confidence

Etsy

@danielespeset

Finding dead code paths is still hard

Etsy

@danielespeset

Shrinkray

Justin Donato
@justindo

Kelly Norton
@kellegous

Ranger

modules/buttons

modules/buttons.css

TOTAL SELECTORS	DEFINED SELECTORS	IMPORTED SELECTORS	IMPORTED FILES
159	159	0	0

jklein / 5 months ago

fa9ad02

PERF-433 Fixing the follow link on the sent conversations page

Unused Selectors 112	Size	Line
.button-stack	302B	482
.tt-add-circle.tt.tt-mini .dismiss	217B	658
.button-stack span	198B	497
.tt-add-circle.tt.tt-mini	197B	644
.button-small-disabled	176B	107
.button-small-loading	175B	106
.add-to-circle-spinner	165B	617
.de .button-fave span	157B	340
.button-add	154B	766
.registry-button-container a.remove-from-registry	148B	382

Etsy

@danielespeset

What's next?

- Adding Templates as a resource

What's next?

- Adding Templates as a resource
- Shrinkray powered delete button

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- Adding Templates as a resource
- Shrinkray powered delete button
- Detecting inefficiently grouped code

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What's next?

- Adding Templates as a resource
- Shrinkray powered delete button
- Detecting inefficiently grouped code
- Feature / User-state asset signatures
- Shrinkray for JavaScript

The frontend is getting more complex everywhere.

We need new strategies to manage and understand it.

Etsy

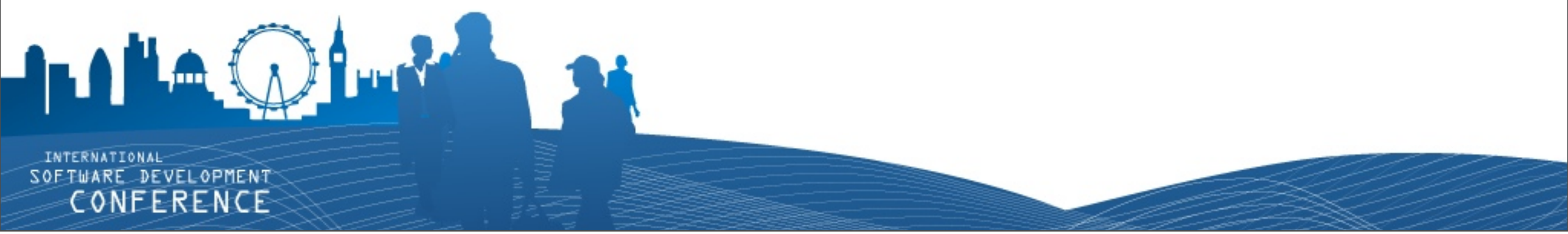
@danielespeset

The browser is part of your distributed system, not just a client you support.

The more extensible a tool the more useful it will be.

Thanks!

codeascraft.com
@codeascraft
etsy.github.io
etsy.com/codeascraft/talks
etsy.com/careers

QCon

Please evaluate my talk via the mobile app!