

Not Invented Here

Things Rails Didn't Innovate



Caleb Thompson

We'll talk a bit about
Rails

But that's my elevator
pitch

The point:

You can be more
effective

at your job

by not innovating

Rails didn't really invent
much at all.

Its success is just a matter
of **execution** and **delivery**



Great ideas brought
together in new ways

How we got here













neue S-Klasse.











ROYAL ROAD





68 Jy St
#405
Crown, NY
11201

Deutsche Post
HUB 55

HUB 55

00557 840 400.80

005-57,840 400.80

United States Postal Service
Customs Declaration **CN 22**
May be opened officially See Instructions on Reverse

Do not duplicate without LSP's approval

Cell	<input type="checkbox"/> Gift	<input type="checkbox"/> Commercial sample	Cell
	<input type="checkbox"/> Documents	<input checked="" type="checkbox"/> Other	

Quantity and detailed description of contents (%)	Weight (%)	Value (€)
...

Book	14	14
------	----	----

For commercial items only If shown, list tariff number (4) and classify if origin of goods (5)	Line weight (6)	Total (7-5)
	kg	kg

I, the undersigned, whose name and address are given on the form, hereby declare that the particulars given in this declaration are correct and that this item does not contain any dangerous article or a notice prohibited by regulation in its point of destination.

☐ INSUFFICIENT ADDRESS
☐ ATTEMPTED NOT KNOWN ☐ OTHER
☐ NO SUCH NUMBER/ STREET
☐ NOT DELIVERABLE AS ADDRESSED
☐ - UNABLE TO FORWARD

RTS
RETURN TO SEND

NY 11201

\$10.35
US POSTAGE
INTL FM-97 CLASS
09620907 281481
11201



Gew. Päckchen a d.A.

ZIP: 11212
06/14/12 New Jersey Incl BMC
Zip Codes help speed the
delivery of the mails

1.334 $\overline{639}$ 8

88-44 1 334 639 B 88-44 1 334 639 B

Deutsche Post
Für FZ

bitte nicht bekleben

PÜB ... 1... 1... 1...







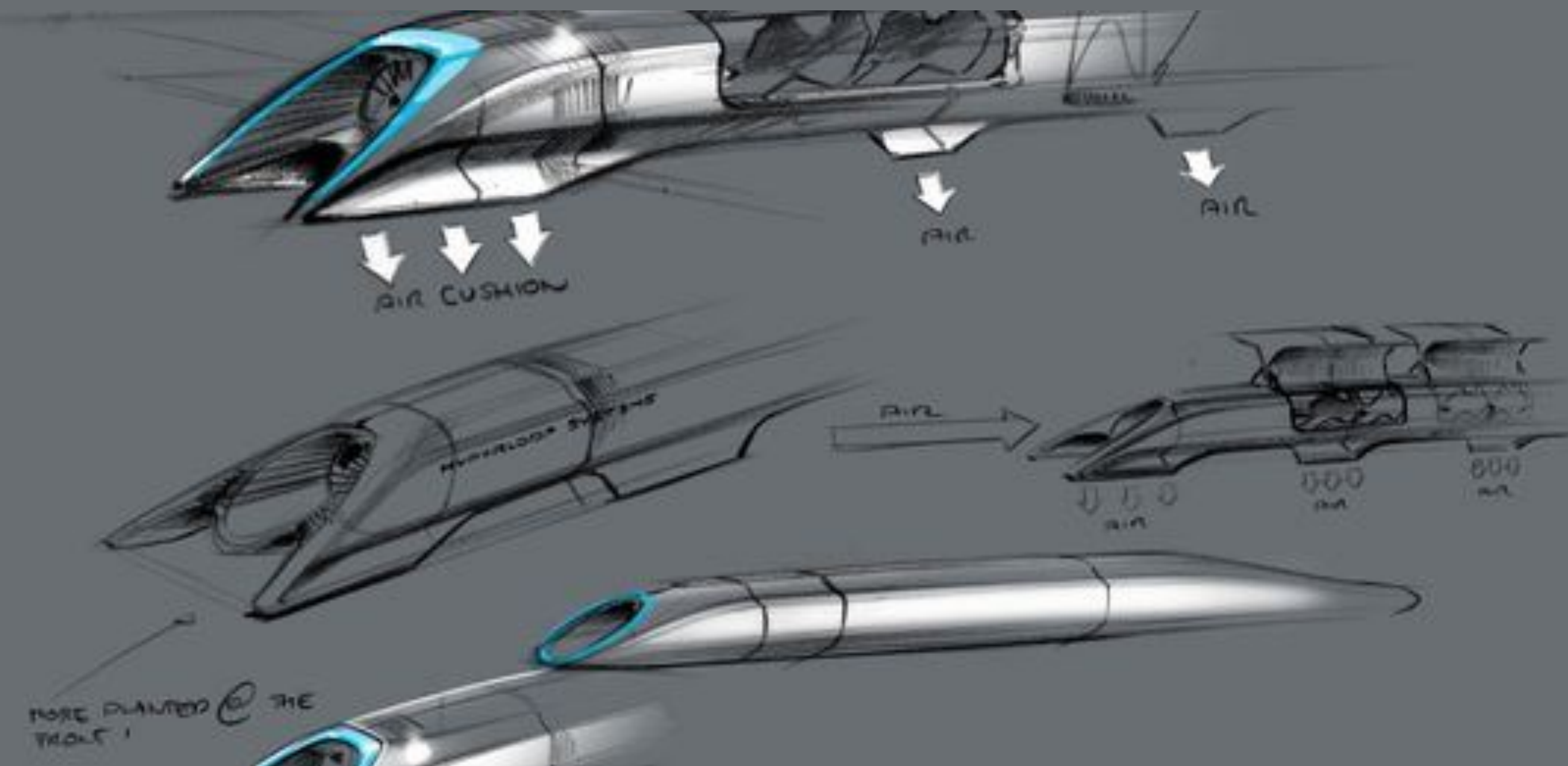












Haha, what?

They weren't
reinventing the wheel

Rails stole ideas

...but which ones?

What do we
think of when
we think Rails?



Model

View


Controller was conceived as a general solution to the problem of developers controlling a large and complex data set.

The essential purpose of MVC is to bridge the gap between the human user's mental model and the digital model that exists in the computer.

Trygve Reenscrag
XEROX PARC 1978-79

The mapping between
database tables and
business logic in
applications happens in

Active Record

A man with a beard and a patterned shirt, smiling and looking to the side. The background is blurred, showing what appears to be a bookshelf or office environment.

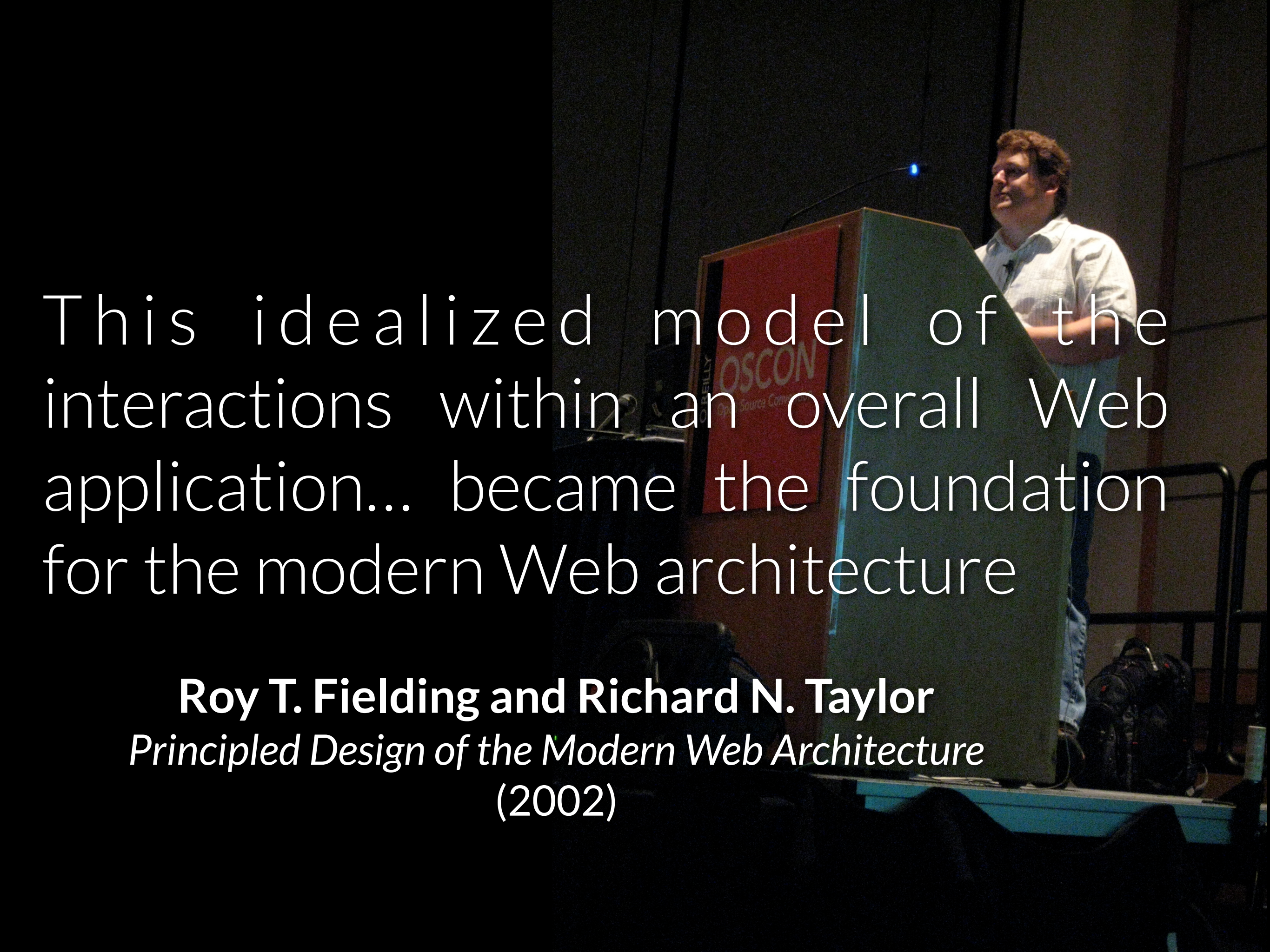
An object that wraps a row in a database table or view, encapsulates the database access, and adds domain logic on that data.

Martin Fowler

Patterns of Enterprise Application Architecture

REpresentational **S**tate **T**ransfer

is a uniform interface for the web

A man with curly hair, wearing a light-colored button-down shirt and jeans, stands behind a wooden podium on a stage. The podium has a red sign that says "OSCON" and "Open Source Community". A microphone is positioned in front of him. The background is dark with vertical lines.

This idealized model of the interactions within an overall Web application... became the foundation for the modern Web architecture

Roy T. Fielding and Richard N. Taylor
Principled Design of the Modern Web Architecture
(2002)

Rails didn't *invent* REST

Convention over Configuration

seeks to decrease the number of **decisions** that developers need to make, gaining **simplicity**, but not necessarily losing **flexibility**.



maven


defaults

config files


spring

JavaBeans

ERB provides an *easy to use* but *powerful* templating *system* for Ruby.

 [ruby](#) / [ruby](#)

 branch: **trunk** ▼

[ruby](#) / [lib](#) / **erb.rb**



Merb

- asset pipeline
- extension api
- parameter whitelisting and blacklisting (strong_parameters)
- ORM / JavaScript agnostic

***So why is Rails so
popular?***



☐ Google ☐ Slashdot: New... ☐ Woot: One Da... ☐ BBC NEWS | Ne... ☐ Penny Arcade! ... ☐ Google 

Google

Execution
is crazy
important

Presentation is key



**What can we learn from
this?**

There is nothing wrong
with taking other's ideas

Rails was built on the
shoulders of giants

That worked out
pretty well

Keep it simple.

Strong, useful conventions make
code easy to find and reduce
mundane decision making

**Not designed by
committee**

DHH still contributes

Released in July of
2004

Didn't share commit rights
until February of 2005

strong_parameters

turbolinks

turbolinks

(not a popular decision)

While we may not
always agree with him

It doesn't matter; he's
doing it anyways


While this can be frustrating,
you can't argue with success

rails 4.1.1

Ruby on Rails is a full-stack web framework optimized for programmer happiness and sustainable productivity. It encourages beautiful code by favoring convention over configuration.

INSTALL > `gem install rails`



 Download  Badge  Subscribe  RSS

Authors

David Heinemeier Hansson

34,979,484 **32,104**
total downloads for this version

What can we take
from this?

Take ideas

I know you want to
build.

Interesting problems
are fun to solve

but they already have
been

Don't be seduced by
the problem

**You are trying to get
something out the door**

Buy for parity
build for competitive advantage



123 Main St
Anytown, MA 12345



123 Main St
Apartment #5
Anytown, MA 12345



123 Main St
Basement
Anytown, MA 12345



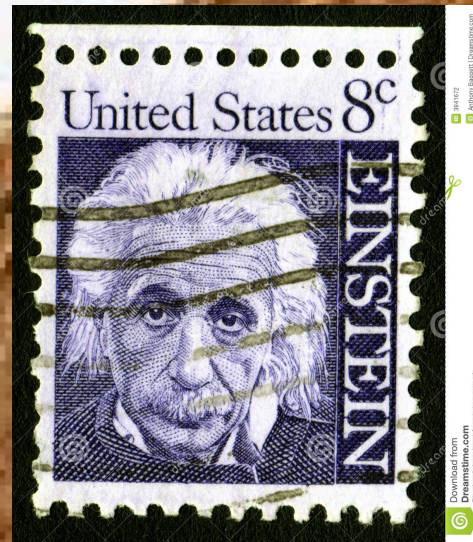
c/o somebody else
123 Main St
Anytown, MA 12345



Bank of Canada
234 Laurier Avenue West
Ottawa, Ontario, Canada
K1A 0G9



Caleb Thompson
FNBA Downtown branch
Downtown, Anchorage,
Alaska



Caleb Thompson FNBA Downtown branch Downtown, Anchorage, Alaska





Are you going to have a better idea
than Fielding had about REST?

maybe

probably not

Take ideas

But don't take it from
me





Thank you.

Caleb Thompson

@thompson_caleb

 calebthompson

caleb@calebthompson.io

Don't just sit there. Learn
Something.

learn.thoughtbot.com

SCOTRUBY14 for 30% off a
Learn Prime subscription

