REBUILDING THE MONOLITH WITH COMPOSABLE APPS

Front-end Developer Startup Web Development Startup Recruiting +6

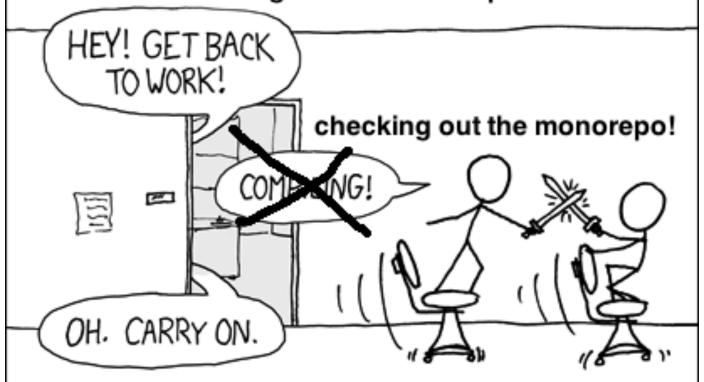
Why are front end developers so high in demand at startups if front end development is relatively easier than other fields of engineering?

I am making an assumption here, but I think most people would agree that front end development is much easier than other fields of engineering. So why is it that startups have trouble finding front end developers?





"MY CODE'S COMPILING." checking out the monorepo!













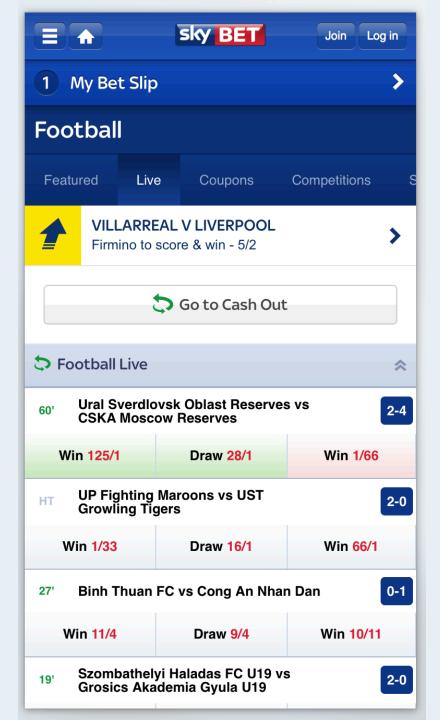


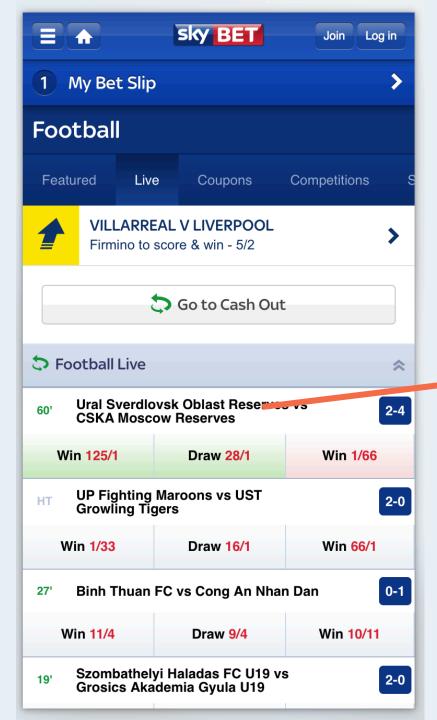






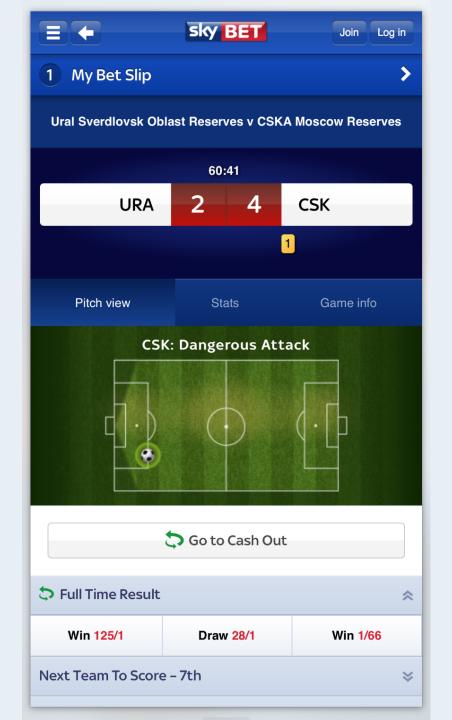






XHR

```
"body": "<div id=\"is-inner-content\"
lass=\"body content\">\n\n
                                      <div
d=\"menu\" class=\"responsive-nav
menu | content\"><nav class=\"menu\">\n
ul class=\"menu secondary\">\n
li class=\"menu item\">\n
                                         <a
lata-analytics=\"[A-Z Quick Links] Home\"\n
draggable=\"false\"\n
ref=\"\/\"\n
lass=\"menu link \"\n
                                         >\n
span class=\"split title\">\n
i class=\"i i--natural icon-text icon\" data-
har=\"\"><\/i>\n
                      <\/span>\n
ome
\/a>\n
                <\/li>\n
li class=\"menu item\">\n
                                         <a
lata-analytics=\"[A-Z Quick Links]
romotions\"\n
raggable=\"false\"\n
ref=\"\/promotions\"\n
lass=\"menu link \"\n
                                         >\n
span class=\"split a title\">\n
i class=\"i i--natural icon-text icon\" data-
har=\"\&\#xF0D2;\"><\/i>
romotions
                            <\/span>\n
\/a>\n
                 <\/li>\n
li class=\"menu item\">\n
lata-analytics=\"[A-Z Quick Links] Cash Out\"\n
draggable=\"false\"\n
ref=\"\/my-bets\"\n
class=\"menu link \"\n
                                         >\n
span class=\"split title\">\n
i class=\"i i--natural icon-text icon\" data-
har=\"\"><\/i>\n
            Go to Cas<\/span>\n
Iv Bets
\/a>\n
                 <\/li>\n
li class=\"menu item\">\n
ata-analytics=\"[A-Z Quick Links] Bet & amp;
Vatch\"\n
raggable=\"false\"\n
ref=\"\/watch\"\n Draw 28/1
lass=\"menu link \"\n
                                         >\n
span class=\"split title\">\n
i class=\"i i--natural icon-text icon\" data-
```





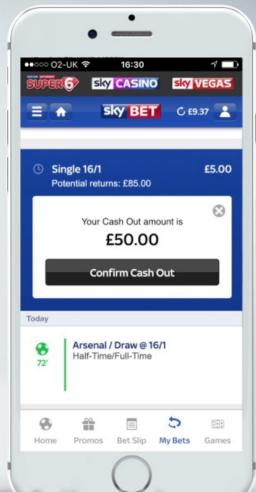


Leave us feedback

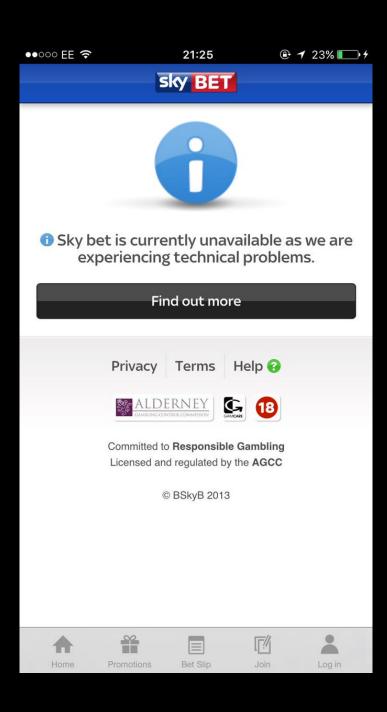


PLACE A QUALIFYING CASH OUT BET

CASH OUT BET



Max stake restrictions, eligibility restrictions, and T&Cs apply. 18+: Gambleaware.co.uk



WHY DO WE CARE SO MUCH ABOUT MOBILE?

Because it makes up a huge proportion of our traffic, of which there is lots...

Page Views

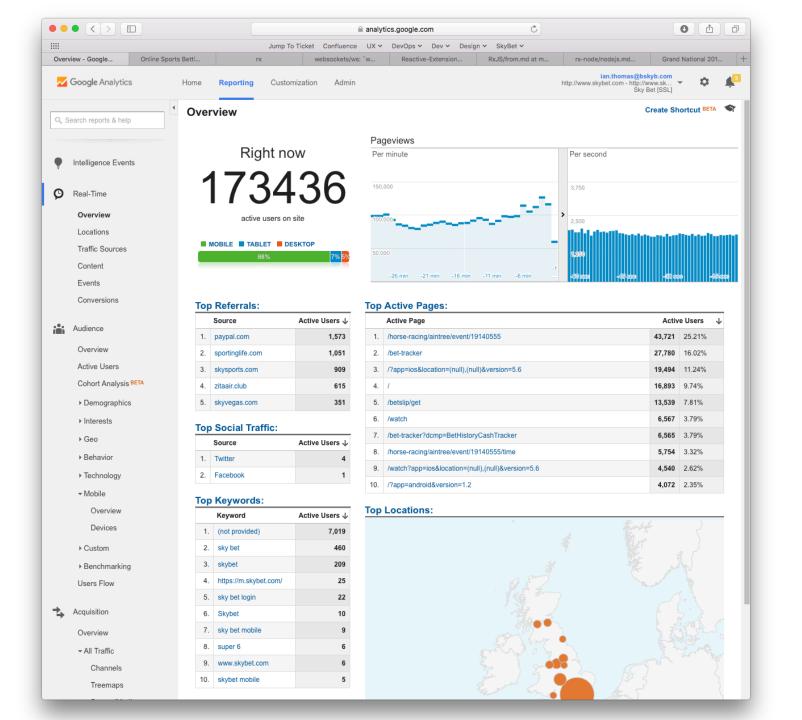
25.5 M Mobile Bet (live)

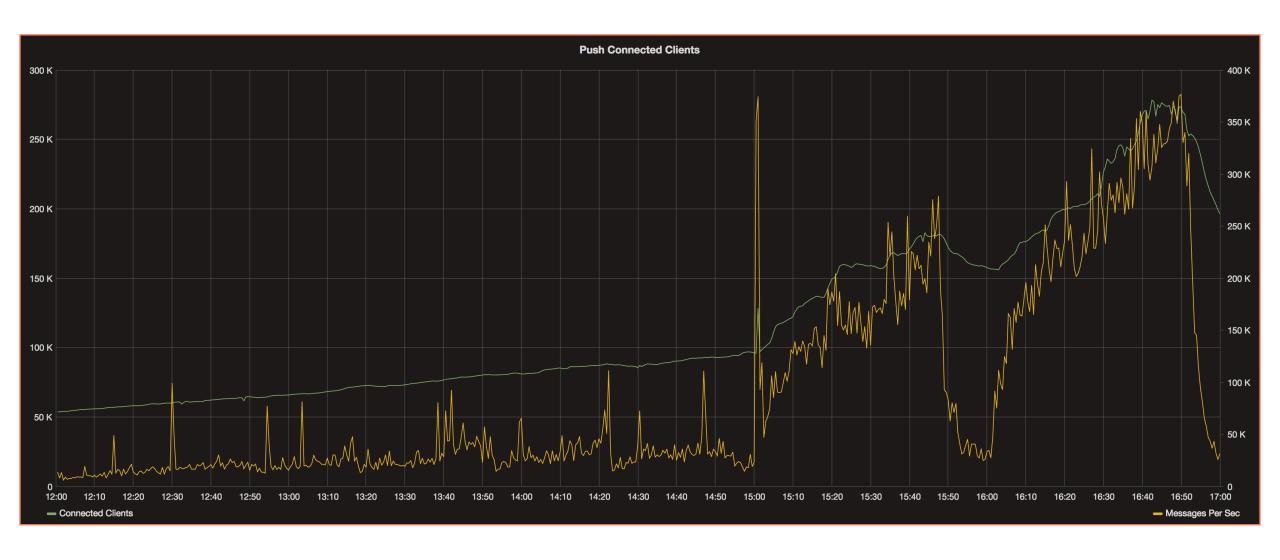
6.94 M Desktop Bet (live)

Since 01 Feb 00:00 GMT until 28 Feb 23:59 GMT

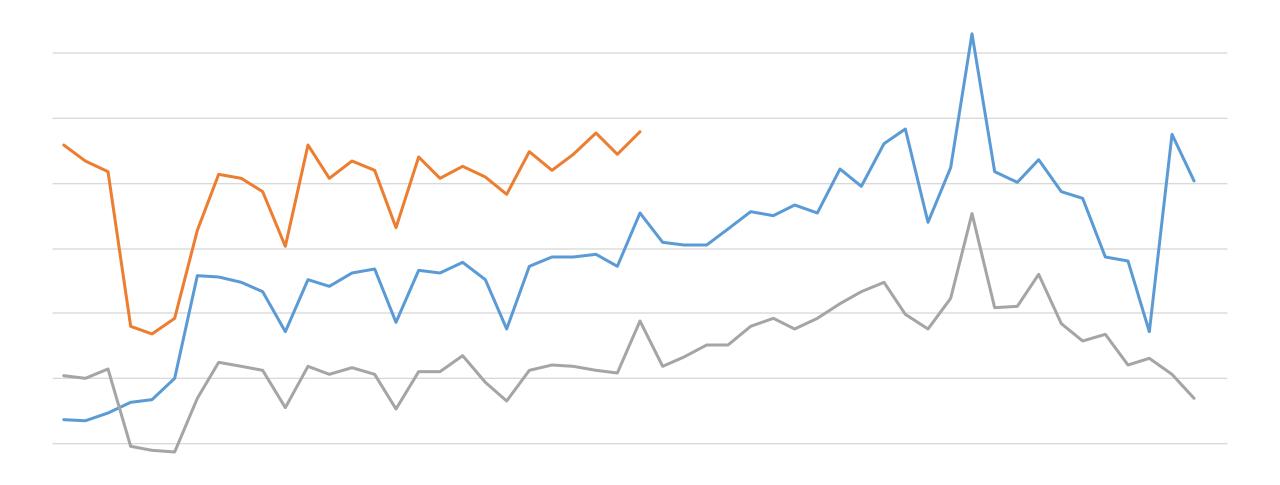
103 |

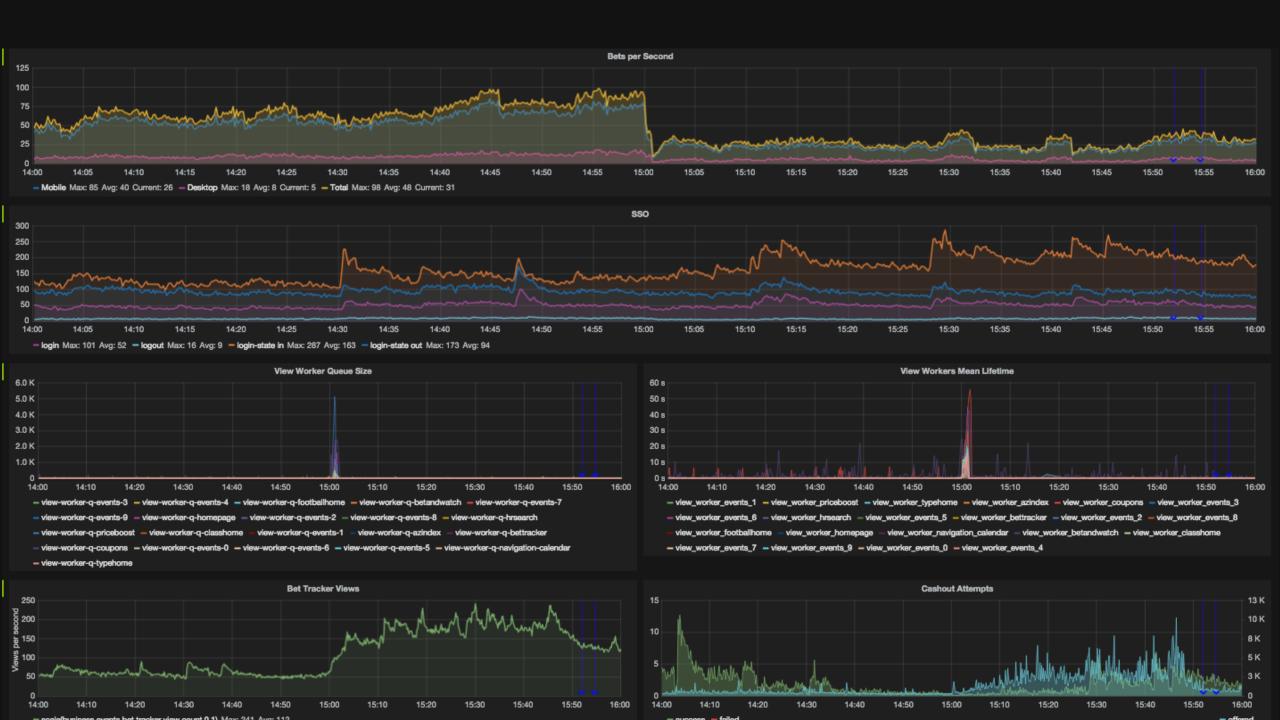
Page Views

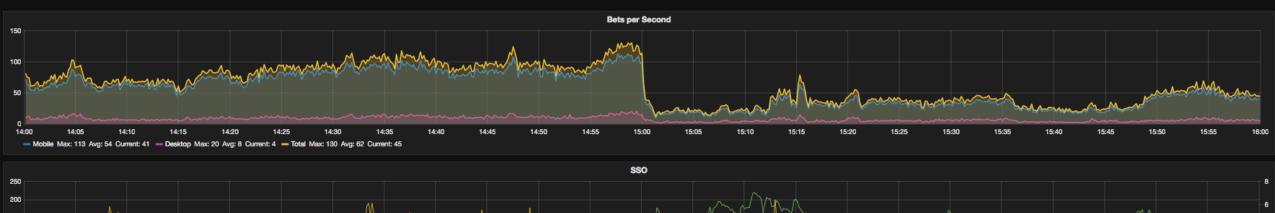




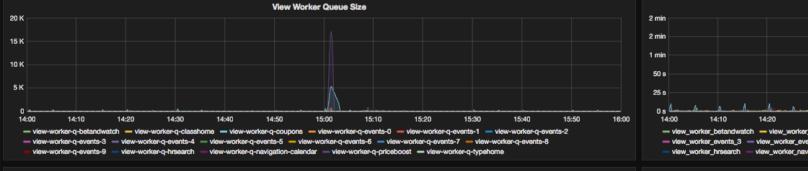
MOBILE IS GROWING AT A SCARY RATE TOO...



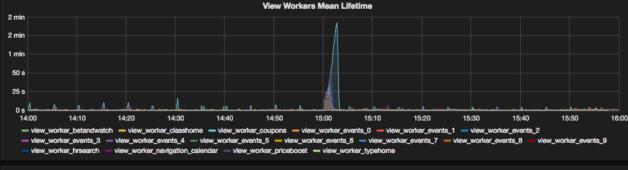














BACK TO THE TECH

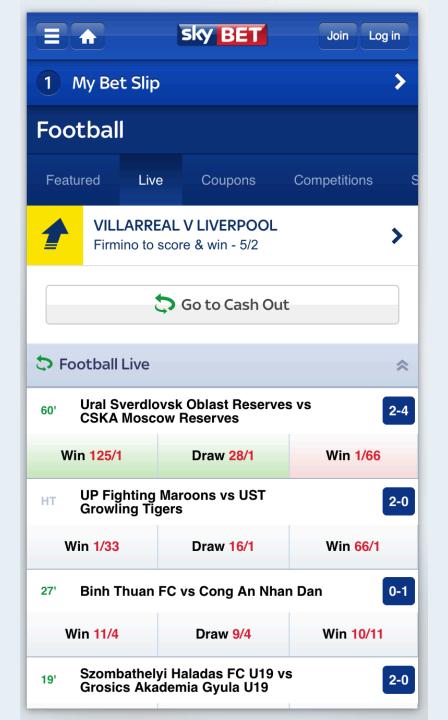
What are the challenges we were facing?

Create a more engaging customer experience Increase the resilience of our core features Scale our product Scale our teams

Nothing rendered by JavaScript

State stored in data attributes in the DOM

Increasingly real-time and interactive product demands

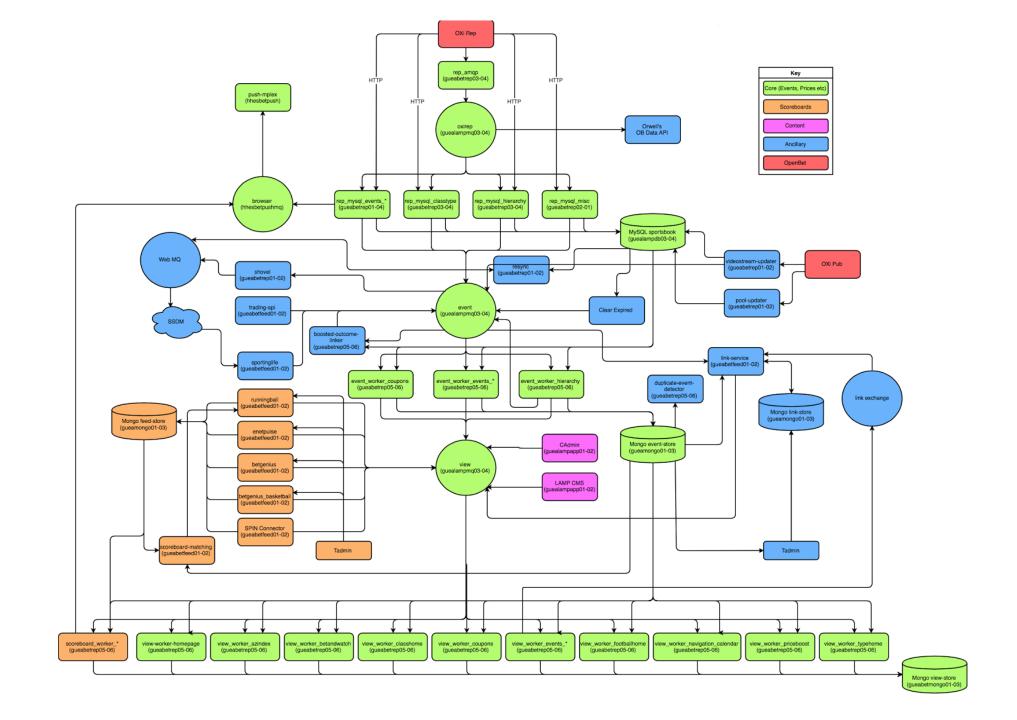


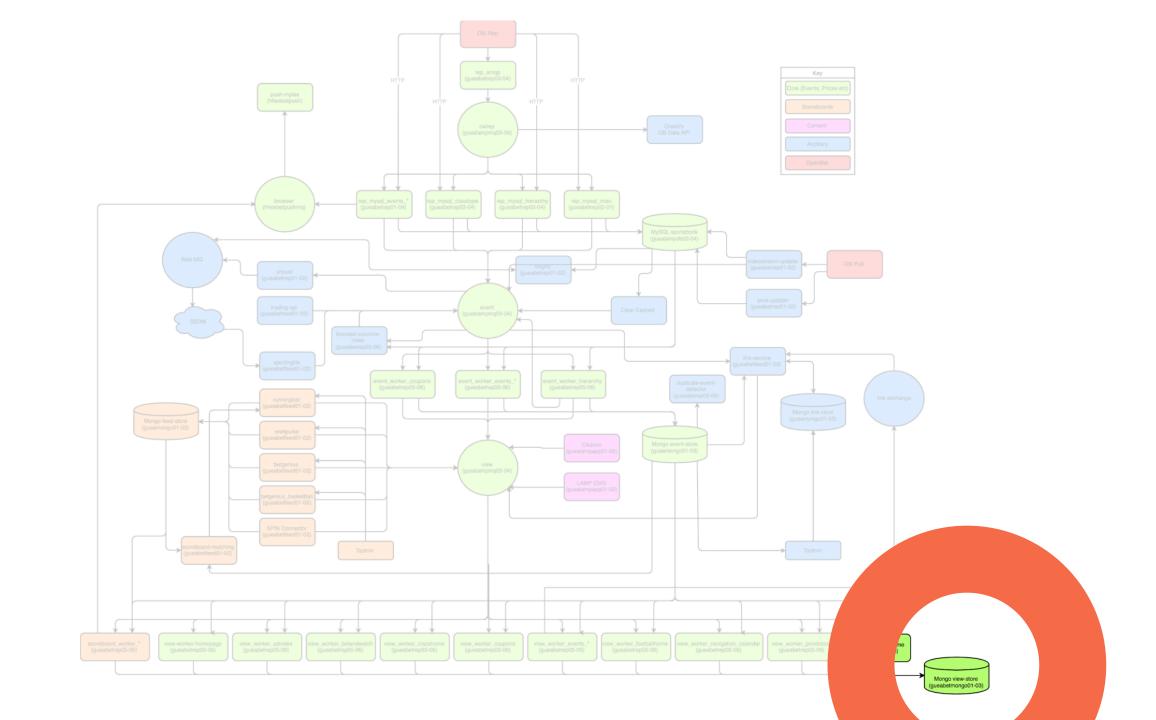
No knowledge of routing in client

Spaghetti OO style
JavaScript reliant on directly
bound event listeners

```
Receipt.prototype.init = function() {
    bindEvents.call(this);
    var el = Ess('#receipt-data');
   if (el) {
        this.cashStakes = parseMoneyStringToNumber(el.getAttribute('data-cashstakes'));
        this.freeStakes = parseMoneyStringToNumber(el.getAttribute('data-freestakes'));
        this.betCount = parseFloat(el.getAttribute('data-betcount'));
        this.notifications = JSON.parse(el.getAttribute('data-notifications'));
        this.bets = getBetsFromDOM(Ess('.bet-slip-receipt_bet'));
        this.returns = this.bets.reduce(function(t,b) { return t + b.returns;}, 0);
        this.emit('receipt', {
            cashStakes:
                            this.cashStakes.
            freeStakes:
                           this.freeStakes,
           betCount:
                           this.betCount,
                            this.returns,
            returns:
            notifications: this.notifications,
           bets:
                            this.bets
        })
        if (Ess('#recommended-bets', this.element)) {
            this.emit('recommendedBetsSeen');
};
```

```
this.betslip.on('receipt', function(data) {
    var numberOfSingles = 0,
        numberOfAccumulators = 0;
    data.bets.forEach(function(bet) {
        if (bet.selections.length > 1) {
            numberOfAccumulators++;
        } else {
            numberOfSingles++;
    });
    var products = {
        betsPlaced:
                       null, //atodo: what's the point of this then?
        numberOfSingleBets: numberOfSingles,
        numberOfAccumulatorBets: numberOfAccumulators,
        betCashStakes: data.cashStakes,
        betFreeStakes: data.freeStakes,
        betCount:
                       data.betCount,
    };
```





"From a people and culture point of view, we're very focused on maintaining the things that made Sky Bet great as we scale up the internal team – we doubled the number of employees last year."

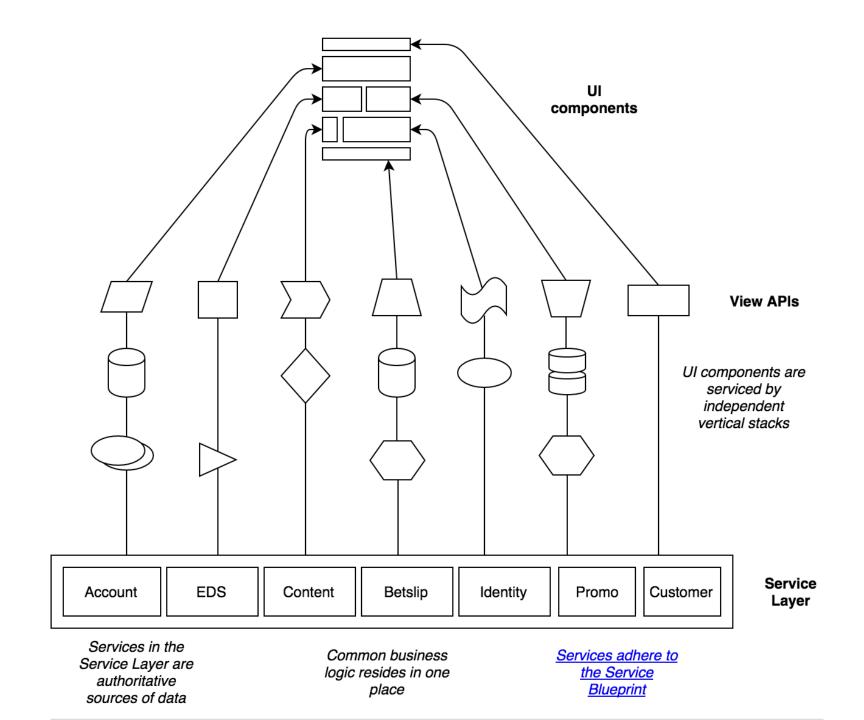
http://www.silicon.co.uk/cloud/it-life-andy-burton-cto-sky-bet-197113

WHOLLY OWNED, VERTICAL SLICES

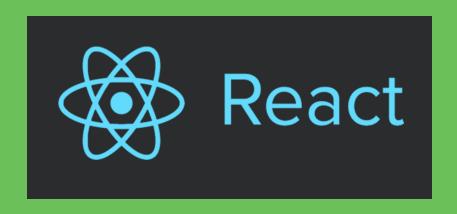
"Favor object composition over class inheritance...

...You should be able to get all the functionality you need just by assembling existing components through object composition."

Gamma et al, 1994



CHOOSING THE TECH STACK



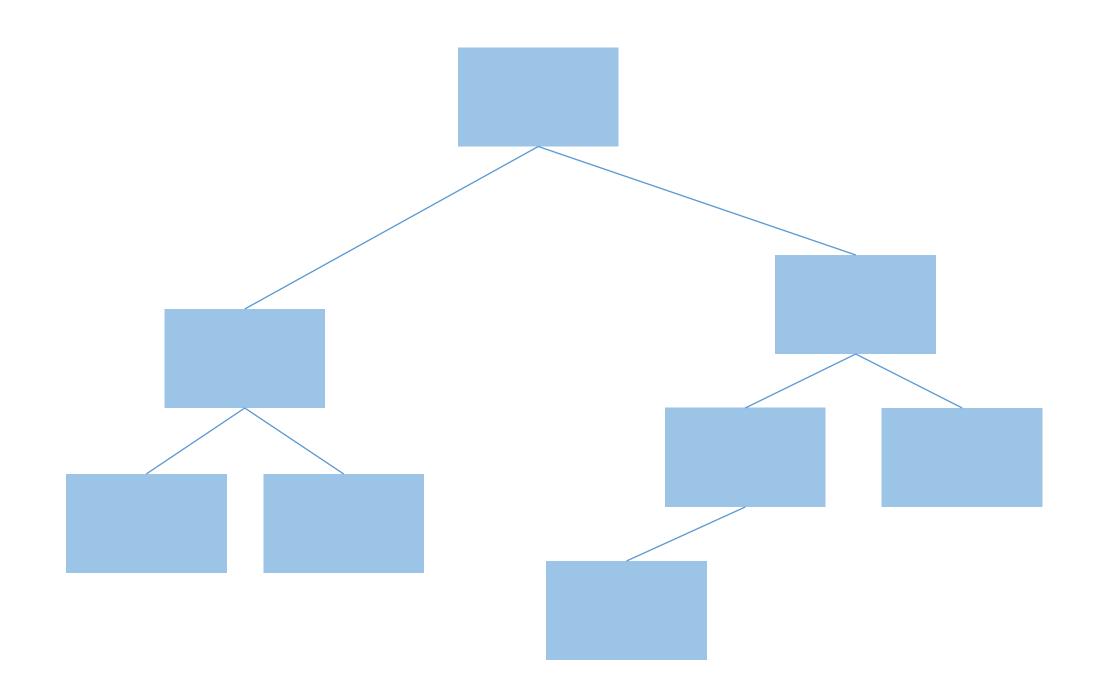


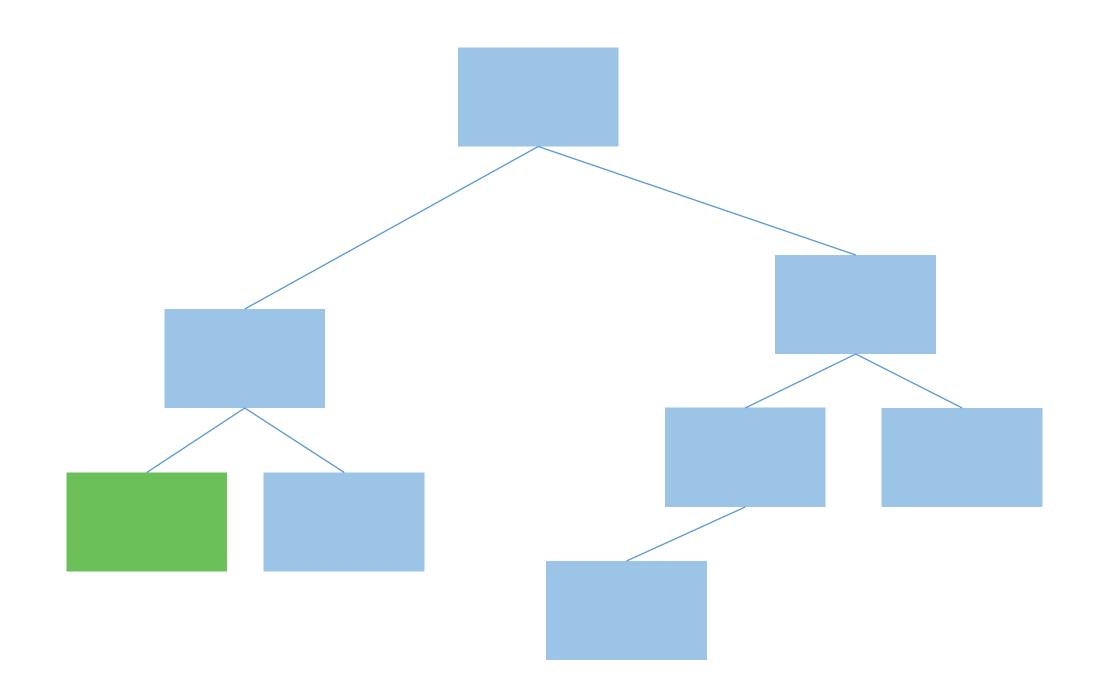
Redux

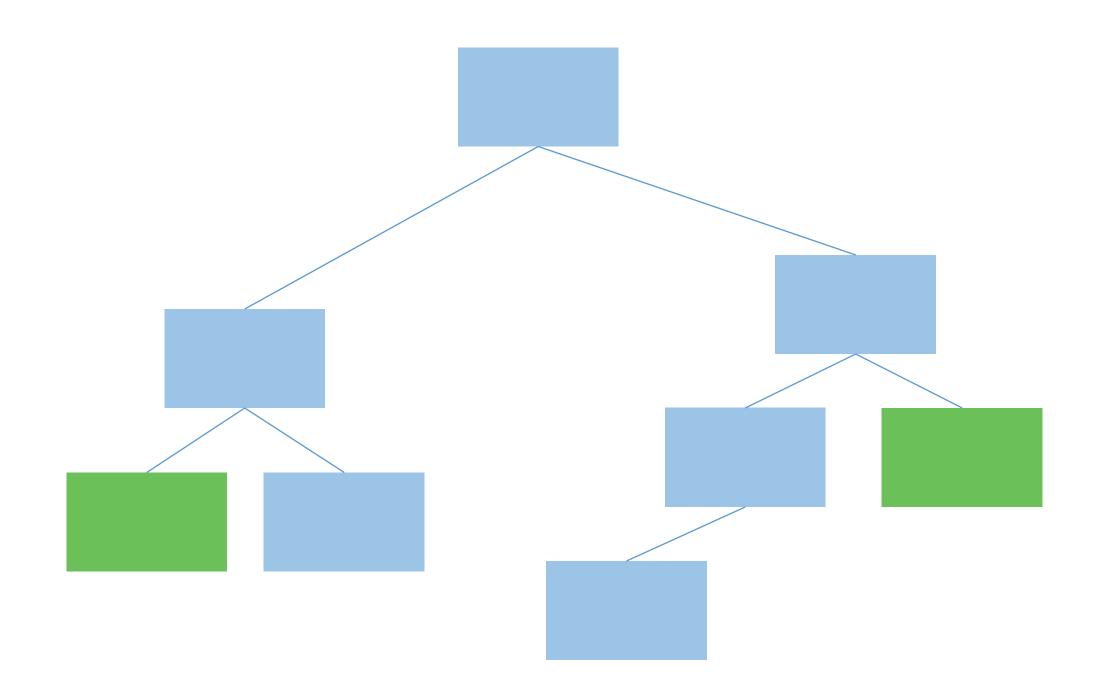


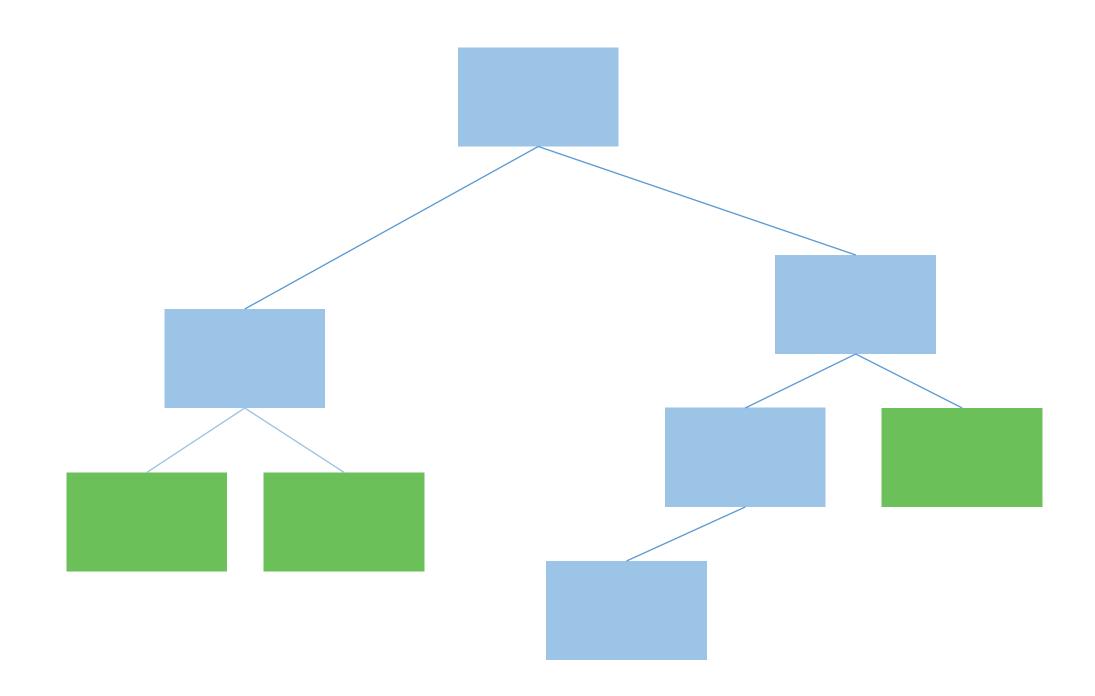
"Don't Rewrite, React"

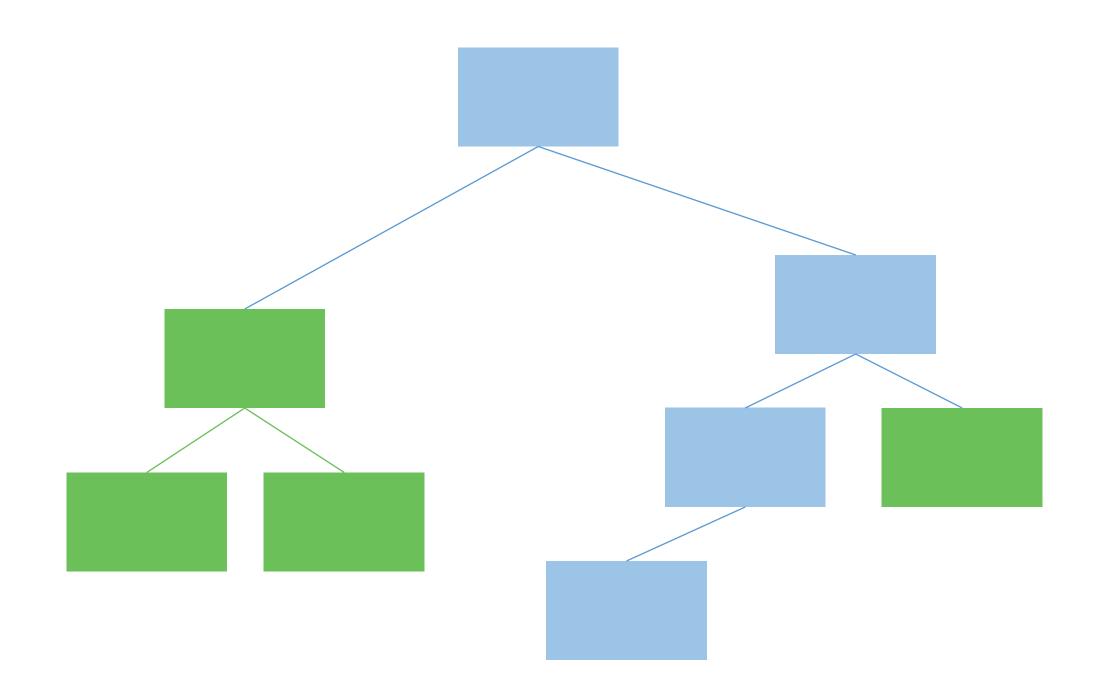
Ryan Florence, React Europe 2015







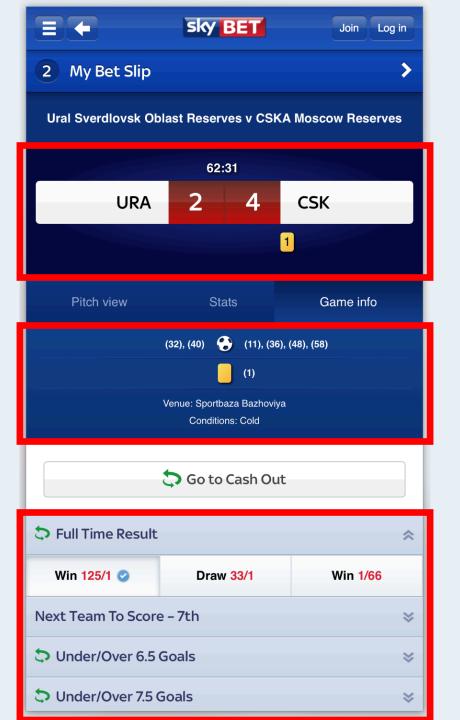




IN PRACTICE IT'S NEVER THAT SIMPLE

Independent components may share data requirements

Apps may share code dependencies (i.e. Ramda)

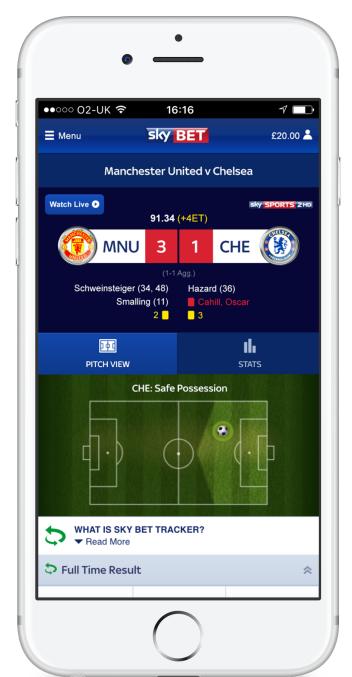


Real-time updates need to happen simultaneously to ensure consistent experience

How do we instantiate these things?

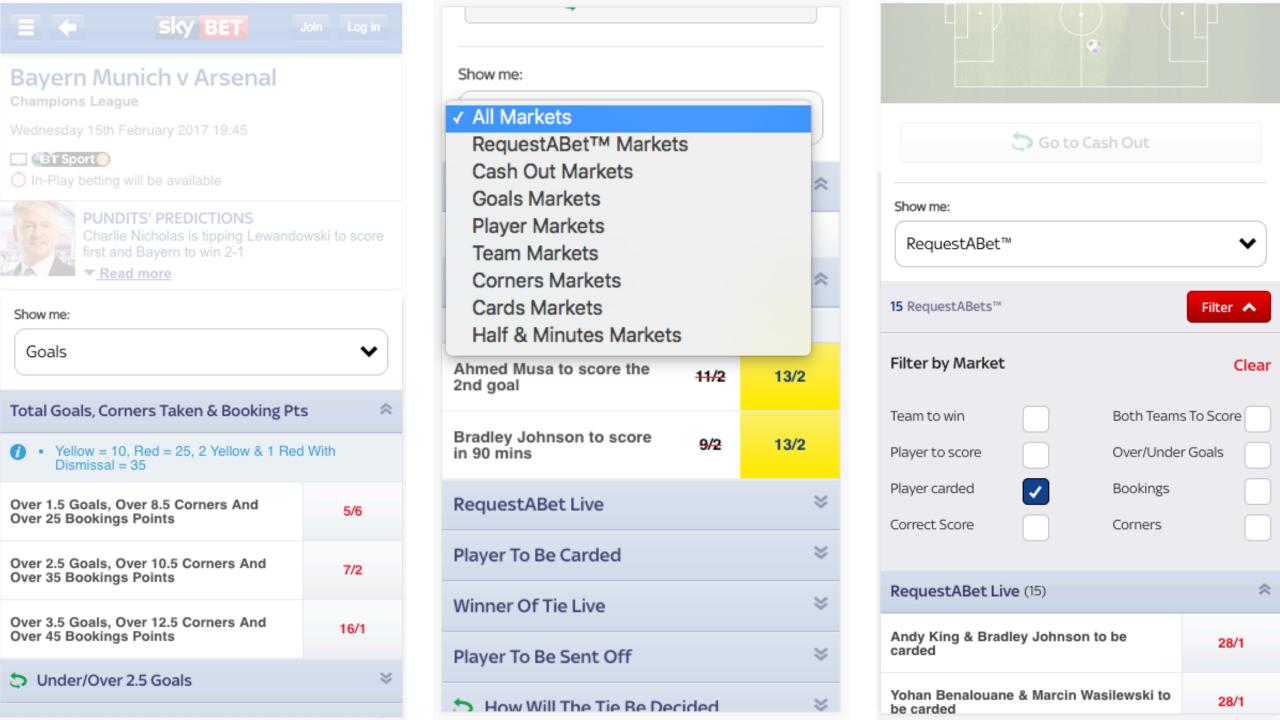
IT GETS HARDER AS THE PRODUCT REQUIREMENTS GROW MORE DETAILED







WORKING WITH COMPONENTS



```
const App = (props) \Rightarrow <div>
    {props.showRabBar &
     <Sticky enabled={props.rabModeEnabled} innerZ={8} bottomBoundary="#page-content">
         < Request ABet
             onToggle={props.rabOnToggleClick}
             onRequestAPrice={props.rabOnRequestAPrice}
             priceFormatter={props.priceFormatter}
             onRemoveSelection={props.rabOnRemoveSelection}
             onAddToBetSlip={props.rabOnAddToBetSlip}
             onReset={props.rabOnReset}
         />
     </Sticky>}
    {props.rabModeEnabled
        ? props.showRabMarkets & <RabMarkets onRabClick={props.onRabClick}/>
        : <FootballMarkets
            onOutcomeClick={props.onOutcomeClick}
            priceFormatter={props.priceFormatter}
            showMyRabs={props.showRabBar}
        />}
</div>;
```

FUNCTIONAL COMPOSITION

"It is better to have 100 functions operate on one data structure than 10 functions on 10 data structures.."

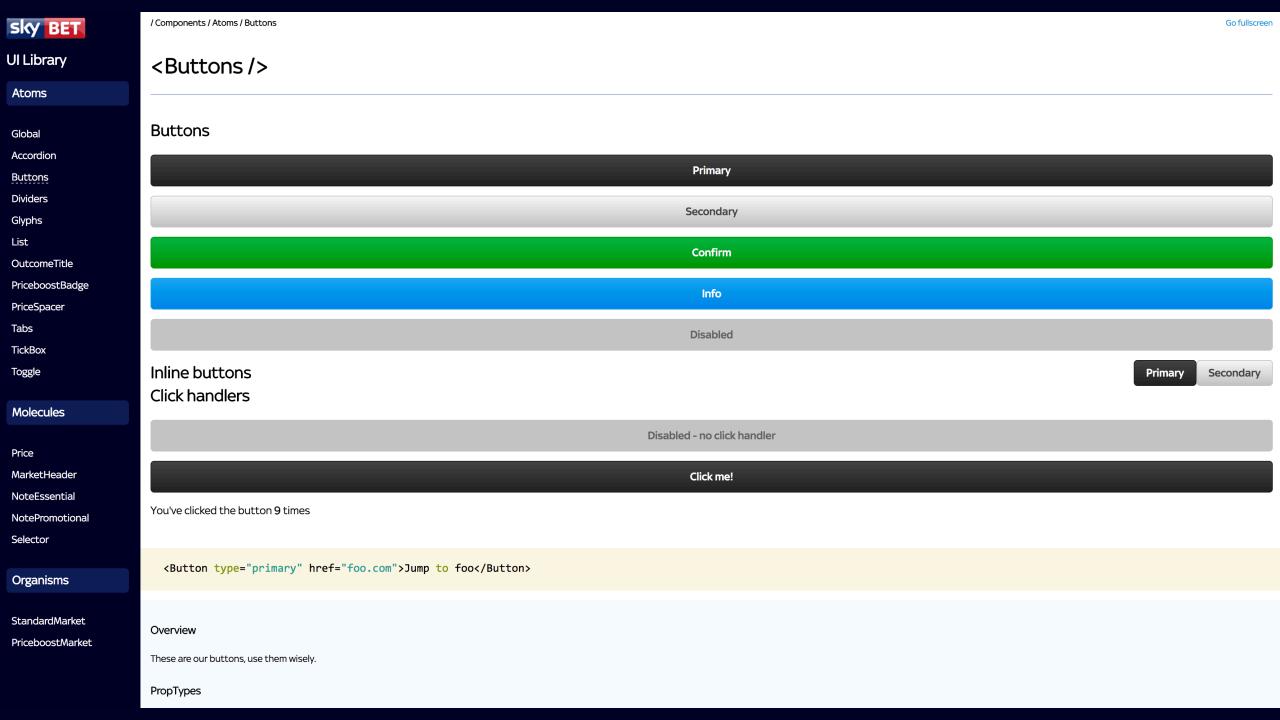
Alan Perlis

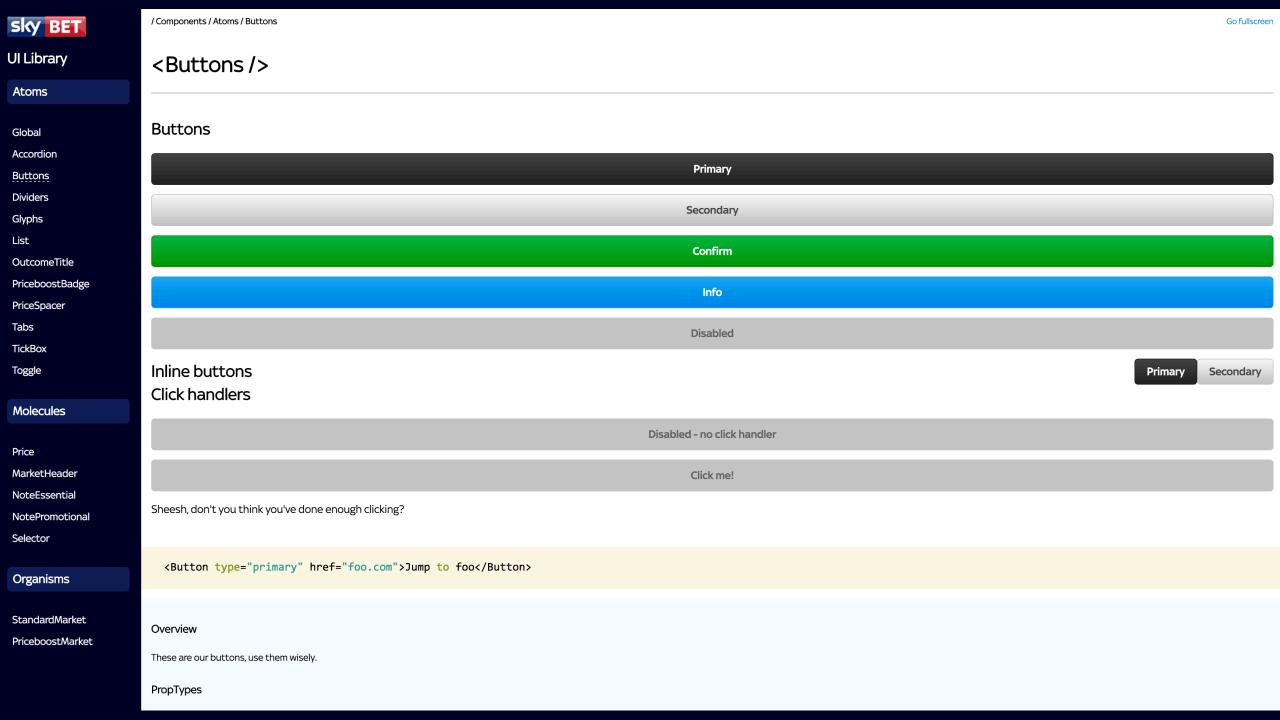
```
const cardsMarketRegExp = new RegExp(cardsMarketRegexs.join("|"), "i");
const playerMarketRegExp = new RegExp(playerMarketRegexs.join("|"), "i");
const teamMarketRegExp = new RegExp(teamMarketRegExs.join("|"), "i");
const periodMarketRegExp = new RegExp(periodMarketRegexs.join("|"), "i");
// Predicates :: Market → Boolean
export const isBoost: (Market) ⇒ boolean = propSatisfies(test(/boost/gi), "name");
export const isActive: (Market) ⇒ boolean = propEq("displayStatus", "active");
export const isSuspended: (Market) \Rightarrow boolean = propEq("displayStatus", "suspended");
export const isRequestABet: (Market) \Rightarrow boolean = propEq("type", "request-a-bet");
export const isActiveOrSuspended: (Market) ⇒ boolean = anyPass([isActive, isSuspended]);
export const isCashoutable: (Market) ⇒ boolean = propEq("cashoutable", true);
export const isGoalMarket: (Market) \Rightarrow boolean = propSatisfies(test(\backslash bgoals?\backslash b/i), "name");
export const isPlayerMarket: (Market) ⇒ boolean = propSatisfies(test(playerMarketRegExp), "name");
export const isPeriodMarket: (Market) ⇒ boolean = propSatisfies(test(periodMarketRegExp), "name");
export const isCardsMarket: (Market) ⇒ boolean = propSatisfies(test(cardsMarketRegExp), "name");
export const isTeamMarket: (Market) ⇒ boolean = propSatisfies(test(teamMarketRegExp), "name");
export const isCornerMarket: (Market) \Rightarrow boolean = propSatisfies(test(\backslash bcorners?\backslash b/i), "name");
```

ENCAPSULATE CSS

```
title: {
   margin: 0,
    textShadow: "0 1px rgba(0, 0, 0, 0.1)",
    fontWeight: "normal",
    fontFamily: "SkyMedium",
    fontSize: Size.LARGE_ICON,
    textTransform: "capitalize",
    paddingLeft: Size.INNER_SPACING
},
titlePrefix: {
    display: "none",
    "@media (min-width: 390px)": {
        display: "inline-block"
},
```

EXTRACT LOW LEVEL DESIGN LANGUAGE





THE ELEVENTH HOUR CURVE BALL



PREMIER LEAGUE REQUEST-A-BET

ANY PREM LEAGUE TEAM TO WIN EUROPEAN TROPHY	2/1
ARSENAL & TOTTENHAM BOTH TO FINISH OUTSIDE TOP 4	3/1
ALL 3 PROMOTED TEAMS TO STAY UP	9/1
MAN UTD TO WIN PREM LEAGUE & SUNDERLAND RELEGATED	14/1

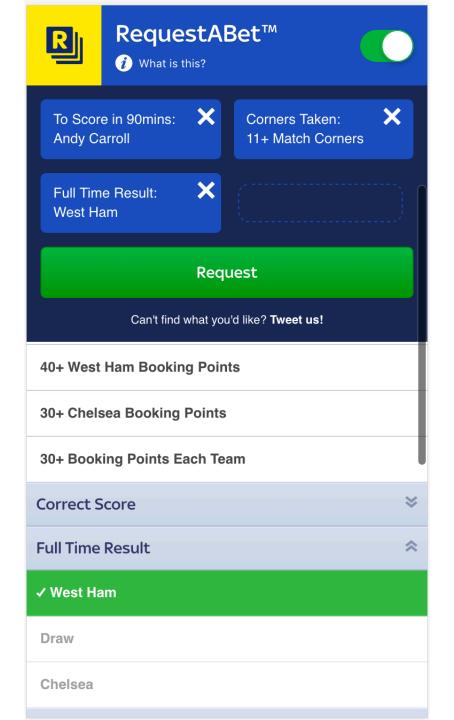
DELIVER A MARKET LEADING REQUESTABETTM PRODUCT FOR THE START OF THE PREMIER LEAGUE SEASON

(That gave us less than six weeks)

```
const App = (props) \Rightarrow <div>
    {props.showRabBar &
         < Request ABet
             onToggle={props.rabOnToggleClick}
             onRequestAPrice={props.rabOnRequestAPrice}
             priceFormatter={props.priceFormatter}
             onRemoveSelection={props.rabOnRemoveSelection}
             onAddToBetSlip={props.rabOnAddToBetSlip}
             onReset={props.rabOnReset}
         />
    {props.rabModeEnabled
        ? props.showRabMarkets & <RabMarkets onRabClick={props.onRabClick}/>
        : <FootballMarkets
            onOutcomeClick={props.onOutcomeClick}
            priceFormatter={props.priceFormatter}
            showMyRabs={props.showRabBar}
        />}
</div>;
```

Allow customers to request a bet consisting of outcomes from the same event

Request the bet – if it can be priced immediately you'll see the result in real-time, otherwise it will be sent to the trading team

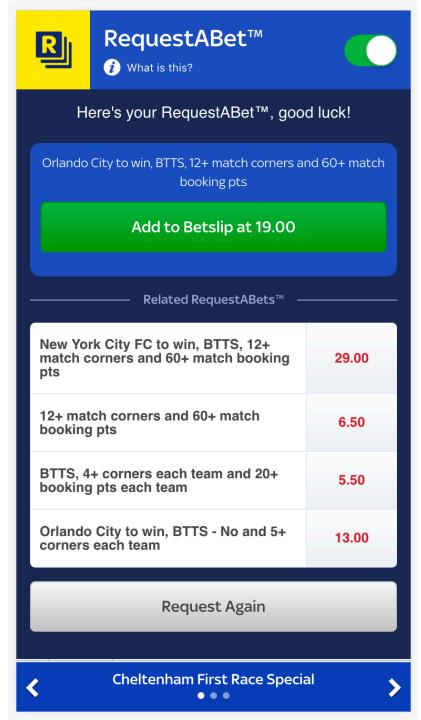


Select outcomes from a curated list of markets and add them to your request cart

Your requests are stored locally and a push notification is sent to the device to notify when the trading team have stopped pricing requests

When a selection is added we calculate suggestions using a web worker

Web worker runs in separate JavaScript thread to minimise performance overhead



When a request is submitted, we can use the pre-built suggestions list to show you highly related options

WORKING WITH REACT AND THE CLIENT-SIDE COMPONENT APPROACH ALLOWED US TO DEVELOP THE FEATURE IN PARALLEL TO THE EXISTING ROADMAP

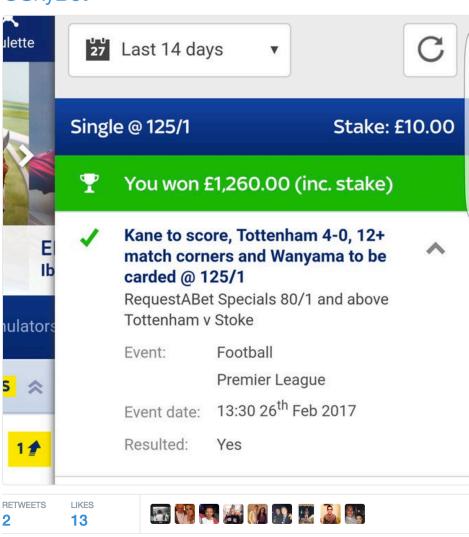
CUSTOMERS LOVE THE FEATURE

(And we delivered it with a week to spare)





I bloody love #RequestABet. #BettingBetter with @SkyBet



3:29 PM - 26 Feb 2017





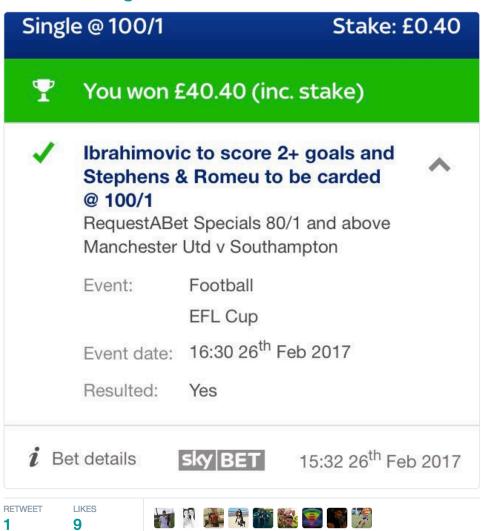








When you have 40p left in your sky bet account so stick it on a random #RequestABet (a) @Oddschanger



OVER 1 MILLION UNIQUE USERS SINCE LAUNCH AND ROUGHLY 1.7 MILLION UNIQUE REQUESTS RECEIVED BY TRADERS

THE BITS THAT DIDN'T GO SO WELL

BUILT COMPONENTS IN THE UI-LIBRARY TOO SOON

SERVER RENDERING

SOME FUNCTIONAL TECHNIQUES CAME WITH A STEEP LEARNING CURVE

TEAM NAMES MATTER MORE THAN YOU THINK

HAVE WELL DOCUMENTED ENGINEERING PRINCIPLES WHICH ARE ACTIVELY DISCUSSED

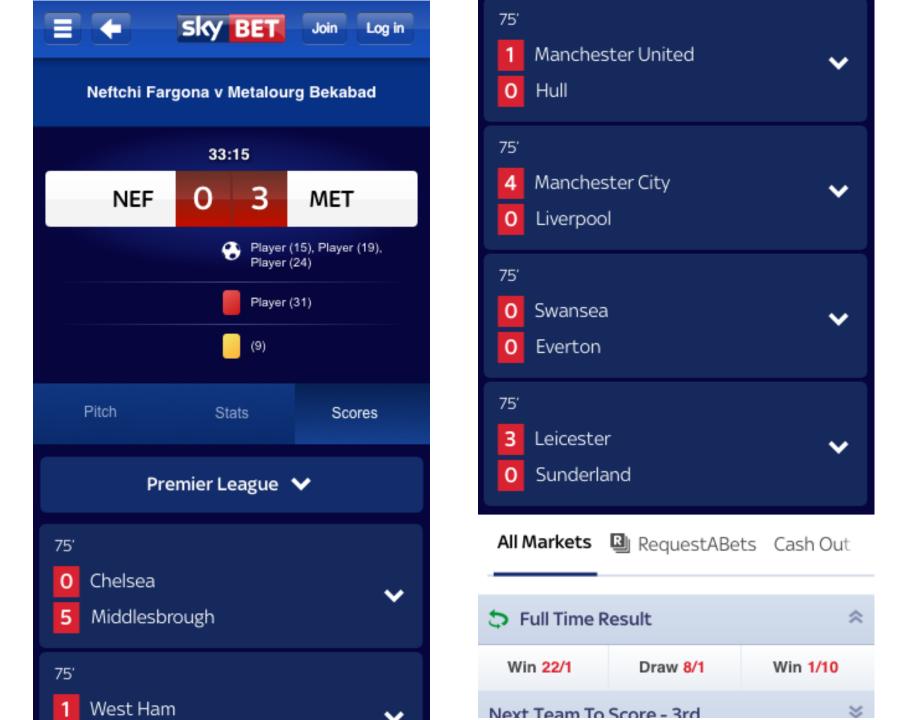
Technical Approach

As a team we primarily work with JavaScript and have chosen to embrace the following as best-practice:

- Test Driven Development (Uncle Bob's three laws with a side order of Kent Beck's two rules)
 - Unit tests should be runnable on the devices our customers will use (we've chosen Karma as our test runner)
 - Unit tests should avoid mocks wherever possible
 - Factories should be used to ensure fixtures are kept up to date with the data contracts in the actual application
- Embrace functional programming techniques
 - Immutability and side-effect free functions
 - Functional libraries such as Ramda.js
 - Fantasyland specification
 - Folktale data structures (Maybe, Either, Validation, Task, etc.)
- Performance is a feature
- Static analysis and type safety are important (see Flow and ESlint)
- Understand that JavaScript is now largely a compiled language
 - The code you write is not necessarily the code executed by the runtime
 - Use module bundlers to enable optimisation and better application structure
 - Use transpilers and core.js polyfills to ensure interoperability between supported browsers and devices

TDD, PAIRING AND CODE REVIEW KEEP THE QUALITY BAR HIGH

WHAT'S NEXT?



Create a more engaging customer experience Increase the resilience of our core features Scale our product Scale our teams





THANK YOU

Ian Thomas – Principal Engineer, Sky Betting & Gaming

@anatomic

