Optimizing for developer happiness
Etsy
We deploy code to production about 25x per day
Across a team of 70 engineers
We have a lot of people depending on us.
400,000+ active sellers
9+ million registered members
$300+ million in sales in 2010
> 1 billion page views / month
Business in over 150 countries
How?
Culture.
One that optimizes for
developer happiness.
Ruby is designed to make programmers happy.
— Yukihiro Matsumoto, aka “Matz”
Connect engineers to their work
by making it easy to ship
with the support of a community.
Etsy operates internally like an online community: chaotic, irreverent, self-regulating and self-sustaining.

-- Noah Sussman, Software Engineer
The way we do things shouldn’t work.
It does.
Constant progress
radical decentralization of authority
we trust people.
(and dogs)

“Dogs are part of the team, and are expected to commit code.”
Deploy to Production

51069 → 51069

PROD!!! →

Important links:
- What to watch after a push
- Log Watcher (supergrep)
- Forums
1st day at @etsy a success! Pushed my own code: etsy.com/about (Look for my pic!) - Excited to do great things (mobile of course!)
Code going out to our servers

Progress bar
You Can't Fake Real

Posted by Randy J. Hunt | Filed under philosophy

I'm Randy, the Designer Director at Etsy. We think of design like all crafts. We do it best when we have a deep understanding with our tools, so our designers write code alongside our engineers. Together we shape what we build every day. Most days I step into our office, and I see crochet-covered duct work, a wall covered in illustrations crowd-sourced from Twitter, at least a dozen people standing, walking, laughing, and some adorable office dogs (Dottie Matrix).
Etsy respects the trade of engineering. Code as Craft. The first time I came to Etsy there was a quilt over the room where the engineers sat, it said “We [heart] engineers.”

- Bill Massie, Software Engineer
WE NEED THREE MORE PROGRAMMERS.

USE AGILE PROGRAMMING METHODS.

AGILE PROGRAMMING DOESN'T JUST MEAN DOING MORE WORK WITH FEWER PEOPLE.

FIND ME SOME WORDS THAT DO MEAN THAT AND ASK AGAIN.
“Modern Times.” A story of industry, of individual enterprise — humanity crusading in the pursuit of happiness.
the traditional assembly line “deprives the worker of satisfaction... by the confinement of the worker to one manipulation repeated endlessly which denies the satisfaction of finishing a job.”
JUST

SHTT
If companies really want their workers to produce, they should try to impart a sense of meaning—not just through vision statements but by allowing employees to feel a sense of completion and ensuring that a job well done is acknowledged.

Easy deploys
=
developer happiness
Deploy to Production

51069 → 51069

PROD!!! →

Important links:
- What to watch after a push
- Log Watcher (supergrep)
- Forums
dayslonggone says

Eric, I absolutely LOVE these new features! I am having so much fun and it is so much easier and quicker now! THANKSSSSSS!!! I am happy!

Posted at 1:04 am, December 1, 2010 EST
orangethyme says

this has been a DREAM!!! thank you so much!

Posted at 9:38 pm, December 4, 2010 EST
Complete.

At Etsy, this cycle takes an average of 21 minutes.
“[the corporation’s] social function as a community is as important as its economic function as an efficient producer.”
Deploy to Production

51069 → 51069

PROD!!! →

Important links:
- What to watch after a push
- Log Watcher (supergrep)
- Forums
We use this about 25x a day
15:50 gio: i'm good
15:50 ross has joined (rosss@10.252.10.70)
15:50 dscott: nicholas?
15:50 nicholas: looks good
15:51 dscott has set topic: jwong & zachary
15:51 dscott: jwong & zachary ^^
15:52 zachary: thanks
15:52 jwong: i'm in
15:53 zachary: I'm in
15:53 devbot: QA web push started by jwong
15:53 Jenkins: Starting build 514 for job trunk
15:56 nickg_home has joined (Adium@172.16.18.230)
15:56 Jenkins: Starting build 502 for job qa
15:57 ross_pci has joined (anonymous@38.117.156.148)
15:57 devbot: PRINCESS web push started by jwong
15:58 Jenkins: Starting build 436 for job princess
16:00 Jenkins: Project qa build #502: SUCCESS in 3 min 37 sec: http://ci.etsycorp.com/job/qa/502/
16:00 Jenkins: Project trunk build #514: SUCCESS in 6 min 50 sec: http://ci.etsycorp.com/job/trunk/514/
16:00 Jenkins: Project princess build #436: SUCCESS in 2 min 27 sec: http://ci.etsycorp.com/job/princess/436/
16:01 jwong: zachary, you need to check anything?
16:01 zachary: currently checking
16:02 zachary: looks fine
16:02 devbot: PRODUCTION web push started by jwong
16:03 Jenkins: Starting build 380 for job prod
16:05 ircbot: SVN commit to repo site by deployinator (58934) '[jwong] CONFIG EDITOR: collect some info on users_public teed writes' (changeset: http://viewvc.etsycorp.com/v/etsydev?view=revision&revision=58934 )
16:08 jwong has set topic: clear
The “Push Train”
Topic!!!
20:11 -!- rachel changed the topic of #push to: steve | mike | rachel | bill | ross
“intricate ballet in which the individual dancers and ensembles all have distinctive parts which miraculously reinforce each other and compose an orderly whole.”

Jane Jacobs
THE DEATH AND LIFE OF GREAT AMERICAN CITIES

JANE JACOBS
Community
The fact that the IRC and communication channels are as entertaining as they are useful is great. It makes newcomers feel comfortable and supported.

--Justin Donato, Software Engineer
Using tools
to build happy communities
“. . . unconscious assumption of general street support when the chips are down.”
Dev and ops cooperation. This can never be overstated... So many engineers watching each other’s backs.

--Mike Brittain, Software Engineer
Your team is your community.
Help them finish things.
Give them a voice.
There is a quality even meaner than outright ugliness or disorder, and this meaner quality is the dishonest mask of pretended order, achieved by ignoring or suppressing the real order that is struggling to exist and to be served.

Jane Jacobs

The Death and Life of Great American Cities

1961
Build a community
where you allow real human order to emerge
and magic will happen.
Optimize for the happiness of people.
Thank you.