



Decoupled stack with Next.js

Decoupled days 2021

Our tech stack is just a tool to help the customer

What incredible benefits can we give to the customers?... not starting with: Let's sit down with the engineers and figure out what awesome technology we have and then how we are going to market that.

source: <https://youtu.be/oeqPrUmVz-o>

“Customers don't care about your solution. They care about their problems. - Dave McClure, CEO



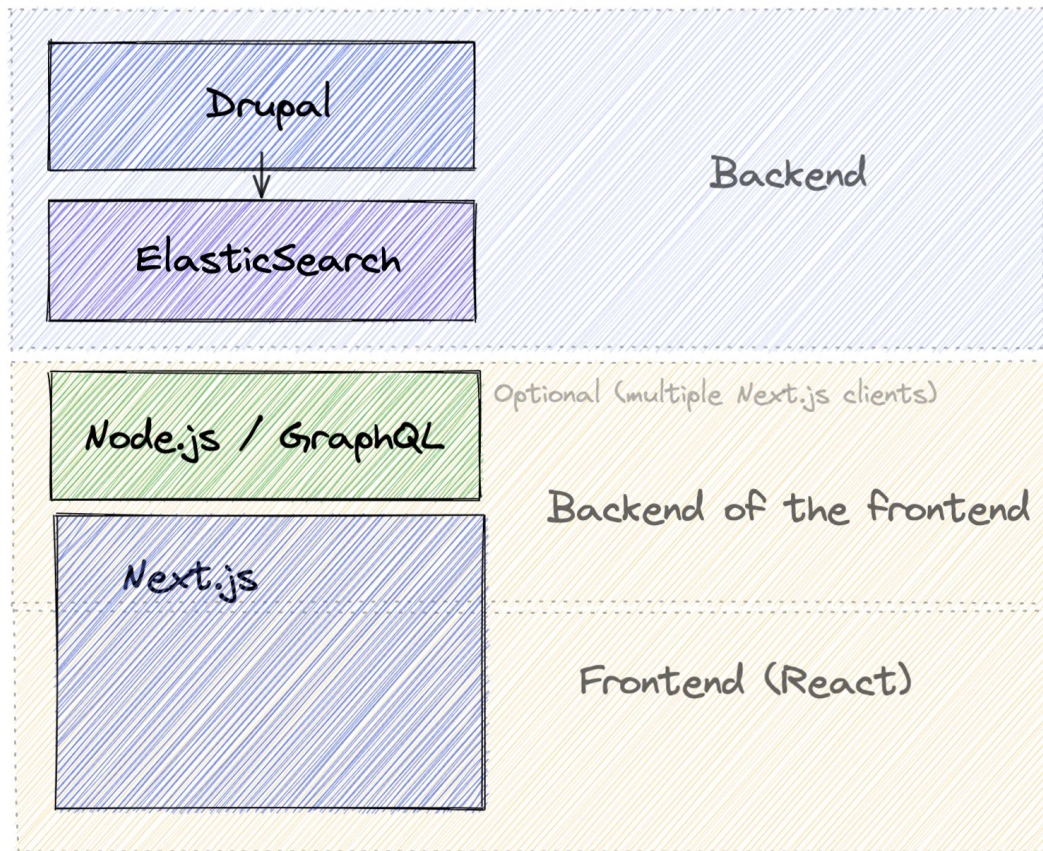
These views are my own

Wunder has more than 100 employees in an almost flat hierarchy. Dozens of active projects with a lot of freedom for the team to take decisions.

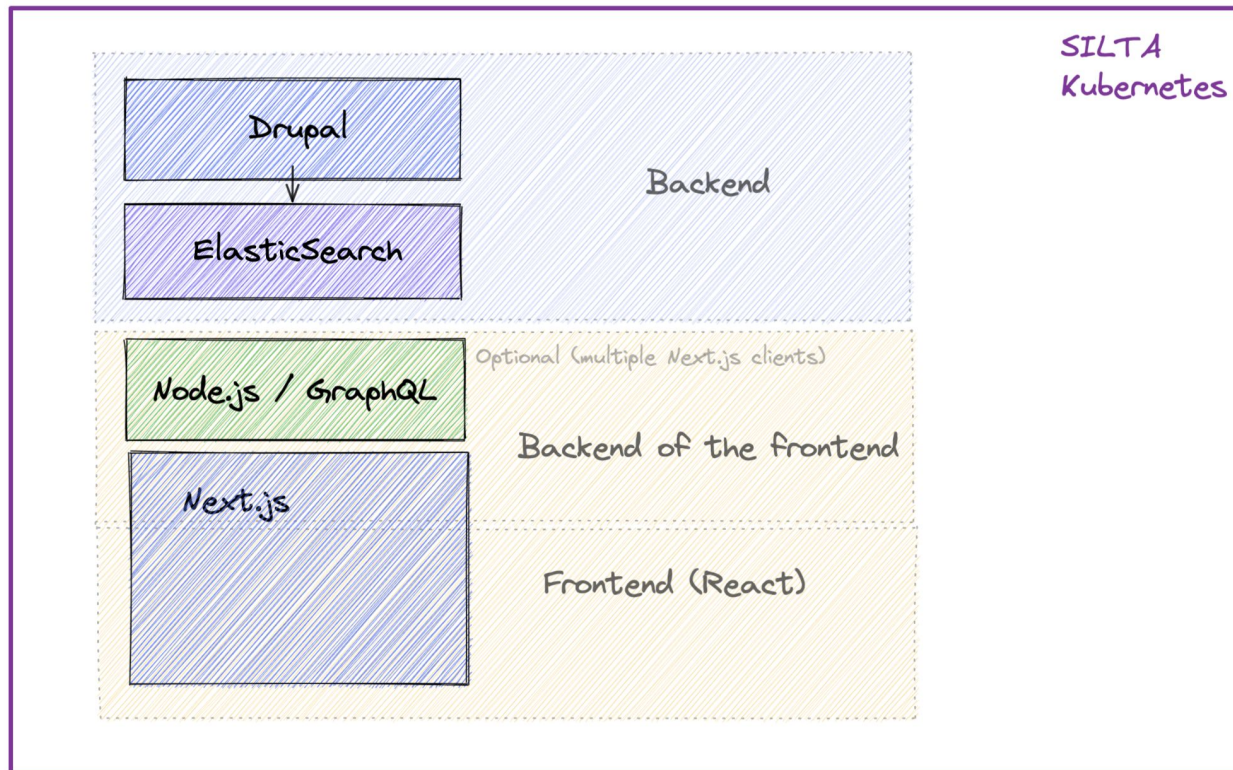
We have 7 internal guilds. Guild leads support people and growth in different ways. At the moment I'm guild lead for **JS devs**.

Why not join us?. Ping me, or google “wunder careers”

Our decoupled stack for multiple projects



Our decoupled stack for multiple projects



Why?

Why fully decoupled?

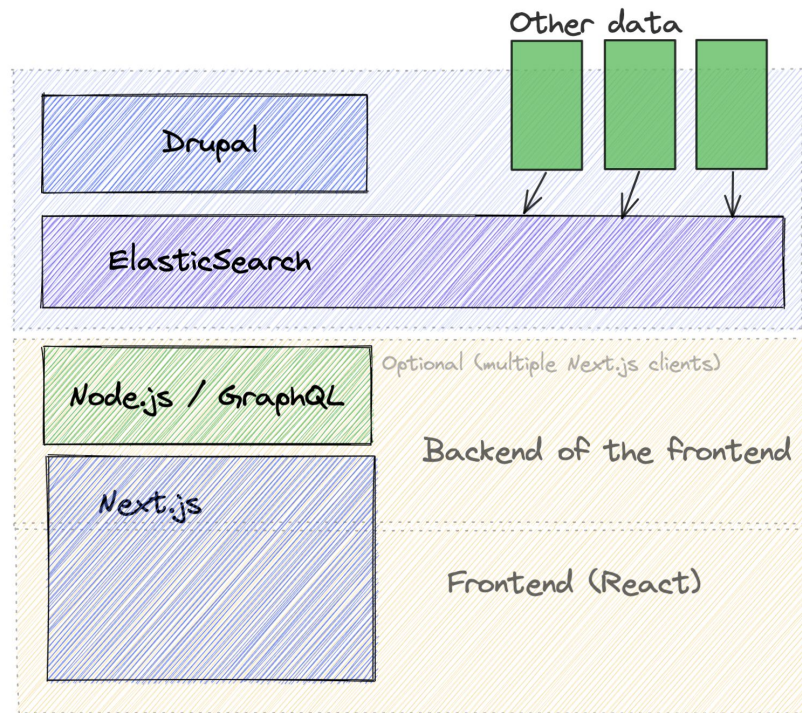
Why Elasticsearch?

Why React?

Why Next.js?

Why?

Why fully decoupled? Why ElasticSearch?



Why Elasticsearch?

Super fast

Aggregates data from multiple sources

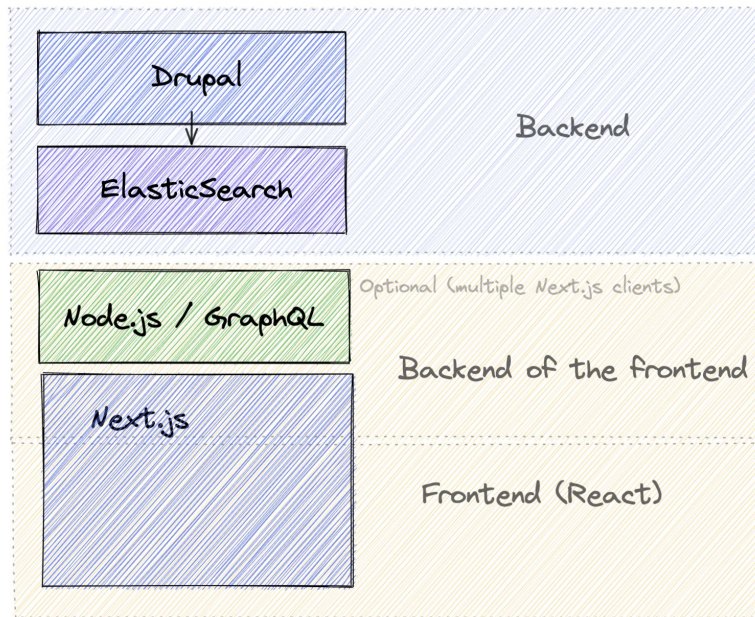
Search is very important

Advanced cases.

Ready solution for indexing Drupal content, by Wunder:

https://www.drupal.org/project/elasticsearch_helper

Time for a story: Personalized daily email to 40,000 people



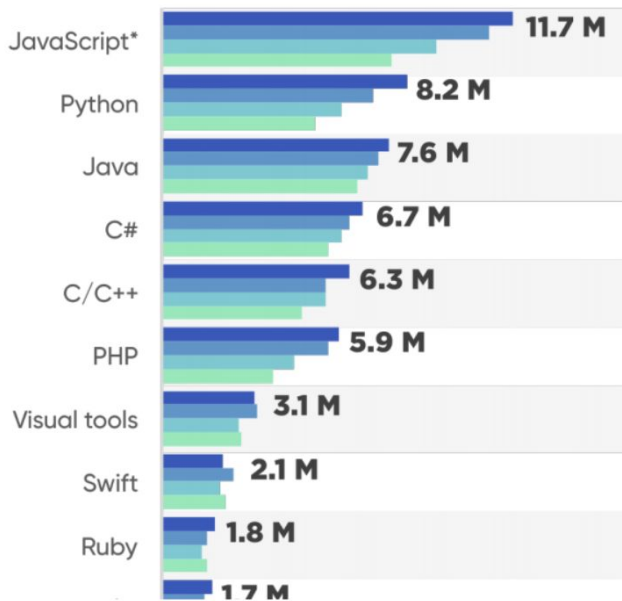
Our decoupled stack for multiple projects

Why React? Why Next.js?

Number of developers in the world (source: slashdata)

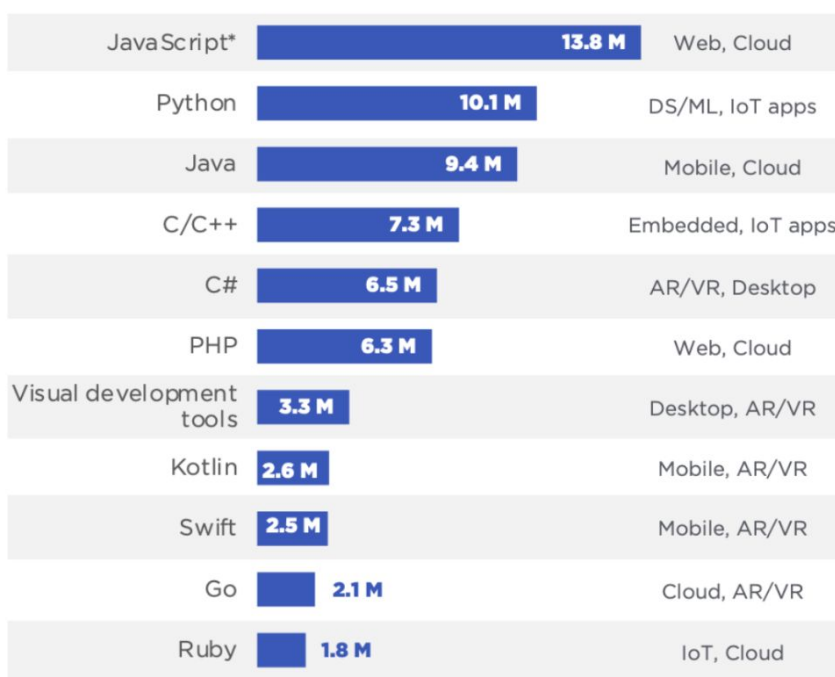
2018

Active developers



2021

Most popular in

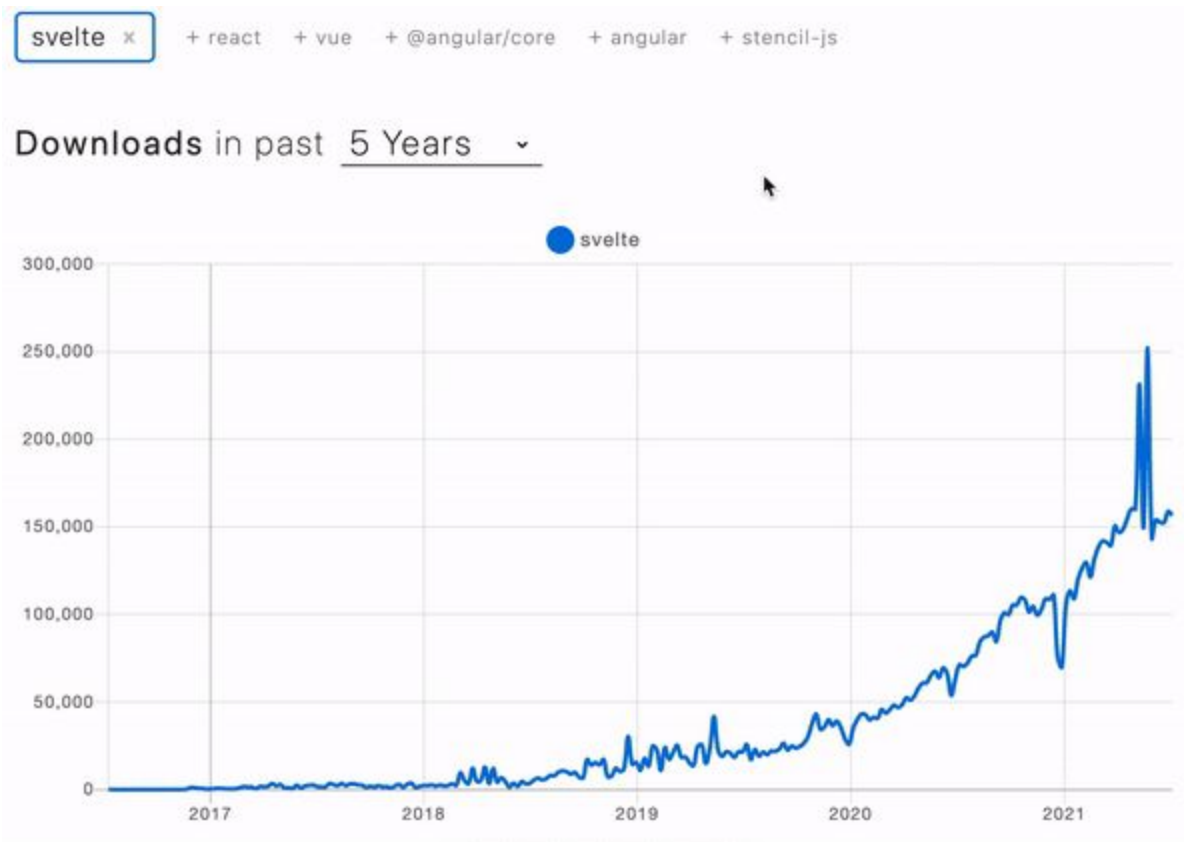


Programming is a pop culture

“Popularity rules, and fitness for purpose is secondary.”

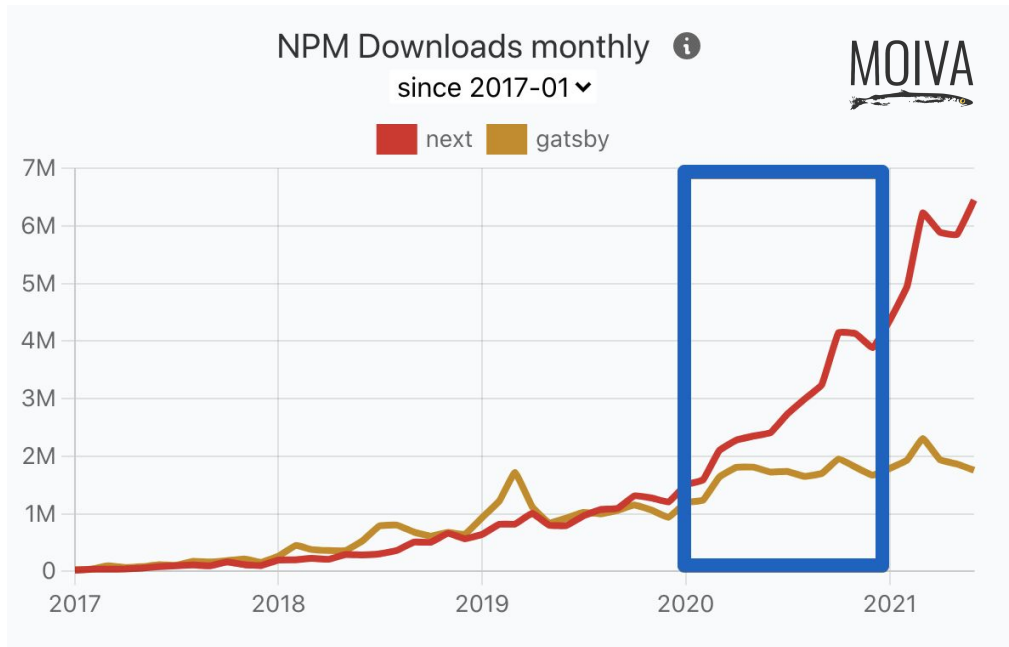
This is one of the reasons why many experienced programmers spend some time on “social” programming sites like Hacker News, Reddit, or Stack Overflow. In a pop culture, keeping up with the trends is necessary to do your job. You can’t design clothes if you spend all your time in a laboratory analyzing fabrics

<http://braythwayt.com/posterous/2012/11/01/programming-is-a-pop-culture.html>



Next.js vs Gatsby

In 2020, Next.js became hybrid



Time for a story: From Gatsby to Next.js



React Server Components

React will be for the first time opinionated on the backend, requiring a JS runtime.

Release estimated for 2022

This in a way, will replace the progressive decouple strategy (BigPipe) from Facebook. (my guess)

Why Next.js?

Becoming the standard meta framework for doing SSR in React

Hybrid

Popular

Innovative: introduces quickly new experimental features

Mature: backwards compatibility

Performant

Small well thought API, like React. Easy to learn.

Our stack is just a tool to help the customer

What incredible benefits can we give to the customers?... *not starting with: Let's sit down with the engineers and figure out what awesome technology we have and then how we are going to market that.*

source: <https://youtu.be/oeqPrUmVz-o>

“Customers don't care about your solution. They care about their problems. - Dave McClure, CEO, 500 Startups



Thank you

:-)



Shaping the Digital Experience

wunder.io