

NETFLIX ORIGINALS



NETFLIX ORIGINAL

TUCA & Bertie

2018 TV-MA 1 Season

Watch Season 1 Now

S1:E2 "The Promotion"

of 26m

Bertie wants to climb the ladder at Conde Nest but encounters sexual harassment. Enter Tuca with a plan to help her BFF get what she wants.

▶ RESUME

+ MY LIST

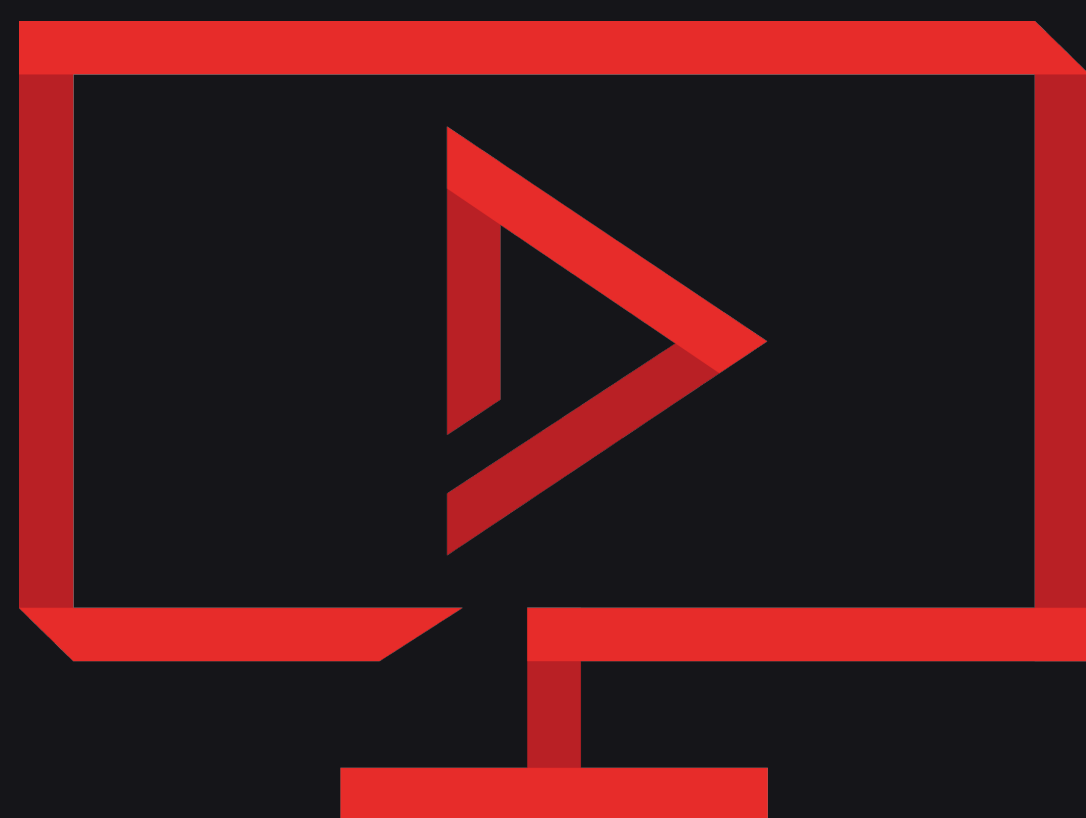


Creators: Lisa Hanawalt

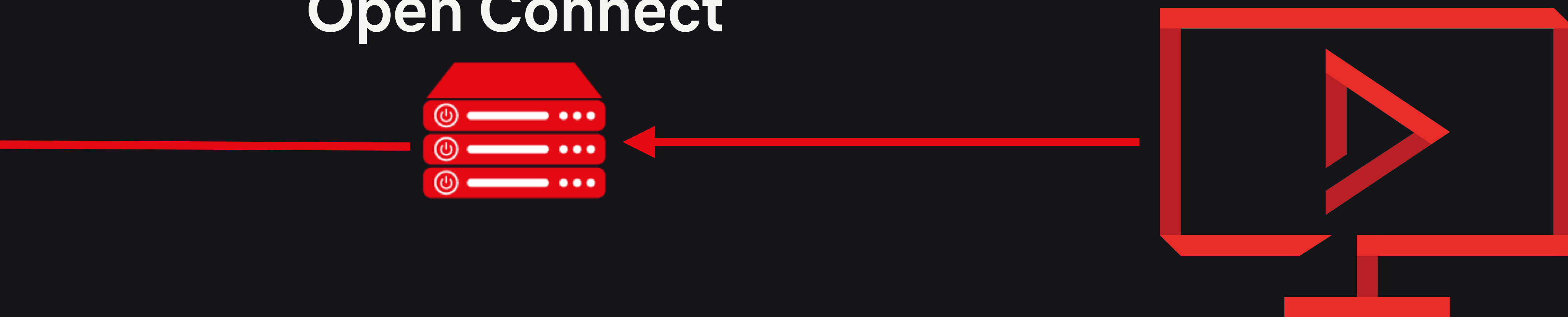
- OVERVIEW
- EPISODES
- TRAILERS & MORE
- MORE LIKE THIS
- DETAILS

Watch It Again





Open Connect





BUILDING
INTERNAL
TOOLS
AT

NETFLIX

MENTALIA



Trent Willis

Senior UI Engineer
Insight Engineering

@trentmwillis

Insight Engineering

Insight Engineering

“Enable real-time operational insights for Netflix Engineers”

Insight Engineering

“Enable real-time operational insights for Netflix Engineers”

Insight Engineering

“Enable real-time operational insights for Netflix Engineers”

Not always “glamorous”

Not always “glamorous”, but
rewarding and **important**

**Improve the day-to-day
experience **for**
others**

**Improve the day-to-day
experience **for**
your co-workers**

Build a foundation **for
others to succeed**

Build a foundation **for
your company to succeed**

Create something **different**

(The world of Web Development is vast)

Lumen

bit.ly/netflix-lumen

Imagine you're watching **Netflix**...



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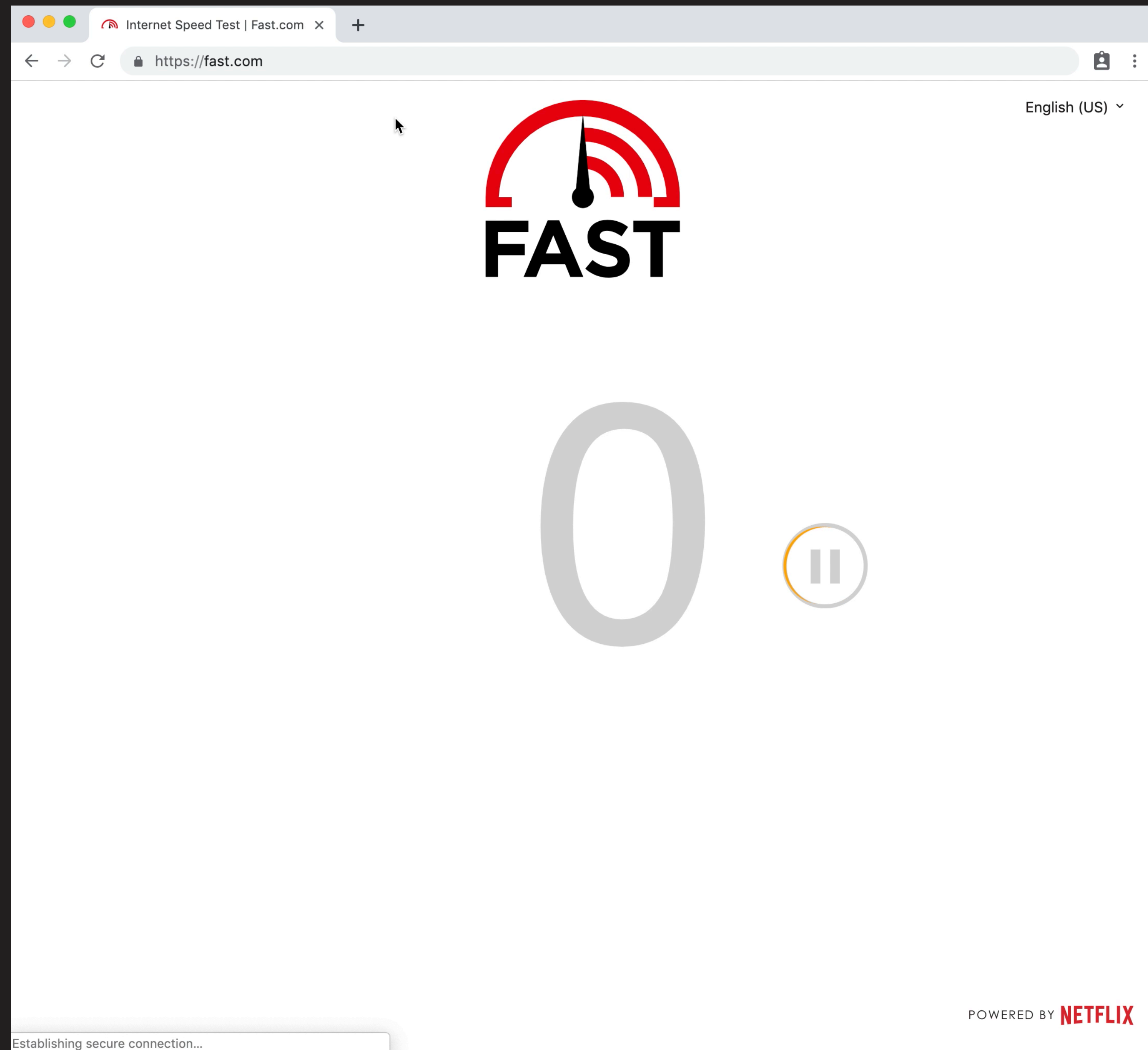
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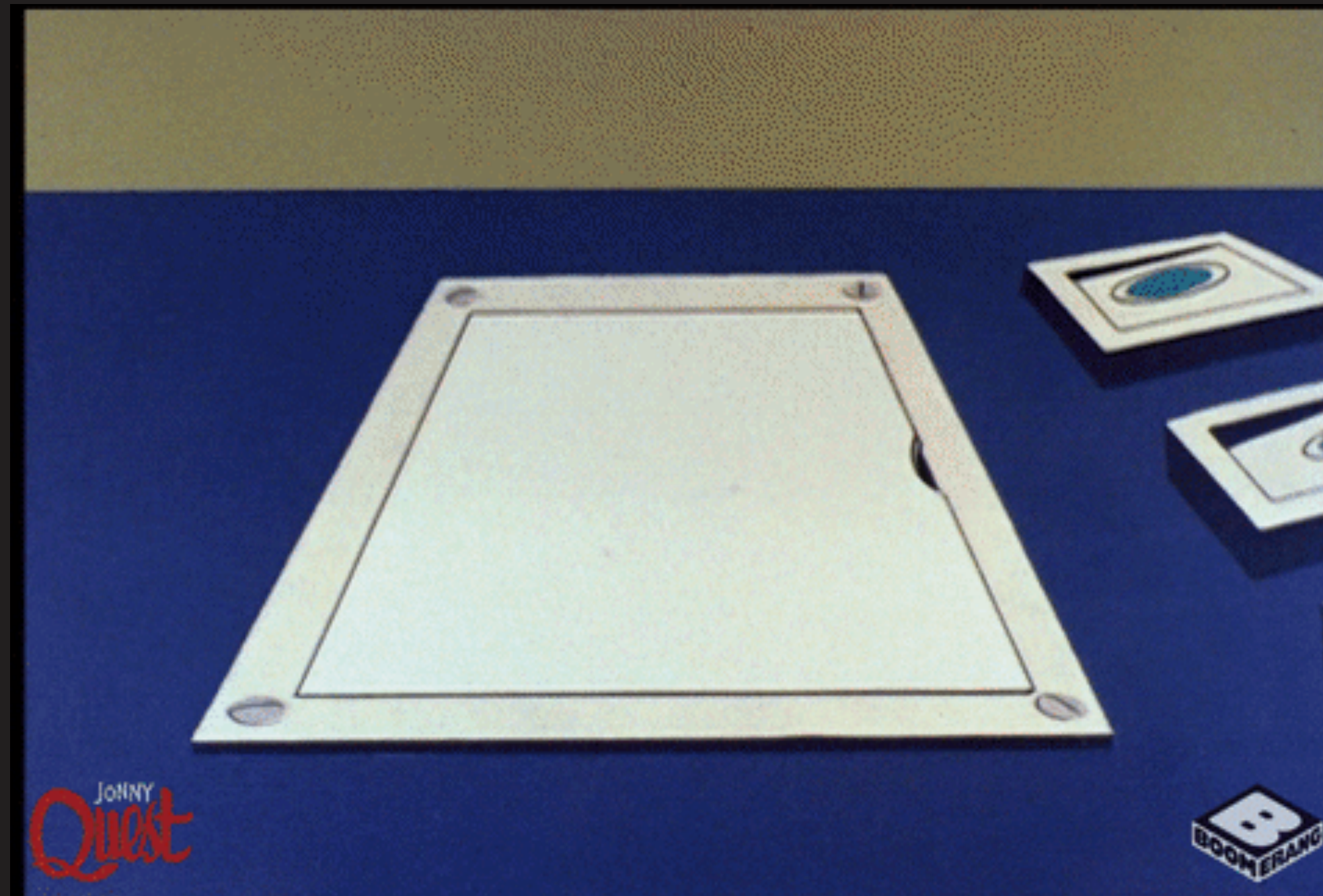
Meanwhile in the **Netflix** cloud...



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*(*image above is **not** how it actually happens...)*

NETFLIX

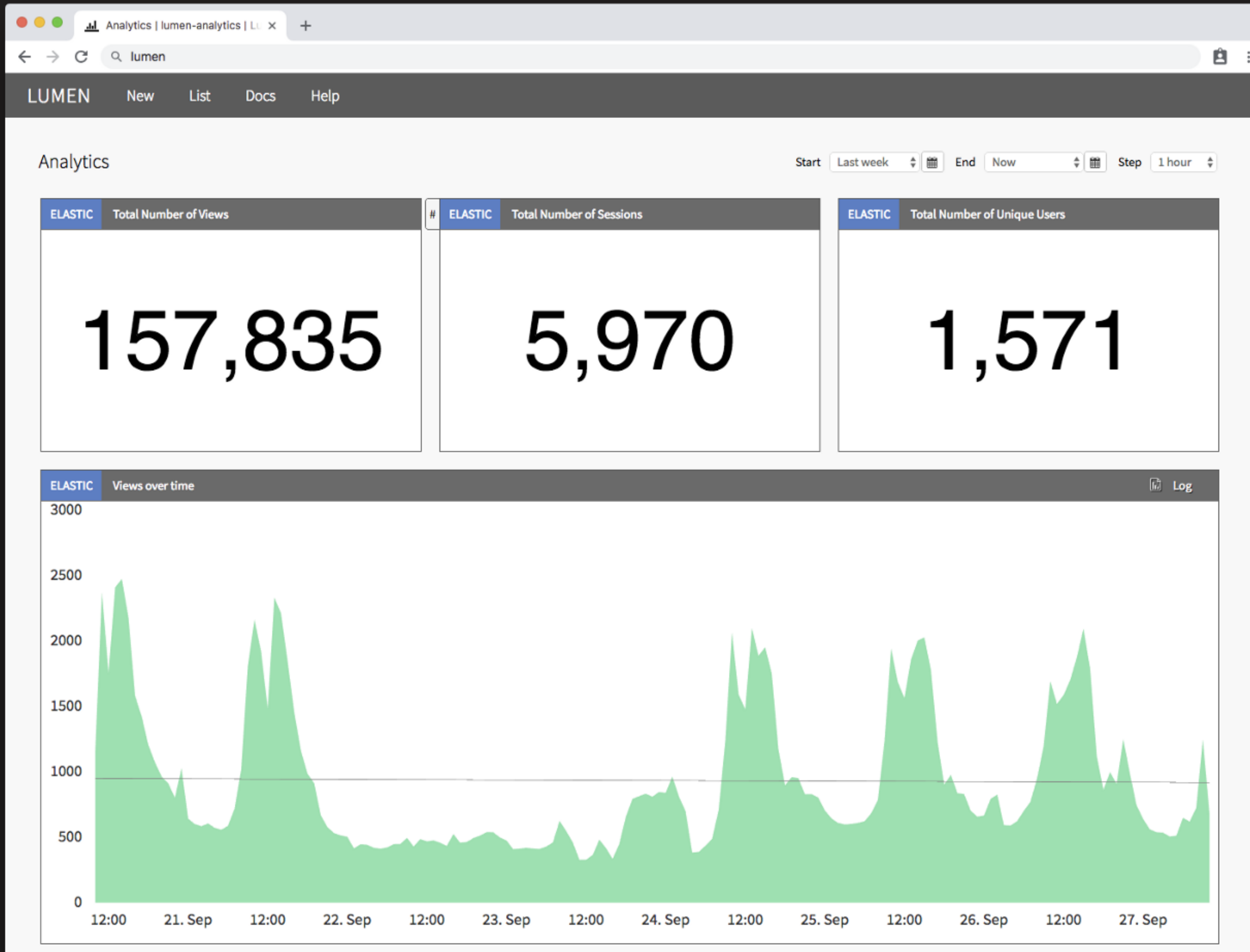


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(*also *not* how it actually happens...)

NETFLIX

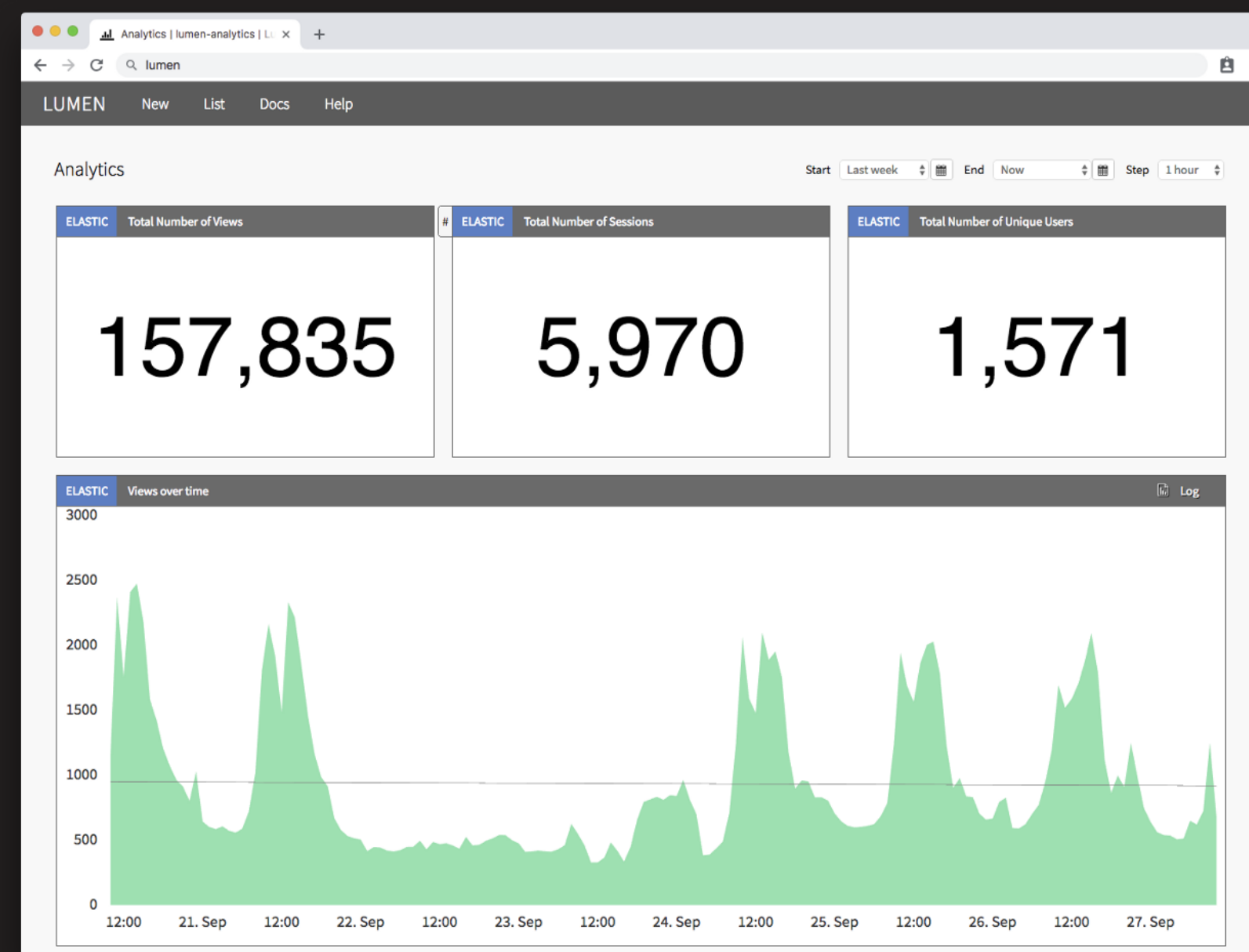


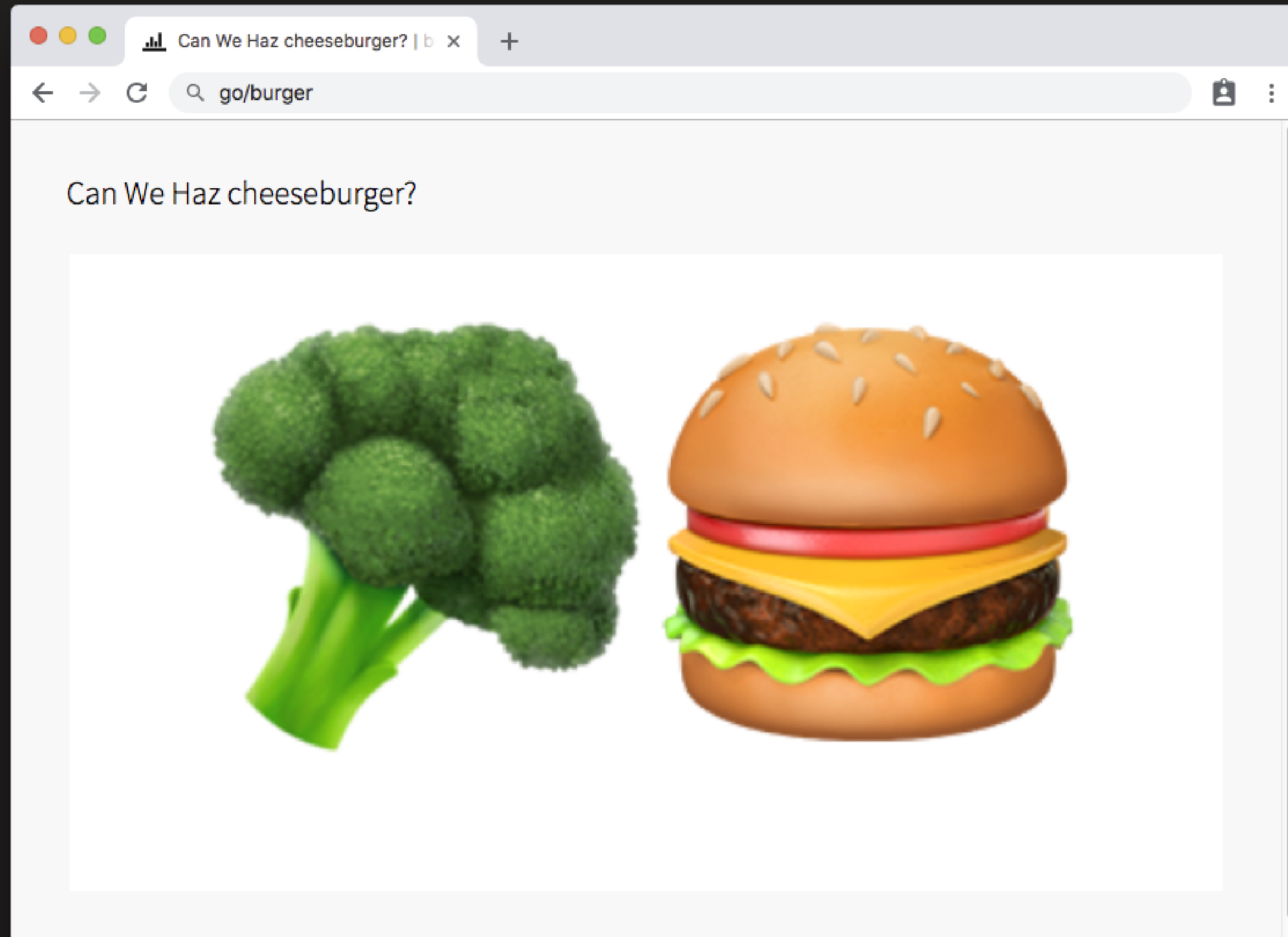


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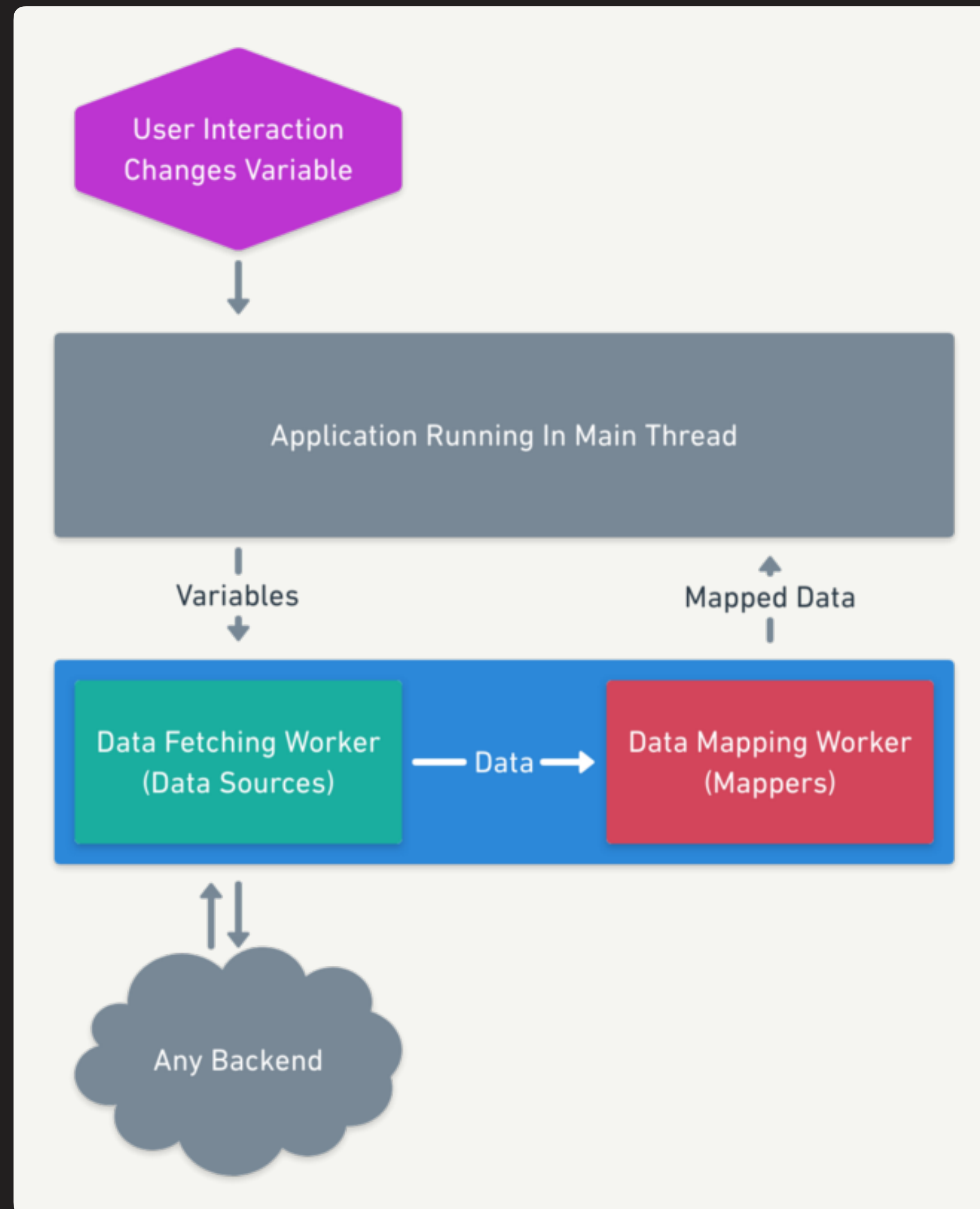
Don't describe your work by jargon.
Describe it by the value it brings.





How do we support *any* data source?

Web Workers



Weaving Webs of Workers

noti.st/trentmwillis/RxTcdy/weaving-webs-of-workers

How do we visualize *any* data?

Mapper *functions*s

Address your user's needs **and**
fun challenges will abound

How do internal projects change
the **day-to-day** job?

You work directly with customers.
(For better or worse.)

Development → Feedback
(yay!)

Development ← **Feedback**
(meh)

Your users are
less technologically diverse.

**Support policies are different.
More limited.**

Freedom!

Freedom?

The **technologies** don't really
change.

The **technologies** don't really
change. The **people** do.

How do you measure the **success**
of internal products?

Success is different.

Functionality > Aesthetics

Your customers don't necessarily
have choices.

Your customers don't necessarily
have choices, but **they have needs.**

Stability & Reliability > New Features

Not impacting **existing workflows** is
(usually) more important than enabling
new workflows

Customer Satisfaction > Growth

Successful internal products **grow**.

Honestly, the differences
aren't *that* big.

Consider the **possibilities.**

Ask about internal things.



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P.S. *Tuca & Bertie* is 🔥

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Thank you!

Any questions?