SKILup DAYS SM

by: DevOps INSTITUTE

Squish Level Objectives

How SRE can help align technical work to user benefit

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Agenda

- Finding the human in your machine.
- Figuring out what they want.
- Delivering it to them.

Dave Stanke

Developer Advocate

@davidstanke

Dave is a Developer Advocate for Google Cloud Platform, aligned to the DevOps community. He loves talking with practitioners: listening to stories, telling stories, sharing a healthy cry. Prior to Google, he was the CTO of OvationTix/TheaterMania, a tech startup in the performing arts industry, where he specialized in feeding memory to Java servers. He chose on purpose to live in New Jersey, where he enjoys baking, indie rock, and fatherhood.

Who's this guy?

- **CTO** (Startup)
- **Product Manager** (Google)
- **Developer Advocate** (Google)

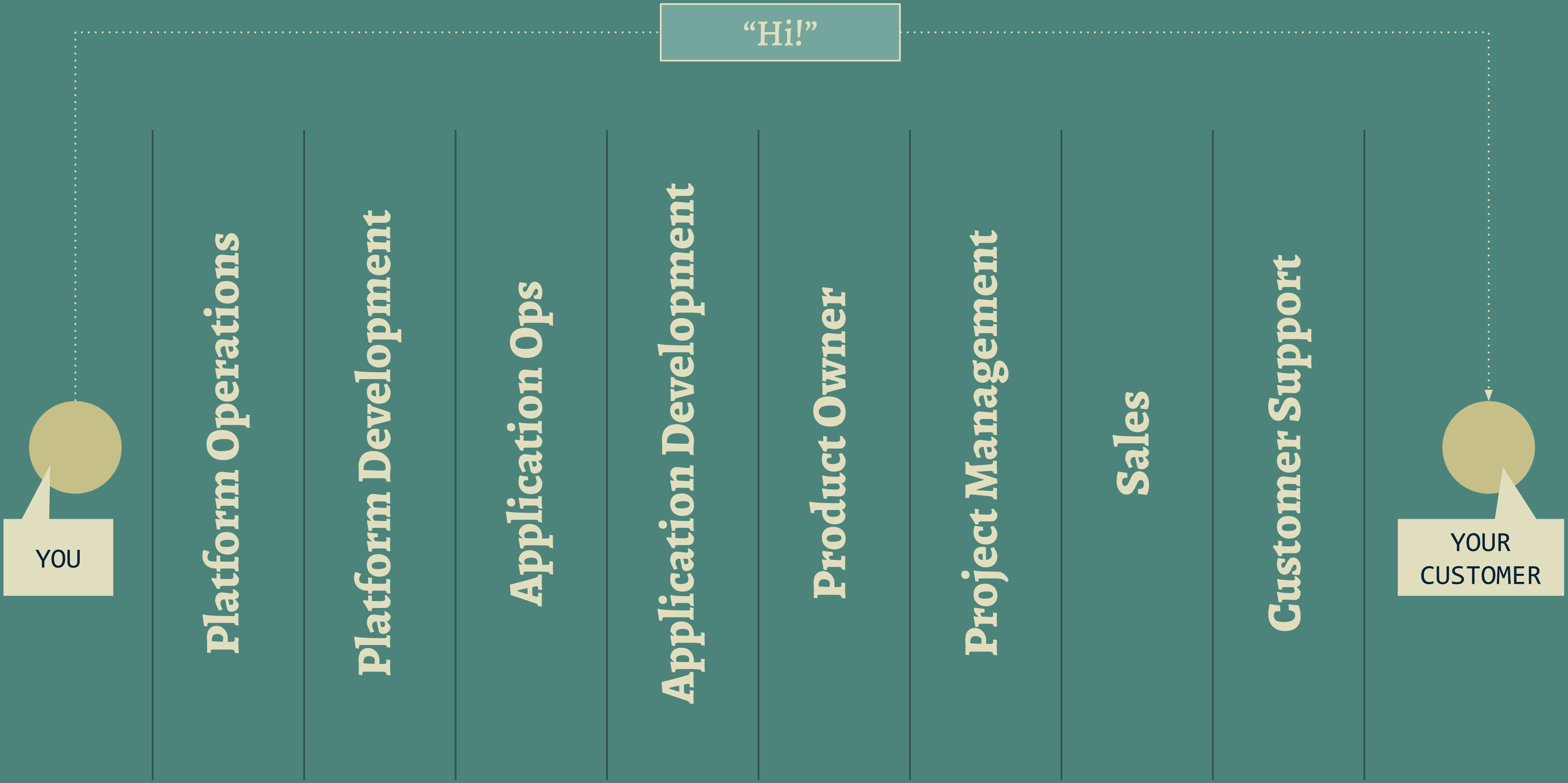
@davidstanke

Some Engineering

Myths...

Myth #1

"I'm not customer-facing."



"Hi!"

YOU

Platform Operations

Platform Development

Application Ops

Application Development

Product Owner

Project Management

Sales

Customer Support

YOUR CUSTOMER

Myth #2

"I don't work on a product."

A product is a thing that someone chooses instead of another thing.

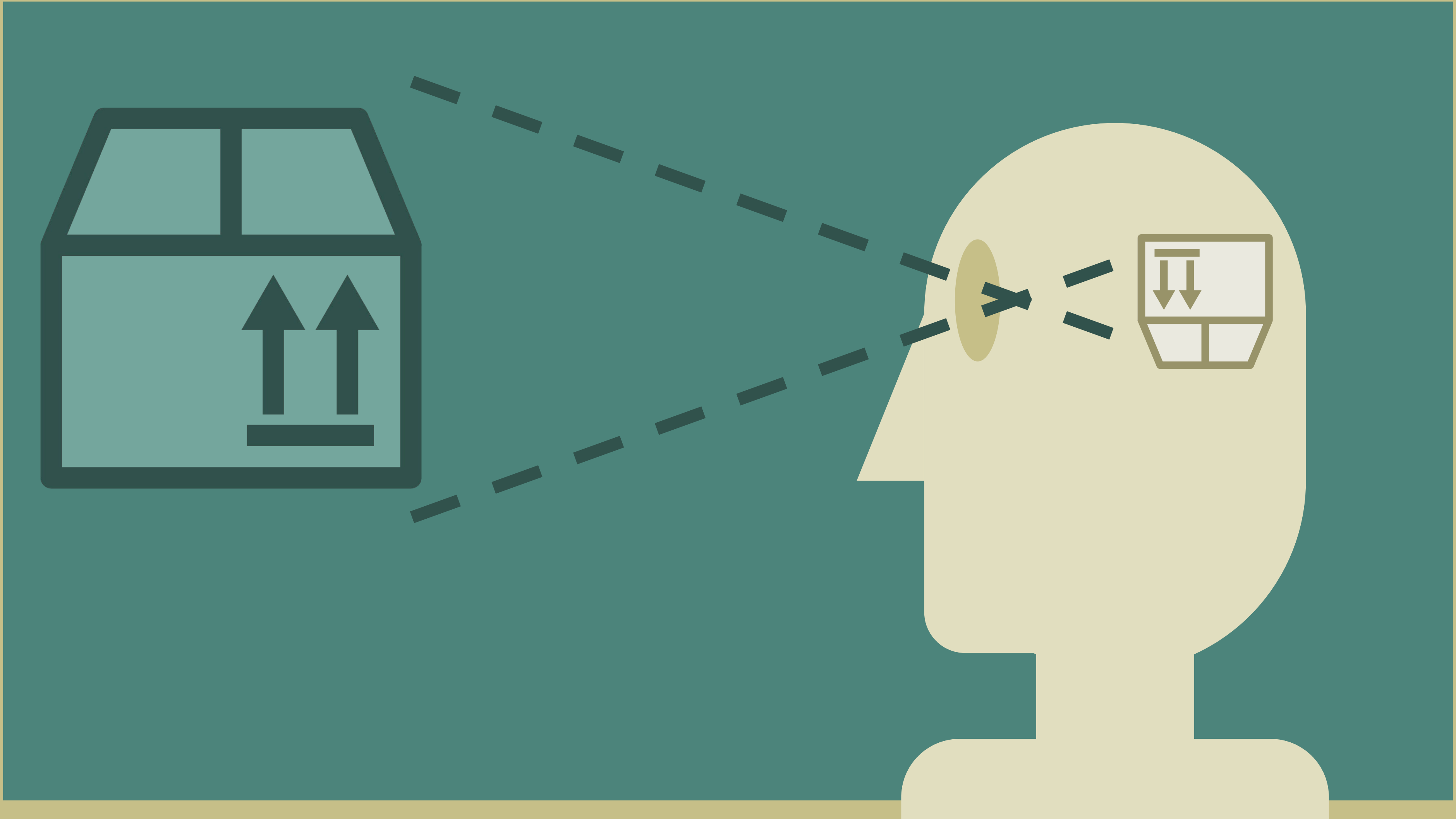
Your product is probably not a thing in a box…

Box by Arthur Shlain from the Noun Project

Your product is probably not a thing in a box...

...because actually, no product is.

Box by Arthur Shlain from the Noun Project



And now some

SRE

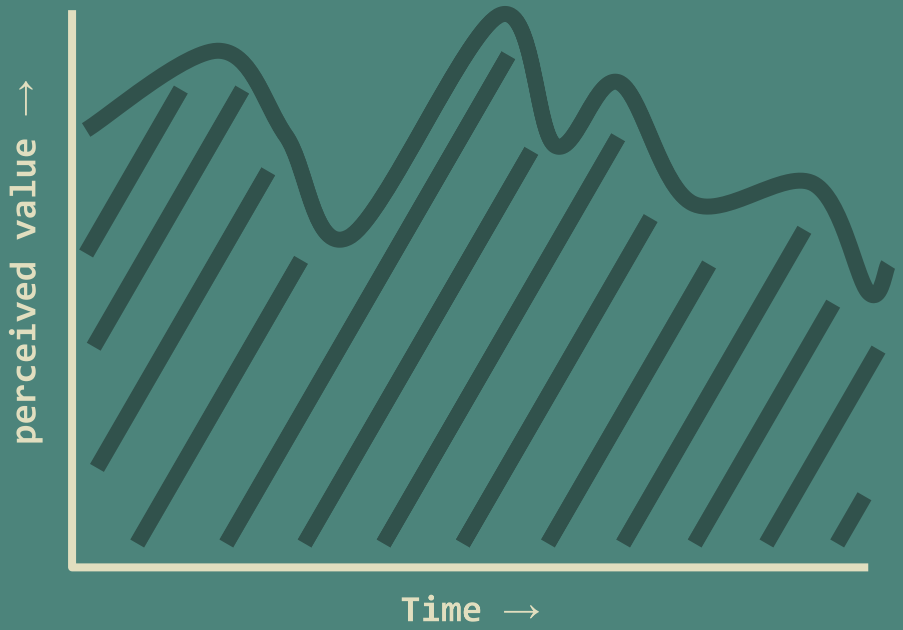
SRE Principle #1

Reliability is the most important feature of any service [product].

Myth #3

“I don’t work on features.”

Value × time



Your customer hates your code.

SRE Principle #2

We don’t determine the reliability of our systems; our users do.

SRE Principle #2'

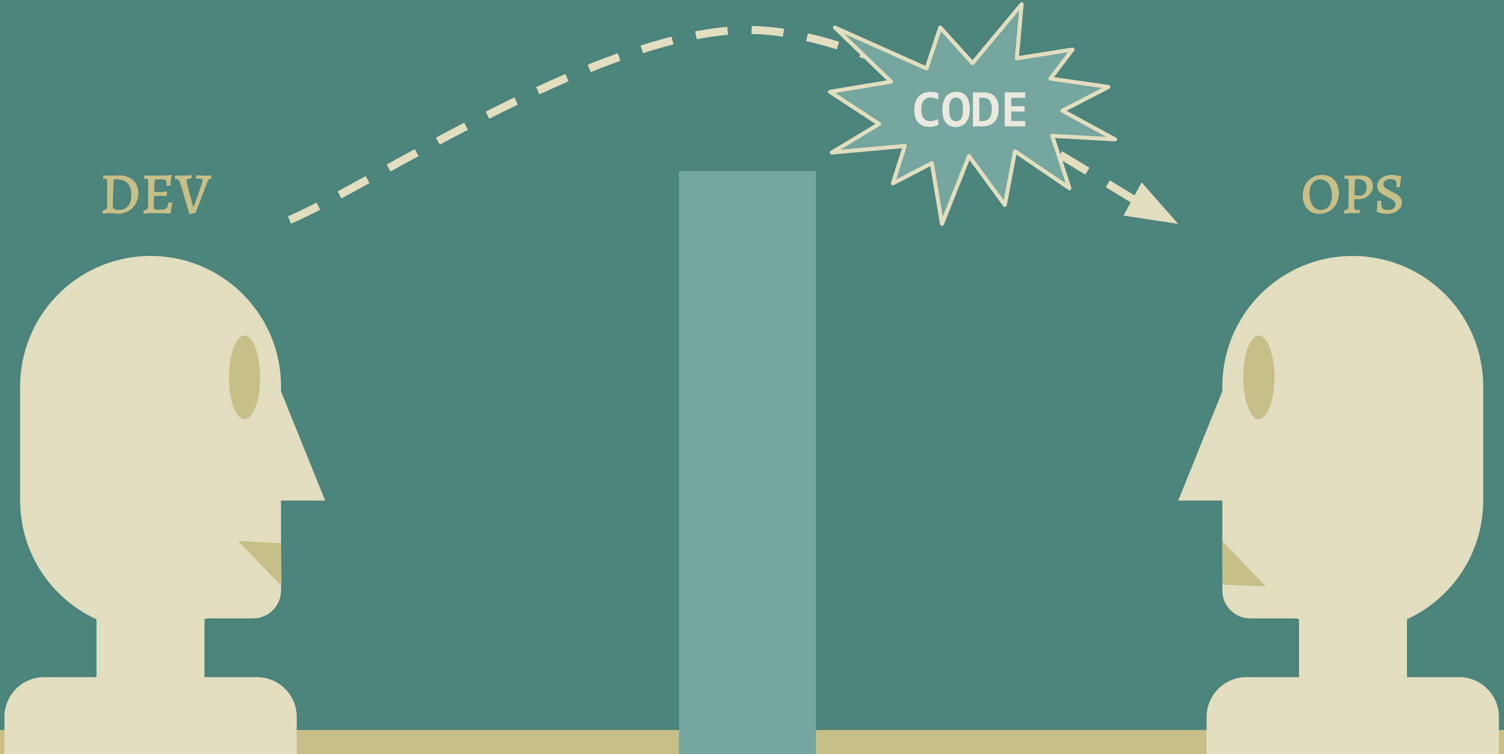
We don’t determine the quality of our product; our customers do.

What do these people want?!?

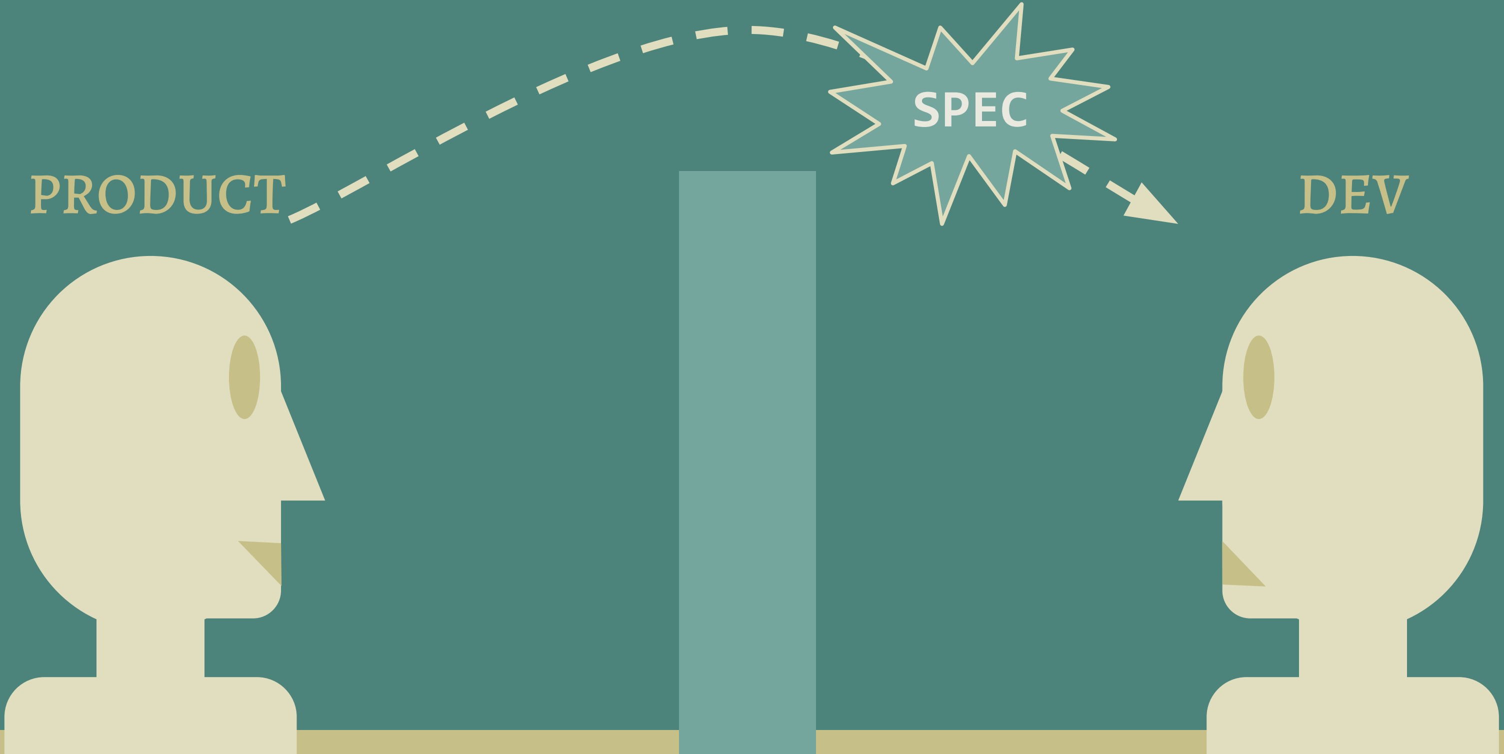
What do these people want?!?

Let’s go ask them.

We've learned not to do this...



Let's stop doing this, too:



Engineers like to solve problems

Engineers
need to understand
customer problems

Understand your customer

Talk to them:

- Qualitative User Experience Research (UXR)
- It’s okay to just listen
- N > 1

Understand your customer

Read about them:

- Quantitative UXR
- Market research
- Analytics / logs

Understand your customer

Be them:

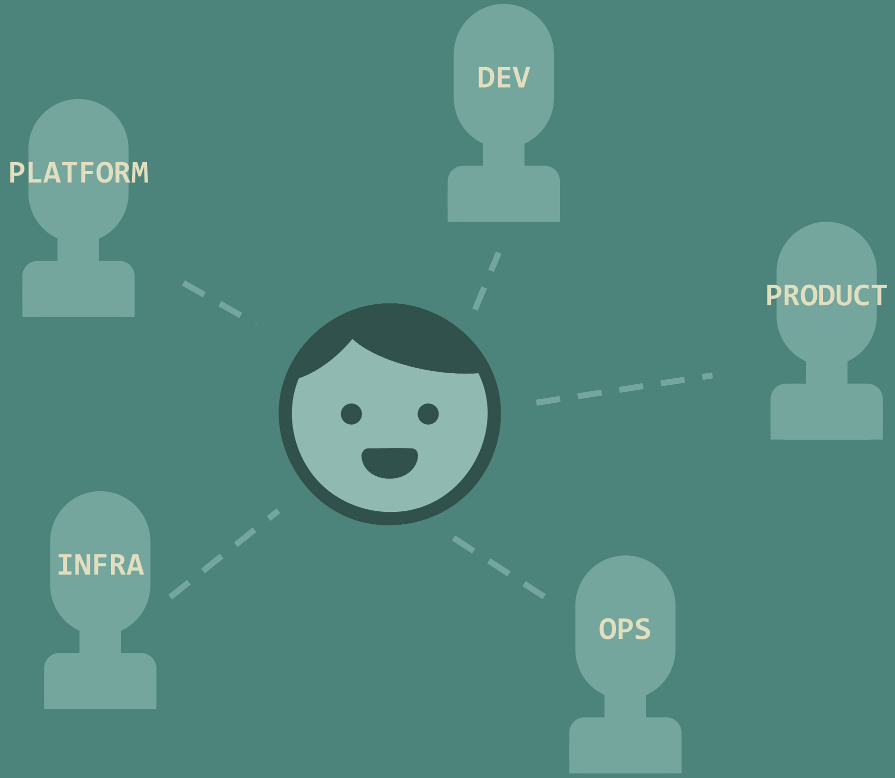
- Dogfooding
- Empathy Sessions
- Try the competition

Understand your customer

Mess with them:

Use Error Budgets to experiment on user experience

Everything is for the customer



happy face by Akira Kagawa from the Noun Project

Okay, but what about all the things the customer doesn’t care about?

Security

Security

is for the customer

Tech Debt?

Refactoring

is for the customer

Cost cutting

Cost cutting

is for the customer

Your Happiness

🤔

Your Happiness

🤗

is for the customer

Keep the customer around during development

Keep the customer around...

When designing:

- User personas
- JTBDs
- Prototyping

The Happy Ca

(29% of interview su

"I like the product as it is. Plea
take away any features. But I'd be
to get some free credits!"

The Pr

(21% of in

"I like to b
friends abo
early acc

The Power User

(41% of interview subjects)

"I know everything about the product
and I enjoy finding new and weird ways
to use it. Don't dumb it down for me."

e Skeptic

erview subjects)

ange how I do things.
ing unless it's forced
me."

Keep the customer around…

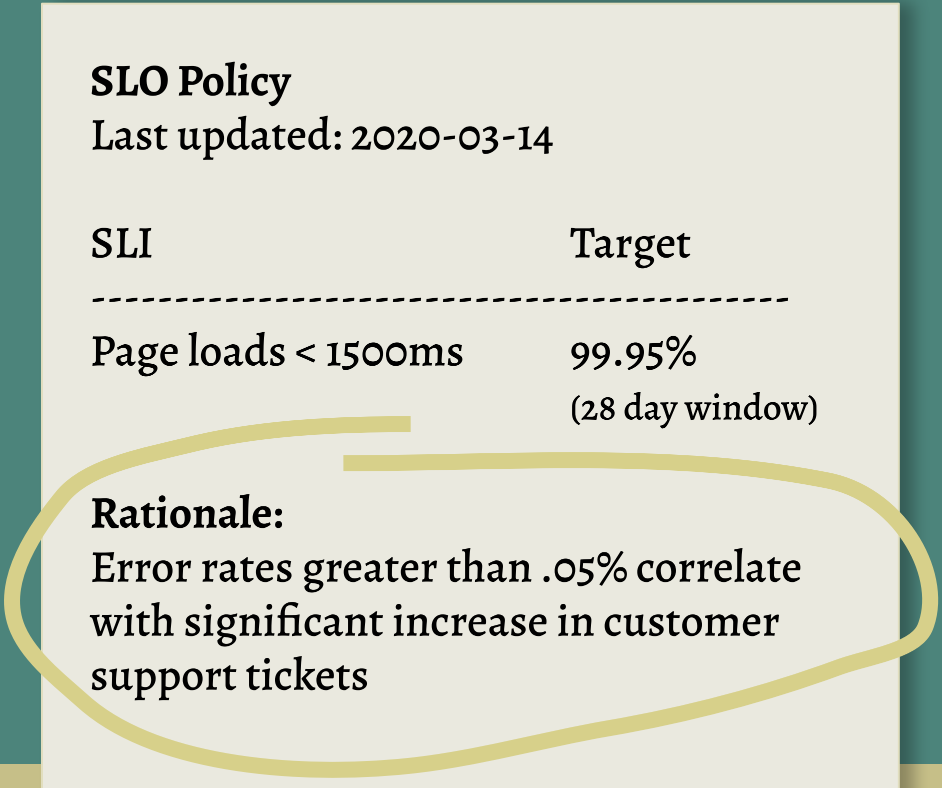
When implementing:

- Customer-oriented milestones
- Customer feedback loops
    - Trusted testers
    - CABs
    - etc.

Keep the customer around...

When operating:

- Customer-oriented SLOs



SLO Policy
Last updated: 2020-03-14

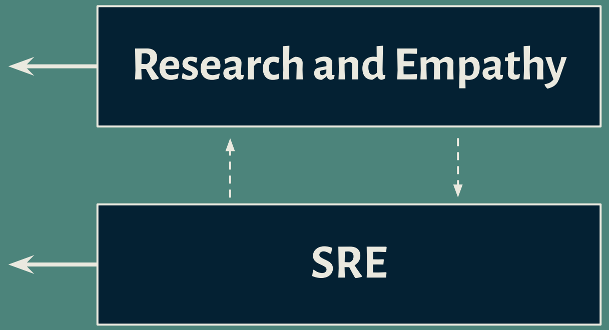
SLI	Target
Page loads < 1500ms	99.95% (28 day window)

Rationale:
Error rates greater than .05% correlate with significant increase in customer support tickets

The best technology is the one that produces the best outcomes for its customers.

Recipe for success

- Define the product according to what your customer values
- Consistently deliver according to that definition



Research and Empathy

SRE

First steps:

1. Find your customer.
2. Learn what they value.
3. Write it down.
4. Deliver it.

Thanks!

@davidstanke

THANK YOU!

Meet me in the Network Chat Lounge for questions

SKILup DAYS