



“Fluffy Bunny”

The story of refactoring Digital Trends



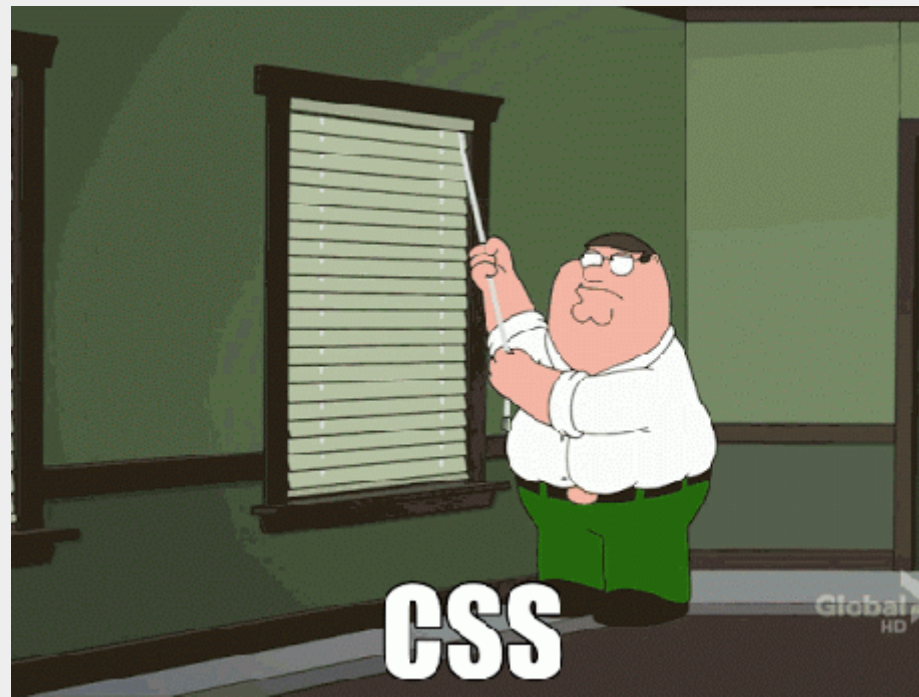
In the beginning...

There was the legacy codebase



m.digitaltrends.com: *The bastard no one talks about*

There was the legacy codebase



CSS Bleed and a Rigid DOM

There was the legacy codebase



A review system written for a different time



There was a developer need

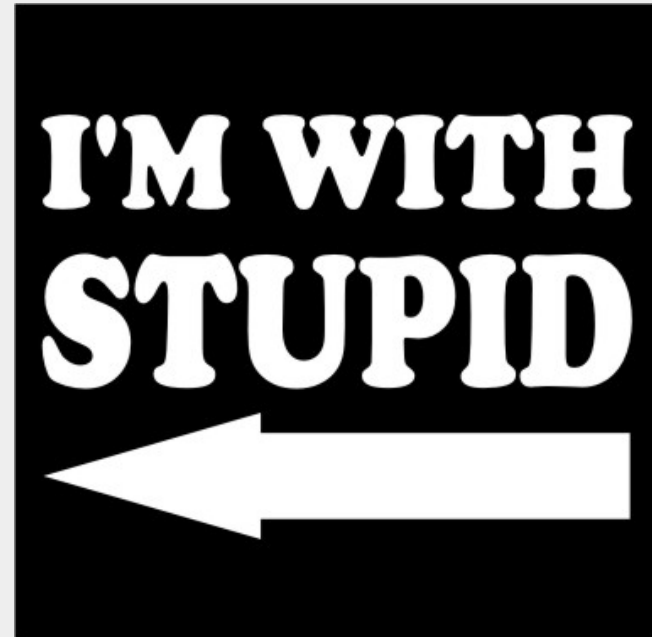


Write once, display everywhere

There was a developer need



Plugins



Theme

Scope/Dependency Clean-up



There was a developer need



Modularity

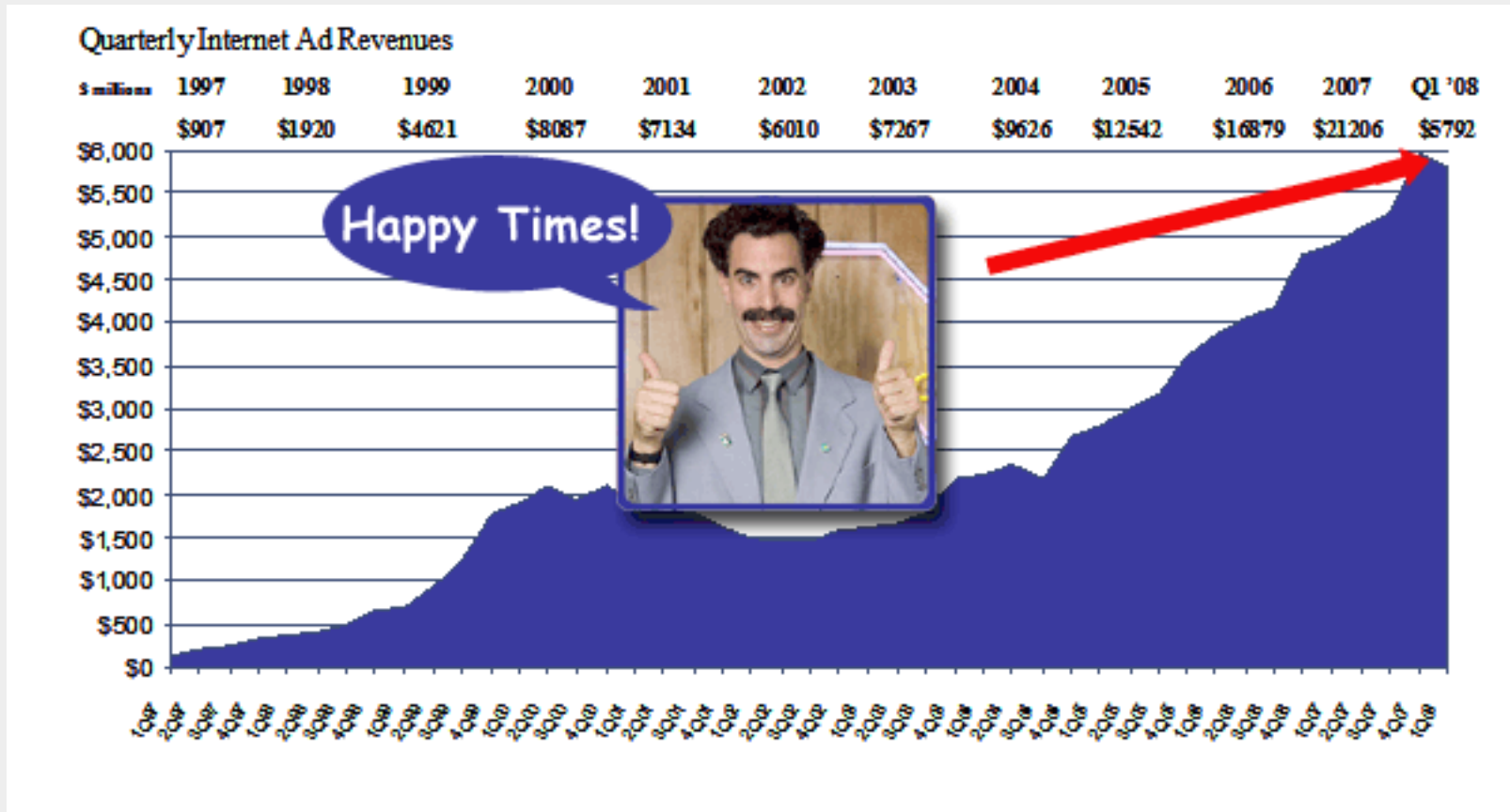
There was a developer need



Code ownership



There was a business need

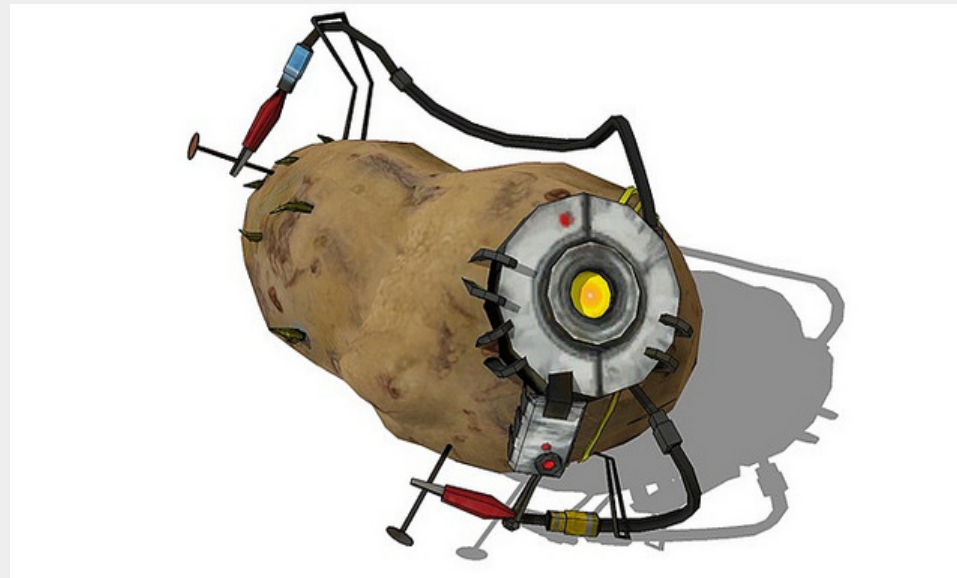


There was a business need



Time on site (Project Falcor)

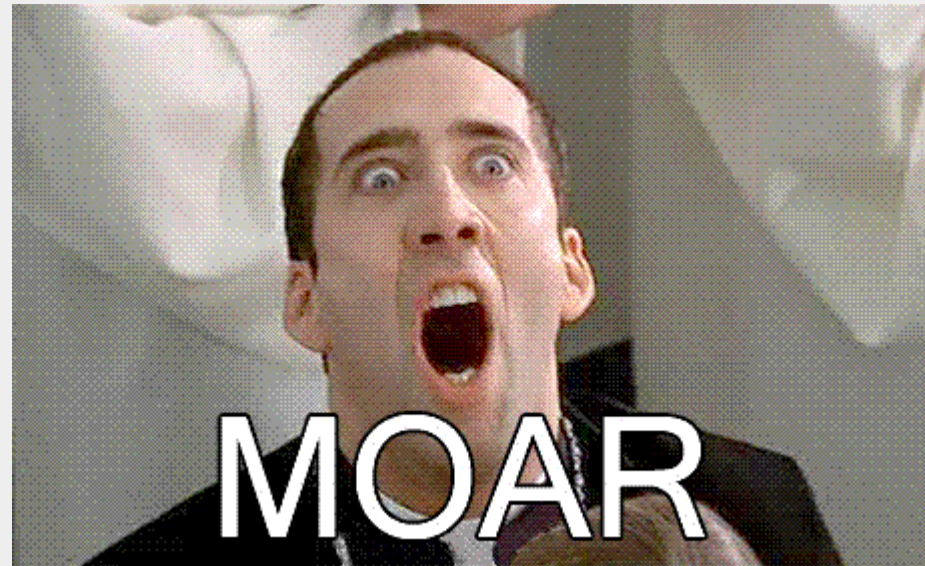
There was a business need



Accessibility

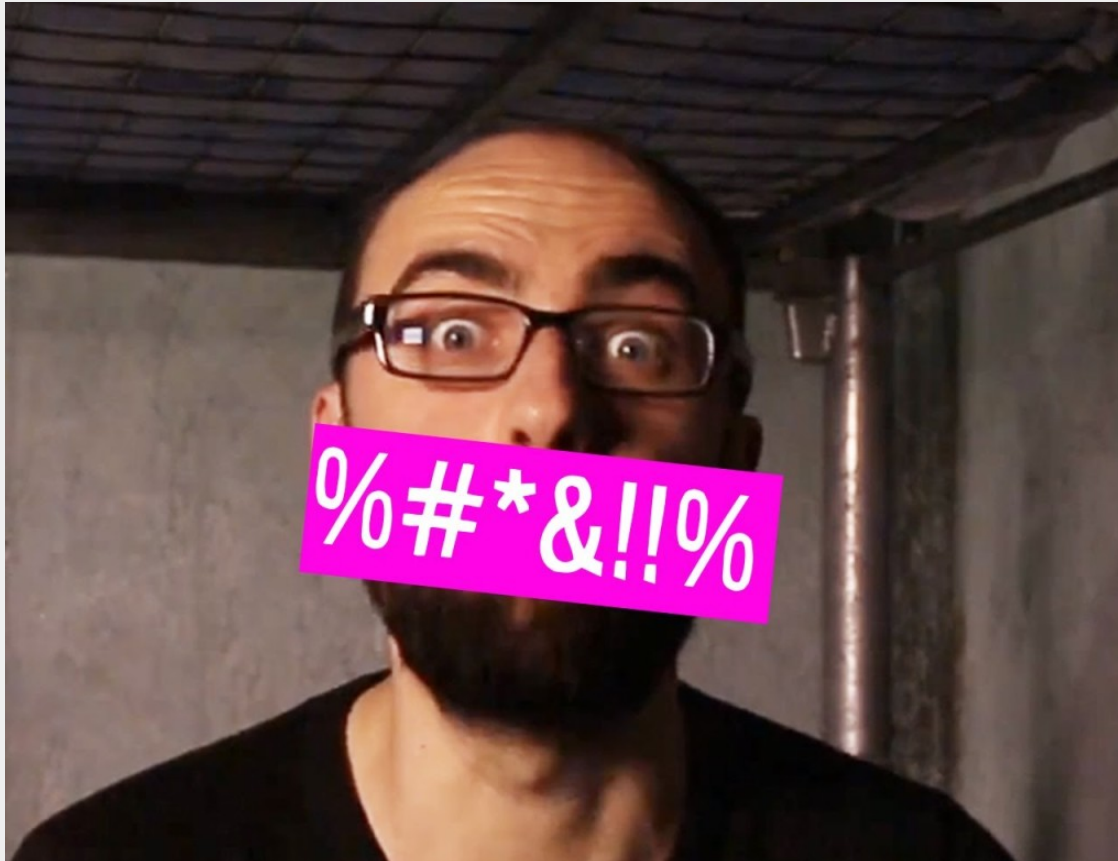


There was a business need



More new features, quicker

There was a hesitant management



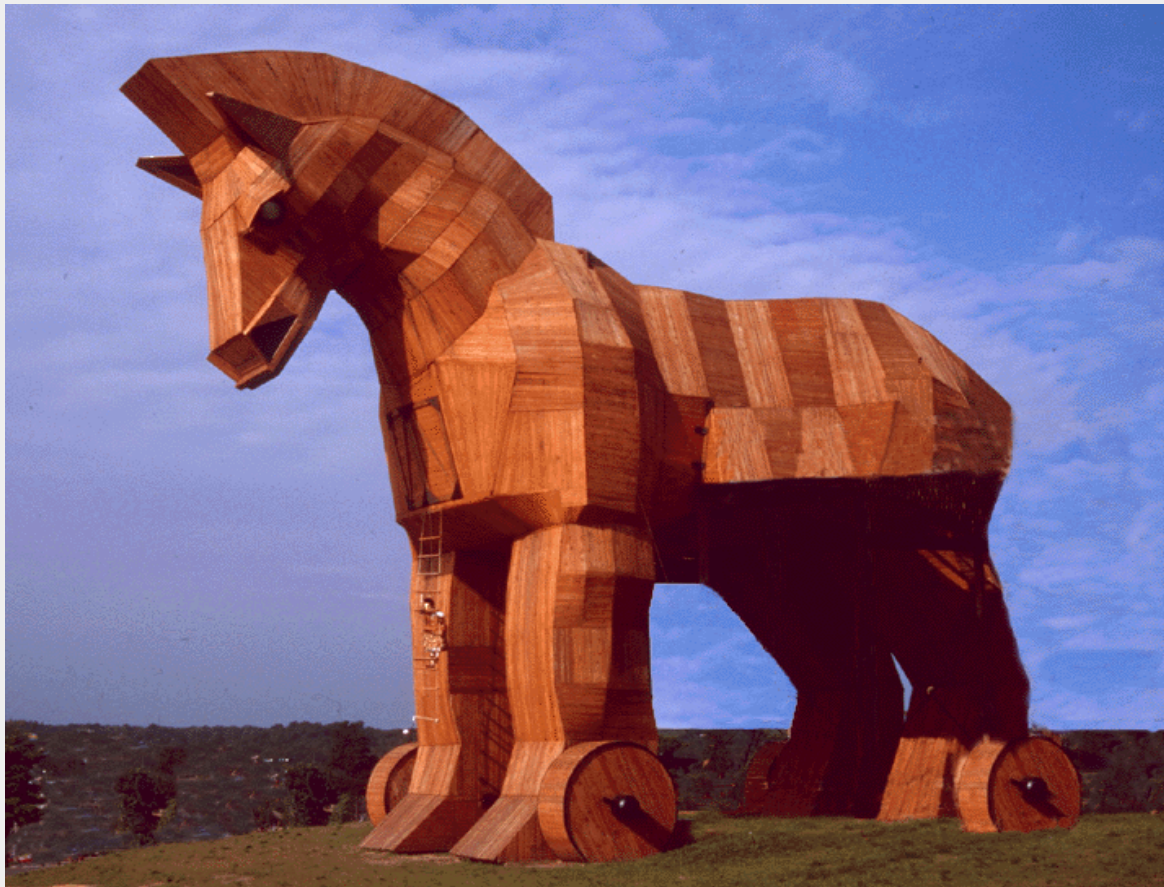
“Responsive”

There was a hesitant management



Responsive? That is the sound of inevitability

There was a hesitant management



Adaptive: Responsive in disguise



There was a hesitant management



Project Fluffy Bunny (AKA: Unified Theme)



There and back again

Two projects for the price of two



The Kraken: Because.. why not.

Managing the code



The function spreadsheet

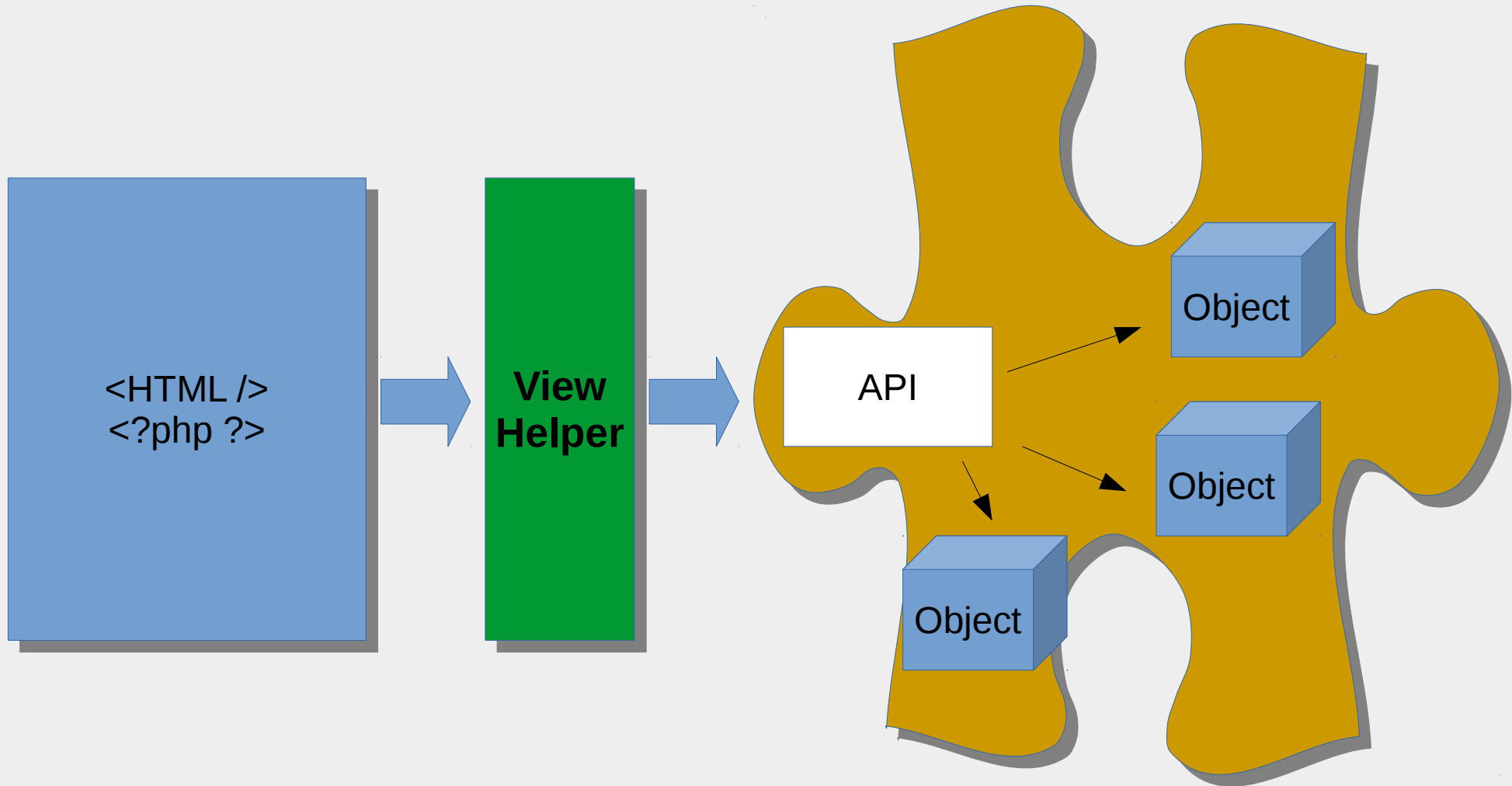
Managing the code



New methodology, new objects

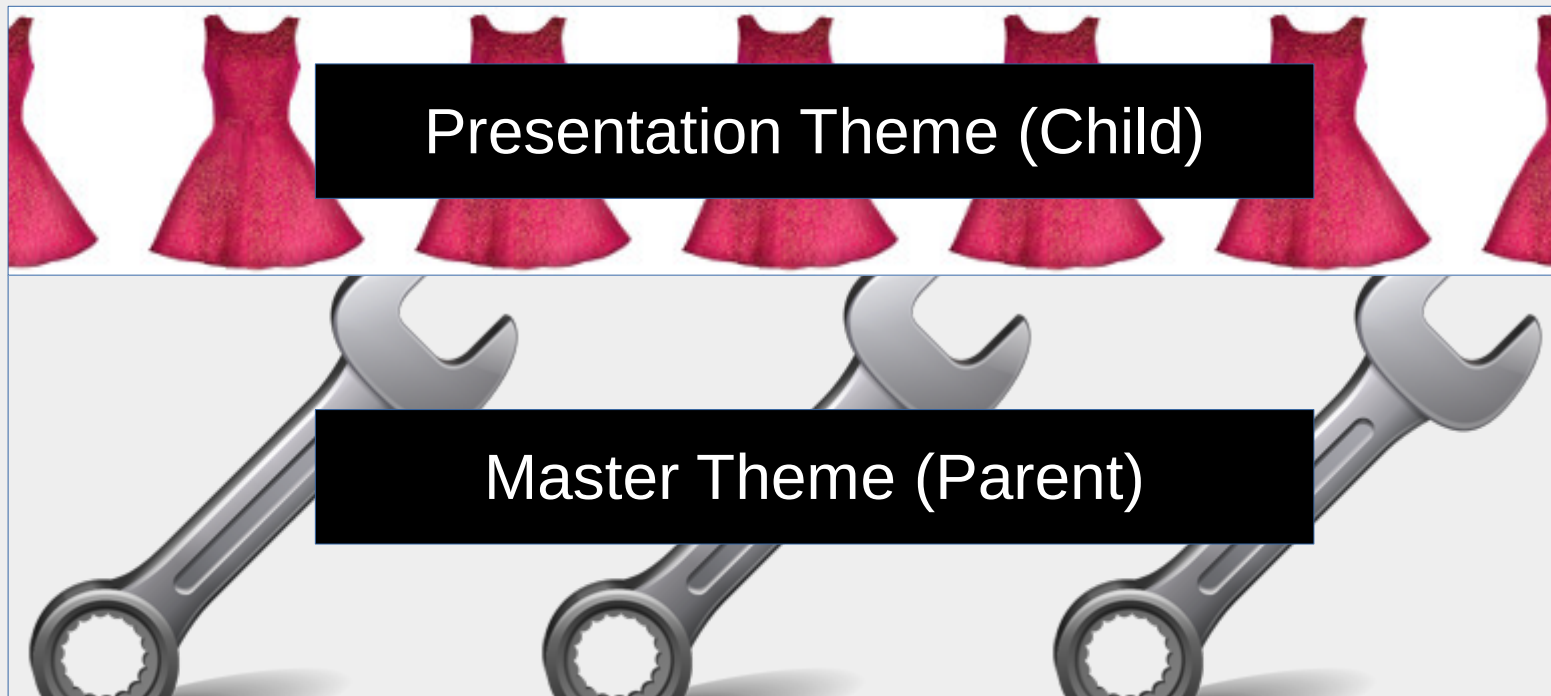


Managing the code



Module APIs

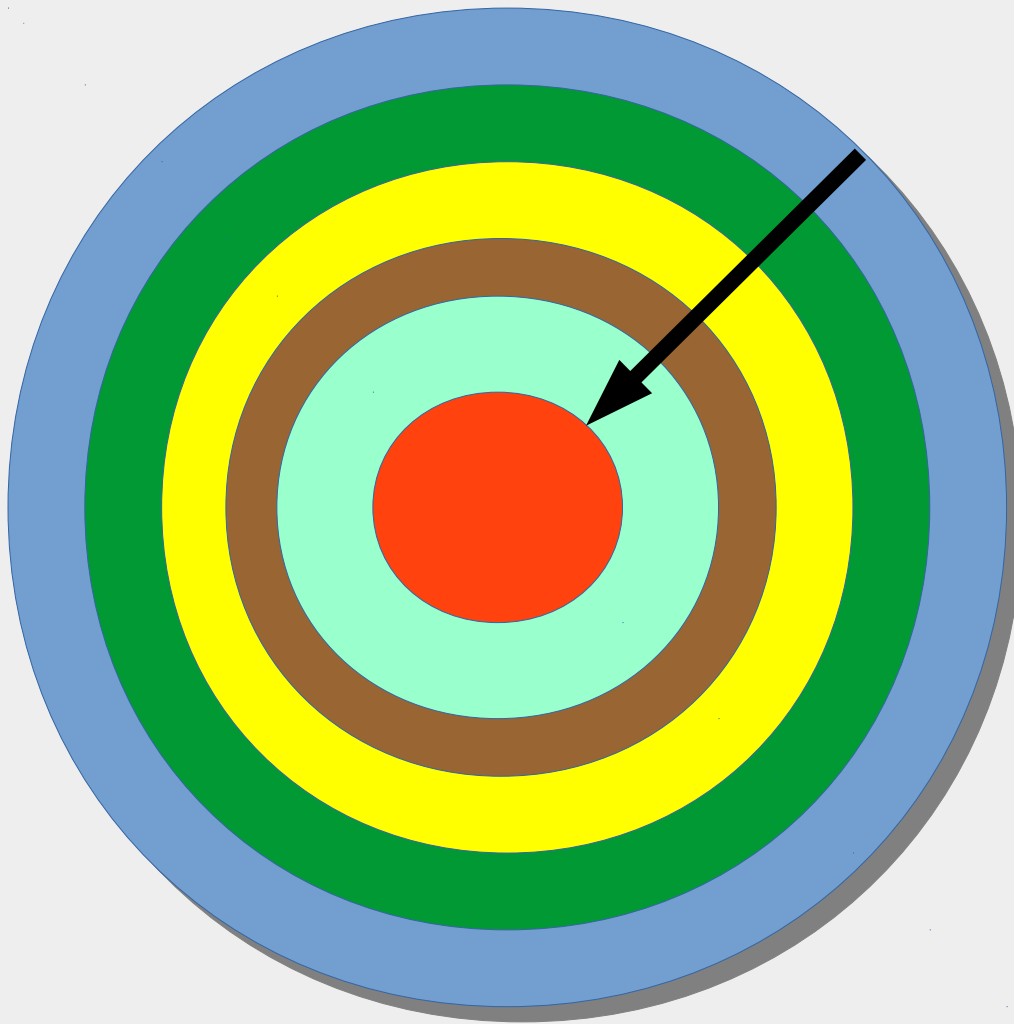
Managing the code



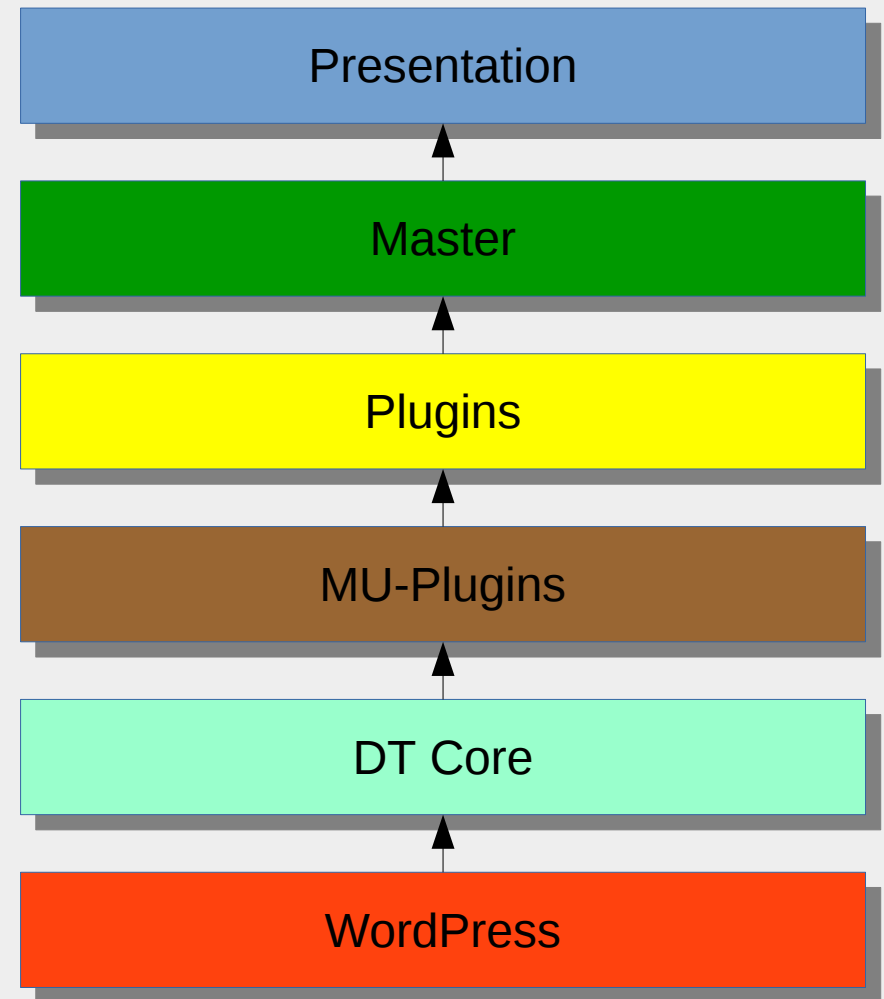
Splitting the theme into function and form



Managing the code

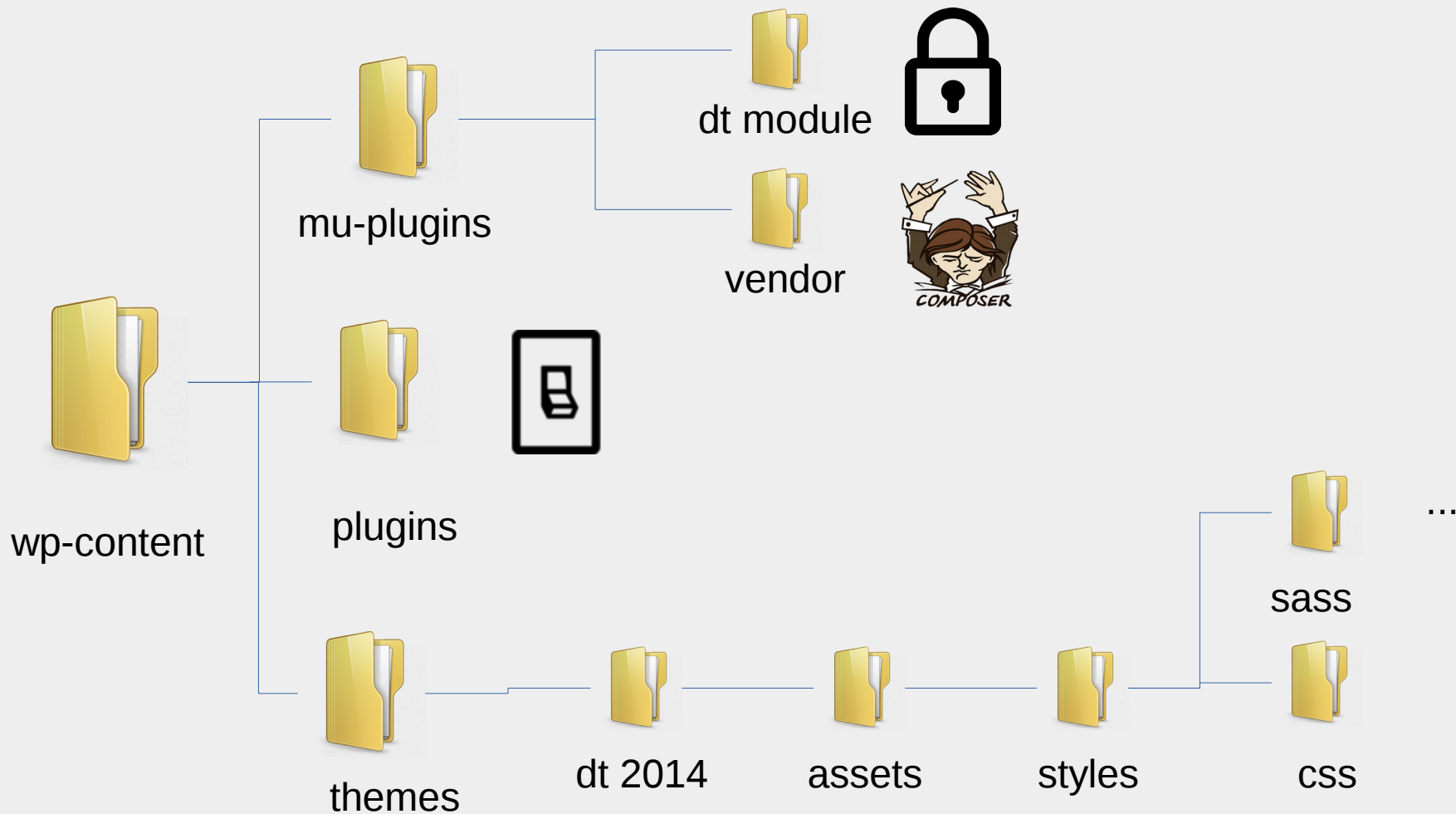


Layers of Scope





Managing the code



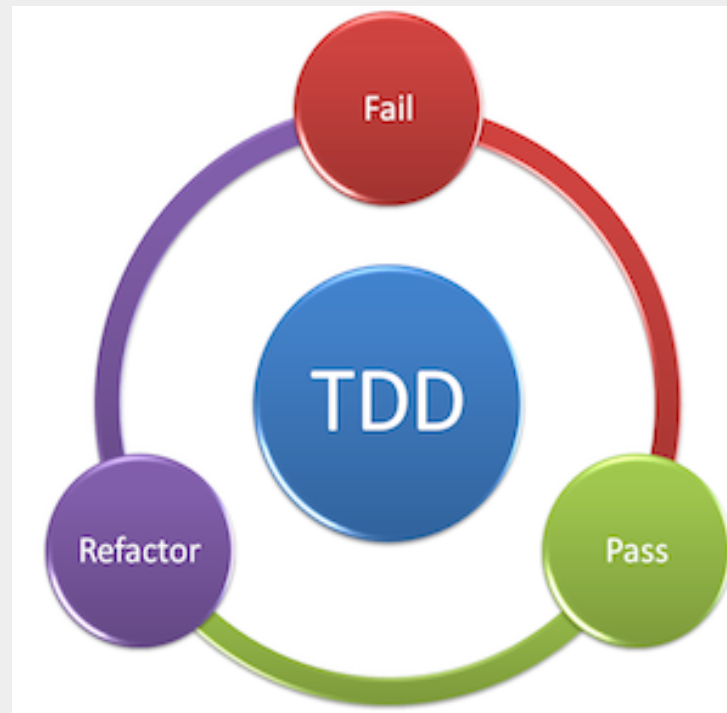
Code organization

Managing the code



Javascript event handling

Managing the code



Test Driven Development

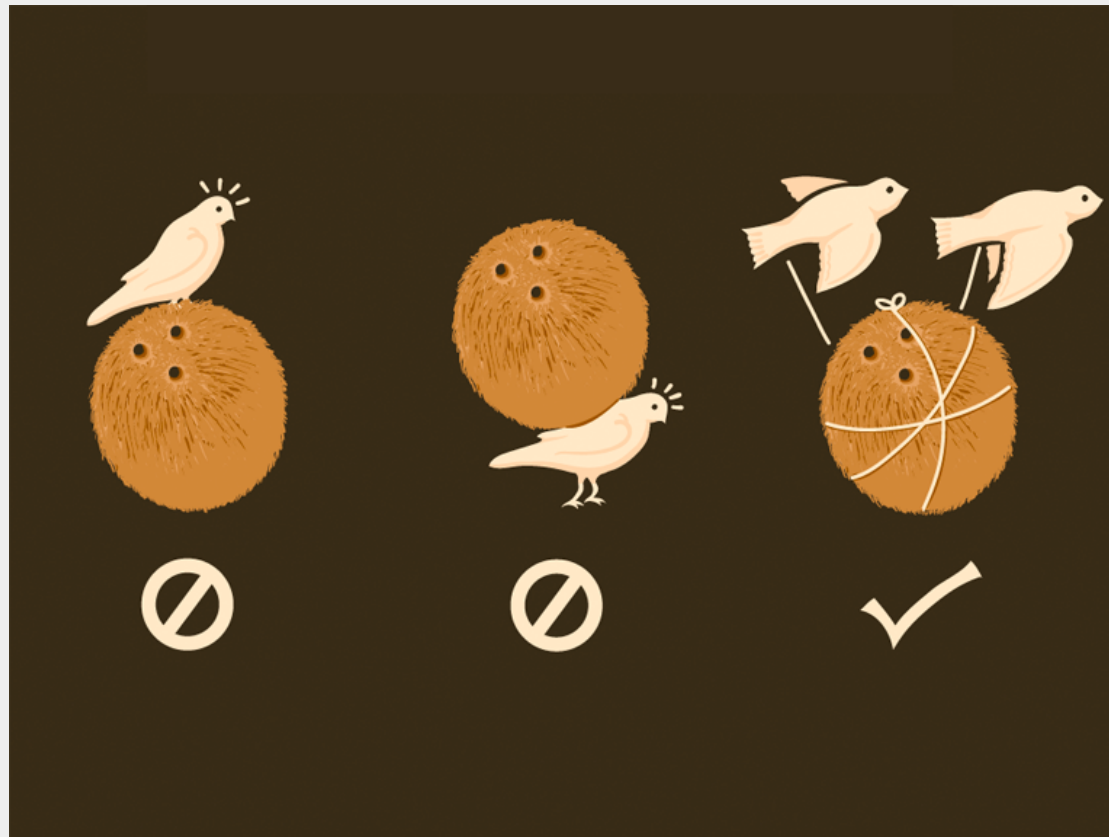


Managing the data



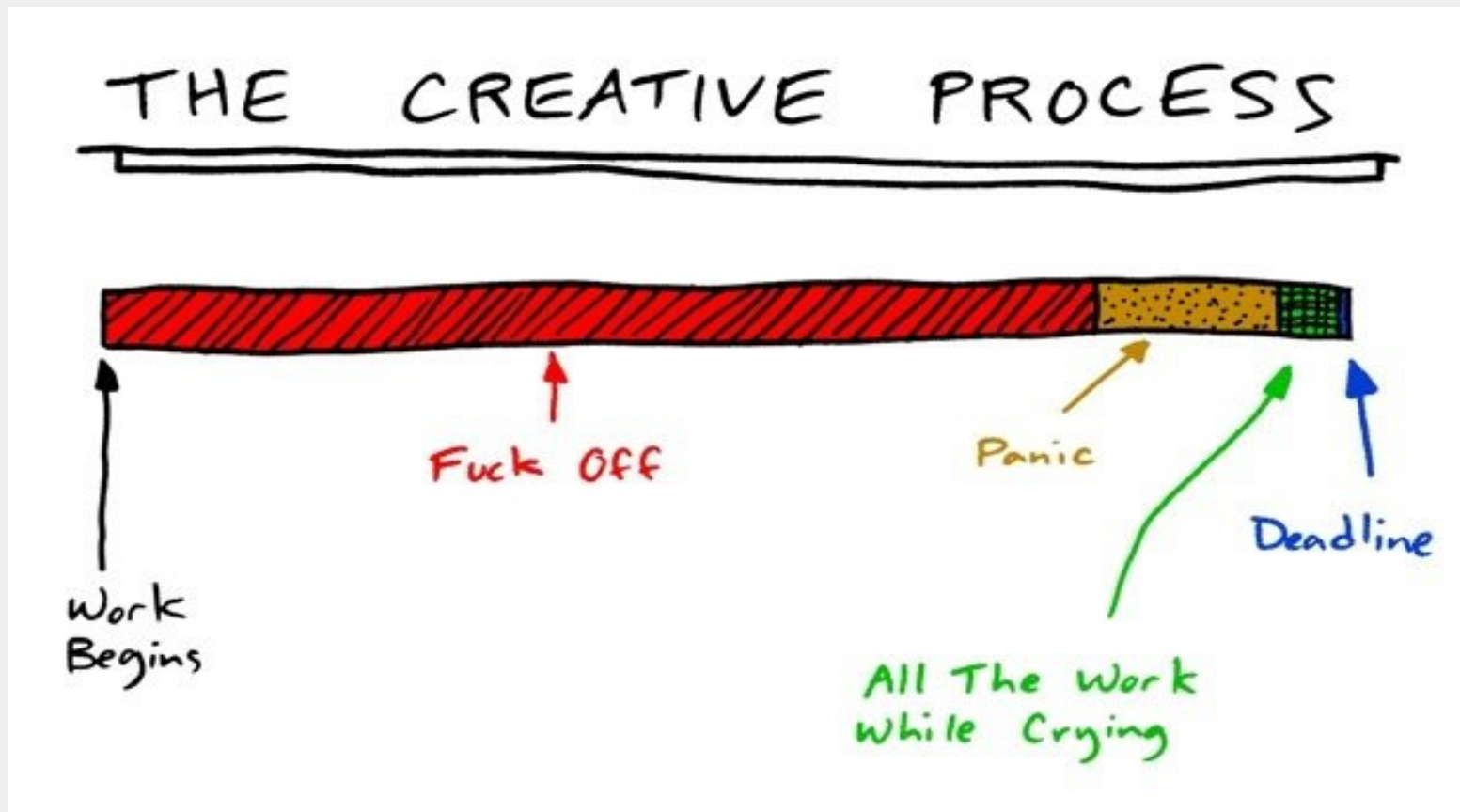
Product Specifications. A lot of them.

Managing the data



Data migration

Managing the people



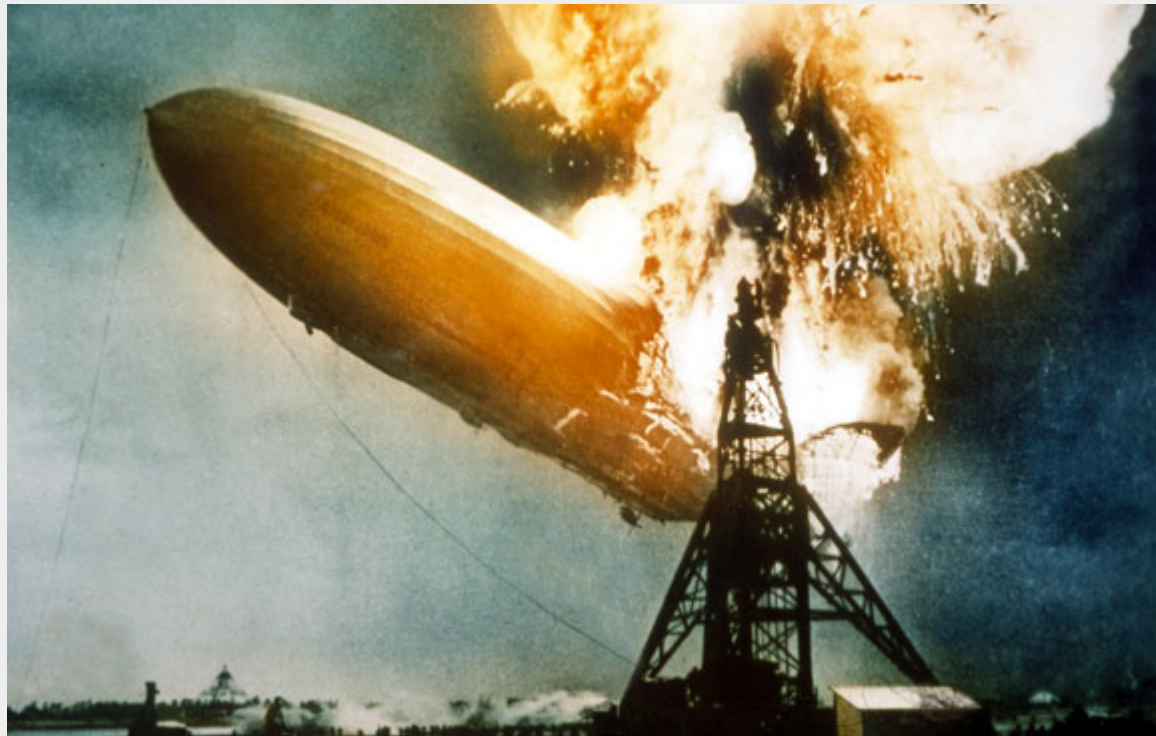
Managing the time line

Managing the people



Managing expectations

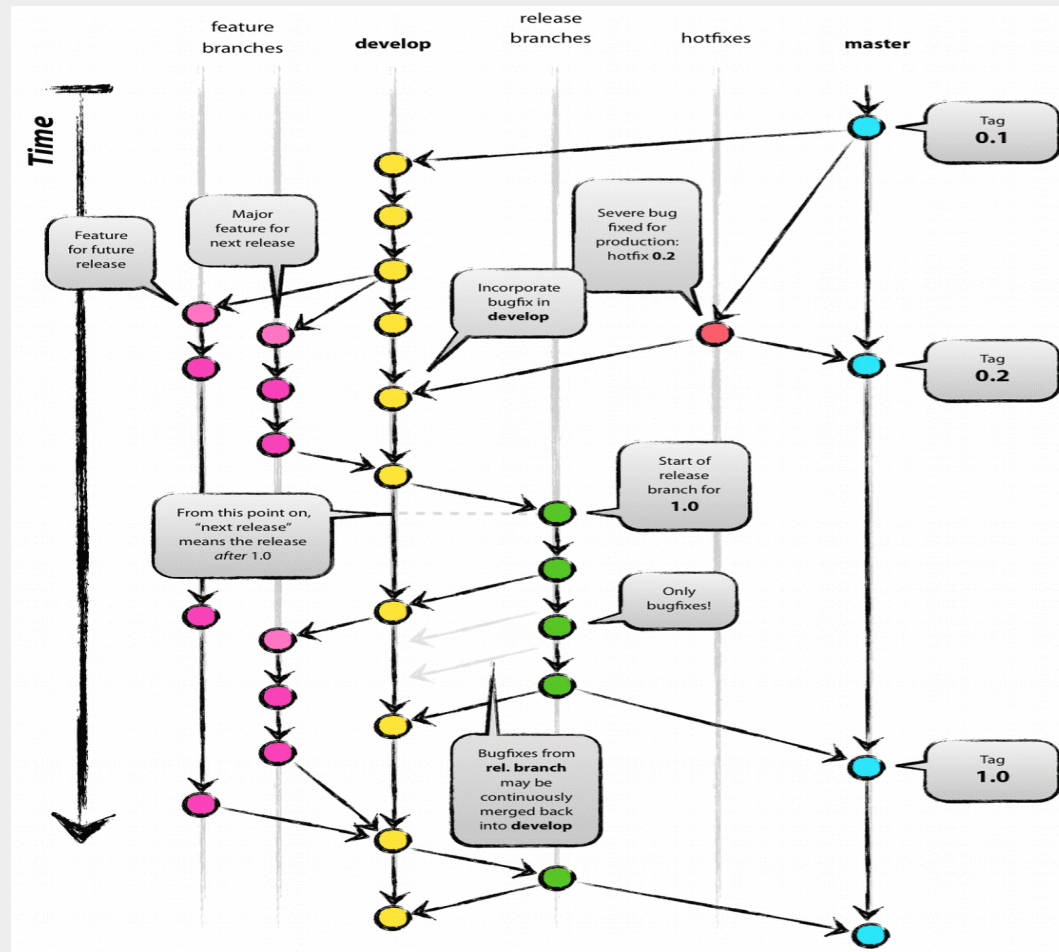
Managing the people



The technology variable

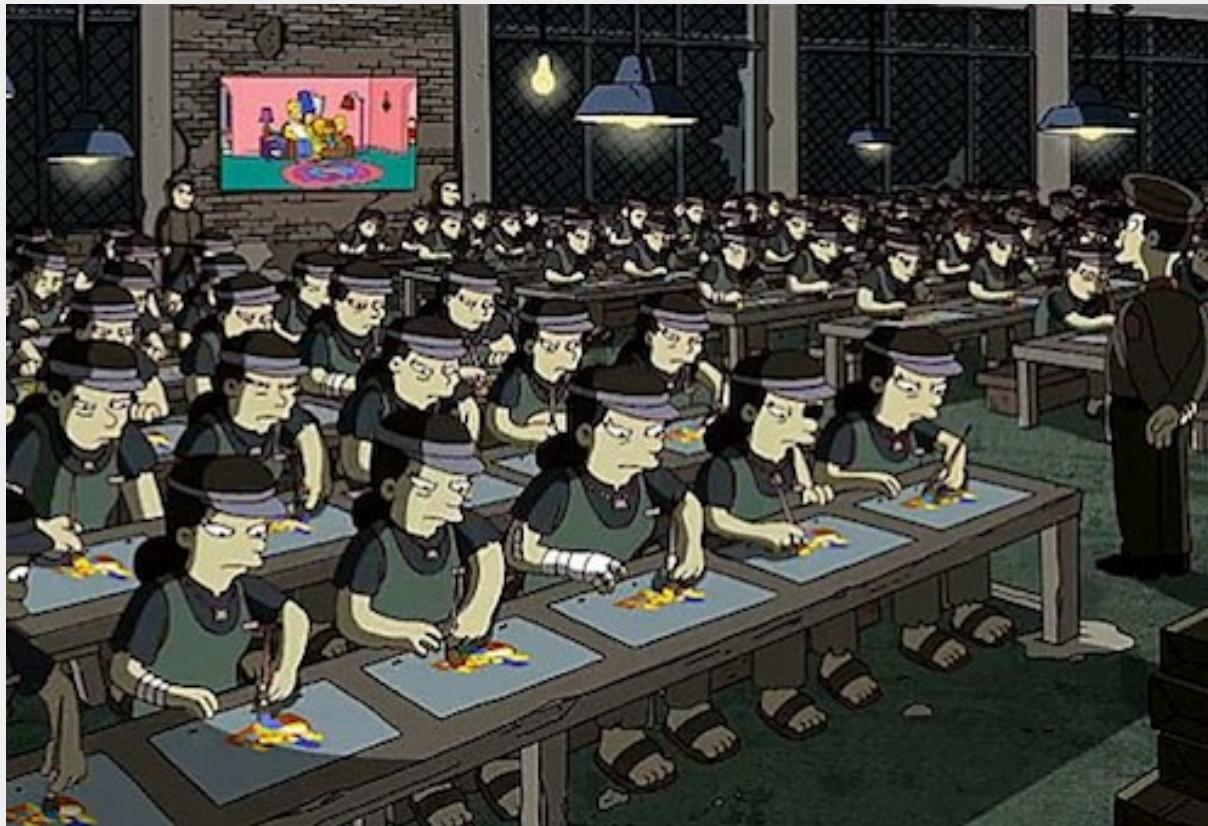


Managing the workflow



Git collaboration

Managing the workflow



Creative outsourcing

Managing the quality



QA Team? Lol

Managing the quality



A process for feedback



Managing the quality



Staging servers that mirror production

Managing the deployment



Setting a date

Managing the deployment



Coordinating across depts (ie: Herding the cats)



Managing the deployment

Unified Theme Launch Script ☆					
File Edit View Insert Format Data Tools Add-ons Help Last edit was made on June 29 by Richard Benjamin					
[Icons: Print, Undo, Redo, Find, Bold, Italic, Text Color, Background Color, Table, Grid, Columns, Rows, Download]					
fx Step					
	A	B	C	D	E
1	Step	Task	Responsibility	Status	
2	1	Merge unified theme feature branch into master and create 7.0 tag	Brandon	✓	
3	2	Deploy maintenance page (except for specific IPs)	Juan	✓	
4	3	Pause Ad Delivery	Trafficking	✓	
5	4	Git deploy 7.0 tag	Brandon	✓	
6	5	Run composer on all instances	Brandon	✓	
7	6	Change theme to digitaltrends-2014	Brandon	✓	
8	7	Change homepage settings	Brandon	✓	
9	8	Restart memcached	Brandon	✓	
10	9	Flush Rewrite Rules	Brandon	✓	
11	10	Initialize elasticsearch product index	Brandon	✓	
12	11	Create deals page	Richard	✓	
13	12	Update page templates	Richard	✓	
14	13	Update nav menu	Richard	✓	
15	14	Update more deals in Deals widget	Richard	✓	
16	15	Update skin code for verizon hub	Richard	✓	
17	16	Remove mobile redirect from LBs	Juan	✓	
18	17	Test Site / Indexer	Brandon/Richard	✓	
19	18	Remove maintenance page	Juan	✓	
20	19	Open bottle of champagne		✓	
21					
22					
23					
24					

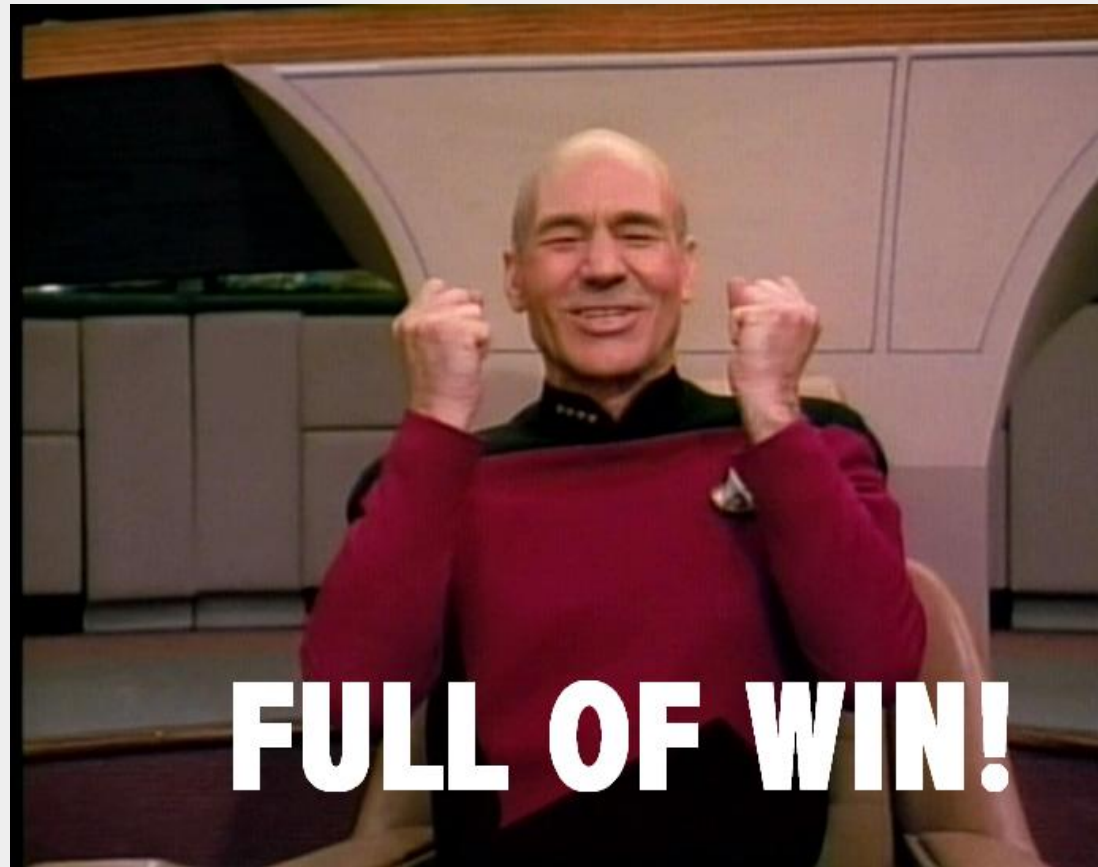
Writing a launch script (not the bash kind)



Win, Lose, and Draw...



WIN



What worked



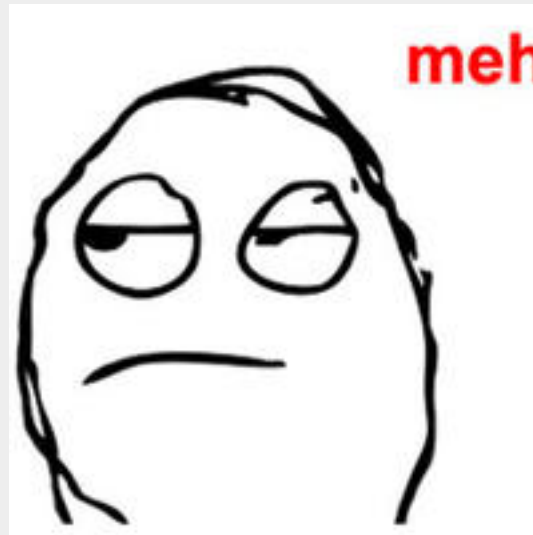
LOSE



What fell short.



DRAW



Well, it didn't get worse at least



Next year (2015)



FIN.



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