

How to release a feature to a mobile app with millions of users?

Agenda

- Introduction
- What makes it hard?
- How do we do it?
- Q&A



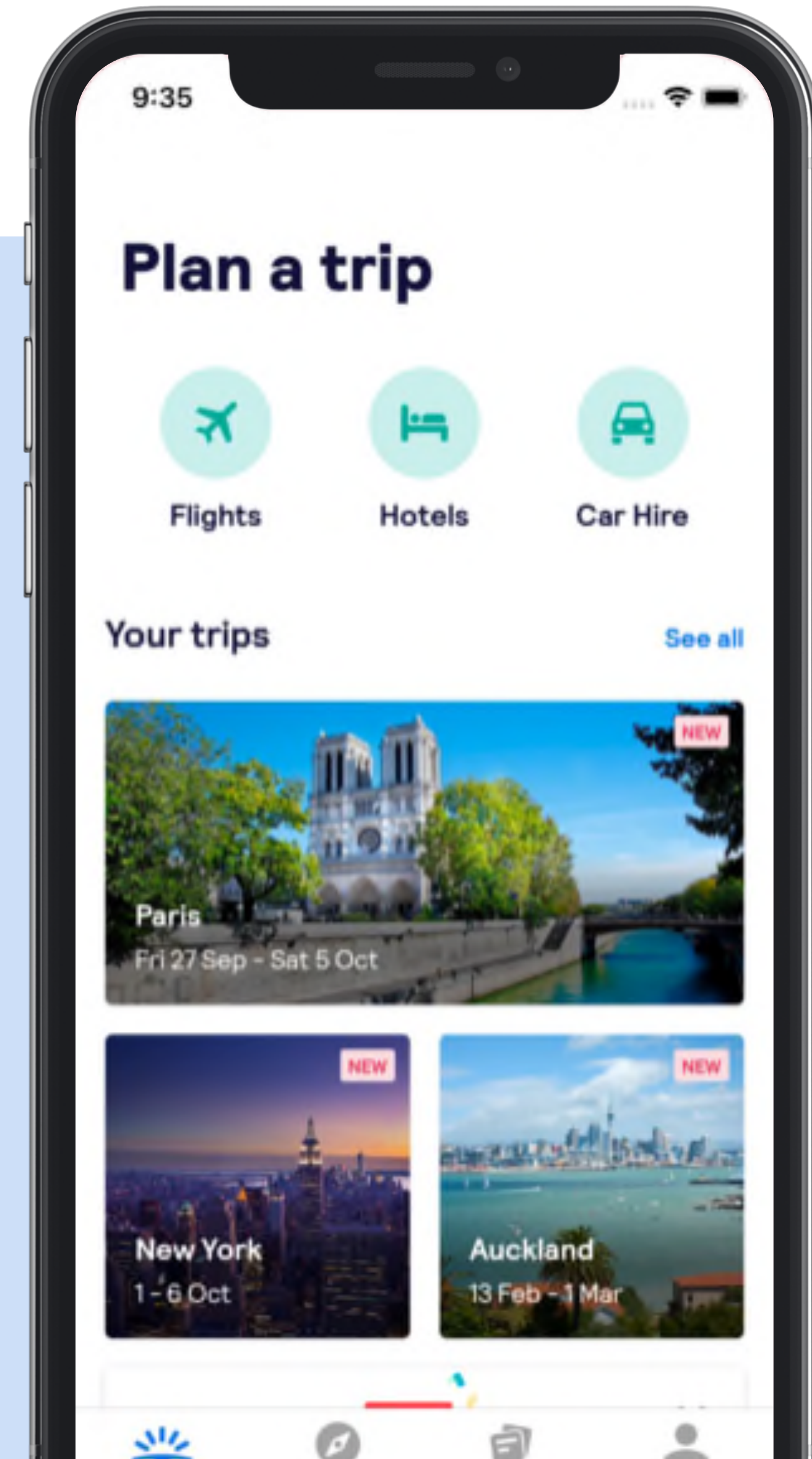
Introduction

Skyscanner

- 2003, over 1000 employees now
- 100m peak monthly active users (all platforms)
- Over 100m app downloads

Borbás Ádám, Mobile Engineer

- 2018
- 🦏 (Rhino)
- iOS/Android



What makes it hard?



Verification

Validation



Verification

- Building the product right
- Testing – No errors/bugs
- Various requirements for each feature
- Scale and variety (device, OS, culture)

What if a bugs slips through?



Validation

- Building the right product
- User needs, company goals
- No negative impact on other features
- Scale and variety

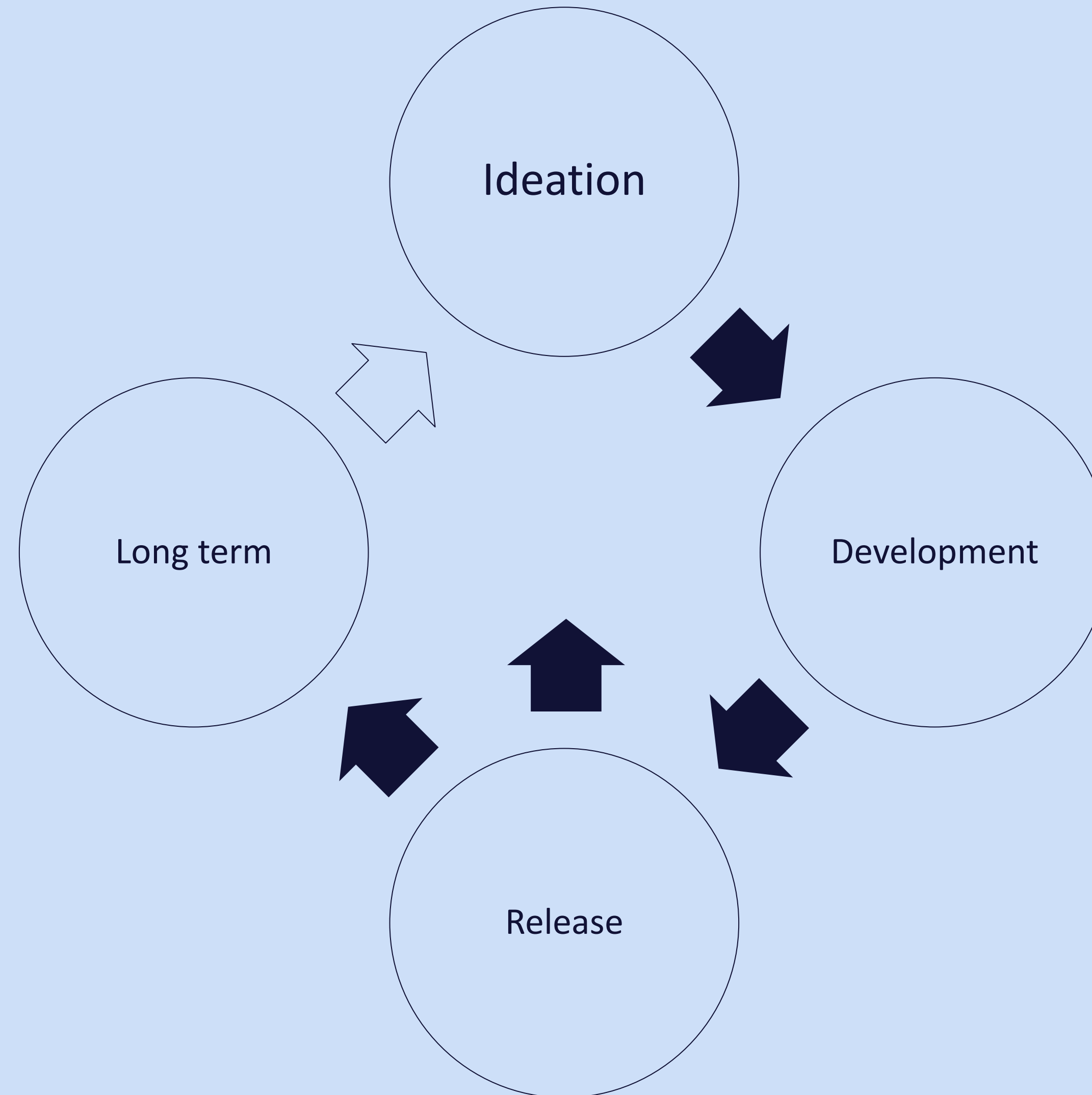
How to ensure the right product?



How do we do it?



Feature lifecycle



Ideation

- Squad goal
- Technical feasibility
- User testing
- Define feature goals / MVP



Development

- Quick iteration
- Feature flag / Config flags / Tweaks
 - Ship code but not the feature
 - No long-living feature branch
 - Service URL, links, design tokens, ...
 - Required for release
- Analytics
 - Measure features
 - Monitoring, alerting



Release

- Phased rollout
- Experimentation
- Evaluate results



Release

Phased rollout

- Verify feature
- Release dashboard
 - Distribution rate
 - Error rate
 - Key metrics



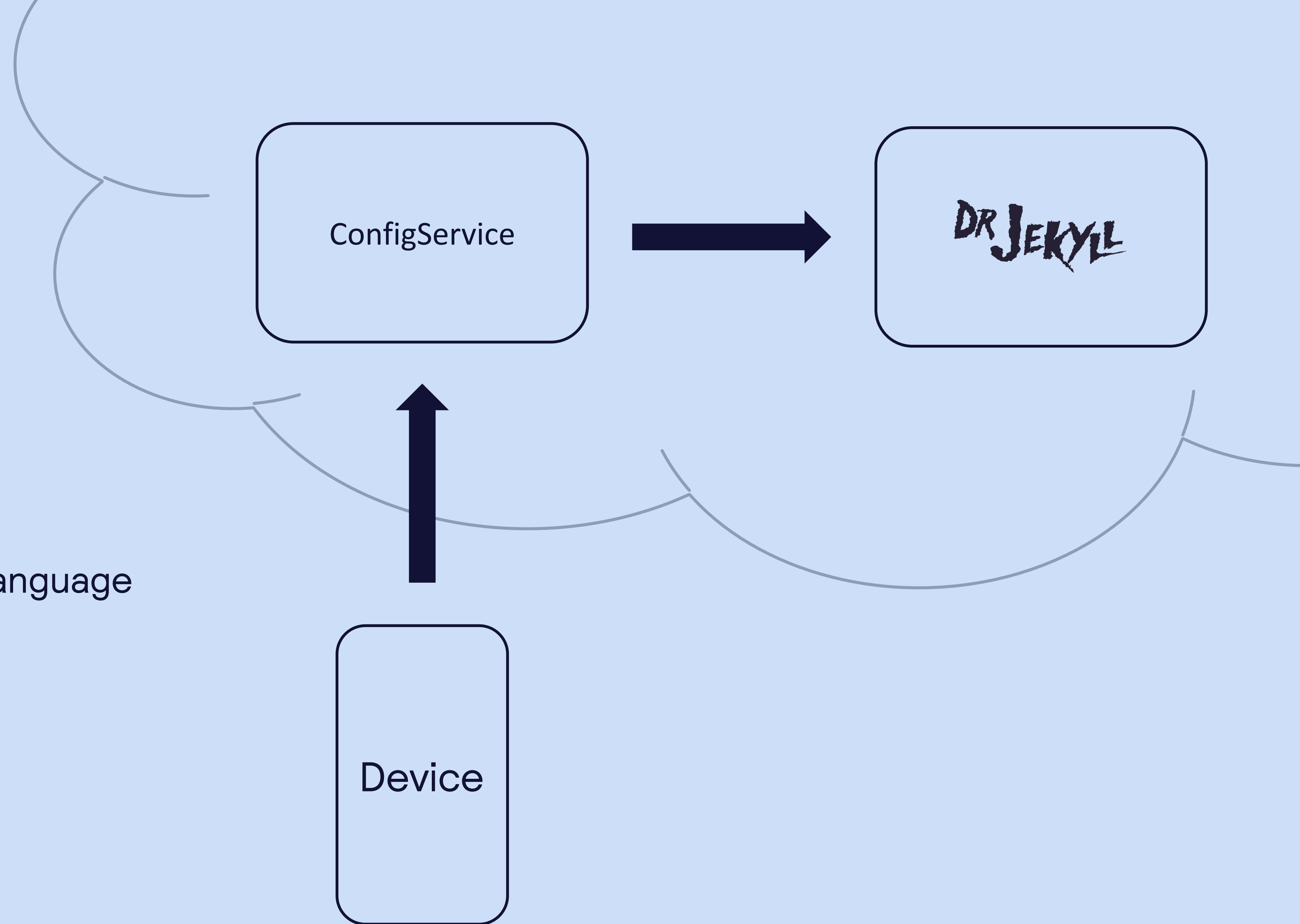
kibana

mixpanel



Release Experimentation

- Validate the feature
- A/B testing
- Specific target
 - Locale, device, OS, language



Release

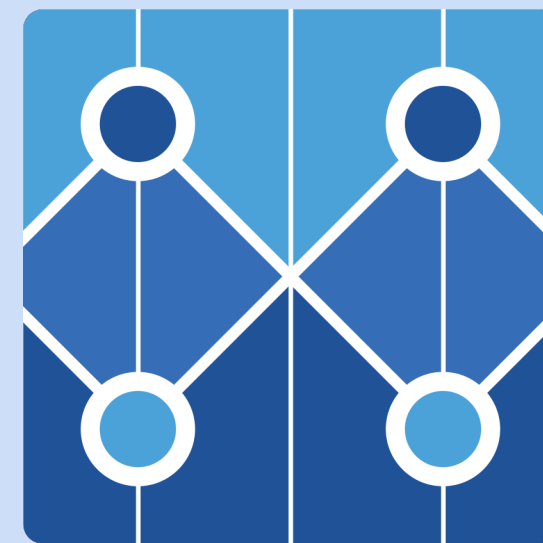
Evaluate results

- KPIs
- Funnels
- Retention
- ...



Long term

- Clean up experiment
- Monitoring / Alerting
- What if there is a bug?



Thanks and Q&A!

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Skyscanner